

Connections

President's Message



by Chris Blackman
WCC Board President
Yolo Federal Credit Union

Marketing your business in a slow economy.

Nobody wants to use the "R" word but it's out there and each of you as business owners are likely feeling the pinch. We're all experiencing it with the cost of gas and goods continuing to rise. Customer trends indicate that many are spending less and taking more time to research and find that bargain price. How can your business stand out and get you in front of potential customers without spending a fortune?

Your Chamber has many options available to get your business in front of other Chamber members and potential customers. With over 700 members in our Chamber, participating in newsletter advertising, fax blasts or newsletter inserts is an inexpensive way to advertise your business locally.

Other options include attending the Business Connection Luncheons or After-Hours-Mixers to meet new prospects. Attendees at the luncheon and mixers are often different, providing you more opportunity to network and pass out your business cards. Interested in sponsoring a luncheon? This is another great way to highlight your business. You will have the opportunity to display your information at the event (flyers or promotional items at each place setting) banner and a chance to introduce yourself and speak about your business to the attendees. Please contact the office to sign up. We have a few spots available this year but they will likely fill up fast.

The Chamber Directory/Community Guide and our special event throughout the year are other options. Both the directory and the events provide a much larger audience. Although the cost may be a little more, I would bet by breaking down your

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Best Show on Tracks

'Best Show on Tracks' to highlight antique tractors, farm equipment from throughout world

More than 400 antique tractors, harvesters, trucks and other farm machinery from throughout the world will be brought together in Northern California in June for one of the largest antique farm shows ever in the West.



The Heidrick Ag History Center in Woodland will host the event on June 20-22 at the Dan Best Ranch, located just outside Woodland and minutes from downtown Sacramento. This one-of-a-kind three-day event, titled "The Best Show on Tracks", will include all makes and models of farm machinery dating back more than 100 years. It also will serve as the 2008 national convention and show for the Antique Caterpillar Machinery Owners' Club (ACMOC), and will feature Best, Holt and Caterpillar tractors that were built and used in California.

"The Best Family is honored to host this event at their family farm," said Event Manager Lonny Wunder. There is a historical connection to the Best family: the assets of the C. L. Best Tractor Co. were combined with the assets of the Holt Manufacturing Company in 1925 to form the Caterpillar Tractor Co. that continues today. C.L. Best was Chairman of the Board of the Caterpillar Tractor Co. from 1925 until 1951. He was the grandfather of the event's host, Dan Best, Jr.

"More than 150 acres of the Best Ranch are set aside for this event, showcasing antique farm equipment from throughout the world – including machines, horses, mules, gas and steam engines from Australia, England, Norway, Germany, New Zealand and South Africa," Wunder said.

Many one-of-a-kind pieces will be displayed and demonstrated, including a fully operational full-scale replica of a Holt steam crawler circa 1906, and a completely restored 1905 Holt ground propelled harvester which will be pulled by a team of 26 mules. The only operational Best Harvester will be pulled by a 1905 Best Steam Traction Engine and will be demonstrated each day, along with other harvesters harvesting 30 acres of grain. Daily parades, antique engines, steam displays and live music will also enliven the event.

"This will be an event that will enthrall tractor enthusiasts, families, teachers, children – there will be something of interest for everyone," Wunder said. "Along with live demonstrations of rare antique equipment – most of which have been restored to working order – there will be a special area just for children with a Pedal Tractor Pull contest, wooden railway, a giant sand pit with Tonka toys, an animal petting zoo, and activities with representatives from Sutter's Fort."

The location of the event has special significance to Caterpillar's influence on farming.

"Best and Holt are historic to this particular area," said Allen Harris, an antique

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307 First Street, Woodland, CA 95695
Phone: 530.662.7327 Fax: 530.662.4086

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Announcing Top Cat Computing (formerly ComputerMaster, Inc.)

Let me introduce myself, I am Michael Marchese and Top Cat Computing is your computer repair company.

I specialize in bringing sick computers back to life. I also do upgrades, purchase new computers, replace and add parts, teaching, networking for home and office, cabling, office data backup, data recovery, and dispose of old computers safely and securely.

I am located in Woodland in the Odd Fellows building on Main Street. I strive to provide the best service I possibly can for you and your computer systems.

Please call to set up an appointment. Call (530) 668-8006. My office is located at 725 Main Street, Suite 9, Woodland California 95695

Normal hours are 9 to 5, Monday through Friday. I will open early or stay late if necessary; I also will make appointments on the weekends if that is the best time for you. I look forward to serving your computer needs, please call today.



Visit the New Chamber website today!
www.WoodlandChamber.org

Women's Luncheon

Debra Bowan, California Secretary of State was the keynote speaker at the Chamber's 2008 Women's Luncheon.

Thank you to the committee members for making this yet another successful event.

2008 Women's Luncheon sponsors include:

Brooks Painting Inc
The City of Woodland
P G & E
UC Davis
Woodland Healthcare
Yolo Federal Credit Union
First Northern Bank
North Valley Bank
Soroptimist International of Woodland
Waste Management of Woodland
Wraith Scarlett & Randolph Insurance Services
Art Pimentel
The Davis Enterprise
Strelitzia Flower Co.
Woodland Community College



Debra Bowan, California Secretary of State

President's Message - cont'd from page 1

investment, you will determine the cost per contact is a cost effective way to advertise.

Another Chamber benefit is having access to the Small Business Development Center (SBDC) located in the Chamber office. There are many resources available to help your business thrive. To sign up for a class or free counseling, or for further information call 822-0140 or stop by the local office and visit Dave Flory, Consultant.

If you would like an orientation or more details on Chamber benefits and how to get the most out of your investment, CEO Kristy Wright hosts "Coffee With Kristy" on the last Thursday morning of the month from 9 – 10 a.m. Pop in and say hi, ask questions and meet fellow Chamber members.

Your Chamber is a valuable source for marketing your company and our success is dependent on your success. I look forward to seeing you at the events!

Joselillos El Charro Farewell

It is with fond memories that Joselillos El Charro is closing its doors after 50 years of dedicated service to the community.

We have always and will forever be appreciative to our loyal guests whose patronage allowed this family to continue the tradition for so long. It is with pride that we acknowledge our legacy has endured and can close these distinguished doors without penitence. Our final day of service will be Saturday April 12, 2008.

Our deepest gratitude to all of those who supported, befriended, taught, and became our family along our journey.

Employment Opportunity

The Woodland Chamber of Commerce is seeking a full-time Membership Services/Receptionist. The person applying should be professional and have good people skills. Salary with benefits. Send resume to 307 First St., Woodland, CA 95695 att: Cynthia Solorzano, or cynthias@woodlandchamber.org (deadline to apply is May 16).

47th Annual Chamber BBQ! June 26 at the Yolo County Fairgrounds

This year's recipient of the "Salute to Excellence" Award is Raley's Superstore

The Woodland Chamber of Commerce Proud to Partner With
Woodland Healthcare Foundations Annual "DUCK PLUCK" drawing!

\$32 includes dinner & raffle

Call 662-7327 or email
Cynthias@woodlandchamber.org
to order tickets or for sponsorship
and company display information

Refreshments & Trade Show 4:30pm
Dinner Line 6:00 pm



Weber BBQ Donated by Landucci, Bick, Matter & Johnston

Sponsors to date:
Brook's Painting Inc.
North Valley Bank
PG & E
Waste Management of Woodland
Woodland Healthcare



May 2008 Chamber Calendar

**Save
the
Date**



The 11th Annual Dynamite Chili Cook-off is in September. Sponsorships are available now. Sign up before June 15 to have your company listed on the posters and t-shirts! 530-662-7327

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Calendar Sponsored by:</p> <h1>PG&E</h1>				1 1st Annual Golf Tournament - Cache Creek Resort - Yocha-De-He Golf Club Ambassadors Meeting Noon American Red Cross	2	3 Red Cross Heart of the Home Kitchen Tour - 662-4669
4	5	6 Business Education Committee - 3:30 p.m. Woodland High School	7	8 City Council Candidates Forum - 7 p.m. Council Chambers	9	10 Business Connection Luncheon - Heidrick Ag History Ctr. - 11:45 a.m.
11	12	13	14	15 Business After Hours Mixer - Woodland Healthcare - 5 p.m.	16	17 The Official Auction** 5 - 8 p.m. Gibson House Museum 666-8230
18 All British Motorcar Show and Swap Meet, 8:00 am to 3:00 pm. Fairgrounds	19	20 Business Issues: Econ. Dev./Govt. Affairs 3:30 p.m. Holiday Inn Express	21	22 Friends of Meals on Wheels Epicurean Esprit, 6pm-9pm, 38037 Chandler Place 662-7035	23	24
25	26 Memorial Day Holiday - Chamber office Closed	27	28	29 Board of Directors Meeting - 3:30 p.m. American Red Cross	30	<i>*Meeting/Time/Date all subject to change.</i>



CEO Wright Writes!

Think back to January...Did you go to a supermarket to purchase water, lighter fluid, and canned goods for dinner? Were the refrigerated and freezer sections covered with plastic so you could not purchase perishable items? Was the stock low or out? Did you have to do the "stop and go, stop and go" at intersections due to traffic signals being out? I went to Kragen's to purchase windshield wipers, they could only allow two customers in the store at a time, purchases were cash only and they had to give me a handwritten receipt. Did you experience a similar incident?

One more question...did you know your phone call matters when the power goes out? This was something I was told at a regional Community Advisory Group meeting held last month. Hosted at the Red Cross by PG & E; representatives from city government, Chambers, school districts, UCD and the county came together to discuss how we can as leaders, keep our communities prepared for emergencies. Consensus: Education is key.

I learned at the meeting that PG & E needs YOU to phone in and report outages so they can trace the lines and pinpoint where the problems are in the grids. Do not rely on others to call; the outcome will be a loss of power for a longer period of time. It's like a big jigsaw puzzle and they need numerous reports coming in to assist them with all affected areas.

We must be less reliant on technology to help us know what to do and where to go in case of an emergency. The winter wind and rain storm left the Chamber office without electricity for four days and we were unable to fax blast or email blast the membership with instructions on where someone could obtain sand bags or go for shelter. I would like to mention now, that in the event of another power outage and we are unable to communicate via Chamber communications we will post pertinent emergency information on the outside bulletin board.

The Chamber is prepared in the aftermath, to send out information to businesses relative to insurance numbers, general contractor lists etc. Again, if our communication venues are not up and running would it not be prudent for you to be prepared?

Who can help with that? The Red Cross is instrumental in educating and preparing businesses and people for disasters. The organization has resources and they provide pamphlets which can assist you both professionally and personally.

- Food & Water in an Emergency
- A Workplace Catalog, Your Best Choice for Complete Workplace Emergency Preparedness.
- Your Family Disaster Plan
- Is Your Company in Compliance with OSHA Standards for First Aid Training & Emergency Preparedness
- Pets and Disasters

These are just a few, go to www.redcross.org and you can download many of their informative and helpful publications.

From a business standpoint, your Chamber is anxious to aid and help you prepare for any future disasters. I have secured brochures from PERI, the Public Entity Risk Institute, "After the Disaster...What Should I Do Now?" which gives information to help small business owners make post-disaster business decisions and "Organizations at Risk: What Happens When Small Businesses and Not-for-profits Encounter Natural Disasters". Both documents can be obtained from the web at: www.riskinstitute.org

I highly recommend that you prepare now!
DISASTER RECOVERY BEGINS BEFORE A DISASTER!



Woodland Chamber of Commerce CEO, Kristy Wright

Group Medical Insurance!

A reminder of an exclusive member benefit!

Your Chamber of Commerce still offers group health insurance with Western Health Advantage for extremely reasonable rates. Employers, your employees' can participate in the program at their own cost; why not offer them another valuable employee benefit at no cost to you! Contact the Chamber Office for details or a list of participating insurance companies.



Anniversary Members May 2008

OAK
50+ YEARS

California State Automobile Insurance (77)
Kraft Bros. (77)
Fortieth District Ag Association (58)
Wells Fargo Bank (58)
Wilbur-Ellis (56)

COTTONWOOD
30-49 YEARS

Alderson Convalescent Hospital (49)
Colombara's Cabinet and Millwork (49)
Landucci, Bick, Matter & Johnston LLP (45)
Johnson Manufacturing (44)
St. John's Retirement Village (38)
Lawson Real Estate (37)
Stow-It of Woodland (35)
County Line Warehouse (32)
Vince's Mexican Restaurant (31)
Dumars Inc. (30)

ELM
20-29 YEARS

Big O Tires (29)
Sheffield Real Estate (26)
Woodland Opera House (26)
Harry Walker (22)
Strelitzia Flower Co. (22)
Sir Speedy (20)

WALNUT
10-19 YEARS

Sacramento Valley Farm Credit (18)
The Californian (18)
Cache Creek Lodge (17)
B. J. Ford (16)
Conaway Preservation Group (16)
Wild West Payroll Service (16)
Cache Creek Casino Resort (15)
Century 21 Trongo & Assoc. Inc. (15)
City of Woodland Public Works (14)
Kergel Autobody (14)
Valley Roofing (13)
Wood Moulding & Millwork Producers Association (12)
Yolo County Historical Museum (12)
Sutter Occupational Health (11)

PALM
UNDER 10 YEARS

Assemblywoman Lois Wolk (9)
Yolo County Sheriff's Department (9)
Abele Farms - Herb Gardens & Learning Center (8)
Y-Me Northern California Affiliate (8)
Official Insulation (7)
S.T.E.A.C. Short Term Emergency Aid Committee (7)
Sutter Basin Growers Co-op (7)
Outa Sight! Group - Society of the Blind (6)
Yolo Family Resource Center (6)
Pike Heating and Air Conditioning (5)
Schroeder's Motorsports, Inc. (5)
Woodland Draper MFG., Inc. (5)
Downey Brand LLP (4)
Honkanen Developers (4)
Yolo Veterinary Clinic (4)
Bel Air (3)
JML Concrete Specialties, Inc. (3)
Travis Credit Union (3)
Yolo Hospice, Inc. (3)
Round Table Pizza Winters (2)
AT&T Mobility (1)
Dale's Automotive (1)
Imagine You Books (1)
Lyon Real Estate (1)
Sam's Club #4760 (1)
Woodland Professional Firefighters Association (1)
Young Resources (1)

Yolo County SBDC

The Yolo County Small Business Development Center is here to help!

Free Internet Counseling Available!

Free One-on-One Business Consulting!

Introduction to QuickBooks Seminar!

Entrepreneurial Training Classes!

To sign up for a class or counseling, or for further information, please call 822-0140 or the Woodland Chamber of Commerce at 530-662-7327

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



Woodland Healthcare

A member of CHW

woodlandhealthcare.org

Best Show on Tracks - cont'd from page 1

tractor collector and ACMOC member from Australia who also serves on the Board of Directors for the Heidrick Ag History Center. "Even how Caterpillars were built is unique to Northern California. The tracks (on Caterpillars) were created because of the soil. When they were working on the levees (in the Sacramento Valley), the soil was so loose that the wheels on the tractors would sink, so (Caterpillar) 'crawlers' were adapted and tracks were added instead. These changes made (this area) capable of being farmed."

Along with adaptations to fit geographic needs, history has shaped the evolution and longevity of many farm machines. Several of these influences will be visible at the Best Show on Tracks.

Massive, antique earth moving equipment used to construct modern marvels – Hoover Dam, the Alaskan Pipeline, highway systems – will be demonstrated throughout the show.

Many of these antique machines are extremely rare due to the impact of scrap metal drives which claimed most examples during World War II.

"I've talked to collectors that were able to come through (with pre-WW II equipment) for one reason: they hid the tractors, sometimes even burying them in the ground or in haystacks to prevent them from being used for scrap metal and melted down in the War," Harris said.

These and other marvelous stories will be highlighted at The Best Show on Tracks. For additional information on the June 20-22 event, please visit: www.bestshowontracks.org or www.aghistor.org. Information is also available at: (530) 666-9700, or e-mail: lwunder@aghistor.org.



New Vision: Medical Stabilization Service

Very little is as sad as having a friend or loved one beset by addiction. The abuse of alcohol and other chemicals can terribly disrupt a person's life in many ways: Job loss, divorce and even *death*.

Please allow me to take this opportunity to introduce New Vision™. Our Emphasis is in treating those patients who are in need of medical stabilization services who have a drug, alcohol and other health related issues.

Medical Stabilization Service will be provided to those persons, 18 or older, who are medically unstable on alcohol and other chemicals at the time of admission, or those who are in active withdrawal from previous use, and those who have other health related issues. It consists of a confidential medically supervised hospital stay for inpatient stabilization, which typically last 3 to 5 days. The inpatient stay includes the following aspects: **Crisis Intervention, Referral, Assessment, and Medical Management.**

New Vision™ accepts Medicare, most insurances and self-pay patients. New Vision™ works closely with referring agencies to plan their continuum of care on a case-by-case basis.

Please call us for information on our service or if we can assist you in any way. "Let us help you help your client". For additional information please call: 530-669-5474 or fax us at 530-669-5475.

New Vision™ Staff, 1325 Cottonwood St., Woodland, CA 95695, gkogan@specialcarecorp.com

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