



President's Message

Marketing Your Business

by Debbie Kennedy
WCC Board President
General Manager,
County Fair Mall

Let's Go Hawaiian ... Join us for the 43rd Annual Barbecue on Thursday, June 3 at the Yolo County Fair Grounds to celebrate Woodland's economic growth and join us in honoring Woodland Tractor & Equipment Company. The planning committee has gone all out with the Hawaiian theme with an authentic menu of Kalua Pig or Tender white fish, fried rice, baked sweet potato, tropical fruit salad and raspberry or orange sherbet ice and a macadamia nut cookie for desert. A big THANK YOU to the sponsors of this event which include:

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WOODLAND CHAMBER OF COMMERCE

There's a demand for both . . . Malls and Downtowns!

In a recent meeting with Rex Albright, fellow Chamber of Commerce CEO from Rancho Cordova, we were surprised to learn that creating a downtown was the first order of business for a newly created Rancho Cordova and the chamber. Having emerged as a suburb of Sacramento, there was no downtown. "It is a vision of the City and the Chamber that a downtown provides a place that our citizens can call home. With the existing city established and an estimated 70,000 new residents on our horizon, we need to have that central place that we all identify with. Without that we become just a city of subdivisions and strip centers," noted Albright.

Unlike Rancho Cordova, Woodland's downtown (formerly named Yolo City) began in 1853 with the opening of Henry Wyckoff's general store (the current site is 25 yards from the Chamber and directly across the street from City Hall).

Woodland, like many historic cities, is committed to preserving its downtown.

"We consider downtown as the front door to our community and believe its vitality and the preservation of its rich heritage is essential." shared City Manager, Rick Kirkwood. From Walgreens Distribution Center to Raley's, evidence of this commitment



can be seen the entire length of Main Street with its historic welcoming signs, the numbers of new retail shops and restaurant openings, and restoration of our landmark buildings. "The City of Woodland invested a million dollars in streetscape improvements along Main Street and constructed Heritage Plaza for downtown community events," cited David Wilkinson in the Historical Downtown Woodland Walking Tour book. Opening in June, 2004, the Woodland Corporate Center, will certainly stand as an impressive gateway and provide a professional compliment to our State historic landmark, the Woodland Opera House.

Committed to preserving downtown are a great many individuals, businesses and agencies sharing in this vision and leading in the efforts for downtown vitality have been two agencies: Woodland Downtown Improvement Association and the Office of the Downtown Coordinator. Providing seasonal downtown favorites such as "tikes on bikes" and "art in the

What our Members **NEED** to Know

Chamber CEO Kristy Wright writes . . .

At the Spring Business Legislative Conference held in Sacramento earlier this month, Mrs. T. (Twyla Thompson) and I had “up close and personal” seats to see both Governor Schwarzenegger and Tom Arnold! The Governor is very involved in tourism and what tourism means to our future economy. Everyone in attendance of course had his or her own idea of what is a top priority for our State. According to some of the presenters at the summit, top priorities for this legislature are transportation and higher education. The Unemployment Tax will also be addressed as they move along with worker's compensation reform.

I attended a breakout workshop on upcoming ballot initiatives which included: Redistricting/Open Primary (1005); Mental Health Services Expansion and Funding (1007); -SB2 Government Run Healthcare; (17200) Shakedown Lawsuit Reform; (1010) Phone Tax, to name a few. The list of proposed ballot measures changes daily. I'd be happy to obtain a current listing from the California Chamber website at any time for any interested persons.

The Woodland Chamber has a Governmental Affairs Committee. Periodically, Chamber members submit issue papers and ask the group to review pro and con information on specific initiatives of interest that will have a negative impact on their business. The ballot in November has many anti-business measures that we should be taking action on.

In addition to the upcoming initiatives, the Chamber and City recently started our 2 x 2 meetings last week. President Debbie Kennedy, Economic Development Division Chair Clancy Duppong and I met with Councilman Neal Peart and Councilman Jeff Monroe, City Manager Rick Kirkwood and Community Development Director Tricia Stevens.

Several local issues were discussed and will be addressed by our Governmental Affairs Committee. Chamber members will be receiving fax notices; and the PROGRESS newsletter will identify the topics, places and times of when these special meetings/workshops/forums will be held. Two of the topics will be an informational forum on the Conaway Ranch Purchase and a workshop on the courts possibly moving out of their present locations downtown.

I would love to see the committee grow; different views and input are always welcomed. I am soliciting pro-business owners to band together and join us on the second Tuesday mornings of the month, 8:00 a.m. usually at the Farm Bureau office on Kentucky Ave. If you would like an agenda in advance contact the office to let us know. We do have connections; and your Chamber can work with our legislators to see that your issues are being heard. kristyw@woodlandchamber.org or (530) 662-7327.

On an entirely different subject, I have BIG NEWS from “Chili John”. The Dynamite Chili Cook-off is moving to the Fairgrounds! Due to the event increasing in size, safety issues with traffic and limited parking, the Fairgrounds has come to our rescue and is co-sponsoring the event. Also featured at the event will be a regional Dog Agility Show. Both events are free. I hear there will be a “chili dog” parade for those of you that would like to enter.

Sponsorships at various levels will be accepted all summer, but to have full exposure of your business name on the t-shirts and posters, you must commit by June 11th. Sean Denny, Denny Designs has guaranteed a “HOT” design!

Your 2004 Woodland Chamber of Commerce!

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Peggy Parker

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"The new phone book's here!"

"The new phone book's here!" Steve Martin's exclamation, that was the Chamber's chant as well when the 2004 SBC Yolo County phone directory hit the stands.



Did you leave Attorney Michael Jansen's In Case of Accident form affixed to the cover? If so, fill it out and place it in your glove box (that place where no one stores gloves).

Then you'll discover the Woodland landmarks featured: Jeff & Starr Barrow's elegant Gable Mansion; Nugget Market's incredible display at the Woodland Dynamite Chili Cook-off; and Mark Reiff's vintage filin' station.

Photos are courtesy of John Fenrich and Ira Ellenbogen.



WOODLAND CHAMBER OF COMMERCE

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Congratulations!

Fred Atwood

Woodland's own . . . Fred Atwood, Director of Avionics for Woodland Aviation, was honored as member of the year for Aircraft Electronics Association at the 47th Annual AEA Convention and Trade show in Las Vegas, Nevada.



Atwood's interest in aviation began in 1964, where he was involved in the Civil Air Patrol. Following high school, he enrolled in the United States Air Force and was stationed in Everett, Washington. Starting his civilian career at Boeing, Atwood soon earned his FCC license, and from there worked as a technician at Aircraft Radio Services on Paine Field. With considerable work history in avionics, he came to Woodland Aviation in 1997, and today is the company's Director of Avionics.

C.C. & Regina Yin



C.C. and Regina Yin of Yin McDonald's for receiving the 2004 McDonald's Corporate Golden Arch Award. The prestigious award is given for quality control, customer service, cleanliness, reinvestment and overall look of the restaurant, local marketing programs, community involvement, people practices, training, and overall business performance. The Yin's have certainly been great community supporters!



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June 2004 Chamber Calendar



Event
of the
Month

▶ **Woodland Street Cruisers. June 13, 9:00 a.m. - 3:00 p.m.**
Yolo County Fairgrounds. Call 662-7327 for info.

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

<p>To have your event listed on the Chamber Calendar, please send information to Lindah@woodlandchamber.org by the 5th of each month.</p>		1 Vincente Escobedo Night at Paco's Authentic Mexican Restaurant, 5-9pm, Music by Rondalla Sentimiento Romantico, 662-7327	2	3 Annual Chamber BBQ, 4:30-9:30pm, Rotary Picnic Area, Yolo County Fairgrounds, 662-7327	4	5
6	7	8 Chamber Governmental Affairs Committee, 8am, 64 W. Kentucky, 662-7327	9 Woodland Memorial Hospital Foundation Annual Dinner, 6-9pm, Hotel Woodland, 666-1122	10	11	12
13 Woodland Street Cruisers, 9am-3pm, Yolo County Fairgrounds, 662-6788	14	15	16	17 Yolo Bounty Business-After-Hours, 5-7 pm, 415 First, 666-3400	18	19
20	21	22	23	24 Woodland Chamber Board meeting, noon, Hotel Woodland, 662-7327	25 Opening Night June 25 - July 18 "Damn Yankees" - Davis Musical Theatre Company - www.dmtc.org	26 Abele Farms Summer Solstice High Tea, 2pm, Yolo, 666-4564
27	28	29	30			

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Elise Warner, Store Manager

Malls and Downtowns! (continued from page 1)

heart,” informational meetings and seminars, these agencies have worked diligently on behalf of downtown revitalization.



Much of the credit for Main Street's emergence of new business must go to such local developers as Mark Engstrom, Peter Holmes, Mark Ullrich, Tim Johnson, and Rose Colored Glass Company, Tom and Meg Stallard, for their financial commitment and demonstrated rehabilitation of Woodland's downtown and the performing arts. In addition, the Woodland Redevelopment Agency, formed in 1988, and the Woodland City Council adopting the Downtown Specific Plan in 1993, gave additional impetus to the quality of development and recapturing our uniqueness.

And then there are the long-standing downtown shops that have weathered years of economic up- and down-turns such as 1890's Corner Drug, Wirth Furniture, Woodland Sewing Center, the exquisite antique shops, Woodland Mercantile Company, the auto dealers, Nugget Market, to name only a few, that have understood the competitive marketplace, have found their niche, and are Woodland's business success stories.

Long-time businesses retiring have found new tenants that are bringing in entirely different services and products to downtown. Ten-year member, Robb Wallace from RDM Audio Visual was delighted when his friend of many years, Jim Lindberg from Fine Arts Press, asked if he would be interested in his building. Now Main Street offers audio/visual equipment rentals including: wireless microphones, mixers/amplifiers, karaoke systems, big screen and projection units, podiums & accessories, plus much more. Their striking new storefront is a welcome addition to downtown!

One hundred year-old Cranston's building now houses Woodland's only independent bookstore, The Next Chapter, and soon to open bistro. Woodland's oldest bank vault now serves

as a special room for dining; call Connie at Paco's Authentic Mexican Restaurant. Behind the papered windows of the Carrousel Restaurant are the beginnings of the Yolo County Steak House, thanks to Don from Don's Diner. He's looking forward to offering the region American favorites.

The attraction of a downtown has appeal to long-time residents as well as to newcomers and visitors. Main Street represents going home, a sense of history, the spirit of the community, and the “welcoming committee.” Whether it's banners announcing the Scottish Games, the Chamber's Annual Christmas Parade, Ag Appreciation Month, Yolo County Fair, or Fourth of July flags, Woodland downtown is our “front door.” Visitors or families moving to Woodland tell us how much they appreciate our traditional Main Street and small town charm, as well as the larger chain stores.

Finally, we're embarking on a new plan to bring additional visitors. Downtown and this entire region have a great deal to offer the visitor, and the Chamber's Marketing and Tourism Committees along with the Davis Conference & Visitors Bureau have spent a year developing strategies for an expanded destination marketing organization (DMO). We're inviting more visitors to Yolo County! Receiving considerable DMO buy-in from our regional attractions, our sister cities, the Yolo County Economic Development Tourism Committee, the 40th District Ag Association, the Winters Chamber of Commerce, the hospitality industry, and agri-business, we will be marketing this entire region.

The new DMO will be the “outside sales” staff to promote Yolo County and to compete for conventions, association meetings, sporting events, heritage tours, the film industry, family tourism/vacation packages, and agri-tours. For example, contracting for 10,000 youth wrestlers to compete for a week in Yolo County includes their family, dining out, mom's shopping for antiques, purchasing gasoline, reserving motel rooms, visiting our attractions, purchasing toiletries, taking in a movie, and their tax dollars supporting our City's fire and safety.

Given our current economic cut-backs, a new regional DMO will be a most welcome agency for our region and our “downtowners.”



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Renovated Alzheimer's Retirement Center Rejuvenates Memories

The Californian Senior Living Community expands Alzheimer's Program

Residents with Alzheimer's living at The Californian in Woodland can relive their past at memory stations designed to stimulate memories and enhance their quality of life. They can "go to work" sitting at a desk with a vintage typewriter and rotary dial phone, reenacting their previous professional life. Or, friends may gather around the table in a 1940's style kitchen with old fashioned refrigerator and stove.

These are just a few of memory stimulating activities available to the residents in the newly remodeled Alzheimer's special care unit at the Californian. "We've taken the latest research on the best way to care for people with Alzheimer's and converted our facility to offer them the greatest quality of life," said Jan Taylor, administrator and Woodland resident. "Using all the senses and creating an environment with familiar items can help them recall their old routines."

The senior community offers a secure garden and patio area where Alzheimer's residents can imagine sitting in their own backyards, walk along paths, feel the sunshine and smell the flowers. These are comforting experiences as they stimulate the senses to recall moments from their past. The outdoor space is also used for interactive games, exercise classes, entertainment and events.

"Families caring for a loved one with Alzheimer's become consumed with the daily responsibilities of providing adequate care," said Taylor. "When someone comes to live here, the family is relieved to know that kind, qualified care is available around the clock. They also are able to rediscover the joy of visiting grandparents and enjoying a celebration, such as Easter, like they used to do. The families miss the old routines, too. So we try to help them build new memories by offering many ways families can participate in their loved one's life when they live at The Californian."

Everything from the color scheme, furnishings and community living room, to the piano in the dining area and aromas from freshly baked foods have been planned to create a pleasant and soothing environment. Van trips, exercise classes, crafts and musical entertainment further enhance residents' ability to live their lives as fully as possible. The Californian also schedules doctor appointments and transports residents to local medical offices.

The Californian provides daily meals, activities and quality 24 hour care in the secure Alzheimer's special care area. The senior community also offers independent, assisted living and respite care. The Californian is locally owned and operated, and Jan Taylor, of Woodland, is the administrator. The community is easy to find because it is located across from the Woodland Community Hospital. Tours and brochures are available by calling 530-666-2433.

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A Promotion Tri-Fecta!

Promoting the Region: The magic number is 50 . . . a Yolo County Destination Marketing Organization would be responsible for going after visitors that reside outside the 50 mile range. At the annual Sunset Celebration Weekend “Celebrating the Best of the West,” held May 15 through 16 at the magazine's headquarters in Menlo Park, the Davis Conference and Visitors Bureau (DCVB) had the opportunity to promote the best of Davis and local attractions.

Leaders in marketing, the DCVB, has been responsible for bringing thousands of visitors to Davis; where the region's motel occupancies have remained flat or have decreased, Davis motels have seen a ten percent increase. By creating a Yolo County Visitor's Bureau and incorporating the expertise of this award winning team, Yolo County businesses reap the economic benefit from increased visitation.

Promoting the Downtown: “Where the future and the past meet right around the corner”. In the May/June publication, *Solano Magazine* “Celebrating Life in Napa, Solano and Yolo Counties” features the historic downtowns of Winters, Woodland & Dixon.

“Besides offering a glimpse into small-town America, what do Dixon, Winters and Woodland have in common? Some might say they're ag towns, rich in farmlands and fruit stands and not much else. They would be wrong,” writes Cathy Cassinos-Carr.

Cassinos-Carr continues. Walking around downtown Woodland, you'll discover your own favorite stops and shops, but try these for starters: Bee's Antiques & Collectibles, The House Dresser, Next Chapter Bookstore & Coffeehouse, Ludy's Main Street BBQ & Catering, The Cookie Company, Woodland Opera House, Maritime Seafood & Grill, and Morrison's Upstairs.

Woodlander's are fortunate to have their community celebrated. For the complete article, *Solano Magazine* is available at Gregory's, Perk-ups, and at your favorite magazine stands. For contributions or ad opportunities, contact Linda at 662-7327.

Promoting Local Theatre: How fortunate both communities, Davis and Woodland, are to have such incredible performing arts programs, both adult and young people's theatre. If you've attended any of the local theatre performances, then you understand and appreciate the superb local talent. If you haven't, it's definitely time to fit several into your summer calendar.

“Damn Yankees” will be presented June 25 through July 18 by the Davis Musical Theatre Company. Tickets may be ordered by phone (530) 756-3682 or website www.dmtc.org.

“Hooray for Hollywood” runs from July 19 through August 13 and is presented by The Woodland Opera House Youth Summer Theatre. Tickets may be purchased by calling 666-9617. Chamber members, that are season ticket holders, may take \$5 off per person.

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George (Frenchy) Carrere (11)
Blinds Unlimited (10)
Hotel Woodland (10)

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Tuold International (5)
Yolo County Public Guardian/Administrator (5)
Paco's Authentic Mexican Restaurant (4)
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David Hatanaka Farming (2)
JJ Jewelers (2)
Sacramento River Cats Baseball Club, LLC (2)
Yolo Community Care Continuum (2)
Apple Tree Foundation for Woodland Youth (1)
Bob's Bouncing Bungalows (1)
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