

President's Message



by Christina Blackman
WCC Board President
Yolo Federal Credit Union

Where has the year gone?
I write this, my final
article with both pleasure
and a little sadness. I've
had a wonderful time

working with you, our chamber members
this past year and foresee future success
with the board you have selected, the
wonderful Chamber staff, and the many
volunteers that make this such a dynamic
organization.

As I pass the gavel to Janet Carerre, I leave
you in capable hands. Janet has served on
the Chamber board and executive committee
for many years and has a strong connection
to the membership. Together, we have
worked with your chamber board and staff
to assist in the implementation of several
changes this year including member
outreach, collaboration with the City and
streamlining and updating events.
2008 has been a tough year for many but as
the year winds down, we at the chamber
reflect on this past year and what goals have
been accomplished and what future work we
have to do. We look at 2009 as an
opportunity despite the news of the
economy and will continue to look for better
ways to serve your needs and improve the
business climate locally. We welcome your
suggestions and feedback. If there is an
opportunity or topic that we have not
addressed that you believe would support
our mission, please let us know. You can
contact Diana Sindeff at
dsindeff@woodlandchamber.com.

I look forward to continuing my role on the
board and ambassadors and would like to
take this opportunity to thank the board,
chamber staff and the various volunteers
that have made leading this organization
such a pleasure.

Have a safe and happy holiday season!

"President's Message: cont'd on page 2

Chamber Monitors City Building Fee Changes

Effective August 1, 2008, the City Council adopted a resolution approving a new fee schedule for Building, Plumbing, Mechanical, and Electrical fees and the accompanying tables. This all came about in response to the City's Manager's request to initiate a Building Division User Study. The City contracted with MuniFinancial, a division of Willdan, to assist with the data collection and reporting. The study revealed that considerable organization changes were needed which resulted in certain increases and decreases in fees. The adoption resulted in a user-friendly fee schedule for city staff and the public and provided for cost recovery to the City.

The mission of the Building Division is as follows: "To protect the lives and safety of the citizens of Woodland and contribute to the City's economic development". This is accomplished through implementation and enforcement of the Building, Plumbing, Mechanical, and Electrical Codes. The Division also implements Flood Plain regulations, Energy Code compliance, Disable Access regulations, local and state laws for new construction, and the maintenance of buildings through code enforcement.

The City chose to implement flat rate fees for water heater permits, water softener permits and HVAC permits to name a few program incentives to the residential community. The fee schedule includes green energy "incentive" fee reductions for Photovoltaic Permits-which encourages the installation and use of electrical generation in residential homes and commercial developments. Over-the-Counter permit issuance fees were reduced by 60% to \$25.

Specifically, the photovoltaic electric systems reductions were structured to encourage the installation and use of electrical generation in residential homes and commercial/industrial buildings:

\$9.00 per Kw of output. Typical residential systems are 2 to 3 Kw of output.

Over-the-Counter permit issuance fee of \$25.00 applies because full-time technical staffing is available to process and review photovoltaic systems at the counter.

A typical permit fee of \$52 for a residential Photovoltaic System puts Woodland as one of the lowest priced cities in the state.

A large 1 megawatt system for an industrial warehouse permit fee would be \$558 plus a plan review fee.

To access the new Building Division fee schedule, visit the City of Woodland website and click on the link below:
http://www.cityofwoodland.org/UserFiles/File/City%20Council/Agendas/06_17_2008/15.pdf



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Chris Blackman, President*
 Yolo Federal Credit Union

Janet Carrere, 1st VP*
 First Northern Bank

Jim Hilliard, 2nd VP*
 State Farm Insurance

Sarah Robinson, Treasurer
 PremierWest Bank

Gary Wright, Immediate Past President
 The UPS Stores

Kristy Wright, CEO*
 Corporate Secretary

Directors

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Rick Butterfield

Anne Del Castillo

Jillian Caunedo

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Angela Fairchild

Tom Galeazzi

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Aaron Schmoekel

Barbara Shreve

Carl Stringfellow

Pamela Vargas

Staff

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 Chief Executive Officer

Cynthia Solorzano
 Administrative Assistant/Special Events Coordinator

Diana Sindeff
 Receptionist/Member Services Rep.

Twyla Thompson
 Volunteer Office Manager

Yolo County Work Ready Certificate, Alive and Well

The Work Ready Certificate (WRC) was officially adopted by the Yolo Youth Opportunity Council, the local Chambers of Commerce and the Yolo County Unified School Districts in 2002. The Work Ready Certificate provides students an opportunity to demonstrate their work readiness and gives employers an opportunity to provide input on the readiness of a student. Students apply by submitting a resume and career portfolio items and businesses assist in evaluating the application and providing an oral interview.

Since 2001, 500 students have applied and received the WRC. Because one of the requirements of receiving the WRC is an oral interview by members of the community, many chamber and community members and educators have participated in the interview process; which has enhanced the connection between the schools and businesses. Employers have commented how much they enjoy meeting the students and that they have the opportunity to hire students that have already demonstrated good attendance and initiative. Students have indicated that the WRC helps them focus on their future and that they feel positive about applying and receiving the WRC because it shows they've accomplished something they didn't think they could do. There are approximately 60 businesses and agencies, including members of our high school staffs that participate in the WRC program.

WRC liaisons continue to coordinate the county-wide program, meeting with school members, working with businesses through the Business/Education committees of the Chambers of Commerce and working with students to assist in the marketing of the WRC. The Business/Education committees continue to address the WRC in each of their meetings. In addition, liaisons continue to imbed the WRC into the Regional Occupational Program (ROP), through regional grant proposals and awards, career fairs, career preparation and work experience curriculums, and are moving towards drafting a work preparation certificate for middle school students.

In general, the target group of students is juniors and seniors. Students must submit an appropriate resume, cover letter and three letters of recommendation; verify a 90% attendance rate, 2.0 or better Grade Point Average, basic computer skills, basic math and language skills, participation in community activities and an overall positive behavior history and pass an oral interview from the business and education community.

If you would like more information on the Work Ready Certificate and how you can participate, contact: Gayle McLevich, Yolo County Office of Education at mclevich@ycoe.org or 530-668-3710; Lori Perez at Lori.Perez@ycoe.org; or Chris Blackman of Yolo Federal Credit Union, cblackman@yolofcu.org;

The Mission of the Chamber is to promote economic progress and quality of life in the Woodland community and to foster a climate in which commerce, industry and agriculture will flourish.

Group Health Insurance

Going into 2009 membership definitely has its advantages...especially the Woodland Chamber of Commerce Group Health Plan with Western Health Advantage (WHA) featured in the Sacramento Business Journal! With health insurance rates increasing every year, we're pleased to be able to offer your business, another option, which includes the following:

- Guaranteed issue for groups of 2 to 50 employees
- Insuring down to one employee or sole proprietor
- Competitive rates (schedules are available for 2009)
- Significant savings to small businesses under this plan

- High quality coverage
- A full range of preventive care services
- Freedom to see specialists throughout their network
- Guaranteed access to primary care

Information can be downloaded from the Chamber website woodlandchamber.org.

Contact

Armstrong & Associates
Karen Penrose (916) 286-0920

InterWest Insurance Services
Dan King (530) 661-1300

Pan American Underwriters, Inc.
Jim Campos (530) 308-8363

Wraith, Scarlett & Randolph
Insurance Services, Inc.
David Cunningham (530)662-9181

A Better Way to Light Up the Holidays

Holiday lights may help bring joy to the season, but they can also bring added costs to your energy bill. Pacific Gas and Electric Company (PG&E) encourages customers to save energy and money by purchasing energy-efficient LED (light-emitting diode) strands to decorate home or business.

LED holiday lights reduce energy consumption by as much as 90 percent compared to traditional lights and produce bright light for up to 20 holiday seasons. LED holiday lights also produce almost no heat, thereby reducing fire potential.

LED technology produces light in a completely different way than incandescent lamps. While incandescent lamps emit light by heating a filament and produce waste heat in the process, LED lights are illuminated solely by the movement of electrons in a semiconductor material. Because they produce almost no heat, LED holiday lights are safe to touch without worrying about burning your hands.

As people begin to decorate their homes and offices for holiday festivities, PG&E also reminds customers to keep a vigilant eye on safety. We offer the following safety tips for all types of holiday lighting:

- Before you string outdoor lights, check for overhead power lines. Don't place yourself or any object in a position where you or it may come in contact with a power line—the result can be fatal. Look up before raising ladders or other objects. Keep at least 10 feet away from overhead lines.
- Make sure lights used to decorate the outside of the house are approved for outdoor use. Never use indoor lights outdoors.
- If stringing lights on outdoor trees, make sure tree limbs haven't grown into or near power lines. Branches or entire trees can become energized if they contact a power line.
- Check all light strands for cracked or broken plugs, frayed insulation, or bare wires. Worn cords can cause fires. Discard damaged sets of lights.
- Route cords inside your home so they won't trip anyone. Don't place them under rugs, furniture, or appliances. If covered, cords can overheat or become frayed and can cause a fire.
- Follow the manufacturer's limits for number of strings that can safely be connected together.
- Always turn off tree and decorative lights—indoors and outdoors—when leaving the house and before going to bed.

More information on safety and energy-efficient holiday lighting can be found at www.pge.com.

WOODLAND HEALTHCARE Occupational Health Services

Woodland Healthcare Occupational Health Services specializes in meeting the business health needs of Yolo County employers through a fully integrated system of healthcare services. We offer:

- Convenient locations and hours
- Treatment for work-related injuries
- Drug and alcohol testing
- Physical examinations
- Multi-language capability
- Medical surveillance services

Woodland Office
1207 Fairchild Court
Woodland, CA
530.668.2660

Davis Office
2330 West Covell Blvd.
Davis, CA
530.406.2885



December 2008 Chamber Calendar

Save
the
Date 

December 13, 10am:
Holiday Parade – Main Street

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Note: All events dates/times subject to change.	1	2	3	4 American Red Cross Yolo County Heroes Luncheon, One Shields Ave, Davis CA	5 Gibson House Festival of Trees Gala , 7-9 p.m., 512 Gibson Road	6 Holiday Boutique/ Family Day 9 – 4 Gibson House Dickens in the Valley Home Tour 662-7035 & Soroptimist Bou-tea-que 750 Third St.
	7 Open House & Holiday Boutique – 12-4 Gibson House	8	9	10	11 Business After Hours Mixer – All Action Awards 5 – 7 p.m.	12 Sacramento River Train Holiday Express, 7-11pm, 341 Industrial Way
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Dec 24 - Dec 26 - Chamber Office Closed						
28	29	30	31 Eagles Dinner and Dance Featuring the Jim Hunter Band	<div style="border: 2px solid black; padding: 10px;"> <p>Calendar Sponsored by:</p> <h1 style="margin: 0;">PG&E</h1> </div>		
Dec 29 - Jan 2 - Chamber Office Closed						





Chamber of Commerce
CEO, Kristy Wright

Wright Writes



2009 is just around the corner and what your Chamber has accomplished this past year bears repeating. The annual report will be in the January issue but I also feel the need to communicate what is available to you and/or your employees in terms of involvement now, in order to receive "a return on your investment!" when you are ready to commit to us for another year of membership!

The Chamber's Core Competencies:

- Create a Strong Local Economy
- Promote the Community
- Provide Networking Opportunities and Present Business Interest to Government.

These are accomplished through the following committees:

Business Education

Mission: The purpose of the Chamber's Business Education Committee is to act as a catalyst for industry and education. The Chamber spearheaded the "work-ready" certificate program. (See article for more information in this issue) This committee co-hosts Human Resources training workshops of benefit to the members with the SBDC and Yolo Federal Credit Union. This committee is responsible for the Student & Student Employee of the Month Recognition program.

Business Issues: Governmental Affairs & Economic Dev.

Mission: The focus of the committee is to review and discuss issues and proposed ordinances and legislation, which could affect the economic/business climate. This committee hears business/community issues and determines the appropriate forum for educating members. They make recommendation for support or opposition to the Board of Directors. 2008 programs included:

- an update on local projects by Developer Paul Petrovich
- an update on projects underway and planned by the County of Yolo
- an update on local projects other than Paul Petrovich's projects.
- an update from Yolo. Co. LAFCO by Exec. Dir. Elizabeth Kemper
- an update on the future of Cache Creek Resort by Randy Takamoto
- a presentation on a proposed E-way between Davis and Woodland by alternate transportation specialist Tom

Cosgrove of TCC

- a presentation on the proposed Re-Entry Facility for Yolo County by Y.C. Sheriff Ed Prieto.
- an update on the City Budget and the impact from the State Budget not passing by City manager Mark Deven.
- an update from SACTO by Deputy Director Bob Burris
- an update on the WJUSD by Inter. Superintendant Dr. Carmella Franco.

When applicable, this group co-hosts Candidates Forums with the League of Women Voters.

Marketing

This committee is responsible for marketing the Chamber and the community. On a yearly basis they collaborate with the City of Woodland to provide a Woodland profile insert in conjunction with the Chamber Directory and Community Guide.

Additionally, this group oversees the production of the Business Connection newsletter, the Chamber's website, the city map and develops new benefits to assist in membership retention and recruitment of new members.

Water

Mission: The purpose of the committee is to keep the members and community informed on water issues in order to make recommendations, which will offer enhancement of the quantity and quality of Woodlands water supplies. The committee continues to seek viable solutions to water problems through education and programs designed to present factual information.

In January my article will follow up with details on the Chamber's special events hosted throughout the year. Smaller committee involvement is a great way to get to know other members and make that personal "connection". During these tough economic times, one on one relationships are necessary to help in development of client/customer base.

In addition the benefits the Chamber offers will be highlighted such as the Small Business Development Center assistance. If you have any ideas on benefits you'd like to see the Chamber offer, please contact me: kristyw@woodlandchamber.org

In closing, Cynthia, Diana, Twyla (Mrs. T.) and I would all like to wish you Happy Holidays and Happy New Year! We are looking forward to Working For You in 2009!

Woodland Chamber - Business of Year Nomination Form

I would like to submit _____ as a nomination for Woodland Chamber of Commerce Business of the Year. This business meets the following criteria as outlined. (Please complete the following):

* Member of the Chamber of Commerce - Number of Years: _____

* Business/employees contributions to the community:

* Demonstration of innovation and increased productivity:

* Business demonstrates support (either financially or through volunteerism) of community group/organization

* Demonstrated commitment to the growth of Woodland and/or economic development

* Demonstration of Quality Management

* Demonstration of partnership and collaboration within the community.

The Woodland Chamber of Commerce Business of the Year nomination forms are submitted by the Chamber membership. Nominations will be accepted until January 16, 2009. The recipient of this award will be announced and recognized at the Annual Meeting/Installation Dinner in January by the previous year's recipient.

Christmas Parade Update!

What did you say? You'd like to see some more unique entries in the Woodland Christmas Parade? Well that's just what you're going to get! For the past 44 years, the Woodland Chamber of Commerce has celebrated the holidays with an annual Christmas Parade, it is estimated that 20,000 people participate and line up along Main Street in Woodland to view this historical event. The parade will be held on Saturday, December 13, 2008, at 10:00 a.m. The theme is "Winter Wonderland". Now pay attention to this, a special treat this year, Parade Chairman Fred Bailard announced that the Ben Ali Shriners have selected Woodland as the city to host their Grand Potentate and have a command performance by all units statewide! The Shriners will serve as the entire second division.

As always, awards are given in a number of categories including bands, commercial and religious floats, drill teams, marching scout units, antique fire engines, vintage cars and as we are a CSHA sanctioned parade, mounted/horse units.

For those who haven't seen the parade before, it runs from California to Sixth Streets. WAVEBroadband will air the event LIVE from the announcers stand at 2nd and Main Streets. It's always entertaining to hear from our three local commentators, Peter Cahn, Wayne Ginsburg and Jim Hilliard. So, if you are unable to see it in person be sure and watch it on cable TV!

This year also, live entertainment will be featured at the Heritage Plaza starting at 9 a.m. A chorus of over 100 will delight those in attendance with holiday favorites! So bundle up and join us and get in the Holiday Winter Spirit!

"Let's Eat" Dining Guide!

Don't miss your chance to be in the Yolo County Visitors Bureau's Dining Guide!

What: YCVB's "LET'S EAT" Dining Guide

Benefits: 20,000 copies distributed every 9 months to visitors, residents, and students, as well as tradeshow and conference attendees. Our reach is local, regional and national. Over 4,000,000 web hits in the last year. Free enhanced listing on YCVB website's Places to Eat page

Cost: Contact us for pricing. Get additional exposure with an image in the guide for an additional fee (if you would like, we will photograph your establishment and provide you with copies!) Get your restaurant linked from our Places to Eat page for just a few dollars more ~ check it out at www.yolocvb.org/sub.php?id=10

How to Proceed: Keep an eye out for your survey in the mail (or contact us for one!) and return to us by December 15, 2008 (even if you're not participating in the guide, you can receive a free restaurant listing on our website by returning a completed survey)

Return to:

Yolo County Visitors Bureau, 105 E Street #300, Davis, CA 95616, 530-297-1900 phone, 530-297-1901 fax, admin@yolocvb.org email

78th Annual Dinner!

The Chamber's 78th Annual Dinner to install new officers and directors and recognize anniversary members will be held on Thursday, January 29th. The Business of the Year, Member of the Year and Agri-Business of the Year recipients will also be announced. It will be held at the Yolo Fliers Club. Contact Cynthia Solorzano to place your reservations, 662-7327 or cynthias@woodlandchamber.org



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What is your dream?

- Home Ownership
- College
- Home Improvement
- Retirement
- New Car
- Vacation

Yolo FCU has been your local community credit union for over 50 years and it's been our pleasure to help make your dreams come true.

Join today and let us help you achieve your dreams for tomorrow!

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