



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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Judy L. Mina
714.393.9270
judy@hrnow.us

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

TUESDAY, NOVEMBER 18

9:00 - 11:00 a.m. - Higher Education Focus Group, Tustin Chamber Board Room.

WEDNESDAY, NOVEMBER 19

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

FRIDAY, NOVEMBER 21

11:30 a.m. - At Issue Luncheon hosted by the Orange Chamber and co-sponsored by the Tustin Chamber. Location is the Doubletree Hotel, 100 The City Drive, Orange. Advance reservations required.

THURSDAY & FRIDAY, NOVEMBER 27 & 28

Thanksgiving Holiday. The chamber office will be closed both days.

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.

"ADVOCATE" NEWSLETTER 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.



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

RIBBON CUTTINGS & GRAND OPENINGS

WEDNESDAY, DECEMBER 3

Starting at 5:30 p.m. - Hosted by GMR Web Team, 2512 Chambers Road, Suite 206, Tustin



THURSDAY, DECEMBER 4

Starting at 5:00 p.m. - Hosted by Illiano's Ristorante & Pizzeria, 651 East First Street, Tustin (near the corner of Newport Avenue & First Street).

WEDNESDAY, DECEMBER 10

Starting at 5:00 p.m. - Hosted by Korner Grill located at the District at Tustin Legacy (2419 Park Avenue, Tustin).

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.



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




NEWS FROM OUR MEMBERS

BLUE BUOY SWIM SCHOOL'S OWNER INTERVIEWED ON BRENT RUTEMILLER'S SWIMMING WORLD MORNING SHOW

Johnny Johnson, owner of Blue Buoy Swim School, was afforded an incredible opportunity to appear with Brent Rutemiller on his Swimming World Morning Show. To view the interview, go to <http://www.swimmingworldmagazine.com/lane9/news/19479.asp>. Congratulations Johnny!

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.

KINECTA FEDERAL CREDIT UNION EXTENDS A HELPING HAND TO BENEFIT THE CHILDREN'S MIRACLE NETWORK AND 1200 FAMILIES

Kinecta is proud to support its subsidiary's 35th Annual Holiday Food Drive. Donations made at the end of your transaction, between October 27 through November 22, will help provide food and grocery store gift cards to 1200 families; a portion of the proceeds will also benefit the Children's Miracle Network. For more information, call Sohail Atsel, branch manager for Kinecta FCU, at 714-259-1354.

OFFICE MAX PRESENTS "FRIENDS & FAMILY SAVINGS EVENT"

For 2 days only (November 23 and 24), friends and families of the Tustin Chamber will receive from 10% - 50% off selected products and services from Office Max Bring in the attached flier to receive your savings. Office Max is at The Market Place (13742 Jamboree Road).

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.

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.

TUSTIN MAYOR'S PRAYER BREAKFAST ON THURSDAY, NOVEMBER 20

Hosted by the Tustin Community Foundation, this event is from 7:00 - 8:45 a.m. and will be held at the Marconi Automotive Museum, 1302 Industrial Drive. For reservations or more information, call Erin Nielsen at 714-393-8506 or e-mail her at erin2busy@aol.com.

The Metrolink Holiday Toy Express is Coming to Tustin!

From 5:45 - 6:15 p.m. on Saturday, December 6th at the Tustin Metrolink Station (2975 Edinger Avenue, near Jamboree Road). Bring a toy for the Firefighters "Spark of Love" Toy Drive for under-privileged children in the area.

The Tustin Chamber will be serving coffee, hot apple cider and holiday pastries. Donations received will benefit our School Supply Kit Drive for our elementary school children.



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.

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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
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

At Issue Luncheon

FRIDAY,
Nov. 21, 2008

11:30 A.M.—1:30 P.M.

Doubletree Hotel,
100 The City Drive
Orange, CA

WHO SHOULD ATTEND?

- BUSINESS OWNERS AND MANAGERS
- GOVERNMENT LEADERS
- CHAMBER BOARD MEMBERS AND STAFF



In Partnership With:

- Anaheim Chamber
- Fullerton Chamber
- Newport Beach Chamber
- Orange County Business Council
- Tustin Chamber

Please mail to the Orange Chamber Of Commerce
439 E. Chapman Ave. Orange, CA
92866 or fax 714/532-1675

Election Wrap-Up 2008

Speaker: Kenneth L. Khachigian

PRESENTED BY THE ORANGE CHAMBER OF COMMERCE

Speaker—Ken Khachigian has more than 30 years of strategic expertise in governmental affairs, complex business litigation, and public service. Khachigian has participated in nine presidential campaigns, six of them at senior strategic and staff levels. He is widely quoted in state and national newspapers and news magazines, and has 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.

His experience includes (partial list):

- Deputy Special Assistant to President Nixon.
- Chief Speechwriter and Senior Political Advisor for Ronald Reagan.
- Senior Partner in the Orange County and Los Angeles offices of Brownstein/Hyatt/Farber/Schreck and a member of the Government Relations and Natural Resources groups.

Sponsorship

Sign Up before November 1, 2008 and SAVE!

- Gold** - \$600—Table for 10, display table at event, podium & logo recognition, mention in printed materials, table sign.
- Table** - \$450 seating for 10, Mention in printed materials, table sign.
- Silver** - \$500—Seating for 10, podium recognition, mention in printed materials, table sign
- Individual Seat** - \$40 per person by Nov. 1st, 2008
\$45 after Nov. 2nd early sign up deadline

Total:\$ _____

Name _____

Name of Guests

Company _____

- Bill Me
- Check
- Visa
- MasterCard
- American Express

Credit Card # _____

Exp. date _____

Signature _____

