

# VIEWPOINT

SPRING 2014 604 Third Street, Davis CA 95616 530.756.5160 M-F: 9am-5pm



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.

## Message from the Board Chair

I feel very privileged to serve in this role with the Davis Chamber of Commerce as the Board Chair for 2014. During the past year, the Chamber has strengthened its financial position and increased the organization's relevance under the leadership of the 2013 Board Chair, Gregg Herrington. I would like to thank Gregg and our CEO, Kemble Pope, for all of their continuous hard work over the past year.



As a Board, we have worked on the Chamber's 2020 Plan, a strategy for our activities in the next 6 years. The Chamber's 2020 Plan will cultivate local prosperity and strengthen membership value through five strategic objectives:

1. Enhance Membership Value
2. Strengthen Community Relations
3. Cultivate Economic Vitality
4. Engage in Local and Regional Advocacy
5. Grow and Maintain a World Class Workforce

The first objective - enhance membership value - in my mind, is the most important. The Board believes it is the Chamber's highest priority to make sure each member is receiving maximum value for their membership investment. Over this year, we will be asking for your input on Chamber events and activities in order to enhance the quality of your membership.

I am very excited to work with all of our members, Ambassadors, Board and staff to put the 2020 Plan into action. It has already been a good year with the success of our annual event Celebrate Davis!, which took place on May 15<sup>th</sup>, and we look forward to seeing you at other upcoming events. I have no doubt that 2014 is going to be another great year for the Chamber!

Jennifer Nitzkowski

Chairman, 2014 Board of Directors | Carbahal & Company

## Table of Contents

Article	Page #
Message from the Board Chair	1
Chamber Events Calendar	2
Executive Level Sponsors	2
Chairman Level Sponsors	3
Conference Room Dedication	3
ChamberPAC Endorsements	3
Photo Gallery	4
New Member Spotlights	5-7
2014 Installation Gala Sponsors	8
2013 Business of the Year	9
Introducing Alison Rodegerdts	9
Partner Level Sponsors	10
Davis Arch	10
Government Relations Update	10
Chamber Staff	11
Director Level Sponsors	11
CEO Farewell Letter	11

## Farewell, Paul!

2014 Board of Director's Secretary, Paul Mamoulelis has accepted a new position located in Southern California. We wish him and his family all the best!

Board Director Justin Lowenthal has been appointed Board Secretary by his fellow Directors.

**UNIVERSITY**  
Retirement Community  
*Be Part of It!*

**Senior Living Near UC Davis**  
All Levels of Continuing Care  
Call for a tour! 530-747-7000

retirement.org/davis  
1515 Shasta Drive, Davis, CA  
COA#: 190 • RCFE#: 577001215  
SNF#: 100000703

**Hyatt Place UC Davis**

Only Hotel  
Located on the  
UC Davis Campus

free wifi • free breakfast • 530.756.9500

**FIRST NORTHERN BANK**  
DAVIS FINANCIAL CENTER  
434 Second Street • Davis, CA 95616  
(530) 758-7500

Banking Services • Business Loans  
Real Estate Mortgage Loans  
Investment & Brokerage Services (non-FDIC insured)  
Asset Management & Trust Services (non-FDIC insured)

[www.thatsmybank.com](http://www.thatsmybank.com)

Member FDIC

# Chamber Events Calendar

Detailed event information is always online at [www.DavisChamber.com](http://www.DavisChamber.com)

JULY 2014	AUGUST 2014	SEPTEMBER 2014
<p>Tuesday, July 1st  <b>July Community Luncheon</b>                      Mayor pro tem Robb Davis                      Sponsored by North Valley Bank                      Davis Odd Fellows Hall                      11:30am - 1:15pm</p>	<p>Thursday, August 5th  <b>Seminar for Success</b>                      Sponsorship Available at                      Odd Fellows Hall                      11:00am - 1:00pm</p>	<p>Tuesday, September 2nd  <b>Community Luncheon</b>                      Davis Odd Fellows Hall                      11:30am - 1:15pm</p>
<p>Friday, July 4th  <b>Chamber Office Closed</b>                      In Observance of Independence Day                      9:00am - 5:00pm</p>	<p>Wednesday, August 13th  <b>Morning Social</b>                      Hosted by the Davis Food Co-op                      7:30am - 9:00am</p>	<p>Thursday, September 4th  <b>Evening Social: Celebrate Oktoberfest</b>                      Hosted by First Northern Bank                      5:00pm - 7:00pm</p>
<p>Wednesday, July 9th  <b>Morning Social</b>                      Hosted by University                      Retirement Community                      7:30am - 9:00am</p>	<p>Thursday, August 21st  <b>Evening Social</b>                      Hosted by Wiscombe Funeral Home                      5:00pm - 6:30pm</p>	<p>Thursday, September 18th  <b>Government Relations Committee</b>                      Chamber Conference Room                      4:00pm - 5:15pm</p>
<p>Thursday, July 17th  <b>Evening Social</b>                      Hosted by Sundstrom Hill Winery                      5:00pm - 6:30pm</p>	<p>Thursday, August 21st  <b>Government Relations Committee</b>                      Chamber Conference Room                      4:00pm - 5:15pm</p>	
<p>Thursday, July 17th  <b>Government Relations Committee</b>                      Chamber Conference Room                      4:00pm - 5:15pm</p>	<p>For more details and to register for our events, please visit our website at <a href="http://www.DavisChamber.com">www.DavisChamber.com</a>!</p>	



# Dignity Health™

## Woodland Healthcare

### Davis Medical Offices

**CARBAHAL  
&  
COMPANY**

An Accountancy Corporation

Quality.

Professional.

Confidential.

530.758.8111  
[www.carbahal.com](http://www.carbahal.com)

# WELCOME TO DAVIS

## BUSINESS DIRECTORY & VISITORS GUIDE

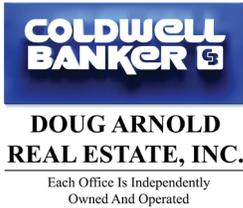
**50,000 COPIES  
NOW AVAILABLE AT  
CHAMBER OFFICE**

Business Resources • Dining • Hotels  
 Neighborhoods • Shopping • Education  
 Entertainment • Recreation • Health Care

## 2014 Annual Sponsors - Chairman Level



WWW.CARAMENGALI.COM  
(530) 753-8980



**QUIET & CONVENIENT LIVING!  
NOW LEASING FOR FALL!**

GREYSTONE - LAKESHORE - EASTLAKE - STONEGATE VILLAGE

## Chairmen's Conference Room Dedication

The Chamber's Conference room and office remodel is complete! Located in the heart of our business community, the conference room serves the Chamber members and public as a professional meeting space.

On Wednesday, April 9<sup>th</sup> the Chamber welcomed the general public and its members to an Open House and Chairmen's Conference room dedication ceremony. Finger foods, wine and beer were served as attendees toured the newly updated space which included the following updates:

- Visitor & Business Information Center
- 60" Samsung Smart TV
- Upgraded A/V Capabilities
- Remodeled Kitchenette
- Modular, Mobile Tables
- All-New Office Furniture
- High-Visibility Window Signage
- Comfortable Visitor's Seating

## ChamberPAC Congratulates Rochelle Swanson & Robb Davis

The ChamberPAC interviewed all five City Council candidates and hosted a lively candidate debate several weeks ago. Based on ChamberPAC interviews, the debate and a review of voting records and public comments, the ChamberPAC has determined that three candidates exhibit the desired attributes necessary to fill the two open seats for the June 3, 2014 Davis City Council election:

**Robb Davis | Daniel Parrella | Rochelle Swanson**

The committee is confident that Robb & Rochelle will focus on economic development efforts to improve the quality of life in our community, create more high-paying jobs, further cut city expenses and make difficult decisions to get us out of our current city budget crisis, as well as exercising sound judgment in hiring a highly qualified professional leader to become our next city manager. We're also excited to see Daniel continue to remain involved in local governmental affairs.

## Recent Chamber Events Photo Album



Putah Creek Winery's tasting room, located in Downtown Davis is now open for business. Putah Creek offers award-winning, hand-crafted quality wine.



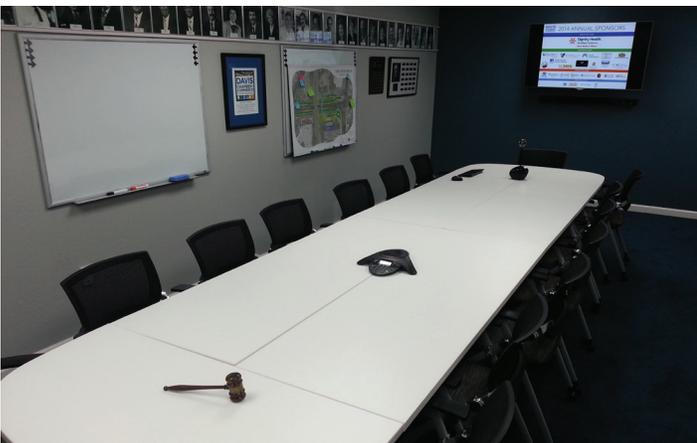
The Chamber of Commerce office was a full house as members and the general public toured the Open House event held on April 9<sup>th</sup>.



True to form, new Davis Chamber of Commerce member, Whole Foods, celebrated their grand opening with a bread breaking ceremony.



The 11<sup>th</sup> Annual Celebrate Davis was a huge success, with an increase of attendance by 25%!



The newly renovated DCOC Chairmen's Conference room is FREE to members for the first 8 hours of use! Call us at 530.756.5160 today to reserve the space.



Chamber Ambassador, Raul Zamora and Diane Archer, Board Treasurer, enjoy each other's company during April's Evening Social hosted by Carlton Plaza.

## New Member Spotlight

These companies and individuals made an investment in the community. Please consider using their services.

### **Davis Waldorf School**

3100 Sycamore Lane, Davis, CA 95616  
530-753-1651 | admin@daviswaldorf.org  
www.daviswaldorf.org

Focusing on a developmentally-based approach to education, the Davis Waldorf School works to foster a love of learning in growing children and maturing adolescents. The Davis Waldorf School focuses on helping children relate their lessons to their own experiences, keeping them engaged and providing each student a unique learning experience.

### **Pamela Trokanski Dance Theatre**

2700 Del Rio Place, Davis, CA 95618  
530-756-3949 | ptdtdw@aol.com  
www.trokanski.org

Led by 30-year veteran Pamela Trokanski, the Pamela Trokanski Dance Theatre is a postmodern, contemporary dance company offering classes and workshops for students of all ages and levels. Besides traditional concert work, we also make community appearances as well as site-specific work for organizations and events.

### **Office Supplies Unlimited**

3335 Longview Dr., Sacramento, CA 95821  
916-646-2016 | dvera@osunlimited.com  
www.osunlimited.com

Office Supplies Unlimited specializes in the sale and service of CANON USA and Kyocera office products, including: copiers, faxes, panaboards, color copiers, and color laser printers. With six factory-trained technicians on staff and a fully-automated dispatching system, Office Supplies Unlimited focuses on maximizing customer uptime and minimizing response time.

### **Sherali Davis LLC**

1620 Arena Drive, Davis, CA 95618  
530-400-3565 | alissherali@gmail.com

### **RE/MAX Gold - Carrie Foley**

408 Second Street, Davis, CA 95616  
707-290-1376 | carriefoley@msn.com

RE/MAX Gold Realtors specialize in Northern California real estate.

### **Viewco, LLC**

200 B St., Suite F, Davis, CA 95616  
530-554-2707 | info@viewco.com  
www.viewco.com

Specializing in interventional leadership, Viewco focuses on helping purpose-driven organizations through times of unplanned change. Whether acting as an interim leader or as the leader of a strategic initiative, Viewco aims to position the organization for an easier transition and long-term stability.

### **ServiceMaster**

852 Northport Dr., Suite 105, West Sacramento, CA 95691  
916-617-2603 | yvette.ideal@gmail.com  
www.smfirewaterdamage.com

Available 24/7, 365 days a year, ServiceMaster is a leader in disaster restoration. Whether the emergency is fire, sewage, water or smoke damage, trauma and vandalism clean up, or mold remediation and construction services, ServiceMaster is always available for your disaster restoration needs.

### **The Center for Families**

441 D St., Davis, CA 95616  
530-406-7221 | www.thecenterforfamilies.org

The Center for Families aims to provide prevention and intervention services which allow both individuals and families to reach their goals and serve the community. We act as a holistic, one-stop access point for family support, child and youth development, and health resources.

### **Bootstrap Ventures**

1411 W. Covell Blvd. #111, Davis, CA 95616  
916-837-2866 | Robert@krushburger.com

Bootstrap Ventures' team of experienced entrepreneurs works with new entrepreneurs and inventors during the initial stages of enterprise startup. We specialize in business plan development and aim to provide extensive industry experience during the process so as to avoid critical mistakes and wasted resources.

## New Member Spotlight

These companies and individuals made an investment in the community. Please consider using their services.

### **Progressive Property Mangement Service**

429 F St. Ste. 7B, Davis, CA 95616  
530-753-7456 | donna@ppmdavis.com  
www.ppmdavis.com

Progressive Property Management Service is a Davis-based property management company with an emphasis on providing quality properties to tenants as well as reliable maintenance plans for owners. We have a staff with intimate knowledge of the Davis community and are able to provide unmatched service and support.

### **Kelly-Moore Paint Company**

4120 Chiles Rd., Davis, CA 95618  
kmashburn@kellymoore.com  
www.kellymoore.com

Kelly-Moore Paint Company is a one-stop paint store known for high-quality, innovative products, and exceptional service all at a fair value. We strive to cater to the unique needs of each customer with our outstanding products.

### **Law Offices of Michael J. Harrington**

430 D St., Davis, CA 95616  
530-759-8440 | avialaw@mikeharringtonlaw.com  
www.mikeharringtonlaw.com

Since 1992, Michael Harrington has practiced law in the Davis community. Specializing in aviation and maritime law, Michael Harrington provides legal services for a variety of fields and emphasizes high-quality work, outstanding service, and dedication to his clients' needs.

### **Square Tomatoes Craft Fair**

1408 Claremont Drive, Davis, CA 95616  
530-758-4903 | SquareTCrafts@gmail.com  
www.SquareTomatoesCrafts.com

Square Tomatoes is a juried fair with high-quality local crafts, food vendors, and live music. Square Tomatoes is a friendly Sunday outing with hands-on craft instruction, and rain shelter in Central Park, Davis.

### **Aflac**

1100 Corporate Way Suite 100  
Sacramento, CA 95831  
310-409-6646 | michelle\_dube@us.aflac.com  
www.aflac.com

Aflac is the largest provider of supplemental health insurance in the United States. Over 50 million people have chosen Aflac insurance because they know they will have financial assistance in the case that illness or serious accidents occur.

### **Putah Creek Winery**

110 F Street Suite D, Davis, CA 95618  
530-601-9828 | Jessica@garbawine.com  
www.PutahCreekWinery.com

Over the past years, Putah Creek has brought its customers hand-crafted wines that showcase the region.

### **Davis Live Music Collective c/o Music Only Makes Sense**

204 F Street Suite D-1, Davis, CA 95616  
530-219-8779 | danny@davismusicfest.com  
www.davislivemusic.com

The Davis Live Music Collective is a nonprofit, volunteer-run community organization formed to bring the best live music to Davis, California! The DLMC's mission is to provide high quality music events, involve friends in these events and create an exceptional experience for artists and audiences.

### **Simply Solar**

462 Sonoma Mountain Road  
Petaluma, CA 94954  
530-219-3336 | Isilverstein@simplysolarcalifornia.com  
www.simplysolarca.com

Go solar. It's simple. With prices at historical lows, more people than ever can qualify for solar. Reduce or eliminate your energy bill, and commit to using cleaner, more sustainable energy. Solar energy can reduce the costs of your energy the moment your system turns on, saving you money now and far into the future.

## New Member Spotlight

These companies and individuals made an investment in the community. Please consider using their services.

### **Law Office of Michael A. Schaps**

430 D Street, Davis, CA 95616  
530-238-5111 | Mschaps@michaelschaps.com  
www.michaelschaps.com

The Law Office of Michael A. Schaps, located in downtown Davis, offers top-quality civil litigation services to individuals and organizations. Mr. Schaps, who spent years practicing commercial litigation at Downey Brand LLP in Sacramento and at an elite San Francisco firm before that, is a graduate of Stanford and U.C. Berkeley Law, a former federal law clerk, and a first-class legal analyst, writer and negotiator. He handles a wide range of civil matters, from business and property disputes to contract cases to education, employment, intellectual property and civil rights controversies.

### **Aldrete Communications**

P.O. Box 275, Davis, CA 95617  
916-501-2654 | Lori@AldreteCommunications.com  
www.AldreteCommunications.com

Aldrete Communications is a full service, strategic, regional public affairs, and media relations firm. Our team specializes in creating effective media and public outreach campaigns that meet clients' business, reputation, and public awareness objectives.

### **Farmers Insurance Group - Heidi Bertero**

4700 Duckhorn Drive, Sacramento, CA 95834  
530-908-3867 | hbertero@farmersagent.com  
www.farmersagent.com/hbertero

Home, life, and car insurance from Farmers Insurance Group.

### **Aaken Laboratories**

216 F Street #76, Davis, CA 95616  
530-661-0446 | mrussell@aakenlabs.com  
www.AakenLabs.com

Aaken Laboratories is an independent research group dedicated to improving the future through research. We support client-centered research for government, commercial businesses, foundations, and other organizations. Aaken is focused on bringing innovations to the marketplace by licensing its intellectual property and creating new ventures.

### **Let Them Eat Cake!**

310 C Street, Davis, CA 95616  
925-323-1932 | letthemeatcakedavis@gmail.com  
www.letthemeatcake-davis.com

Started by an entrepreneurial family of bakers, Let Them Eat Cake! has become a favorite place in Davis for gourmet cupcakes, chocolate chip cookies, and scones. The business has since changed ownership, however continues to build on the tradition of excellent baked goods!

### **Janene Beronio**

**Joe Krovoza**  
www.joekrovoza.org

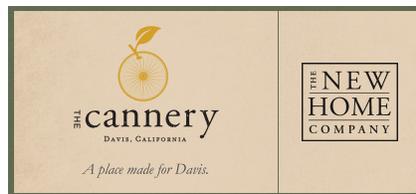
**Bob Poppenga**  
www.bob4schools.org

**Families for Madhavi Sunder**  
www.sunderforschools.org

### **Alyce LLC**



# Thank You, Installation Gala 2014 Sponsors!



## Hallmark Inn - 2013 Bill Streng Business of the Year



The Hallmark Inn at UC Davis has been named the Davis Chamber of Commerce's 18<sup>th</sup> annual Bill Streng Business of the Year. For the past 17 years, the award has recognized local businesses who exemplify excellence, innovation, and creativity in our community.

Kemble Pope, CEO of the Chamber, made the surprise announcement at the Chamber Open House event on April 9<sup>th</sup>. "Their contribution to the beautification of F Street and increased opportunity for small retailers has made a big impact on the downtown. It's apparent these local owners take pride in our community," he boasted.

The award was formally presented to Hallmark Inn's owners, the Youmans brothers, (from left to right in picture shown above) John, Reed and Julian during the May 6<sup>th</sup> Chamber Community Luncheon. The Odd Fellows Hall was filled with community business men and women showing their support for the Youmans and their families.

The Youmans' speech was heartfelt, gracious and humble. Rather than bask in their recent accomplishments, they chose to shine light on another cause close to their hearts - Citizens Who Care. Reed also said a tear-filled thank you to their mother for making it all possible. In closing, several attendees took to the microphone to honor the brothers, thank them for helping them with their own businesses, and voiced their endless appreciation for what Hallmark Inn has done for the community.

## Introducing Alison Rodegerdts, Director of Membership



We'd like to introduce you to Alison Rodegerdts, the Chamber's new Director of Membership Services. Alison is a Yolo County native who grew up outside of Esparto raising multiple 4-H projects on the family farm.

After graduating from Esparto High School, Alison stayed close to home for a few years and attended Woodland Community College. Then, she transferred to California State University, Chico where she earned a Bachelor's degree in Recreation Administration. Alison remained in Chico following her collegiate years to work as the Event Coordinator for a local olive oil company.

The years away from family and friends took its toll and Alison returned to her roots back in Yolo County this past Winter to join the Chamber team as Director of Membership. With this new position, she oversees all member events, membership sales and management, and community outreach. For any membership inquires or if you would like to welcome

Alison to the Davis Chamber of Commerce, please email her at [membership@davischamber.com](mailto:membership@davischamber.com) or call 530-756-5160.

## 2014 Annual Sponsors - Partner Level



## The Davis Arch

Imagine a welcoming, safe and community-oriented entrance into downtown Davis. The multi-partnership collaborative between the Davis Chamber of Commerce, Davis Downtown Business Association, Yolo County Visitors Bureau, City of Davis and generous contributions from several companies including the Buzz Oates Group of Companies and Cunningham Engineering are turning this vision into reality.

The project goals are concise - strengthen economic development, increase safety and uphold community values. The improvements to Richards Boulevard between Olive Drive and First Street, would increase downtown parking, provide safe routes to schools and downtown for Olive Drive residents, as well as utilize contemporary design to showcase the historic Davis Subway, also known as Richards Underpass. Plans also include a bridge with a modern Davis Arch for pedestrians and cyclists.

The venture has been made possible through the use of private funding thus far. Currently in the conceptual stage, the City of Davis hopes the grant proposal they had submitted earlier in the year will be approved in order for the project to proceed forward. This summer, look for an update and presentation to City Council.



## Government Relations Update

**Economic Development Committee.** The Chamber's Economic Development Committee is revving up again under the leadership of current board member, Tamiko Gaines. The committee took a short hiatus to regroup and refocus, but Tamiko is ready to take this group in a more focused and tactful path. The main focus for the committee will be convening, connecting, and facilitating interested parties to create more jobs in Davis.

**Raise the Wage Campaign.** The Raise the Wage group's efforts fell short as they collected less than 1,500 signatures of the 7,000 needed to place an initiative on the November ballot. We will continue to monitor this topic and keep our members and the community involved if any further action or conversations occur.

**AFFORDABLE HOMES**  
*at Willowbank Park.*

**3 BEDROOM HALFPEX HOMES**

**STARTING AT \$267,250.**  
MUST MEET CITY OF DAVIS QUALIFICATIONS.

**Apply Now!**  
**Deadline: July 23, 2014**

Approx. 1,242 to 1,363 sq. ft.  
3 bedroom • 2.5-3 bath

CONTACT VANESSA SORKIN  
**530.400.4364**  
realtymithvanessa@gmail.com

**APPLIES TO LOTS 23, 24, 25 & 26**  
Information, pricing and availability subject to change without notice. Square footage is approximate. Please see sales agent for details.

CalBRE#00832829



## 2014 Board of Directors

Jennifer Nitzkowski, *Chair*  
**Carbahal & Company**

Christina Blackman, *Vice Chair*  
**Yolo Federal Credit Union**

Diane Archer, *Treasurer*  
**Tandem Properties**

Justin Lowenthal, *Secretary*  
**Lowenthal, APC**

Gregg Herrington, *Immediate Past Chair*  
**Yackzan Group**

Mabel Salon  
**UC Davis Govt. & Community Relations**

Don Palm  
**Sacramento City College, Davis Center**

Rebecca Brandt  
**PG&E**

William "Doby" Fleeman  
**Davis Ace Hardware**

Christina Horne  
**Brooks Painting, Inc.**

Jane Millett  
**First Northern Bank**

Jason Taormino  
**Coldwell Banker - Doug Arnold Real Estate**

Janet Wagner  
**Sutter Davis Hospital**

Tamiko Gaines  
**HM.CLAUSE**

## DCOC Staff Members

Kemble K. Pope  
**CEO**

Alison Rodegerdts  
**Director of Membership Services**

Megan Brown  
**Communications Manager &  
Executive Assistant**

Dariya Baydina & Elizabeth Archer  
**Office Assistants**

Sophia Duong, Matthew Wang, Emily Henry, Jeremy Chan, Alisa Hong, Amanda Borodaty, Ryan Flannigan  
**Office Interns**

## CEO Farewell Letter

Members & Friends,

On June 14th, I announced my resignation as CEO of the Davis Chamber of Commerce in an email letter to the entire membership. I've been working with the Board of Directors for several months to ensure that we have a smooth transition as we continue to provide value for your investment in our Chamber.

This is a bittersweet decision for me. I've been honored and humbled by all of your support, wisdom and guidance and I know that we can all say proudly that the Davis Chamber is a better organization for all of our hard work. However, it's time for me to move on to other opportunities in the private sector. Rest assured, I won't be leaving Davis... this is our home.

Why am I leaving? As with any decision of this magnitude, it's personal and complicated. This job is very high-profile, demanding and precludes my wife and I from living a more private, well-balanced life. Don't get me wrong, it's often exciting, invigorating and ultimately fulfilling but it also feels like you're always drinking from a fire hose!

The Chamber will always strive to create jobs and improve the business climate for each and every one of your businesses in all of the realms that we work including marketing, networking, public relations, community improvement and government relations. I'm confident that we've set up the Chamber for success with a strategic scope of work for the next six years, the 2020 Prosperity Plan.

The Board has asked me to lead the committee to find my replacement and I'll stay on a few weeks to train him/her. The new CEO will have their own style, their own way of doing things and will create unique solutions for the challenges that will arise. I hope that you'll all support that new person as much as you've supported me.

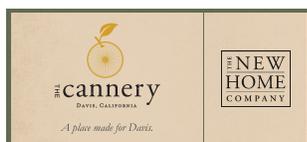
So, this isn't goodbye. It's just change; change that will be good for the Chamber and for me.

I remain, actively yours,



Kemble K. Pope  
CEO, Davis Chamber of Commerce

## 2014 Annual Sponsors - Director Level



HM • CLAUSE

