

**WOODLAND
CHAMBER OF
COMMERCE**

Vol. 29, No. 1 - Jan. 2008

Connections

President's Message



by Chris Blackman
WCC Board President
Yolo Federal Credit Union

Happy New Year!

Is it just me or does time seem to be flying by? It seems like each year it goes faster and faster. Or maybe it's a sign that I'm getting older. It's a great time of year though. The demands of the holiday season are over and it's time to begin to focus on our goals for the coming year. Your chamber is already hard at work developing goals for 2008. We began at our annual board planning session which is held each November. This provides and opportunity to discuss our progress of the current year and establish new goals for the future. This past year thanks to Gary Wright's leadership, we accomplished a lot. To start with, our partnership with the city keeps growing. Having similar objectives it's a good match. Our new City Manager, Mark Deven provided some insight on his plans for the city during our connections luncheon in October. His straight forward approach and future thinking will be a great asset to our community and to the chamber membership. We also provided educational sessions/forums to the membership on the following topics:

- Roundabout on Road 98
- Woodland Healthcare expansion
- Storm fee increase
- Green Waste
- City Development including the city lofts project
- Downtown Business Association lot fee

The chamber strives to be an educational vehicle for our membership so they can learn more about issues facing the city and the business community.

What is on the horizons for your chamber in 2008? Beginning in January, we are changing the location and date of our luncheons. The connections luncheons will

Chamber Annual Christmas Parade



It is estimated that over 30,000 participants and spectators enjoyed the 43rd annual Holiday Parade themed "Christmas Around the Globe", last December. Fred Bailard is the Chairman of the Parade and deserves a standing ovation for a job well done!

The 2007 Parade Committee included:	Candace Klenhard-Burgess
Peter Cahn	Edith Klenhard
John Fenrich	Carlene Lucas
Alan Flory	Peggy Narducci
Bob Gillette	Neal Peart
Wayne Ginsburg	Dennis Poarch
Christina Hayes	Larry Schapiro
Jim Hilliard	Robb Wallace

The staff is also to be acknowledged for their tireless efforts, Cynthia Solorzano and Veronica Cesena, also their family members who always help out! The Parade is only possible by the contributions of Chamber members, thank you to those who supported this traditional community spectacular.

The City of Woodland; Woodland Wal-Mart; The Daily Democrat; Meridian Pacific, Inc.; Andy Gagnon Landscapes; Inc.; Butterfield Electric, Inc.; Yolo Federal Credit Union; Waste Management of Woodland; All Action Awards & Signs by Heck; Dan T's Custom Jewelers; InterWest Insurance Services; Jim Hilliard State Farm Insurance; Wayne Ginsburg; RDM Entertainment & Audio Visual; Allstate Insurance; Bagel City, LLC; Bustos Media; Elm Ford; Lawson Property Mgt.; Ludy's Main St. BBQ & Catering; Marble Slab Creamery; Woodland Motors and Calvary Baptist Church and Fleet Feet Sports.



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President's Message - continued from Page 1

be held at the Heidrick Ag History Museum on the second Thursday of each month. This change will be beneficial for two reasons. First the location will afford us the opportunity to increase the number seats available and, it will provide an opportunity for all our restaurant members to participate at these functions.

Also in 2008, the chamber will kick off its first annual golf tournament which will be held at the stunning Yocha-De-He golf course at Cache Creek Casino and Resort on May 8th. Mark your calendars and get your reservations in early because we anticipate selling out on player spots.

New to 2008, the Chamber will be including a section on the website where you, our member can forward information on topics that are important to you and your business. Information sent will be forwarded to the Chamber Board for discussion. Some topics may be formalized as luncheons or forums to provide information to the entire membership. We need your feedback so please take the opportunity to utilize this as issues come up.

Finally, let me say how honored I am to be your incoming president. I've been actively involved with the chamber for 6 ½ years and have been lucky to be part of a group of wonderful, passionate volunteers. Your chamber membership is as successful as the effort you put into it, so take some moment in 2008 to get involved if you are not currently. We all have busy schedules, however your chamber offers a variety of committees and events that will suite most everyone's interest and by participating you can help better your individual business and the community. Contact Kristy, Cynthia, Veronica or myself for more details.

Employment Law Year-In-Review 2007

Boutin Gibson Di Giusto Hodell Inc. is hosting its Employment Year-in-Review 2007 lunch seminar, at two locations this year. Employment law attorneys Julia L. Jenness and Matthew W. Kubicek will provide a practical overview of key changes in the law in 2007. Topics will include: Meal & Rest Periods; Sexual Harassment Training; Family Leave; Privacy Rights; Overtime Exemptions; and Discrimination. Don't miss this excellent opportunity!

WOODLAND SEMINAR

Thursday, Jan. 24, 2008,
 11:30-1:00

Heidrick's Ag Center,
 1962 Hays Lane

SACRAMENTO SEMINAR

Wednesday, Jan. 30, 2008,
 11:30-1:00

Hyatt Regency Sacramento
 1209 L Street, Sacramento

*RSVP call Linda Peterson at (916) 321-4444.
 Lunch will be provided.*

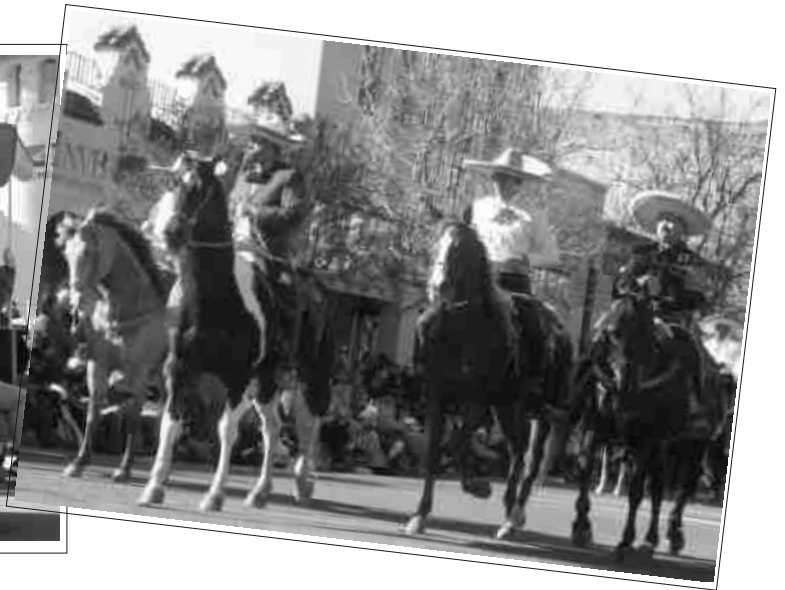
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Everybody Loves A Parade!



Small Business Development Center

Free Internet Counseling Available: January 15th (by appointment only)

Free one-on-one business counseling available
Weekdays between 9-4 p.m. (by appointment only)

Pre-Business Workshop (\$30.00): Jan 24, 1-4pm
(for first time business owners, pre-requisite to free counseling) Must be pre-registered

To sign-up for a class or counseling, or for further information call 822-0140 (new phone number).

January 2008 Chamber Calendar

**Save
the
Date**



The Women's Luncheon is coming up March 13 at the Yolo Fliers Club. Mark your Calendars now! Sponsorships are available. Contact the Chamber office.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div style="border: 2px solid green; border-radius: 15px; padding: 10px; width: fit-content;"> To have your event listed on the Chamber Calendar, please send information to cynthias@woodlandchamber.org by the 5th of each month. </div>		1	2	3 Ambassadors Mtg. Noon, Red Cross	4	5
	6	7	8	9	10 Business Connection Lunch, Noon, Heidrick Ag History Ctr.	11
13	14	15 Business Issues/Govt. Affairs & Econ. Dev. Ci. 3:30pm Holiday Inn Express	16	17 No Mixer this month.	18	19
20	21	22	23	24 Board of Directors Meeting, 3:30 p.m. Red Cross	25	26
27	28	29	30	31 Annual Chamber Installation Dinner, 5:00 p.m. Elks Lodge		<i>*Meeting/Time/Date all subject to change.</i>



CEO Wright Writes!

2008 is here and the Chamber is ready to make it a great year!

To aid in our efforts, I would like to welcome our newest Directors to the Board: Barbara Butterfield, PG & E, Tom Galeazzi, Edward Jones Co., Kelly Leibold, Publisher, Daily Democrat, and Duffy Minges, County of Yolo & Ludy's Main St. BBQ

The Chamber membership was surveyed last November and the Chamber Board held their annual planning session and reviewed the results. The survey was conducted first to ascertain why Chamber membership is valuable to our members and second find out what they like about the Chambers Program of Work. The poll also identified levels of involvement or participation and what our most popular special events are.



Woodland Chamber of Commerce CEO, Kristy Wright

In summary, Networking and Community Involvement were the top reasons members maintain their membership. Advocacy was a close third. Members would like to see more networking opportunities and direct/tangible benefits like the group health insurance and discounts on employment posters.

The Board also wanted to know what the members like to see the Chamber address in the future so they could determine what type of a Chamber we should be. Following discussion, consensus was we need to be "Information Central". The Chamber is a membership organization and it must serve ALL its members. Our job is to be an advocate by providing members with pro and con information on issues. The Chamber will conduct polls and host forums for the members. Chambers of Commerce serve as a resource for business. It is our responsibility to communicate via the newsletter; emails and website to inform and educate the members on issues that impact their business. Bottomline, it is our role to give members a fair understanding of what it is they are voting on!

If there is an issue you'd like to see the Chamber address, we encourage you to fill out an Issue Paper. The form is on our website: www.woodlandchamber.org or you can call the office and we will send you one.

As our new President mentioned in her column, a few other changes were made that I'd like you to note! The Woodland Chamber has been given the first opportunity to host a Golf Tournament at the Yocha De He Golf Club at Cache Creek Resort. It will be held on May 8th. If you are interested in being a sponsor or playing in the tournament please contact Cynthia Solorzano, cynthias@woodlandchamber.org

Because the golf tournament is being held in May, the Women's Annual Luncheon at the Yolo Fliers Club has been moved to the second Thursday in March. We will also change the date of the Chambers annual BBQ. The recent survey showed that the first week in June is difficult for people because of graduations, so after 45 years, this event will be moved to the last Thursday in June and will again have a Hawaiian theme.

A significant change in 2008 will be moving the monthly membership meetings, Business Connection Luncheons, to the second Thursdays of the month. So it looks like Thursdays in 2008 will be Chamber Days! Also, they will be held at the Heidrick Ag History Center and catered by our various member restaurants

Oh, one more thing, here's an incentive to pay your membership investment when you receive the statement. Currently we bill one month in advance of your annual due date. Those members paying in advance will be placed in a drawing to win a \$100 gift certificate to a fellow Chamber members business! In addition that winner will have an article on their company, in the following months newsletter. So get those pens and checkbooks ready, you could be the lucky winner!

Happy New Year! The Woodland Chamber is always working for you!!

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Welcome!

Anniversary Members January 2008

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Langenour and Meikle (50)

Branigan's Turkey Farm (46)
Amack's Recreation, Inc. (44)
Sheldon K. Smith, OD (43)
Woodland Education Association (41)
Woodland Travel (38)
Yolo Employment Services (35)
Denny's on East Street (33)
Don La Plante (31)
McMahan's Furniture (30)

Kelly Services (28)
River City Bank (28)
Yolo County Board of Realtors (27)
Garden Court Investors (25)
Longs Drugs (25)
Yolo Co Dept of Employment & Social Svs (24)
Woodland United Way (22)
Andy Gagnon Landscapes, Inc. (21)
InterWest Insurance Services (21)
Supervisor Helen Thomson (21)
Woodland Davis Termite & Pest Control (21)
Woodland Host Lions (21)
Yolo Federal Credit Union (21)
Pacific Laser, Inc. (20)
Pioneer Hi-Bred International, Inc. (20)
Safe Side Security, Inc. (20)

Cowles & Dona Mast (17)
Buckhorn Café, Inc. (16)
Terry's Hallmark (15)
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Ludy's Main Street BBQ & Catering (13)
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Caledonian Club of Sacramento (11)
D. Campos, Inc. (11)
Woodland Joint Unified School District (10)

Karen Sternes Mengali (9)
Ramon S. Tafoya Elementary (9)
AA Window & Door (8)
Granite Construction Company (8)
Woodland Davis Aeromodelers (8)
Imperial Valley Seeds (7)
Jim Hesseltine's Tire Service (7)
KUIC (7)
Cache Creek Conservancy (6)
Freddy Oakley (6)
University of Phoenix (6)
Applebee's Neighborhood Bar & Grill (5)
B & B Party Rentals (5)
Kate Logue, dba Cottonwood Plaza Shopping Center (5)
PGP International (5)
Sacramento River Cats Baseball Club, LLC (5)
Yolo County Resource Conservation District (5)
Evergreen of Woodland Funeral Services (4)
Ray Morgan Company (4)
Roudybush, Inc. (4)
Schene Enterprises, Inc. (4)
Schroeder's Motorsports, Inc. (4)
Micaela's California Fresh Salsa & Tortillas (3)
Modern Sign Design (3)
Tri Counties Bank (3)
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