



Weekly Update

399 El Camino Real, Tustin, CA 92780

TEL (714) 544-5341

FAX (714) 544-2083

www.tustinchamber.org

Mission Statement

"To preserve the free enterprise system; to preserve and expand the potential of all business and professional enterprises; and to promote the civic, cultural and social well-being of the City of Tustin and surrounding community."

-Sponsor -

New Member Reception



*Your Display Ad
Can Now Be
Advertised in the
Weekly Update*

Now Available

**ADVERTISE IN THE
WEEKLY UPDATE FOR AS
LITTLE AS \$25 WEEK.**

Maximize your company's exposure, expand your marketing and have your important message reach thousands!

Display ad commitment, minimum of 4 weeks.

Up to 2 Column Inch = \$25.00
Between 2-4 Column Inch = \$50.00
Call today to reserve your space!



CALENDAR

MONDAY, OCTOBER 13

11:30 a.m. - Executive Committee meeting, Tustin Chamber Board Room.

WEDNESDAY, OCTOBER 15

7:30 a.m. - Board of Directors meeting, Tustin Chamber Board Room.

THURSDAY, OCTOBER 16

7:30 a.m. - Legislative Subcommittee meeting, Tustin Chamber Board Room.

5:30 p.m. - New Member Reception, chamber offices. New members who joined between July through September are welcome to attend. Refreshments will be served.

MONDAY, OCTOBER 20

11:45 a.m. - 1:30 p.m. - Power Lunch at Tustin Ranch Golf Club. The cost is \$20.00/members with reservations, \$22.00/non-members and guests.

Keynote Speaker: Sheldon Pines, Transportation Corridor Agencies

Topic: 241 Toll Road Extension

Infomercial: Medical Capital Corporation

Black Marble Jackpot: \$211.50

WEDNESDAY, OCTOBER 22

7:30 a.m. - Governmental Affairs Council meeting, Tustin Chamber Board Room

- SAVE THE DATE - CITY COUNCIL CANDIDATES FORUM

WEDNESDAY, OCTOBER 22

The community is invited to meet the candidates for City Council at our Candidates Forum, Tustin Civic Center/Council Chambers. All candidates have been invited to participate.

This event is open to the public and is presented as a service to the community of Tustin. Questions for candidates? Send your questions to info@tustinchamber.org by October 17.

6:30 p.m. - Reception

7:00 - 8:30 p.m. - Candidates Forum



Got news about your business and would like to share it with other members?

Send your information via e-mail approximately two weeks before your special event and we will include it in the Weekly Update (News from Our Members), space permitting.

Due to limited space, items printed on the Weekly Update will be on a first-come, first-serve basis, will run for one week only, and final entries will be at the discretion of the Tustin Chamber of Commerce.

EARN CHAMBER BUCKS FOR ADVERTISING AND INSERTS. ASK US HOW!

PILLAR SPONSORS

The "Pillars of the Chamber" sponsorship program is for active chamber members who take pride in being identified as general sponsors for all chamber events and activities conducted throughout the year. Special on-going recognition and additional benefits are received in return for this all-inclusive subscription. Thank you to our Pillar Sponsors:

- ◆ AmanteLaw
- ◆ AT&T California
- ◆ Blue Buoy Swim School
- ◆ CR&R, Inc.
- ◆ Doctor's Ambulance Service
- ◆ Farmers & Merchants Bank
- ◆ Kimbrell Insurance Agency
- ◆ Optimum Audio & Video Design
- ◆ Patriots Federal Credit Union
- ◆ Sky Lending Group
- ◆ The Market Place/The Irvine Co.
- ◆ Tustin Ranch Golf Club
- ◆ Union Bank of California
Tustin Ranch Branch
- ◆ Vestar Development/The District
at Tustin Legacy

TUSTIN/CHINA CONNECTION

**TUESDAY, SEPTEMBER 30
CHINA 2009 PRE-TOUR BRIEFING**

4:30 p.m. - If you're thinking of joining us for our China Tour in 2009, please attend this briefing at the chamber office (399 El Camino Real, Tustin). You will be briefed on travel arrangements, reservation deadlines/requirements, passport/visa requirements, daily sight seeing tours, Chinese customs, and information on tipping, taxis, luggage, food, restrooms and much more!

THURSDAY, OCTOBER 23

5:30 p.m. - 7:30 p.m. - Our monthly mixer will be hosted by the City of Tustin at city hall (300 Centennial Way, Tustin). In remembrance of our successful inaugural business tour to China in March 2008, The Tustin Chamber of Commerce will be presenting a replica of a Terra Cotta Soldier, direct from China, to the City of Tustin. On behalf of the Tustin Chamber, the Terra Cotta Soldier was generously donated by Leo Liu, owner of Citslinc International, Inc., our tour organizer. You're all invited to attend this special presentation.

WIN A FREE TRIP TO CHINA VALUED AT \$1800 OR \$1500 CASH!

GRAND PRIZE WILL BE THE TUSTIN CHAMBER'S TOUR PACKAGE FOR ONE (1) TO ITS BUSINESS TOUR TO CHINA, MARCH 2009...OR \$1500 CASH!



GOLF PHOTOS NOW AVAILABLE ONLINE

Hi golfers! Photos are now available online for viewing, courtesy of Rhonda Weiderhaft. Please go to <http://cobrafootball.smugmug.com/share/RsbamotpP0u5Y>. The password is golf.

A special thank to Rhonda Weiderhaft for donating her time to take photos at our golf tournament on September 23rd.



Reserve this space for your display ad that will be seen by thousands! For more information, call the chamber office at 714-544-5341.

REGISTER TODAY FOR BUSINESS TOUR TO CHINA 2009

Photos from our China Tour 2008 may be viewed at www.tustinchamber.org. Go to Calendar of Events/ Major Events/China 2008



Your Display Ad Can Now Be Advertised in the Weekly Update

Now Available
ADVERTISE IN THE WEEKLY UPDATE FOR AS LITTLE AS \$25 WEEK.

Maximize your company's exposure, expand your marketing and have your important message reach thousands!

Display ad commitment, minimum of 4 weeks.

Up to 2 Column Inch = \$25.00
 Between 2-4 Column Inch = \$50.00
 Call today to reserve your space!

NEWS FROM OUR MEMBERS

SOUTHERN CALIFORNIA EDISON

SCE wants you to know that by switching to state-of-the art PAR 38 and 30 Aluminum Reflector Compact Fluorescent Lamps, you can save as much as 75% on your lighting energy costs and as much as 300% on your maintenance costs! SCE will even give you **FREE ENERGY EFFICIENT LAMPS**. As a Southern California Edison customer, you may be able to take advantage of these great savings through the LEEP program--a program designed to help businesses in the retail, office, restaurant and hospitality industry become more energy efficient and improve their bottom line. What are you waiting for? Get started by calling 877-966-5556. Or visit their website at www.sce.com.

CITY OF TUSTIN PARKS & RECREATION SERVICES PRESENTS OLD TOWN ART WORK

The Old Town Art Walk and Plein Air Contest is on Saturday, October 18 from 10:00 a.m. to 5:00 p.m. The location will be along the streets of El Camino Real and Main Street in Old Town and will include numerous painting and mixed-media art for viewing, live music, Old Town merchant participation and historic tours of Old Town. For more information, call 714-573-3326 or visit www.tustinca.org.

ENDERLE CENTER PRESENTS "A CLASSIC EUROPEAN CONCOURS

On October 12, Enderle Center is hosting the "All Chevy Show" And on October 25-26, classic car show will feature European classic cars of the 1930s, 1940s, 1950s and 1960s. You'll have an opportunity to meet Pininfarina Senior Car Designer Maurizio Corbi. For more information, contact Tom Grahovac at tom@enderlecenter.com.

GO ROMA OFFERS ONLINE ORDERING

No standing in line. No waiting on hold. Online ordering makes great Italian real easy. To receive \$3.00 off your online order, go to www.goroma.net. Go Roma is located at 2453 Park Avenue, Tustin (at The District at Tustin Legacy).

IRVINE VALLEY COLLEGE RECEIVES \$21,000 GIFT FROM CHARTER 100

Charter 100 is a philanthropic women's community organization. This gift will be used to establish a new scholarship endowment, which will receive a 50 percent match from The Bernard Osher Foundation.

OLD TOWN FLOORING ANNOUNCED SHREK'S UPCOMING VISIT TO OLD TOWN

The movie character "Shrek" will be making a live appearance in Old Town Tustin on Friday, October 31. Shrek will be joining Old Town businesses in handing out Halloween treats to trick or treaters. For more information, call Marge Redmond at 714-730-3567.

TUSTIN MAYOR'S THANKSGIVING BREAKFAST

Save November 20, 7:00 - 8:45 a.m. for this annual sold-out event. Location is at Marconi Automotive Museum, 1302 Industrial Drive, Tustin. For more information, call the Tustin Community Foundation at 714-393-8506.

TUSTIN PUBLIC SCHOOLS FOUNDATION'S DINOSAUR DASH 18

Run for education on Sunday, November 2nd starting at The Market Place. For advertising opportunities or for more information, call TPSF at 714-832-6299.



CHAMBER COUNCILS

Chamber Councils are the outreach, advocacy, service and communication platforms for the Chamber. The councils gather their members from and have involvement beyond the boundaries of the Chamber membership. The Councils provide value to the community that is made possible through the support of the chamber's fundraising events.

BUSINESS & ECONOMIC DEVELOPMENT COUNCIL (BEDC)

- ◆ Monitors and supports growth and development of business in Tustin.
- ◆ Develops programs, in cooperation with other stakeholders, to encourage development of business opportunities and
- ◆ Assists to improve the competitiveness of local companies.
- ◆ Monitors that the needs of existing businesses are met.

Open to members, BEDC meets on the second Thursday of each month, 8:00 a.m. in the Tustin Chamber Board Room.

GOVERNMENTAL AFFAIRS COUNCIL (GAC)

- ◆ Focuses on issues related to government at all levels and raises awareness of the affects of government action on the well-being of the Tustin area communities and businesses.
- ◆ Meets regularly with representatives from the city, county, state and federal government.
- ◆ Monitors legislation at all levels of government and makes recommendations to oppose or support legislation that impacts businesses.
- ◆ Sponsors and hosts the City Council Candidates Forum during an election year.

Open to members, GAC meets on the last Wednesday of each month, 7:30 a.m. in the Tustin Chamber Board Room.

The Legislative Subcommittee meets the Thursday before the GAC meeting, 7:30 a.m., same location.

CHAMBER BENEFITS & SERVICES

ADVOCATE ADVERTISING - Advertise in our monthly newsletter, The Business Advocate. Published monthly, electronically mailed to over 2,000 businesses throughout Orange County, and posted on our website for one (1) year. How's that for maximizing your advertising dollars! Advertising space is limited so reserve your space today.

WEBSITE ADVERTISING - Banner ads are available on the chamber website. Several locations for banner ads include the home page, key pages or single page. Call us for ad rates and additional information.

ADVOCATE INSERTS - Advertising in The Advocate makes sense and it works! Just ask those members who have tried it. For only \$100.00, your promotional fliers may be inserted in our newsletter and posted on our website for thirty (30) days. Inserts are due by the 20th of the month on a PDF format and 200 hard copies/inserts.

RIBBON CUTTINGS - This is a great way to promote your business to the entire community. A benefit of your chamber membership, ribbon cuttings are held on Mondays, Wednesday and Thursdays.

TUSTIN INFORMATION CENTER - Located in the chamber offices, we receive numerous visitors and handle hundreds of calls each month regarding businesses and things to do in Tustin. Why not further promote your business by displaying your brochures in the Tustin Information Center. Better yet, come visit us and see what this is all about.

WEEKLY UPDATE ADVERTISING - Maximize your company's exposure, expand your marketing and have your important message reach thousands on a weekly basis. Display ad commitment is a minimum of four (4) weeks. Up to 2 Column Inch = \$25.00. Between 2-4 Column Inch = \$50.00. Call today to reserve your space!

OTHER PROGRAMS & SERVICES

- ◆ Monthly Membership Breakfasts & Police Officer of the Month Program
- ◆ Monthly Mixers hosted by various chamber members
- ◆ Members Power Lunch on the first and third Mondays of each month (except holidays)
- ◆ Quarterly New Member Reception
- ◆ Business Outreach Luncheons for Large Employers
- ◆ Business Workshops
- ◆ Business Management & Training Seminars
- ◆ Certificates of Origin
- ◆ Membership Mailing Labels
- ◆ Member-to-Member Discount Program

TUSTIN CHAMBER STAFF

Marisa Charette, President/CEO
mcharette@tustinchamber.org

ADMINISTRATION:

Carol Cultra, ccultra@tustinchamber.org
Noelle Ornelas, norneas@tustinchamber.org
Maryann Griffin

SALES & MARKETING

Don Melcher, Director of Sales & Marketing - melchwssm@aol.com
Aimee Desloge - a_desloge@yahoo.com
Pamla Manazer - pamanaz@aol.com

714-544-5341