Message from the Board Chair

Upon taking over the gavel for the Board of Directors, I predicted that 2014 would be another great year for the Davis Chamber of Commerce. Well, it has certainly been that … and then some! After three years at the helm, Kemble Pope passed the wheel to our new CEO, Matt Yancey.

Matt comes to us from the Sacramento Metro Chamber, where he served as the Director of Economic Development since 2007. Kemble’s leadership in local and regional public policy put us on par with the best in the nation. Through Matt’s leadership and expertise in economic development, our 2020 Davis Prosperity Plan will put us head and shoulders above the nation’s best.

Speaking of the 2020 Davis Prosperity Plan, we are planning a public release this November. As you’ll see when it comes out, we’re already hard at work on implementation. For me, the most important objective is enhanced member value. The plan prescribes numerous actions for us to take in this respect. But the very first is launch of an annual member survey, which will release in the next couple of weeks. I encourage you to fill it out when it does. Enhanced value is only as good as its alignment with the needs of our members.

As I prepare to pass the gavel to Christina Blackman, I must admit I’m a bit envious. As big as 2014 has been, 2015 is set to be even bigger.
# Chamber Events Calendar

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

<table>
<thead>
<tr>
<th>NOVEMBER 2014</th>
<th>DECEMBER 2014</th>
<th>JANUARY 2015</th>
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| **Tuesday, November 4th**  
Seminar for Success  
Topic TBD  
Hosted by Yolo Federal Credit Union  
11:00am - 1:00pm | **Tuesday, December 2nd**  
State of the Chamber Luncheon  
Hosted by Yolo Federal Credit Union  
Odd Fellows Hall  
11:30am - 1:15pm | **Thursday, January 1st**  
Chamber Office Closed  
In Observance of New Year’s Day  
9:00am - 5:00pm |
| **Thursday, November 6th**  
Government Relations Committee  
Chamber Conference Room  
4:00pm - 5:15pm | **Thursday, December 4th**  
Government Relations Committee  
Chamber Conference Room  
4:00pm - 5:15pm | **Tuesday, January 6th**  
State of the City Luncheon  
Odd Fellows Hall  
11:30am - 1:15pm |
| **Tuesday, November 11th**  
Chamber Office Closed  
In Observance of Veteran’s Day  
9:00am - 5:00pm | **Thursday, December 18th**  
Evening Social  
Hosted by Davis Musical Theater Company  
5:00pm - 6:30pm | **Thursday, January 15th**  
Evening Social  
5:00pm - 6:30pm |
| **Thursday, November 20th**  
Evening Social  
Hosted by University Retirement Community  
5:00pm - 6:30pm | **Wednesday, December 24th**  
Chamber Office Closed  
In Observance of Christmas Eve  
9:00am - 5:00pm | **Saturday, January 24th**  
Installation Gala  
UC Davis Conference Center |
| **Thursday, November 27th**  
Chamber Office Closed  
In Observance of Thanksgiving  
9:00am - 5:00pm | **Thursday, December 25th**  
Chamber Office Closed  
In Observance of Christmas Day  
9:00am - 5:00pm | **Friday, December 26th**  
Chamber Office Closed  
In Observance of the Day After Christmas  
9:00am - 5:00pm |
| **Friday, November 18th**  
Chamber Office Closed  
In Observance of the Day After Thanksgiving  
9:00am - 5:00pm | **Friday, December 26th**  
Chamber Office Closed  
In Observance of the Day After Christmas  
9:00am - 5:00pm | |

For more details and to register for our events, please visit our website at [www.davischamber.com](http://www.davischamber.com)

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**2014 Annual Sponsor - Executive Level**

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**Dignity Health**  
Woodland Healthcare  
Davis Medical Offices
Installation Gala Sponsorships

We are only three months away from the swankiest Chamber event of the year!
Get dressed up and show off you dancing skills at the 110th Annual Installation Gala on January 24th. We will be awarding the Member of the Year and Ambassador of the Year at the UC Davis Conference Center as well as honoring the new incoming Board Chair this year, Chris Blackman. We also will be extending our thanks to outgoing Board Chair, Jennifer Nitzkowski, as well as our outgoing board member, Don Palm.

Please share this evening with us to honor all of our amazing community and Chamber members! With a live band, dancing, and a red carpet- this is one Chamber event you will not want to miss out on!

Sponsorships are still available for this event. Contact us here at the Chamber Office at 530.756.5160 to find out more information on the options available to sponsor for this event!
Recent Chamber Events Photo Album

Chamber employees dressed as the cast of the popular FOX cartoon Bob’s Burgers on Halloween to hand out candy to kids on the Downtown Treat Trail.

September 2014 Evening Oktoberfest. Sponsored by First Northern Bank
Discover Davis - First Year is a Success!

Welcome to Discover Davis 2014
These companies and individuals made an investment in the community. Please consider using their services.

**Alliance Tree Service**
3974 Lusk Drive, Woodland, CA 95776  
530-753-2153 | aerlopez@sbcglobal.net  
www.alliancetrees.com

Alliance Tree Service has been proudly serving Woodland, Davis and Sacramento for years now, and have been delivering excellent service and results to all of our clients for residential and commercial projects alike! They pride themselves on taking the utmost precaution with their tree services like stump removal and tree trimming keep our clients’ environments safe and beautiful.

**AJ Construction & Remodeling**
916 Arthur Street, Davis, CA 95616  
530-231-5181 | info@aj-construction.com  
www.aj-construction.com

AJ Construction & Remodeling is dedicated to providing a remodeling experience of the highest quality. Whether you simply want to upgrade your old lighting to modern energy-efficient LEDs, reinvent your kitchen, upgrade a bathroom, add a bedroom, or rebuild the entire house, They work hard to ensure that projects are completed efficiently, and with a minimum of disruption and mess. They have decades of experience in the building industry, with over 20 years combined working in Davis.

**Bayessoft**
1311 Chestnut Lane, Davis, CA 95616  
888-666-1087 | dyang@bayessoft.com  
www.bayessoft.com

Develops Bayesian data solutions and computing software tools over the mobile and cloud platforms to help biomedical investigators and healthcare practitioners to improve the cost-effectiveness of medical Research & Development and quality of clinical decision-making.

**CREAM**
110 F Street, Suite A, Davis, CA 95616  
530-750-1905 | eric.cream530@gmail.com  
www.creamnation.com

CREAM serves as an opportunity for every person to dig into their inner child and enjoy a simple yet delicious and comforting treat.

**Davis Shakespeare Ensemble**
710 B Street, Davis, CA 95616  
530-802-0998 | davis.shakespeare@gmail.com  
www.shakespearedavis.org

Davis Shakespeare Ensemble serves as a vital artistic resource for the people of Davis and the greater Sacramento region, as we produce Shakespeare’s works, modern classics, new works inspired by the classics, and educational programs.

**Esthetique Boutique**
260 Russell Blvd., Suite D2 Davis, CA 95616  
530-400-9897 |  
Customized therapeutic facials, peels, waxing and eyelash extensions.

**Global HVAC & Construction**
479 Mason St #205, Vacaville, CA 95688  
707-685-9872 |  
solar@globalhvacandconstruction.com  
www.globalhvacandconstruction.com

Global Construction was established in 1999 and is a third generation contractor specializing in residential remodels, solar systems and HVAC.

**Greenich’s Acres Pony Rides and Petting Zoo**
203 F Street, #2, Galt, CA 95632  
209-663-3617 | egreenich@aol.com

Book them for your child’s next event.

**MEF Consulting**
1415 L Street, Ste. 900, Sacramento, CA 95814  
530-753-7456 | mfaust@mefcllc.com  
http://www.mefcllc.com

In the most challenging of times, we help businesses and non-profits put together the correct pieces for success.

**Peet’s Coffee & Tea**
231 E Street, Davis, CA 95616  
530-747-2064 | peets147@peets.com  
www.peets.com

Since 1966, their goal has remained the same, continually striving to raise the bar for the American coffee industry, while always delivering a great tasting cup for those who truly love coffee.
New Member Spotlight

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

Spafford & Lincoln, Inc.
105 E Street, Suite 2C, Davis, CA 95616
916-201-5435 | atrumankim@gmail.com
www.spaffordlincoln.com
Spafford & Lincoln is a management consulting firm that specializes in strategic planning and project, program & portfolio management.

The People’s Vanguard of Davis
P.O. Box 4715, Davis, Ca 95617
530-400-2512 | info@davisvanguard.org
www.davisvanguard.org
Providing the Davis Community with incisive in-depth coverage of local government on a wide variety of issues. Since 2006, The Vanguard has provided Davis and Yolo County with some of the best groundbreaking news coverage on local government and policy issues affecting our city, our schools, the county, and the Sacramento Region.

T-Mobile
110 F Street, Suite C, Davis, CA 95616
530-231-5671 | www.tmobile.com
T-Mobile USA, Inc. provides wireless voice, messaging, data, and mobile internet services to customers throughout Davis, CA.

Trackside Center, LLC
2901 Third Street, Davis, CA 95616
530-756-1443 | kemblepope@gmail.com
www.davisproperty.com
Davis Property Management is a full-service commercial real estate management company that was incorporated in 1997.

US Cryotherapy
2191 Cowell Blvd., Davis, CA 95618
530-219-3336 | davis@uscryotherapy.com
www.uscryotherapy.com
Cryotherapy is localized or whole-body exposure to subzero temperatures to decrease inflammation, increase cellular survival, decrease pain and spasms, and promote overall health. It is not a medical procedure, but a non-invasive option for people seeking Faster Recovery.

Yolo County Children’s Alliance
600 A St. Suite Y, Davis, CA 95616
530-757-5558 | jbeckner@yolocounty.org
www.yolokids.org
The Yolo County Children's Alliance and Child Abuse Prevention Council is a children’s collaborative working to improve the well-being of children, youth and families in all the communities of Yolo County. They are a partnership of parents, youth, consumers, members of the business and faith communities, and over 45 public and private organizations that provide health, education and social services for children.

Davis Chamber of Commerce Seminars for Success

Have valuable information to share with the community?

Have a target audience in mind?

Try hosting a Seminar for Success!

Past Seminars have included:

- Community Engagement 101- Social Media Marketing
- Covered CA - Health Care options
- Successful Internships - Making the most of temporary help

Offering four Seminars a year

Utilize our Membership Base to get your message out!

Contact membership@davischamber.com or 530.756.5160
Thank You, Golf Tournament 2014 Sponsors!

Thank You, Discover Davis 2014 Partners & Sponsors!
Meet your New Chamber Staff!

Matt Yancey, Chief Executive Officer

“I am both honored and humbled to have been selected as Chief Executive for the Davis Chamber of Commerce,” said Yancey. “The Davis community is, hands down, the most engaging I have encountered in my career. I’m thrilled at the chance to collaborate with the Board of Directors, Davis businesses, and the community in pursuit of Davis’ economic vitality, particularly at this point in history when the community faces so many key decisions that will chart its course for generations to come.”

A graduate of the Economics program at CSU, Chico, Yancey launched his career with the university-affiliated Center for Economic Development conducting research on sustainable community indicators. He later specialized in retail market, fiscal, and economic impact analyses. At the Metro Chamber, Yancey defined and honed his unwavering commitment to collaboration as the key to economic prosperity and vitality for regions and localities.

Emily Ziser, Director of Membership Services

Many of you may already know Emily from her work on the Ambassador Committee, the Golf Tournament Planning Committee, and/or the Discover Davis Planning Committee. Needless to say, Emily is well-acquainted with the Davis Chamber and fully-equipped to seamlessly step into this new role with us.

Emily is a UC Davis grad and began working at Hallmark Inn in 2005 where she was responsible for, among many other duties, developing corporate relations through community and business outreach. Her volunteer work with the Davis Chamber began in January 2013. In that time she very quickly established herself as a leader within our Ambassador committee. As a 2nd generation Davisite, Emily brings a thorough knowledge of the community with her to the Chamber.

Bobbi Vaughn, Executive Assistant

Bobbi comes to us from the Hallmark Inn, UC Davis. She has extensive experience in office management, sales support, and social media marketing. She brings professionalism and enthusiasm to her customer service, believing that the first impression is the most important in any business relationship.

After growing up in Davis, Bobbi relocated to Southern California. “I’ve been back in Davis for two years and am still discovering new things our little town has to offer. I’m impressed at the community support, the commitment to UC Davis, the educational options for our younger students, and the diverse cultures that we get to have and experience. I’m excited at the possibility of being part of that growth and commitment to the community my children are thriving in.”

If you ask Bobbi what she likes most about her work, she’ll tell you that it is meeting new people and helping them with what they need to foster great business relationships.
On Thursday, October 16th the Vanguard hosted an Innovation Park Discussion Forum at DMG Mori in Davis. At least 50 people from the community came out to hear an early discussion on the innovation parks. The panel featured County Supervisor Jim Provenza, Director of Innovation and Entrepreneurship from the Governor’s Office of Business and Economic Development Louis Stewart, CEO of the Davis Chamber Matt Yancey, President of Davis Downtown Michael Bisch and Tia Will from the Vanguard editorial board.

Moderated by Chris Granger from Cool Davis, below is a question and response concerning The Sacramento Area Council of Governments (SACOG), which provides transportation planning for the region.

“SACOG has set regional goals for balancing housing and jobs. Considering the direct jobs in the innovation parks plus the new jobs from the multiplier effect in the community, plus UCD’s planned growth of 5000 students and 700 faculty and staff, demand for housing and additional business development will certainly increase. Describe your understanding of the benefits and burdens (including the non-economic quality of life impacts) that the innovation parks are likely to generate.”

Matt Yancey said that the SACOG goal is to “make the highest, best and smartest use of the land that’s developed. So if we’re going to accommodate population growth, let’s do so in a manner that’s appropriate to maintaining the fabric of the communities where the housing is going and insuring that we’re not having undo impacts on the environment by spreading too far out, driving too far, emitting too many greenhouse gases, etc.”

He added, “Yes, we will have additional added pressure on population growth, but those pressures are there as it is. The population is growing and it’s a problem that we do need to solve.” Yancey argued that an innovation park model “is about as consistent as one can get with the goals that SACOG has set for land use.”
2014 Board of Directors

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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
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Christina Horne
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Coldwell Banker - Doug Arnold Real Estate
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Ambassador Co-Chairs

Susan Kirby, Da Vinci Charter Academy
Carolyn Stiver, Edward Jones Investments

DCOC Staff Members

Matt Yancey
CEO
Emily Ziser
Director of Membership Services
Bobbi Vaughn
Executive Assistant
Emily Henry, Amanda Borodaty
Office Interns

Annual Board Retreat

The Chamber Office will be open with minimal staff
Thursday, November 13th and Friday, November 14th for the Annual Board Retreat.
Calls and emails will be returned on Monday, November 17th.

New 2015 Board Members

Susan Kirby, Da Vinci Charter Academy
Carolyn Stiver, Edward Jones Investments
Jay Errecarte, SunWest Foods, Inc.
Richard Harris, Nossaman LLC
Joe DiNunzio, Davis Roots

Outgoing Board Members

Don Palm, Sacramento City College

2014 Annual Sponsors - Director Level