



Weekly Update

399 El Camino Real, Tustin, CA 92780

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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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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, TUESDAY & WEDNESDAY (NOVEMBER 24-26)

No meetings. All committees and council are dark.

THURSDAY & FRIDAY, NOVEMBER 27 & 28

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

MONDAY, DECEMBER 1

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

Guest Speaker: Monica Ruzick, Red Cross

Topic: "Earthquake Preparedness....Are you Ready?"

Infomercial Winner: Natalie Venneri, Catering Manager, The Beach Pit BBQ
Black Marble Jackpot: \$278.50.

WEDNESDAY, DECEMBER 3

7:30 a.m. - Ambassadors Committee meeting, Tustin Chamber Board Room.

5:30 p.m. - Ribbon cutting at GMR Web Team (2512 Chambers Road, Suite 206, Tustin).

THURSDAY, DECEMBER 4

5:00 p.m. - Ribbon cutting at Illianos Ristorante & Pizzeria (651 E. First Street, Tustin, in the same center as Mervyns).

FRIDAY, DECEMBER 5

6:00 - 8:00 p.m. - City of Tustin's Christmas Tree Lighting at city hall.

8:00 - 10:00 p.m. - Come join several businesses for an "Old Town" Christmas with activities planned for both children and adults.

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.



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



at&t

NEWS FROM OUR MEMBERS

BEACH PIT BBQ'S "BUY A TURKEY, HELP A FAMILY" PROGRAM

When you buy a turkey, \$10.00 of your purchase will be donated to SOS Charities. For more information and to order your turkey, see the attachment to this Weekly Update. Or call Beach Pit BBQ at 714-929-RIBS.

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.

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.

STATER BROS OPENS NEW CORPORATE HUMAN RESOURCES BUILDING

The 17,000 sq. ft. Human Resources Building in San Bernardino will incorporate all the State Bros. Human Resources Departments to deal with its 19,000 members regarding employment, health care, retirement and other company-provided benefit programs.

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.

WHOLE FOODS MARKET OFFERS BIG SAVINGS FOR THE HOLIDAYS

Go to this website for Whole Foods special \$10.00 coupon: http://www.1043myfm.com/pages/wholefoods/wholefoods_coupon.pdf

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

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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.

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

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