

In This Issue

Chamber News	1
2017-2018 Directory	2
Chamber Events Calendar	3
Member Benefits	4
Other Member Benefits Info	5
Advertise with the Chamber	6
News from the City of Davis	7
Chamber Photo Gallery	8-9
Celebrate Davis Thank You	10
New Member Spotlight	11-12
Board Members & Ambassadors	13
Annual Sponsors	14

Chamber News

We have reached the midpoint of the year, and the Davis Chamber has already had some very exciting events and activities this year. Though I could write about many things from each month, I will focus on the three.

First, Celebrate Davis was a huge success. Attendance by the community was at an all-time high, we sold out of booth space, our sponsorship options were fully subscribed, and we heard lots of positive feedback from you, our membership. We can thank many people, but in particular a big thank you to our members who participated, our vendors, and above all else, our community of volunteers! And an extra special thanks to our event committee and our CEO, Christina Blackman, and her team, who spent many hours working to make this event one of our best!

Second, I want to thank the Mayor, Robb Davis, and City staff for participating in our first ever walk about in downtown to review the issues related to homelessness and transients, and how it affects our community and member businesses. This is a difficult topic, and there seem to be more issues than solutions sometimes. But communication and partnership between the businesses, the City, service organizations, and our community will be the best way to make sure everyone's voices are heard and the needs can be met over time. This was a first step towards that communication and partnership.

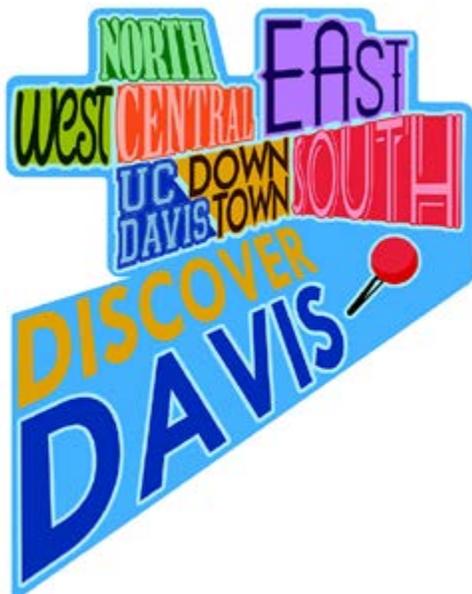
Third, I want to thank the Vice Mayor, Brett Lee, and the City staff for also participating in a walk about to review downtown parking needs and issues. Again, a difficult topic that seems to have less solutions (and agreement) than we would all like, but this communication directly with our policymakers allows the businesses to engage with our City representatives in a meaningful and positive way.

There are lots more activities coming in the second half of the year, so stay tuned and get engaged. This is your Davis Chamber and the organizations can only be as valuable as you make it!

Rob White, Vice Chair
 Sierra Energy

SAVE THE DATE

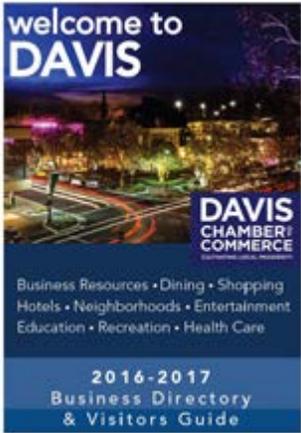
DISCOVER DAVIS
OCTOBER 10, 2017



DAVIS CHAMBER OF COMMERCE
**BUSINESS DIRECTORY
 & WELCOME GUIDE**

Showcasing Chamber Members and Highlighting What Makes Davis a Great Place to Live, Work, Learn, and Play!

15,000 copies of this 52-page, full-color 2017-2018 Davis Chamber Business Directory & Welcome Guide will be distributed to students, tourists, prospective residents, business owners, and others interested in what makes Davis a model city for business and living. Business listings for all Chamber members in good standing will be included. The publication will contain less than 30% advertising, making ad space incredibly limited. We will not redesign this publication until next year—don't miss out on the opportunity to reach Davis visitors, students, and residents NOW!



How Does Your Ad Reach Customers?

- Copies will be distributed to students, alumni, parents, and other visitors at the UC Davis Welcome Center and other campus destinations.
- Tourists; new UC Davis students, faculty, and staff; and other visitors regularly come to the Chamber office and Yolo County Visitors Bureau for guides on what to see, where to eat, and what to do in Davis.
- Conference and event organizers, and hotels distribute Davis collateral to guests, future residents, and incoming businesses.
- Real estate agents include business directories in homeowner welcome baskets.

RESERVE YOUR SPACE TODAY!

Contact Bobbi Vaughn at bvaughn@davischamber.com or (530) 756-5160

Ads are sold on a first-come, first-served basis. Final ads are due by Friday, December 6th at 4:00pm. The Chamber will provide design specifications for your particular ad. The publication will be printed and ready for distribution by February 2018. The business directory measures 5.75"x8.75" and will be printed on high quality paper. All ads without specific placement will be strategically placed at the Chamber's discretion to maximize members' exposure.

HIGH-VISIBILITY BUSINESS LISTINGS (All Members Receive FREE Basic Listing)
 \$250 - Priority Business Listing - Top of category listing and 180-character description

First-purchased, first-listed within category. Advertisers receive top spaces. Subject to availability.

\$150 - Expanded Business Listing - 180-character description

Subject to availability.

**AD SIZES
 & PRICES
 (TO SCALE)**

FULL PAGE

- 5.75"x8.5"
- \$4,400 - Outside Back Cover*
- \$4,000 - Inside Front Cover*
- \$3,600 - Inside Back Cover
- \$3,000 - Placed in Guide⁵

HALF PAGE

- 5.38"x4"
- \$2,400 - Below Table of Contents*
- \$1,400 - Placed Throughout Guide⁵

QUARTER PAGE

- 3.5"x4"
- \$900 - Placed Throughout Guide⁵
- 300 Complimentary Copies

BUSINESS CARD

- 3.5"x2.25"
- \$600 - Placed Throughout Guide⁵
- 200 Complimentary Copies

POSTAGE STAMP

- 1.75"x2.25"
- \$300 - Placed Guide⁵
- 150 Complimentary Copies

* Advertisers receive priority business listing upgrade with purchase

⁵ Advertisers receive expanded business listing upgrade with purchase

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Calendar of Events

Detailed event information is available online at davischamber.com

July	August	September
<p>Wednesday, July 12 Morning Social 7:30 am–9:00 am University Retirement Community</p> <p>Friday, July 14 Ribbon Cutting 5:00 pm–6:00 pm Davis Papa John's Pizza</p> <p>Tuesday, July 18 Seminar for Success 11:00 am–12:00 pm Silver Roof Dynamics</p> <p>Thursday, July 20th Evening Social 5:00 pm–6:30 pm Carlton Senior Living</p>	<p>Thursday, August 3 Community Luncheon 11:30 am–1:30 pm Sponsored by Royal Guest Hotels El Macero Country Club</p> <p>Wednesday, August 9 New Member Orientation 9:00 am–10:00 am Davis Chamber Office</p> <p>Thursday, August 17 Evening Social 5:00 pm–6:30 pm El Macero Country Club</p>	<p>Wednesday, September 6 Community Luncheon 11:30 am–1:30 pm Sponsored by The New Home Company Odd Fellows Lodge</p> <p>Thursday, September 14 Evening Social 5:00 pm–6:30 pm Oktoberfest-First Northern Bank</p> <p>Thursday, September 14 Build a Better Booth Workshop 11:00 am–1:00 pm Davis Chamber Office</p>

The chamber office will be closed on September 4 for Labor Day

Ambassadors Corner

We are halfway through the year, and chamber ambassadors continue to be an integral part of the organization attending more than a dozen notable events in the community. From ribbon-cuttings to Celebrate Davis, ambassadors enthusiastically support the chamber and its membership by contributing a high level of involvement.

Sometimes the groupies, but always the close friend, ambassadors are also an indispensable part of our expanded check-in program for new members. The program offers new members at least 6 points of contact with their assigned ambassador within their first year, wherein they can discuss membership benefits, networking opportunities, resources and more.

Because our chamber is such a hive of activity, we have made efforts to grow the ambassador committee and would like to welcome our newest members, Meredith Roberts of Sierra Energy, Erik Larum of Lowenthal Realty and Jamie Heppler of Cal Aggie Alumni Association.

Ambassadorship is an honor that offers growth for one's business and self through high-visibility and commitment to service. Are you a member of the Davis Chamber? Would you or someone you work with make a good ambassador? Applications are available at our downtown office where staff are happy to discuss the opportunity.

Here's to a productive second half of 2017!

Aaron Wedra
Co-Chair of the Ambassador Committee
The Davis Enterprise

Getting the most from your chamber membership!



Here are 7 tips to get the most from your membership:

1. Attend and consider volunteering at chamber events. This is your chamber and your participation can only make events better, thus providing more exposure to your business.
2. Take advantage of the networking socials available monthly. These popular events feature the goods and services provided by the host business, refreshments, door prizes and a multitude of business contacts.
3. Take advantage of your chamber benefits. The chamber provides many tools to help your business grow. For more information contact Bobbi Vaughn at bvaughn@davischamber.com

4. Advertise in the chamber newsletter, on the chamber website or in our map and directory. It's your opportunity to tell other members and the community about your business.
5. Join a chamber committee. There are various committees that allow you to work directly with other community leaders as well as become a leader yourself.
6. Promote your business through numerous sponsorship opportunities at our Installation Gala, Celebrate Davis, Discover Davis, Regional Business Summit and more.
7. Place your brochures, flyer and or business cards in the chambers resource lobby and take advantage of the many visitors that stop by.

Source: Chamber101



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- ▶ **Products that fit the needs of each individual client**
- ▶ **A smooth, simplified loan process**

404 2nd St. Davis, CA 95616 | (530) 406-7200 | TheMengaliGroup.com

The Chamber is Here For You!



Networking

Form valuable connections with other members.



Visibility

Stand out and get noticed in our community.



Credibility

Raise your reputation through membership.



Have a Voice

Participate in Chamber groups and be heard.



Referrals

Gain clients and customers through our members-only referral program.



Advocacy

Work with leaders in our community on policies that impact your business.



Discounts

Save money with members-only discounts and perks.



Knowledge

Learn meaningful best practices to propel your success.

Update Your Listing!

We are preparing to update our directory and we want to make sure that we have the most accurate information for your business. Please 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.

New Member Orientation

Calling all new members! Our biannual new member orientation is coming up on August 9th from 9:00-10:00 a.m. Join 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 their services we offer and make the most of your membership!

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

Make Summer More Refreshing

Summer Sangria

Ingredients:

1 bottle Moscato wine (750 ml)
1/2 C brandy
1 lime, thinly sliced
2 C watermelon, cubed and cold
2 C Extra Sweet Pineapple, cubed
Cold lemon lime soda
Ice cubes

Instructions:

Pour the wine and brandy into a pitcher and stir to combine. Add the sliced lime, watermelon, and pineapple.

To serve, place some of the fruit in a glass with ice. Pour the sangria over the ice and top with lemon lime soda.

The sangria can be made up to 2 hours before serving or can be served immediately.

Source: whattheforkfoodblog.com

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



News from the Chief Innovation Officer

*by Diane Parro
Chief Innovation Officer, City of Davis*

Coming Soon! The update of the Core Area Specific Plan

In early fall of this year, the City and the citizens of Davis will undertake an update of the Core Area policies, codes and design guidelines. This is an extremely important project and is dependent upon robust participation from a large and diverse group of community members. **WE NEED CHAMBER MEMBERS TO ENGAGE!**

By way of background, the State of California requires that the local legislative body plan and adopt a comprehensive, long-term general plan for the city and any adjacent related lands. The process will include opportunities for the involvement of citizens, public agencies, public utility companies, and civic, education, and other community groups. The General Plan articulates the community's vision of its long-term physical form and development. The plan is comprehensive in scope and represents the city's expression of quality of life and community values; it should include social and economic concerns, as well. The plan serves as a basis for decision-making. The plan directs decision-makers who must balance competing community objectives, which sometimes present trade-offs. Our current General Plan was adopted in 2001 and amended through 2007.

Our City Council has decided to update the core area plan as the first step towards completion of an update to the General Plan. The Core Area Specific Plan (CASP) is intended to provide policies and standards for our downtown including locations for land uses, densities and public facilities. The key reasons for this update is the need to:

- Provide a long-term vision
- Create a guide to types, amounts, and locations for growth
- Plan for infrastructure consistent with plans for growth
- Resolve problems of differences between existing policies, codes and guidelines

Community engagement will include public forums and workshops; on-line surveys; open meetings, and public meetings with the Planning Commission and the City Council. I strongly urge every Chamber member to plan to be a part of this process because the voices of our local businesses are very important.

Chamber Photo Gallery



Celebrating the Business of the Year recipient Tandem Properties at the June luncheon.



Mixing and mingling at the April evening social at Dignity Health.



Jennifer Maher, Sutter Hospital President welcoming members and visitors to their May evening social.



Chamber CEO, Christina Blackman introducing the Davis Chamber during the 2017 Multi-Chamber mixer.



Cutting the ribbon at the grand opening of The Max Challenge owned by Marie Bacciarini



Listening to the panel discussion: Homelessness, Updates and Available Resources, sponsored by Davis Chamber of Commerce.

Chamber Photo Gallery



Enjoying an evening social at the Sudwerk Dock, sponsored by Yackzan.



Ambassador Raul Zamora welcomes new member Julio Paniagua, owner of Stitchet.

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. Their 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.



Getting Social

The Davis Chamber is active on social media! We utilize Facebook, Twitter, Instagram, and LinkedIn to stay connected to our members and community.

When you join, we will be sure to "like" your page and follow you – we ask that you do the same for us!

Anytime you have an upcoming event or major announcement that you want help promoting, share it to our Facebook page! Be sure to tag us in your relevant posts!

#davischamberofcommerce @DavisChamber

Resource Lobby

Membership includes access to our resource lobby! Businesses can utilize this space for promotional materials such as business cards, brochures, or pamphlets.

If your business or organization has an upcoming event, members can additionally post flyers in our window to market to visitors and locals.

The Chamber office receives many visitors everyday looking for local resources! We want to hand out your information!





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DAVIS
CHAMBER OF
COMMERCE
CULTIVATING LOCAL PROSPERITY

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New Member Spotlight

Child Development Centers
3780 Rosin Court, Ste. 200, Sacramento, CA
95834
(916)286-7865

www.cdicdc.org

Child Development Center's mission is to enrich children's lives through quality, accredited child development programs and a commitment to developmentally appropriate practices. Our programs put children at the center of an interconnected circle of families, teachers and the community.

Davis Cards & Games
654 G Street, Davis, CA 95616
(530)564-4656

www.daviscardsandgames.com

As a mother and daughter team, we had a great idea to open a cards and games store. From supplies you need to play your favorite games, to events where you can learn how to play, or even join gaming groups our store has something fun for everyone!

Davis Papa John's Pizza
417 Mace Blvd, Davis, Ca 95618
(530)564-4333

www.papajohns.com

Part of the "Pizza Family" Papa John's is dedicated to bringing you quality pizzas with fresh (never frozen!) dough, hand chopped ingredients and the best tasting pizza available. Come experience our difference!

Fat Face
425 L Street, Davis, CA 95616
www.fatfacedavis.com

With a wide range of flavors, our popsicles are handcrafted and guaranteed to please the most discriminating tastes. Come check us out at the Farmers market and find us at the Co-op.

Fido Management, LLC
231 G Street #24, Davis, CA 95616
(530)746-8102

www.fidomanagement.com

For us, the network is the innovation. Your innovation strategy should articulate the gap between your company's strategic objectives the

necessary initiatives to achieve those objectives, and the capabilities you have to develop and launch those initiatives.

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965 Olive Drive, Ste. G, Davis, CA 95616
(916)286-7865

www.greenbicycledepot.com

Family owned and operated, Green Bicycle Depot sells great quality new and used bikes and parts at the lowest prices in town. With a wide variety to suite your needs, come by and view our selection today!

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www.h2odavis.com

At H2O to Go, our mission is to provide our customers with the best water products available for your home and office alongside our personable and knowledgeable service.

J's Quality Printing
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Independently owned and operated, we have been serving the greater Sacramento area for over a decade. With a wide range of products including specialty items, post cards, flyers. Envelopes, and newsletters, we can provide you with quality product to help you succeed.

New Member Spotlight

JKatherine Images
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(530)844-2899

www.jkatherineimages.com

Using natural light, we specialize in newborn, lifestyle, family and wedding photography. We are passionate about capturing important moments in your life. Let us capture your best memories.

Michael Manning Wellness Consulting
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(559)972-1833

www.michaelmanningwellness.com

Our mission is to make the world of nutrition more approachable and well understood. Whether you are interested in a personal nutritionist or just wanting to learn more about food and nutrition, we can help.

Mutual Housing California
8001 Fruitridge Road, Sacramento, CA 95820
(916)453-8400

www.mutualhousing.com

Our mission is to develop, operate and advocate for sustainable housing that builds strong communities through resident participation and leadership development. Come tour one of our communities and see how we are making a difference in housing

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The Bike Campaign
Davis, CA 95618
(530)753-1125

www.thebikecampaign.com

Our goal is to make Yolo County a cleaner, healthier, friendlier, more prosperous place through bicycling. With classes for new riders, refresher courses, volunteer opportunities, even bikes for sale, check out how you can help us make Yolo County an even better place to live, work and ride!

Volunteer Davis
Davis, CA 95616
(949)554-8996

www.volunteerdavis.com

Our mission statement is "Bringing People Together to Accomplish Good". We are an official UC Davis Student Organization who work together to give back and help provide you easy access to volunteer within our community.

Wildhorse Golf Club
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(530)7535-4900

www.wildhorsegolfclubdavis.com

One of the best courses in Yolo County, Wildhorse is an award winning course featuring bunkers, ponds, protected environmental areas, and of course, beautiful trees. We are currently renovating our clubhouse to suit all your needs. Schedule your round with us today!

THANK YOU TO THE FOLLOWING MEMBERS FOR TABLING AT CELEBRATE DAVIS 2017!

A Grand Affair • Banner Bank • Best Western Plus Dixon/Davis • Buckhorn BBQ • Budget Blinds • Carlton Senior Living • Chick Peas • Child Development Center • City of Davis • Cool Davis • Davis ACE • Davis Aquadarts • Davis Cards & Games • Davis Creamery • Davis Odd Fellows Lodge • Davis Shakespeare Ensemble • Davis Smiles Dentistry • Davis Swim & Fitness • Davis Waldorf School • Davis Waste Removal • Davisville Travel • Dignity Health • El Macero Country Club • Fat Face • Fouts Homes • Froggy's/Tommy J's • Golden One CU • Grace Valley Christian Center • H&R Block • HOT ITALIAN • Iggy Training • Ink Monkey Graphics • Jeff Likes Clean Windows • Ken's Bike-Ski-Board • Ketmoree Thai Restaurant • Kiwanis Club • KUIC 95.3 • Logo's Used Books • Love Laundry • Lowenthal Realty Co. • Meissner Joseph & Palley • Motel 6 • Mother & Baby Source • Nugget Market • Open Rice • Rotary • Sacramento City College • Solar City • Soroptimist • SPCA • Steve's Pizza • SwimAmerica! • The Davis Enterprise • Davis Phoenix Coalition • The Good Life Chiropractic • The Hotdogger • The Max Challenge • The Upper Crust Baking Co. • Thriving Pink • T-Mobile • Travis CU • UCD Athletics • UCD Unitrans • UNLEASHING The Possibilities • US Cryotherapy • USE CU • Velocity Island • Volunteer Davis • Woodland Army Recruiting • Woodstocks Pizza • Yolo Basin Foundation • Zabace Inc. • Zumapoke & Lush Ice

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Davis Enterprise

Raul Zamora, Co-Chair

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Dignity Health

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Coldwell Banker Select

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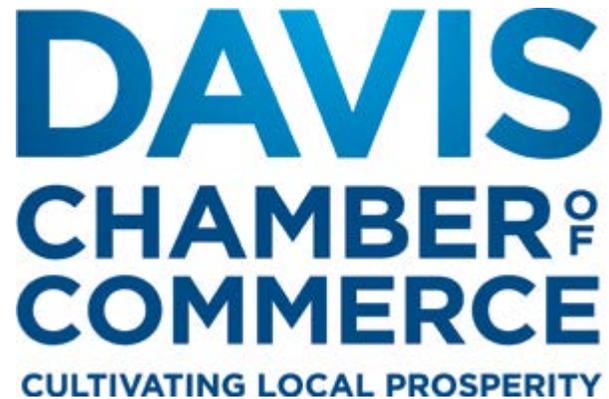
Tandem Properties

Claire Tauzer

Sola Bee Farms

Emily Ziser

Carbahal & Company



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Chief Executive Officer

[Bobbi Vaughn](#)

Membership and Office Administrator

[Stephanie Chang, Miriam Nansen, Samantha](#)

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Office Interns

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