



Davis Chamber Viewpoint

A MONTHLY NEWSLETTER FOR DAVIS CHAMBER OF COMMERCE MEMBERS

Your Chamber, providing networking opportunities

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The mission of the Davis Chamber of Commerce is to promote, support and advocate the general economic vitality of its membership and the quality of life for the community.

OUR CORE PURPOSES:

1. *Creating a strong local economy*
2. *Promoting the community*
3. *Providing networking opportunities*
4. *Representing the interests of business with government*
5. *Political action*

2nd Annual Surf 'N' Turf Event!



Join us on Friday, March 20th for our 2nd Annual Surf 'N' Turf evening! Prior to last year, it was difficult to distinguish one crab feed from another in Davis. But in 2008, with the addition of delicious tri tip beef to the menu, the Davis Chamber of Commerce mooooooooved up to the premier spot on the crab feed circuit for all Davisites!

Sharing top billing with the tri tip is some amazing Dungeness crab, ready for you to eat freshly cracked, dipped in warm butter or au naturel. Sides include salads, bread, wine and dessert. There will be a silent auction of some great items, and a competitive live auction of just a few of the especially amazing offerings. There will be music to tap your feet to, and we even invite you to get up and boogie if the music moves you! Holy cow!

All proceeds benefit the Davis Chamber of Commerce, which is a non-profit organization whose mission is to promote, support and

advocate the general economic vitality of its membership and the quality of life for the community.

Individual tickets are available for \$70 each (same price as last year), and include reserved seating for all. Sponsorships are available at four different levels, with recognition opportunities for your business and priority access to the buffet line just two of the benefits. (More information on our website.)

Four ways to buy tickets:

- **NEW!!** Buy tickets and sponsorships online at: www.davischamber.com/chamberstore/events
- By phone: (530) 756-5160
- By fax: (530) 756-5190
- By email: lindap@davischamber.com

Don't be left out! Tickets are on sale now, and last year's event was a sellout. Get together some friends or some relatives you still speak to, buy a few tickets, get a sitter for the kids, and join the fun crowd at the Surf and Turf...and that's no bull!



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Your Chamber, promoting the community

Chairman's Message

by Jeremy Brooks

Our 2009 Installation Dinner was a great success. Thank you to all of our sponsors and members for their support and attendance. It was very encouraging to see that in such tough economic times we were able to sell out this event. The food was fantastic, our award recipients were truly deserving, and those who planned the night did a great job. I am sure that I have now set a whole new fashion trend, and many of you will be wearing painter overalls to formal events in the future!

Our member lunch in February was a real treat. We had the privilege to hear from local high school students and others who attended the recent inauguration in Washington DC. Regardless of your political views, it certainly was an historic event. I really was pleased to know that our students are taking an interest in things that matter. So many times we hear that students think only of themselves, or are causing trouble. This just shows us what a great job our schools are doing.

Recently, Davis hosted the first leg of the Amgen Tour of California. What a great event for our city to be a part of! Despite Mother Nature doing her best to soak the event, the crowds were great. It is too early to know what this event really meant to our business community, but we will all take any help we can get during this tough economy. Based upon the great volunteer efforts put forth by many, we can hope that Davis will continue to be a big part of Amgen. Having such a high profile event is great for Davis, allowing us to showcase our town, our people, and our businesses.

If you have not had a chance to check out the new website, take the time soon. (www.davischamber.com) I want to thank Studio66, Christi, and Linda for doing such a great job putting it together. The website is a great tool: I know you will enjoy being able to renew your memberships and sponsorships online with a credit card. If you can't locate your Chamber directory, just go to the website and you can view it there. Don't remember what events are coming up in Davis or the Chamber? Go to the calendar pages...click on the event for more information...click again and buy tickets or a sponsorship to the event. Want to reach more customers with your advertising dollars? Look into purchasing a banner ad on the new website...staff can tell you how many click-throughs your ad gets while its online. No matter which way you slice it, there is something for everyone on the new website!

Our next major event is Surf & Turf on Friday, March 20th. Last year we changed up this event by adding beef tri tip to the menu. This was a big hit with many who are not crab fans! Our committee is working hard to put on a fun night for all...there will be great food, plenty of auction items, and fun music and dancing. So invite your friends, buy a table and enjoy a night out. It is only a month away, so get your tickets now!

Your Chamber, creating a strong local economy

Welcome, New Members!

The Davis Chamber of Commerce welcomes our new members. These companies made an important investment in the community by joining the Chamber. Please consider them for your professional and personal needs.



Morgan Childers
Childers Marketing Group
428 1/2 First Street, #204
Woodland, CA 95695
(530) 661-1968

Childers Marketing Group (CMG) is a full-service marketing, advertising and design firm serving clients in both the public and private sector. Founded in 2003, CMG specializes in Website development, graphic design, marketing collateral, print advertising, media buys, and strategic planning.

In 2008, CMG was named to the Sacramento Business Journal list of 100 Fastest Growing Companies in the region.

“We are very excited about becoming a new Chamber member and I am personally looking forward to being actively involved and networking with business owners and professionals in Davis,” said Morgan Childers, owner.



Joe Kaplan
Owner/Broker
Toad Hollow Properties
204 F Street, Suite D1
Davis, CA 95616
(530) 759-TOAD (8623)

Toad Hollow Properties is as unique as Davis itself, owned and operated by two Davis families. Providing the local touch with professional, prompt and courteous property management service for their clients, and peace of mind for owners and tenants is their mission.



Business Trivia

What celebrity businessman began his career by collecting and selling lost golf balls?

(Answer on page 4)



Tom Jobst
Tommy J's/Froggy's
726 2nd Street
(corner 2nd & G)
Davis, CA 95616
(530) 758-6669

Tom Jobst took over the kitchen at Froggy's Bar and Grill in 2006 under the name “Tommy J's.” Two business names on the outside, but inside it's a combination of delicious grill food, a full-service bar, and great service. The menu consists of hand-made burger patties, chicken sandwiches, gardenburgers, salads, and other grill fare. Check out daily specials like tri-tip, slow roasted pork, tall corned beef reubens, and their famous home-made clam chowder every Friday during winter months. Catering services are also available. Restaurant by day/college bar at night. Best burger in town: Monday-Friday 11:30am-9pm.

This month's sponsors:

Chamber Lunch: Tue. March 3



Chamber PM Mixer: Thu. March 12



Chamber AM Mixer: Wed. March 25



Member Testimonial

“My family and I just recently relocated to Davis and opened our practice downtown. I have been very pleasantly surprised with the warm welcome and support I have received from the Chamber. Many different business owners whom I have met gave me glowing reports on how important the Chamber has been to the growth of their businesses. I decided to join first thing and to utilize the many ways they have to get my name out there. I met several valuable contacts at my very first Chamber mixer which have resulted in real clients. Thank you Davis Chamber! I look forward to getting to know the members and to supporting all of our member businesses.”

—Lynn Gerner
Gerner Chiropractic

Member Reinvestments

The Davis Chamber of Commerce is proud to list the names of members who have reinvested in the Chamber. Please consider patronizing these businesses.

January Renewals

Acadian Properties
Adecco
All Action Awards
Allstate Insurance, Greg Phister
Big O Tires
Bridge, Adam & Julie
Chris' Chem-Dry Carpet Cleaning
CJ Lending Group
Cleaning Pro's
Costco Wholesale
Davis Ace Hardware
Davis Media Access
Davis Varsity Theatre
Dos Coyotes Border Café
Gambatese, Rodger
Helmus, Mark & Joann
Ikeda's Davis
Kiwani's Club of Davis
Kristin Thebaud Communications
Mary Kay Cosmetics-
Lori Lagerstrom
Mengali's Florist of Davis
NAI BT Commercial
Nelson/Van Dissen Property
Pamela A Mainini, CPA
Rand Schaal Realty
River City Bank
Sacramento City College,
Davis Center
Sutter Davis Hospital
The Paint Chip
Thomas Dental Care
Three Palms Nursery
V. Santoni & Company
Warren, Merlana
Woodland Veterinary Hospital
Yolo County Association
of Realtors

Your Chamber, representing the interests of business with government

Government Relations Committee Quarterly Report

By Jeanne Jones, GRC Committee Chair

The Government Relations Committee (GRC) has been busy lately as volunteers formed a subcommittee to tackle a review of many policies and ordinances that collectively are affecting the financial viability and actual production of workforce housing for our community. The ten areas of concentrated review are Middle Income Housing Ordinance, Development Impact Fees, Green Retrofit of Existing Homes/Greenhouse Gas Emissions Reduction, Ag Mitigation for Greenfield Development, Developer Contributions without Nexus, Greenbelts (especially for infill projects), Visitability Requirements, Low Income Housing Percentages, Green Building Ordinance and Staff Time. The subcommittee intends to prepare a summarized set of "white pages" on each of the ten items for review by the Chamber's Board and subsequent discussion with City staff.

Meanwhile, the GRC has stayed abreast of potential business impacts such as the Fifth Street Corridor Study, Impact Fees, plans to update the 2010 General Plan to year 2035, launching of the Cannery Park environmental impact report and the current fiscal struggles of the City of Davis. At their last meeting, members heard from Deputy City Manager Ken Hiatt about the City's partnering with Woodland and Yolo County on a recently launched feasibility study of possible alternative routes for a multi-use, off-road path for bicycles, pedestrian, equestrians and potentially low-speed electric vehicles between their cities.

The ability of the agencies to partner and collect dollars from the federal government stimulus funds and other state transportation funding where NEV car alternatives are included seems strong. A safe 6-mile long recreational/commuter bikeway/eway between the cities is really exciting since it would be the first city-to-city connection in the nation. An estimated 10,000 round trips/day could be made along the route to reduce greenhouse gas emissions. Some 1,500 UC Davis faculty, staff and students already commute to the university. For more information visit www.yolocounty.org (go to Community/Alternative Transportation Corridor). Stay tuned for news of the next workshop where design and alignment details will be topics of public discussion.



Business Trivia Answer: Celebrity investor and entrepreneur Warren Buffett began his illustrious career by collecting and selling lost golf balls. He also worked as a paper boy for the Washington Post. At the age of eleven he began playing the stock market with one of his sisters, and in high school he founded a pinball machine business that earned him about fifty dollars a week. In 1956, at the age of 25, Buffett started his own investment firm, the Buffett Partnership. His company, Berkshire Hathaway, has grown from about \$8 a share when he began acquiring its stock in the 1960s to over \$90,600 as of 2005 when he was ranked as the second richest man in the world. Warren Buffett is considered by many experts to be the greatest investor in American history.

What Issues Are Affecting Small Business?

A Meeting with 5th District Senator Lois Wolk

By Christi Skibbins, Executive Director

Recently, I was invited by the California Small Business Association to a Small Business Advisory Council meeting with Senator Lois Wolk. The purpose of the meeting was to discuss the issues that are affecting small businesses and potential solutions to those issues. I sent out an e-blast to Chamber members, asking for your input on this topic. Upon compiling the responses, I came up with the following list, in descending order of the number of times they were mentioned by respondents, with health care costs being, unsurprisingly, first on everyone's list.

1. HEALTH CARE COSTS

- Costs to insure workforce are crippling
- Employers pay more each year, but have to choose more inferior plans or face not being able to offer it at all
- Employers want to continue to offer it to their employees, but it is being priced out of the realm of possibility

2. REGULATION

- Over regulation
- Conflicting regulation
- Regulation without warning or reason
- Layering of regulation and development requirements
- Increasing burden & expense of state mandated pay and types of benefits
- Burden of recordkeeping: accounting, record keeping, forms, licensing, etc.

3. BANKS

- Credit almost impossible to get for small business without 2nd mortgage on personal home or using credit cards
- Not connected to reality

4. GOVERNMENT

- Feeling that government is not connected to reality
- Government is not run like a business: lean, efficiently, business model, COL adjustments, budget increases each year
- Not connected to constituency: no replies from elected representatives for the most part

5. TAXATION AND FEES

6. PREFERENTIAL TREATMENT TO LARGE BUSINESS

- Including classification of "small" business

7. NEGATIVITY

- It sells newspapers but also effects public mindset if our leaders are quoted in ONLY negative terms

In the course of an hour-long meeting, certainly no magic solutions could be forthcoming. The Senator listened, asked pertinent questions, took notes and sympathized. She was engaged and interested in what all of the group had to say. She told us that she is always open to constituents calling her office and she and her staff will work hard to solve specific problems. She also gave us a brief overview of the main points of the new budget (the meeting took place the day after the state budget was finally approved), and said that she knows the ramifications won't be easy on citizens, but were necessary to begin a tough process to change California's financial situation. She vowed to change both the budget system and to abolish the 2/3 budget passage rule before the next budget-go-round.

Here is the contact information for all 3 of the Senator's offices:

- Capitol Office
Phone: (916) 651-4005
Fax: (916) 323-2304
State Capitol, Room 4032
Sacramento, CA 95814
- Vacaville Office
Phone: (707) 454-3808
Fax: (707) 454-3811
555 Mason Street, Suite 230
Vacaville, CA 95688
- Stockton District Office
Phone: (209) 948-7930
Fax: (209) 948-7993
31 E. Channel Street, Room 440
Stockton, CA 95202

I encourage you to make your voice heard on any issues of importance to Senator Wolk, or to other elected officials. The Davis Enterprise periodically runs a "Speak Out" listing of area elected officials and their contact information.

Thank you to those members who took the time to email me with their thoughts and experiences; I very much enjoyed hearing from you, beginning a dialog and representing you and your interests at this meeting.

Member Profile

**This month's profile: Chamber member Joe Clementi
University Honda
General Manager**



Joe Clementi (2nd row, far left, white shirt) and his team at University Honda.

What do you like about doing business in Davis? The people and the community who care about the success of their local businesses.

Can you give us some background on how the business came to be here in Davis? Our president, Doug Malinoff, purchased the existing dealership in 1991.

What got you interested in this business? Genuine concern to help people with their transportation needs.

What is your history with the company? I joined the company in April of 1995. Took over as GM in December 2005.

Why are you a Davis Chamber of Commerce member? To help showcase our local businesses and the value that they bring to our community.

What do you offer customers that keeps them coming back? Our staff has a genuine heartfelt concern for customers. We pride ourselves on our unique approach to our guests and team members.

What is your "success story"? University Honda is the only auto dealer to win the "Bill Streng Business of the Year" award. We're a ten time winner of the "Best Auto Dealer" in the Yolo County reader's poll. We're a three-time winner of the Honda "Heartfelt Customer Care" award. Just recently announced—University Honda has been awarded the prestigious "President's Award" by American Honda. The award is for dealers who were in the top 15% of the country in Sales and Customer Satisfaction. We're 1 of only 7 out of 60+ Honda dealers in Northern California to win this award.

How has the downturn in the economy affected your business, and what are you doing about it? No doubt the economy has affected sales volume, however, we have managed to sustain our market share in spite of declining market. The market has made us focus more on details which has made us more customer-focused than ever; we have to re-energize our efforts in the area of maintaining our existing customers.

What else do you want our readers to know about your business? If you live in Yolo County, you do not need to go anywhere else to purchase your automobile. The dealers in Davis are more dedicated to meeting your needs than any other dealer. We care more about our local customers than dealers in Sacramento, Roseville or Vacaville. In fact, our largest growth has come from those exact markets! The customers in those markets see value in buying their new Honda from University Honda. We can compete with them. We want your business and we're better equipped to take care of your needs now and in the future.

Where were you born? Upstate N.Y. in a city named Watervliet.

Education? Degree in Criminal Justice.

Married/children? Wife Kimberly, two children Ceara (age 10) and Isabella (age 6)

If you weren't doing the work you do now, what profession would you be in? Criminal justice field, either working as an investigator or working for the FBI.

What is your pet peeve? Complacency. Loss of effort or failure to see the bigger picture.

What makes you tick? The desire to be the best at what I do. I want to help the people I work with get the most enjoyment and success out of what they do. I'm committed to constant and never ending improvement.

Has anyone in your life been a major influence on who you are today? In my business life, Doug has helped mold me into a better leader, manager of people and taught me patience. My wife has inspired and motivated me to keep focused on our goals, our vision and encouraged me to chase my aspirations. She's my "behind every successful man"...

If you could choose 3 things to take with you to a deserted island, what would they be? My I-phone (so I could have my music, see pictures of my family and use it to get the heck off the island), a good book and a water purification system so I could drink all the water I needed.



Your Chamber, providing networking opportunities

Event Calendar

All events are open to all Chamber members and guests. All committee meetings are in the Chamber offices unless otherwise noted. Meeting times may change for special circumstances.

March

Tuesday, March 3
Monthly Member Luncheon
11:45 a.m.-1:15 p.m.
Veterans Memorial, 203 E. 14th Street
Sponsor: Western Health Advantage
Speaker: Police Chief, Landy Black
Caterer: Dos Coyotes Border Café

Thursday, March 5
Government Relations Committee
7:30 a.m.

Thursday, March 12
PM Mixer, 5:00-6:30 p.m.
Atria Covell Gardens
1111 Alverado Avenue

Thursday, March 19
Government Relations Committee
7:30 a.m.

Friday, March 20
Surf N' Turf Event, 6:00 p.m.
Veterans Memorial Center

Wednesday, March 25
AM MIXER, 7:30-9:00 a.m.
Explorit Science Center
2801 Second Street

Thursday, March 26
Board Meeting, 7:30 a.m.

April

Thursday, April 2
Government Relations Committee
7:30 a.m.

Tuesday, April 7
Monthly Member Luncheon
Baseball Theme!
11:45 a.m.-1:15 p.m.
Veterans Memorial, 203 E. 14th Street
Sponsor: Yolo Federal Credit Union/
Talbot Solar
Speaker: Tony Asaro/Sacramento River Cats
Caterer: The Hotdogger

Thursday, April 9
PM Mixer, 5:00-6:30 p.m.
Woodland Healthcare
1325 Cotton Street

Thursday, April 16
Government Relations Committee
7:30 a.m.

Wednesday, April 22
AM MIXER, 7:30-9:00 a.m.
Davis Food Coop
620 G Street

Thursday, April 23
Board Meeting, 7:30 a.m.

May

Tuesday, May 5
Business of the Year Luncheon
11:45 a.m.-1:15 p.m.
Veterans Memorial, 203 E. 14th Street
Caterer: The Buckhorn

Thursday, May 7
Government Relations Committee
7:30 a.m.

Thursday, May 14
Celebrate Davis!, 4:30 p.m.
Community Park

Thursday, May 21
Government Relations Committee
7:30 a.m.

Thursday, May 21
PM Mixer, 5:00-6:30 p.m.
Three Palms Nursery
26990 RD 95A

Monday, May 25
Memorial Day, Chamber Closed

Wednesday, May 27
AM MIXER, 7:30-9:00 a.m.
Helmus Optometrist
353 Second Street

Thursday, May 28
Board Meeting, 7:30 a.m.

Your ad could be here
for as low as a dollar a day!
Call: 756-5160

Your Chamber, providing networking opportunities

In the Rearview Mirror



Lynn Gerner (holding scissors), Gerner Chiropractic, at the recent ribbon cutting ceremony for this new business to Davis.



Chamber staff member Becca Fuhken braves the weather to dispense information to visitors at the Amgen Tour of California Bicycle Race in front of the Mondavi Center. The Chamber managed booths throughout town for the event.

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Viewpoint

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\$450 per 3 month contract (limit 1 contract per calendar year if there is a waiting list)

Small (4.75" x 1.5") interior page display ad:
\$100 per 3 month contract

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\$200 per 3 month contract

Communication Blast: \$75 (email/fax)

Membership Address Labels: \$50

Contact Linda at the Chamber (756-5160 or lindap@davischamber.com) for advertising. All ads are subject to the editor's approval.