



# 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."*



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714.393.9270  
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*Your Display Ad  
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### 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, NOVEMBER 10

8:00 a.m. - TIC Task Force Meeting, Board Room.  
11:30 a.m. - Executive Committee Meeting, Board Room.

### WEDNESDAY, NOVEMBER 12

7:15 - 9:00 a.m. - Monthly Membership Breakfast and Police Officer of the Month program, Tustin Ranch Golf Club. Keynote speaker is Lisa Kalustian, Chief Deputy Director/Governor Arnold Schwarzenegger's office. Reservations required.

5:00 p.m. - 8:00 p.m. - Network OC at Dave & Buster's/Irvine Spectrum (71 Fortune Drive, Suite 960, Irvine). The cost is \$15/members, \$20/non-members. Hosted by several chambers of commerce: Tustin, Irvine, Jewish American, Costa Mesa, Dana Point, Newport Beach, Stanton and the Orange County Business Council.

### THURSDAY, NOVEMBER 13

8:00 a.m. - BEDC Meeting, Board Room

### MONDAY, NOVEMBER 17

11:45 - 1:30 p.m. - Power Lunch at Tustin Ranch Golf Club. Advanced reservations recommended.

Keynote Speaker: Chris Webb, Providence Speech & Hearing Center  
Infomercial Winner: Alissa Beale, American Alarm Systems, Inc.  
Black Marble Jackpot: \$253.50

## ADVERTISING OPPORTUNITIES

### BANNER ADVERTISING

A banner ad is a form of advertising on the World Wide Web. All the advantages of a printed publication, a banner ad has the ability to bring a potential customer directly to the advertiser's website. For banner ad rates, please call the chamber office.

### WEEKLY UPDATE

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**"ADVOCATE" NEWSLETTER 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.

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**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.



**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
- ◆ CR&R, Inc.
- ◆ 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

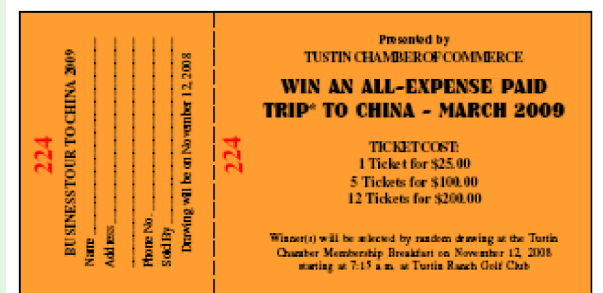
**TUSTIN/CHINA CONNECTION**

**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!**



**6TH ANNUAL SCHOOL SUPPLY KIT DRIVE FOR TUSD'S ELEMENTARY SCHOOL CHILDREN**

The Tustin Chamber's Education & Workforce Committee will be collecting much needed school supplies that will be donated to the needy students at our local elementary schools. For each SCHOOL SUPPLY KIT, we recommend the following: 1 ream of college-ruled paper, ruler, 3 pens, 3 pencils, erasers, pencil sharpener, glue sticks, pencil holder, scissors, crayons, colored markers, recordable CDs, folders and notebooks.

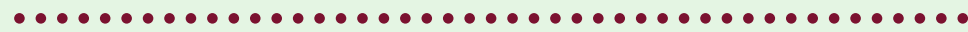
Please bring your donations to the chamber office during work hours. For donations received before December 1st, donor will receive two (2) free passes (valued at 20.00) to the chamber's Holiday Mixer on Thursday, December 18th, hosted by AMC Theatres at The District at Tustin Legacy.

No time to shop? For a donation of \$15.00, we'll do the shopping for you, and your name will be listed as a supporter of this project.



**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](http://www.sce.com).





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



An EDISON INTERNATIONAL Company

*Coming Soon at the Tustin Information Center*  
*Electronic Advertising will be available to our members. Please Stay Tuned!*

*Pillar Sponsor and sponsor of the Quarterly New Member Reception*




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## NEWS FROM OUR MEMBERS

### CRANBROOK OF TUSTIN & BOYS & GIRLS CLUB TEAM UP FOR CANNED FOOD DRIVE

Cranbrook has challenged and teamed up with the Boys & Girls Club for some friendly competition. Their goal is to collect canned food and other items of need for the Village of Hope. The contest between the two will end November 17th with a party hosted by Cranbrook Senior Living. If the Boys & Girls Club wins the contest, Cranbrook will make a donation to their newly added sewing program. For more information, contact Amy Bloomfield at Cranbrook, 714-730-5009.

### ENDERLE CENTER'S ANNUAL HOLIDAY OPEN HOUSE

**Scheduled for Thursday, November 20th from 5 p.m. to 9 p.m., Enderle Center would like to invite you and your family to enjoy the sights and sounds of the holiday season--entertainment, caroling, balloon artists, face painters, caricature artists, and Santa and his sleigh. And of course don't forget shopping at the 24 specialty shops and dining at the 5 restaurants and 2 bakeries. For more information, go the [www.enderlecenter.com](http://www.enderlecenter.com).**

### SIGNS NOW'S SIGNATURE FUNDS TO AWARD FREE SIGNS IN 2009

This outreach program recently launched by Signs Now will allow tustin area non-profit organizations who are eligible to receive in-kind digital sign and graphic services for event promotion and informational materials. Completed applications must be submitted by November 30th. For more information, call 714-508-9200 or email them at [freesigns@signsnowoc.com](mailto:freesigns@signsnowoc.com).

### THE DISTRICT AT TUSTIN LEGACY OFFERS OUTDOOR STAGE TO COMMUNITY

The District would like to invite community groups and schools to hold holiday performances on The District stage between November 27 and December 24. Time slots include weekday lunch period, Wednesdays at 6 p.m., and Sundays at noon. For more information, contact Kim Daskas/Director of Marketing at 714-259-1046.

### THE DISTRICT OFFERS FREE LIVE ENTERTAINMENT EVERY FRIDAY & SATURDAY, 8:00 PM ON THE MAIN DISTRICT STAGE

Friday, November 7 - Sleep for Sleepers  
 Saturday, November 6 - The Secret 6  
 Friday, November 14 - Letters Burning  
 Saturday, November 15 - Touch Response; special performance by No Doubt Tribute Band; and No Duh!

### THE WINERY'S WINEMAKER SERIES DINNER ON TWO SPECIAL NIGHTS

Tuesday and Wednesday (November 11th and 12th), 7:00 p.m. on the Vineyard Patio. \$99.00/person (excludes tax and gratuity) includes a special appearance by the Paso Robles Winery's Owner/Winemaker Stephan Asseo. The Winery is located at 2647 Park Avenue at The District. Phone number is 714-258-7600 or visit [www.thewineryrestaurant.net](http://www.thewineryrestaurant.net).

### VETERANS DAY CELEBRATION

Presented by the City of Tustin Parks & Recreation Services and the Tustin American Legion Post 227, you're invited to celebrate Veterans Day with your friends at the Tustin Area Senior Center (200 South C Street, Tustin) on November 11. For reservations and more information, call the Tustin Area Senior Center at 714-573-3340.

## Election Wrap-Up 2008 Luncheon

Hosted by the Orange Chamber in partnership with the Tustin Chamber, Anaheim Chamber, Fullerton Chamber, Newport Beach Chamber and OCBC.

Friday, November 21, 11:30 a.m - 1:30 p.m.

Doubletree Hotel - 100 The City Drive, Orange

\$40.00/Person by November 1st - \$45.00/Person after deadline

**Keynote Speaker: Kenneth L. Khachigian**

**Appeared as a Political Analyst on all three major broadcast networks, Fox News, MSNBC, the News Hour with Jim Lehrer, CNN's Capital Gang, Inside Politics and Larry King.**



## 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

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**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.

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### 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:

**Noelle Ornelas**, [nornelas@tustinchamber.org](mailto:nornelas@tustinchamber.org)  
**Maryann Griffin**

### SALES & MARKETING

**Don Melcher, Director of Sales & Marketing** - [melchwssm@aol.com](mailto:melchwssm@aol.com)  
**Aimee Desloge** - [a\\_desloge@yahoo.com](mailto:a_desloge@yahoo.com)  
**Pamla Manazer** - [pamanaz@aol.com](mailto:pamanaz@aol.com)

**714-544-5341**