

Spring 2017

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.

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# CELEBRATE DAVIS

DAVIS  
CHAMBER OF  
COMMERCE  
CULTIVATING LOCAL PROSPERITY

05/18/17 COMMUNITY PARK 4:30PM FUN 9:00 PM FIREWORKS  
SHOP/PLAY/WORK/LEARN/LIVE

*Atria*  
COVELL GARDENS

REACH

10,000  
DAVISITES  
IN ONE DAY

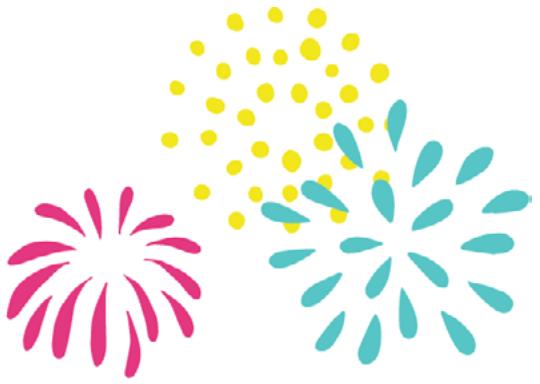
Be a part of the annual celebration of everything Davis! Register for a booth or sponsorship today and get your local business in front of 10,000 Davis residents. Hurry! Some booth types and sponsorships are already sold out! Not a member of the Davis Chamber of Commerce? Sign up for membership and a booth today, and we'll waive your enrollment fee. Don't forget to RSVP to our FREE Build a Better Booth Workshop on April 6 to learn how to create your best booth ever!

**CLICK HERE TO REGISTER**

FOR MORE INFORMATION CALL (530) 756-5160  
OR VISIT [DAVISCHAMBER.COM/CELEBRATE-DAVIS](http://DAVISCHAMBER.COM/CELEBRATE-DAVIS)

SPONSORSHIP INFORMATION ON PAGE 2





# CELEBRATE DAVIS

DAVIS  
CHAMBER OF  
COMMERCE  
CULTIVATING LOCAL PROSPERITY

SPONSORED BY



SOME SPONSORSHIPS AND  
BOOTH TYPES ARE SOLD OUT!  
CALL OR GO ONLINE TODAY  
TO SECURE YOUR SPACE!

**05/18/17**

COMMUNITY PARK 4:30 PM FUN 9:30 PM FIREWORKS

LEARN HOW TO DRAW IN, ENGAGE, AND WOW THE CROWDS AT CELEBRATE DAVIS. THIS FREE WORKSHOP IS FULL OF VALUABLE TIPS TO MAKE YOUR BOOTH A SUCCESS! RSVP TO (530) 756-5160 OR EMAIL [BVAUGHN@DAVISCHAMBER.COM](mailto:BVAUGHN@DAVISCHAMBER.COM). SEE YOU THERE!

**APRIL 6, 2017**

DAVIS CHAMBER OF COMMERCE

**11AM-12PM**

E A B E T T E R  
B O O T H

## Calendar of Events

Detailed event information is available online at [davischamber.com](http://davischamber.com)

April	May	June
<b>Thursday, April 6</b> Build a Better Booth 11:00 am–12:00 pm Davis Chamber of Commerce	<b>Thursday, May 18</b> CELEBRATE DAVIS 4:30 pm–9:00 pm Community Park	<b>Tuesday, June 6</b> Community Luncheon 11:30 am–1:30 pm Sponsored by Yolo Federal Credit Union El Macero Country Club
<b>Wednesday, April 12</b> New Member Orientation 9:00 am–10:00 am Davis Chamber of Commerce	<b>Thursday, May 25</b> Evening Social 5:00 pm–6:30 pm Sutter Health	<b>Thursday, June 15</b> Evening Social 5:00 pm–6:30 pm Yackzan Group
<b>Wednesday, April 19</b> Coffee with a Cop 9:00 am–10:30 am Davis Chamber of Commerce		
<b>Thursday, April 20</b> Evening Social 5:00 pm–6:30 pm Dignity Health		
<b>Wednesday, April 26</b> Panel Discussion on Pending Homelessness Initiatives 11:30 am–1:00 pm Davis Community Church		

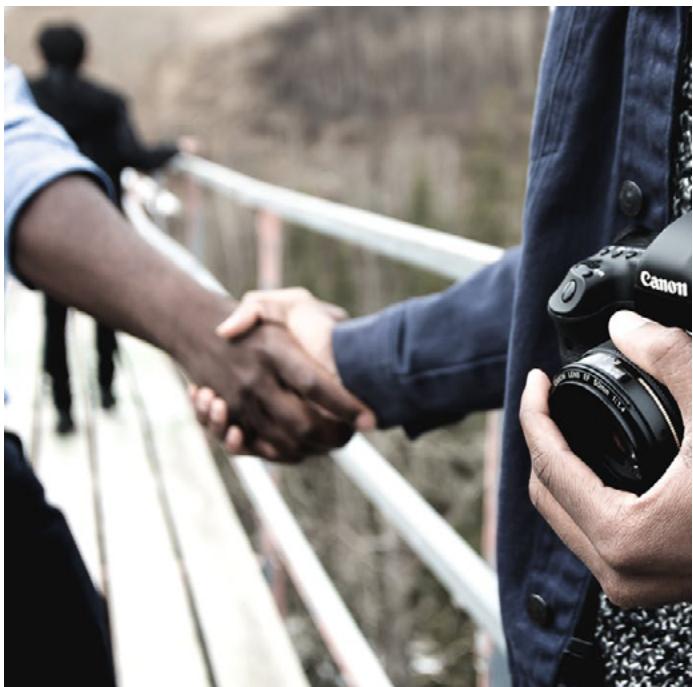
### April 26 Panel Discussion

Join us at Davis Community Church Fellowship Hall for a panel discussion on pending homelessness initiatives. Featured speakers include Mayor Robb Davis, Chief of Police Darren Pytel, Communications and Strategy Manager Homeless Coordinator for Yolo County Tracy Dickinson, Davis Community Meals Executive Director Bill Pride, and faith organization representative from Davis Community Church Martha Teeter. Each panelist will give a brief update and then facilitate a Q&A session.

This forum is free and open to the public, but seating is limited. Please RSVP to Bobbi at (530) 756-5160 or [bvaughn@davischamber.com](mailto:bvaughn@davischamber.com).

The chamber will be closed on May 29th for Memorial Day.

### Do this and get the most from your membership!



Looking for a new hair stylist? Or a restaurant to cater your dinner party? Or a new bike lock?

We have a member for that! And the best part? The value of your own membership goes up every time you shop with another chamber member.

Members of the Davis Chamber of Commerce create a valuable support network by providing each other with referrals and using each other's services. And with our online directory, the entire membership base is at your fingertips.

So the next time you're looking for a new product or service, [check our online directory](#) or give us a call. Make sure to let that business know you chose them because they're a chamber member, too.

Let's grow together!



## Let the Chamber Strengthen Your Customer Relationships Online

by Vanessa Errecarte  
Founder/CEO Erreco Strategies, Management and Marketing Consulting

The latest research shows that the human attention span has dwindled to a mere 8.25 seconds. Gone are the days where we had a 30-second elevator pitch to spread our message. At best, we now have a hashtag or a sentence to get the word out.

But there's good news. Despite our dwindling attention span, we have more marketing tools to work with to get people's attention. Are there some brands that you seem to see everywhere but can't put your finger on where or how you heard about them first? Those brands are creating shareable content. Undoubtedly, they are relying on their customers to help bolster their online buzz. And since talking online is just a fancy way to talk to prospective customers through smart devices, those aforementioned brands have clearly done a fabulous job of connecting with their customers through being empathetic to their passions, goals, pain points, and hearts.

The Chamber of Commerce can help you achieve the same results. As Davis' business hub, a social share from the chamber's Facebook page can go a long way. Don't hesitate to ask the chamber to periodically share posts you make about your business' offerings. For tips on creating shareable content, [read my blog post about creating excellent content marketing.](#)

Technology is changing our marketing tools by the second but it doesn't change our underlying relationships. Remember that a Facebook profile represents a real person (and a current or potential customer). Engage, nurture, and cultivate those relationships for your business. Instead of a handshake, it might be a tag, but the principal is the same...you are letting your customers know that you notice them and like them, and that goes a long way in a world where we only really pay attention to people for 8.25 seconds.

# CONGRATULATIONS!

Congratulations to all of our wonderful chamber members listed in the Davis Enterprise 2017 Readers' Choice Awards!

To check out all the members who were honored with a spot on the list, [click here!](#)

## Update Your Listing!

We just revamped our online directory, making it the perfect time to update your listing! Take a moment to make sure your listing includes a link to your website, your current contact information, your logo, social media links, business description, and any current coupons.

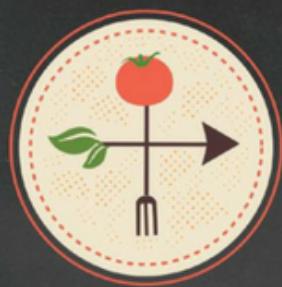
If you need help updating your listing or using other features within the member portal, call Bobbi at (530) 756-5160 or by email at [bvaughn@davischamber.com](mailto:bvaughn@davischamber.com).

## New Member Orientation

Calling all new members! Our biannual new member orientation is coming up on April 12th from 9:00-10:00 a.m. Join the chamber staff and ambassadors to learn about the basics of membership, get tips on using our website and online member portal, and learn how to take advantage of all the services we offer and make the most of your membership!

RSVP to Bobbi at (530) 756-5160 or [bvaughn@davischamber.com](mailto:bvaughn@davischamber.com).

A festival celebrating  
Yolo County's farms, food,  
beer and wine.



*Taste of Yolo*  
SATURDAY, JUNE 10, 3-8 PM

DAVIS  
CENTRAL  
PARK

YOLO  
COUNTY!

# TICKETS ON SALE NOW!

Early Bird Prices!

PURCHASE TICKETS AT  
[TASTEOFYOLO.COM](http://TASTEOFYOLO.COM)

FOR SPONSORSHIP INFORMATION  
EMAIL [MO@YOLOCVB.ORG](mailto:MO@YOLOCVB.ORG)



@VISITYOLO

@TASTEOFYOLO

TASTE  
fine wine AND  
CRAFT BEER

WATCH cooking  
DEMONSTRATIONS  
Master Chefs



TASTE OLIVE OIL,  
honey, FRUIT, MEATS,  
CHEESES, NUTS AND  
MUCH MORE!

SAMPLE  
CUISINE  
FROM LOCAL  
CHEFS

# Advertise

## With the Davis Chamber of Commerce



### E-BLASTS

- The Davis Chamber of Commerce e-blasts are sent to over 1,850 subscribers and maintain above industry standard open and click-through rates.
- Highlight events, promotions, employment opportunities, and more!
- Pricing is per e-blast. Limit one e-blast per member per quarter.

Level of design assistance*	The DIY	The Assist	The Works
	\$125	\$150	\$175

\* For more information, [click here](#) for our e-blast policy and guidelines handout or contact us.

### NEWSLETTER

- The Davis Chamber of Commerce newsletter is sent quarterly in January, April, July, and October.
- In addition to being sent to over 1,850 e-blast subscribers, the newsletter is posted to our facebook, twitter, and website.
- Pricing is per issue.

\*Front Page advertising reserved for annual sponsors.

	Front Page*	Interior Page	Ads Per Issue
Full Page - 8.5" x 11"	n/a	\$250	1
Half Page - 8.5" x 5.5"	n/a	\$150	2
Quarter Page - 4.25" x 5.5"	n/a	\$90	3
2.5" x 2.5"	\$250	\$75	3 Front, 4 Interior

### WEBSITE

- The Davis Chamber of Commerce website consistently receives 9,000 to 10,000 pageviews per month!
- Highlight your business on one of the more frequently visited pages: homepage, directory homepage, or events homepage.
- Pricing is per month. Only two advertisers per page, per month.

	Homepage	Directory Homepage	Events Homepage
20" x 3" (header)	\$300	n/a	n/a
4" x 4"	n/a	\$200	\$200

For more information, contact us at (530) 756-5160 or email [communications@davischamber.com](mailto:communications@davischamber.com)

# 2017 is the City of Davis Centennial!

Get the latest news on the year-long celebration at [davis100.cityofdavis.org](http://davis100.cityofdavis.org)



## News from the Chief Innovation Officer

by Diane Parro  
Chief Innovation Officer, City of Davis

I am very happy to have the opportunity to connect with chamber members via the newsletter and eagerly accepted the invitation when offered. This is an excellent example of the positive collaboration between the city and the chamber.

Some of you may be aware that our city council has goals & objectives which are reviewed constantly and refreshed every two years. There are eight goals which you can read about on the city website but the one I am focused on is goal #2: Drive a diverse and resilient economy. I'm not going to delve in to all the objectives, strategies and tactics nested within that goal but I think it's appropriate to highlight the very first objective.

Objective #1 is: Provide a robust support network for current business. This represents a core value of the city council which is care and concern for the people, places, and things that are already a vital part of our community. We have a plan for robust outreach to our businesses and we will partner with the chamber in this effort.

We have already started making visits to businesses and having conversations with owners and operators often including our mayor and city manager. The communication is rich and we have already learned a lot! There are a few key initiatives underway to address issues raised during these meetings.

Most importantly, the building of solid relationships with current business leaders is the best way to foster success. This will also increase our knowledge about early stages of growth when support is critical. We will be reaching out to many of you in the near future and if you want to suggest a meeting, please contact me at [dparro@cityofdavis.org](mailto:dparro@cityofdavis.org) or (530) 757-5602.

## Chamber Photo Gallery



Listening to the State of the City address at the January community luncheon, sponsored by Dignity Health.



Mixing and mingling at the January evening social at Atria Covell Gardens.



Owner Nichole Arnold showing off one of Mother and Baby Source's popular Jellycat dolls at the February morning social.



Kimberly Carston, Maria Kruizenga, and Susan Kirby catching up at the evening social at University Retirement Community.



Cutting the ribbon at the grand opening of Love Laundry Davis owned by Starla and Chris Wahnsiedler.



Listening to the panel discussion: Cannabis and its Place in the Business Community at the March luncheon, sponsored by Sierra Energy.

## Chamber Photo Gallery



Socializing in the newly renovated Palm Court Hotel at the March evening social, sponsored by Royal Guest Hotels.



Cutting the ribbon at the grand opening of Logo's Books, now operated by the Friends of the Davis Library.

### Get Help from the SBDC

The Davis Chamber of Commerce is proud to be the Yolo County hub of the Capital Region SBDC.

The Capital Region SBDC is the leader in providing access to capital for small business owners and entrepreneurs. Our experienced Business Advisors give you the tools and guidance needed to improve your business and grow your bottom line. With direct and personalized business assistance to entrepreneurs through one-on-one consulting as well as satellite offices in eight counties across our marketplace, The Capital Region SBDC offers easy access to professional consulting in all aspects of small business management.

SBDC consulting services are offered free of charge and your information is completely confidential. SBDC has experienced and knowledgeable business advisors who are uniquely qualified to assist small businesses in creating an effective strategy, discover ways to generate revenue and grow your bottom line. For more information, visit [capitalregionsbdc.com](http://capitalregionsbdc.com).



### Need Clients? Come to a Social!

Our members tell us over and over that they make at least one valuable connection at every social they attend.

Attendees run the gamut from interested residents, to other business owners, to chamber board members and ambassadors, to UC Davis and City of Davis officials.

This is a fun and easy way to meet interesting people, get to know your chamber staff and volunteers, and make the most of your chamber membership. Stay up-to-date on all of our events on the online calendar!

### Tag the Chamber!

Chamber members— Want to get more views, likes, and shares on your social media posts? Tag the Davis Chamber of Commerce!

We like and share posts that we're tagged in, and encourage you to do the same! With over 1,100 followers on our Facebook page alone, this is an easy way to put your business in front of more Davis residents.

Don't forget to follow us on Instagram and Twitter, too! If you're a chamber member, we're already following you!

#davischamberofcommerce  
@davischamber

# INSTALLATION GALA

JANUARY 21, 2017

UC DAVIS ARC BALLROOM



## THANK YOU TO OUR SPONSORS!

A proposed neighborhood designed for Current Davis Residents

West Davis Active Adult Community

**UCDAVIS**  
UNIVERSITY OF CALIFORNIA

 **Tandem**  
student inspired living  
[ilovetandem.com](http://ilovetandem.com)

 **FIRST NORTHERN BANK**  
Est. 1910

 **PG&E**

 **UNIVERSITY**  
Retirement Community

 **THE NEW HOME COMPANY**

 **swim America**  
SWIM SCHOOL DAVIS

 **ROTARY INTERNATIONAL**

 **Brooks Painting Inc.**  
transforming the color of your life

 **CARBAHAL & COMPANY**  
An Accountancy Corporation

 **SUNWEST Foods**

 **CUNNINGHAM**  
Engineering  
Landscape Architecture  
Project Planning

 **SIERRA ENERGY**

 **KAISER PERMANENTE**

 **Davis ACE Hardware**  
Serving the Davis Community for Three Generations

 **Aggie ACE**

 **A Grand Affair**  
PARTY & EVENT RENTALS  
Events from two...to too many!

 **Sutter Health**  
We Plus You

 **MACE RANCH**  
Innovation center  
Davis, California

 **Dignity Health.**

 **LOWENTHAL**  
REALTY CO.

 **Edward Jones**  
MAKING SENSE OF INVESTING

### SPECIAL THANKS TO

Our House Restaurant, A Grand Affair, Strelitzia Flowers, The Davis Graduate, City of Trees Brass Band,  
J Katherine Images, Christina Musser, Mabel Salon, Jen Hester, Elizabeth Paul,  
Stephanie Chang, Samantha Richards, Taylor Schmidman, and our wonderful volunteers!

## Annual Installation Gala



## New Member Spotlight

### Dignity Health Medical Foundation - Woodland

and Davis

632 W. Gibson Road, Woodland, 95695

(530) 668-2631

At Dignity Health Medical Foundation, we are dedicated to providing daily excellence for all your health care needs. We believe an important part of that excellence is truly listening; ensuring patients understand their medical situation and enabling them to make informed decisions. For whatever stage of life you're in, we strive to help you make the most of it.

### Engage! Strategies

Davis, 95618

(530) 760-5270

[Engagestrategies.net](http://Engagestrategies.net)

With more than 20 years of experience in community outreach, workforce development and communications, we bring a variety of leadership skills to help our clients find marketing and workforce solution to enhance your community presence.

### Guichard, Teng & Portello

1355 2nd Street, Suite B, Davis 95616

(925) 459-8440

[Gtplawyers.com](http://Gtplawyers.com)

We take great pride in the distinguished backgrounds and expertise of our partners, associates, of counsel, paralegals, and staff – and we welcome the opportunity to be of service to you.

### H2O To Go

1300 East Covell, Suite 105, Davis, CA 95616

(530) 753-1440

[H2odavis.com](http://H2odavis.com)

With a 30 year local tradition of providing distilled and Reverse Osmosis drinking water, we are dedicated to providing our loyal customer base with the best water and products available.

### HeyNearby

Serving the Davis Area

(650) 814-8015

[Heynearby.com](http://Heynearby.com)

Most people prefer messaging to calling – so why not be able to message your favorite business? HeyNearby is a quick way for you to connect!

### Insperity

2999 Oak Road, Suite 200, Walnut Creek, CA

94597

(925) 977-4964

[Insperity.com](http://Insperity.com)

For 28 years, Insperity has been committed to helping you succeed. We are dedicated to helping you control expenses, minimize risk exposure and maximize your opportunities. Contact us today and see how we can help you!

### Integrate

502 Mace Blvd, Suite 15, Davis 95618

(530) 219-3336

[Integratecal.com](http://Integratecal.com)

We create and champion community development strategies for a maturing cannabis industry and offer local governments sensible pathways for implementing durable cannabis policies.

### Logo's Used Books

513 Second Street, Davis, CA 95616

(530) 400-1083

Friends of the Davis Library is now operating Logo's Used Books. Proceeds will benefit our local community libraries.

### The Max Challenge of Davis

912 5th Street, Suite 100, Davis, 95616

(530) 207-0377

The Max Challenge of Davis is ready to get you in the best shape of your life. With fitness and nutrition classes, we will motivate you to get the results you've been dreaming of.

### Morgan's on Main

614 Main Street, Woodland, CA 95695

(530) 402-1275

[Morgans-on-main.com](http://Morgans-on-main.com)

Morgan's on Main is a gathering place created for the "every meal" that any week requires. Our restaurant is a love letter to our community. We serve California Comfort Grill, great simple recipes mixed with a little adventure

## New Member Spotlight

### **Christina Musser**

401 West Acre Road#26  
West Sacramento, CA 95834  
(916) 715-3029

[Christinadances.com](http://Christinadances.com)

I have taught dance for 15 years, including Ballroom, Latin, Swing, Salsa, Argentine Tango, and Zumba. I am available for both private and group classes, and at large events. Anyone can dance!

### **Skydance Skydiving**

24390 Aviation Avenue, Davis, CA 95616

(530) 753-2651

[Tandemskydivingschool.com](http://Tandemskydivingschool.com)

Come experience the thrill of a lifetime at Skydance! We have experienced, licensed instructors to help you make your dream a reality. Call to book your jump today!

### **Smartz Graphics**

[Aaronwedra.com](http://Aaronwedra.com)

We work closely with non-profits, businesses and organizations in order to advance clients' objectives through smart design. Our philosophy incorporates a belief in cooperation, with an appreciation for competition. We will work with you to create graphics that suit all your needs. Check our website for examples of design work, and learn how we are involved in our community!

### **The Upper Crust Baking Co.**

Find us at nearby Farmers Markets

[uppercrustbaking.com](http://uppercrustbaking.com)

For more than 30 years, our family has been producing artisan breads in the local, slow food tradition. One of Northern California's premier bakeries, we continue the tradition of great bread – as well as a few sweet treat to satisfy your cravings.

### **Unleashing The Possibilities, Inc.**

PO Box 1, Davis CA 95617

[unleashingyolo.org](http://unleashingyolo.org)

Our mission is to help Yolo County's most vulnerable animals living in unbearable conditions. With your help we will be able to build a new shelter to care for lost, unwanted, homeless or injured animals in our area. Visit our website for information on how you help!

### **Vaughn Management Group**

880 Alvarado Avenue, Davis, CA 95616  
(530) 753-5115

[Livevmg.com](http://Livevmg.com)

We are a boutique management company with over 30 years' experience in Davis, the Bay Area and the Central Valley. Contact us and discover how working with us will fit the needs of your assets and allow you to take your investment to the next level.

### **Visiting Angels Home Care for Seniors**

1020 12th Street, #227, Sacramento, CA 95814  
(916) 273-9199

[Visitingangels.com](http://Visitingangels.com)

Visiting Angels has been providing elder care to families across the United States since 1998. Our commitment is simple: We'll help your loved one continue to live at home, and we will help you find peace of mind.

### **West Davis Active Adult Community**

Davis, CA 95616

(530) 400-8854

An affordable adult community coming soon!

### **Woodland Army Recruiting Center**

SFC Jerwin Dowler

(916) 641-8334

[Goarmy.com](http://Goarmy.com)

The largest branch of the military, our job is to protect our country and our citizens. Come talk to us and find out how you can serve.

## 2017 Board of Directors

Jason Taormino, Chair  
[West Davis Active Adult Community](#)

Rob White, Vice Chair  
[Sierra Energy](#)

Carolyn Stiver, 2nd Vice Chair  
[Edward Jones Investments](#)

Christina Horne, Treasurer  
[Brooks Painting, Inc.](#)

Justin Lowenthal, Secretary - Legal Counsel  
[Business Realty Co.](#)

Jennifer Nitzkowski, Immediate Past Chair  
[Carbahal & Company](#)

Nichole Arnold  
[Mother & Baby Source](#)

Bryan Belden  
[Sutter Davis Hospital Foundation](#)

Bruce Colby  
[Davis Joint Unified School District](#)

Joe DiNunzio  
[Davis Roots](#)

Jay Errecarte  
[SunWest Foods, Inc.](#)

Nancy Hannell  
[Davis Enterprise](#)

Susan Kirby  
[Da Vinci Charter Academy](#)

Amit Pal  
[PG&E](#)

Don Palm  
[Sacramento City College, Davis Center](#)

Ted Parks  
[Woodstock's Pizza](#)

Mabel Salon  
[UC Davis](#)

## 2017 Ambassador Committee

**Aaron Wedra, Co-Chair**

Davis Enterprise

**Raul Zamora, Co-Chair**

Z1 Properties

**George Barden**

New York Life

**Katie Curran**

Dignity Health

**Dawn Coder**

Coldwell Banker Select

**Bianca Filak**

First Northern Bank

**Tommy Heppler**

UC Davis Athletics

**Brianne Maloney**

Royal Guest Hotels

**Amanda Mason**

Lyon Real Estate

**Paul Romo**

Impact Financial Advisors

**Kaylin Street**

Tandem Properties

**Claire Tauzer**

Sola Bee Farms

**Josh Zeldner**

Z Speciality Food

**Emily Ziser**

Carbahal & Company



## Chamber Staff

[Christina Blackman](#)

**Chief Executive Officer**

[Mischa Erickson](#)

**Director of Marketing and Events**

[Bobbi Vaughn](#)

**Membership and Office Administrator**

[Stephanie Chang, Miriam Nansen, Samantha Richards, Taylor Schmidman](#)

**Office Interns**

Follow us on Social Media!



# 2017 ANNUAL SPONSORS

## EXECUTIVE LEVEL



## CHAIRMAN LEVEL



## PARTNER LEVEL



## DIRECTOR LEVEL

