

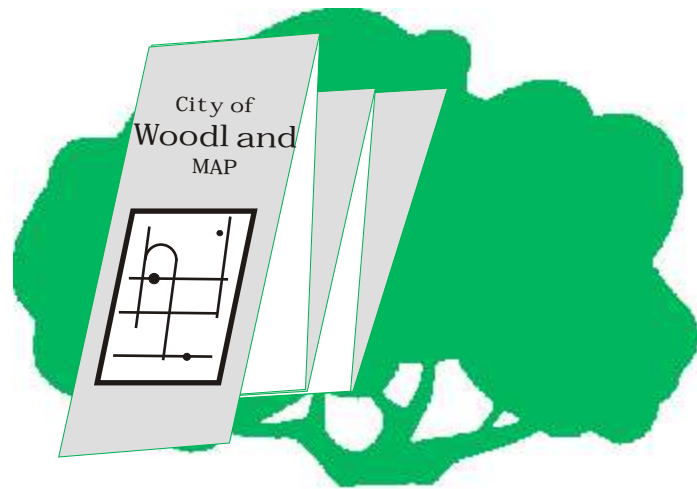
Great place to advertise!

Spring Lake Project means new homes and new streets for Woodland. Everyone will need The Official Map of Woodland. If you're interested in information about advertising in the map, please fill out the short form below and fax to 662-4086.

Name: _____

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President's Message

Marketing Your Business

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

Growth... How do you define growth for Woodland? More housing, more business! The Spring Lake project is a huge growth opportunity for Woodland. New residents bring new shoppers, new services needed, plus more. Are we as businesses equipped for this growth?

My personal opinion is that the majority of Woodland businesses are equipped and ready except in being able to convince our local residents about the service, shopping, and treasures that Woodland has to offer. But the message is not getting out like it should.

Last year the Chamber's Marketing Committee worked on and presented to the City of Woodland a 'Shop Woodland Campaign' that was designed to be a viable citywide campaign designed to benefit all business. The City of Woodland is proposed as the partner in this campaign. This campaign features spending everyone's well earned dollars wisely in the community which through tax dollars then gives back to our community. There are many segments of the campaign, which includes banners, vinyl door stickers, posters, bumper stickers, buttons, media use in newspapers, cable TV, radio, and much more.

What is the hold-up for this campaign? Funding is the key. The original goal was to not charge businesses or

(See "Presidents Message" on page 7)

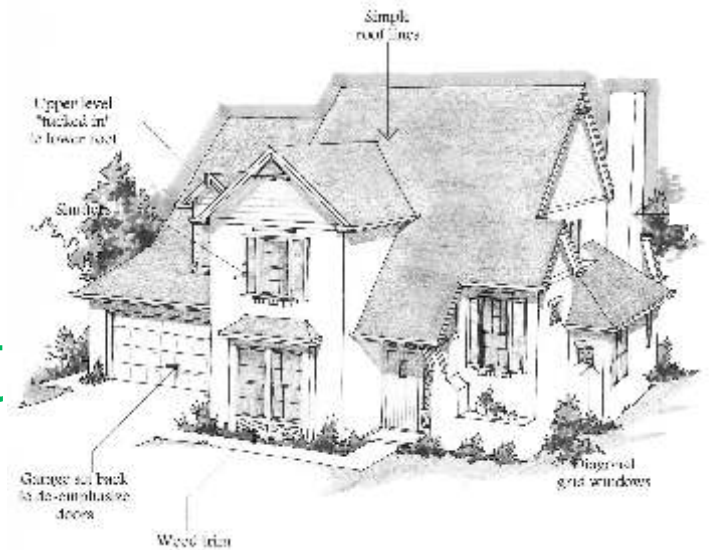
Progress

Vol 25, No. 3

March 2004

WOODLAND CHAMBER OF COMMERCE

Finding the Perfect Home



For an entire year, this editor has joined the ranks of fellow prospective home-buyers in search of the "perfect" home. Having lived for nearly 30 years on our family farm, the prospect of down-sizing and moving meant "whatever will I do with our collection of junk or as David Mas Masumoto, refers to it, inventory?" Listening to Mas, author and a third generation peach and grape grower in Del Rey, reading from Epitaph for Peach at a National Ag Week Breakfast, this fourth generation Woodlander wondered if there would be a perfect home that combined a pastoral setting, old-fashioned neighborhood, was energy

efficient and affordable?

There were certainly a number of experienced Woodland Chamber realtors to call upon, model homes to tour, city and country properties for sale, and the prospect of 4,000 new homes beginning construction in the fall of 2004.

Chamber members Monley Cronin Construction and Turn of the Century Partners understand what makes relocating to Woodland so attractive and believe they offer what many buyers are looking for - a new version of the "old fashioned neighborhood."

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Re-Inventing the Neighborhood	4-5	New Woodland Map on the Way!	8

March 7th - 20th Annual Spring Bridal Show, 12-3pm, Hotel Woodland, 662-2244

What our Members Need to Know

Spring Lake Provides Needed Housing; Neighborhood Charm

Beginning in 1992, the Spring Lake Specific Plan has been the vision of the Woodland City Council to have a neighborhood product with upscale housing available for the community. Greatly anticipated, the Spring Lake Specific Plan will begin this spring with infrastructure work on Phase I of the Russell Ranch property with developers, Turn of the Century Partners (TOC), and Monley Cronin Properties, LLC.

Located at the southeast corner of Parkway Drive (see attached land use map) and County Road 102, Monley Cronin Properties and TOC are pleased to finally be able to offer a number of much needed housing options. "From the standpoint of economic development and attracting executive businesses to Woodland, it was critical that we could offer large custom homes on large lots. The brisk sales of the JTS homes at The Landing at Wild Wings near the Yolo Fliers Club supports our belief that Woodland can attract the large home buyer," cites Tom Lumbrazo, Planning

Consultant and instrumental in the development of the Spring Lake Project.

For many Woodlanders, their choice for "moving up" meant remodeling or moving out of the area, and for those wanting a custom home, purchase a lot, and hire an architect/contractor, the possibilities were extremely limited. Phase I of the Spring Lake Project provides for large custom homes, "move-up" housing, individual custom homes, with Phase II earmarked for higher density "town houses," single family (R-15) homes, and up-scale single family homes with attached and detached garages.

"The emphasis of the Spring Lake project will be to create several unique neighborhoods in the Russell Ranch property featuring lots for custom homes," shares Lumbrazo. For TOC, there will be a builder's pavilion and sales office on site. For those interested in the TOC project, please contact David Taormino at Coldwell Banker Real Estate at (530) 758-3080.

Today's Youth - Tomorrow's Workforce

On Thursday, April 8th, 2004, Phillip S. Jarvis, Vice President of National Life/Work Centre, Ottawa, Canada will be presenting at Pioneer High School's Little Theatre, "Helping Students Become Intentional Career Self-Managers." The presentation runs from 3:30 to 4:45 pm, 1400 Pioneer Avenue, Woodland.

The Woodland Chamber of Commerce is pleased to join with the Woodland Joint Unified School District, Yolo County Office of Education, Woodland Community College, Woodland Adult Education Association, Lee Middle School Booster Club, Yolo Youth Opportunity Council, and the Woodland Sunrise Rotary Club in providing a new "career management paradigm shift." "Trying to 'fit' students to unique occupational destinations loses relevance in an economy where new workforce entrants may encounter up to 25 jobs in as many as 5 industry sectors, and stable occupations and job titles have given way to short-term projects and shifting work assignments. Employability is now

determined by the competencies one possesses and one's ability to connect with potential employers, or create one's own employment opportunities," cites Jarvis.

Michael Gangitano, Counselor from Lee Junior High School, knows first-hand the impact of this new career-search approach. Featured in the January 2004 issue of *Techniques*, Gangitano describes The Real Game Series, developed by the National Life/Work Centre. "Students have an opportunity to closely examine how they would like their adult lives to be by 'practicing' it now. They truly begin to draw connections between what they are learning in school and how it will impact them tomorrow as well as twenty years from now. I encourage parents, educators, and employers to attend the April 8th seminar," urges Gangitano. Please RSVP at (530) 669-4117 or mgangitano@wjusd.org.

Your 2004 Woodland Chamber of Commerce!

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Chris Manzer

Dorothy Minges

Carlene Naylor

Roberta Paul

Aaron Schmoekel

Carl Stringfellow

Vicki Whetten

Kristy Wright

Presidents Message

(continued from page 1)

landowners because it was for all business. Unfortunately that dream is not happening and because of that, we have not moved forward with the campaign.

While we support bringing in new business to town, it is also important that we patronize our current businesses and promote shopping locally. I would entertain any ideas any of you might have regarding the funding of this important campaign for Woodland business. Please contact Linda Henigan at the Chamber Office by email @ lindah@woodlandchamber.org or by phone 530-662-7327; or contact me personally by email at dkennedy@generalgrowth.com or by phone at 530-661-0777.

Volunteers Needed

The Elderly Nutrition Program is in need of volunteer drivers to deliver meals to elderly homebound senior citizens in Woodland.

Volunteers are needed one time a week two times a month or as your schedule will allow. Meals are delivered Monday through Friday (except holidays) between 10:45am - noon. Volunteers must have valid drivers license, however a vehicle is available for deliveries. Supplies and training are provided.

Be a part of the lives of senior citizens in your community. Give a little time! For more information, call Christina at Elderly Nutrition Program (530) 662-7035.



WOODLAND CHAMBER OF COMMERCE

is published monthly by the
Woodland Chamber of Commerce
and distributed to its members

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Robert L. Griffith (52)
Teichert Construction Woodland Rock Plant (52)
Tony's (50)

Syar Industries, Inc. (47)
Sacramento Valley Farm Credit (46)
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Monument Hill Memorial Park (40)
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Yolo County Correctional Officers Association (10)

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Downey Brand, LLP

With over 100 attorneys, Downey Brand is the largest and one of the oldest law firms in the Central Valley. The firm has three core departments: Business, Litigation, and Natural Resources. Our attorneys work in over 20 specialized practice areas, including Labor & Employment, Mergers and Acquisitions, Tax, Banking, Bankruptcy, Intellectual Property, Securities, Environmental, Energy & Minerals, Mining, Real Estate, Land Use, Water, Trusts and Estates, Public Entity and Special Districts, and Family Law. Downey Brand is located at 555 Capitol Mall, 10th Floor in Sacramento. Woodland Chamber representative for Downey Brand is Julia L. Jenness and she can be reached at (916) 444-1000. Their website is www.downeybrand.com. Sponsored by: Laugenour & Meikle.

Jackson Medical Supply

Jackson Medical Supply is a full service retail store serving Woodland, Davis and surrounding areas. Owners Dallas and Wendy Jackson, RN have 20 plus years in the medical industry. Jackson Medical Supply is located at 604 Main Street in Woodland. For more information contact Wendy and Dallas Jackson at (707) 446-7014 or email at wendy24000@aol.com. Sponsored by: Ed Shelley, Corner Drug.

Omega Nu

Omega Nu is a non-profit philanthropic sorority, which provides

Gary Podesto for State Senate

The third Subway to open in Woodland, Subway is located at 1780 East Main Street in Woodland in the Wal Mart Shopping Center. Can you eat fast food and still eat healthy? Check out Subway's website www.subway.com. Jared has a lot of friends now. Associate Member Ali Yasseri can be reached at (530) 668-1666. Sponsored by: Subway Pioneer

The mission of the Woodland Teen Center is to provide a safe, drug- and

Subway East Main St.

alcohol-free environment for local youth that promotes positive social interaction and encourages personal growth through the arts, education, sports activities, and community service. On behalf of this 501 (C)3, Dennis Hubbard is working with community leaders to develop a facility and would welcome your input. Dennis can be reached at (530) 867-1295 or

Woodland Teen Center

woodlandteencenter@yahoo.com. Sponsored by: Linda Henigan

Scottish Games How to Get in Free!

The Scottish Games will be back in Woodland on April 24 and 25th! Would you like a free ticket? It's simple...just serve 3 hours at the Chamber booth and get free admittance to the games. Space is limited, so act soon! Contact Linda at 662-7327 at the Chamber for details.

March 2004 Chamber Calendar

WOODLAND CHAMBER OF COMMERCE Event of the Month **Yolo Federal Credit Union Business-After-Hours** 5-7 pm, 266 W. Main, 668-2700

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Chamber Business Education Cmte. mtg, 3:30pm, 459 Cleveland St. 662-3977	3	4	5	6
7 20th Annual Spring Bridal Show, 12-3pm, Hotel Woodland, 662-2244	8	9	10	11 Marketing & Tourism Mtg 8:30am, Chamber Workplace Wellness "Diabetes Prev. & Control" 11:30am-1:30pm, Radisson Hotel, Sac. 916-635-2602 St. Patrick's Day Dinner at St. Luke's, 6pm, 515 2nd, 662-7152	12	13 10th Ann. WAVEY Awards, 7 pm, Wldd Opera, 669-1550 9th Ann Bunko Blarney benefits Omega Nu, 6pm, 575 California St, 668-1530
14	15	16	17	18 Yolo Federal Credit Union Business-After-Hours, 5-7 pm, 266 W. Main, 668-2700	19 Ducks Unlimited Dinner & Auction, YC Fairgrounds, 724-3301	20 Yolo County Farm Bureau Spring Fling, YC Fairgrounds, 662-6316
21	22	23	24	25 Woodland Chamber Board mtg, noon, Hotel Woodland 662-7327	26	27
28	29	30	31	<div style="border: 2px solid green; border-radius: 15px; padding: 10px; text-align: center;"> To have your event listed on the Chamber Calendar, please send information to Lindah@woodlandchamber.org by the 5th of each month. </div>		

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Re-Inventing the Neighborhood

When people drive or stroll through the beautiful, historic neighborhoods of Woodland, many wonder why we can't develop new neighborhoods that have the same qualities and flavor of the older established parts of town. How do you recreate the beautiful old neighborhoods of Woodland? Pat Monley and Dick Cronin have joined with Lor Shepard of Davis to form a land development company called Monley Cronin Properties, LLC and are going to try to answer that question. They are in the process of buying 30 acres from Turn of the Century Partners (TOC) and planning what they call "an old fashioned neighborhood."

Pat and Dick are seasoned custom home builders (26 years as Monley Cronin Construction). Cronin, who has built and supervised construction on hundreds of custom homes says, "We've grown a bit tired of designing and building formula homes; targeting the market and the profit margin. We want to build more than just addresses, we want to build homes of lasting value." Adds Monley, "We both have been fortunate to raise our families in vintage homes in the older part of Woodland. Along with our neighbors, we take great pride in our homes, taking good care of them, knowing they will eventually be passed to the next generation. We love the Stroll Through History when visitors come to see the treasures Woodland has to offer. I think Woodlanders have a healthy pride in the distinctive architecture of their town."

So how do you get from bare ground with no streets to an "Old Fashioned Neighborhood?" "Truthfully," says Cronin, "The older neighborhoods didn't pop up overnight. Read David Wilkinson's wonderful new book, *Crafting a Valley Jewel*, and you will recognize that decades elapsed as neighborhoods were built out. Today we don't have that luxury. Economics kick in real quickly. We need to produce our product and create sales on a faster schedule."

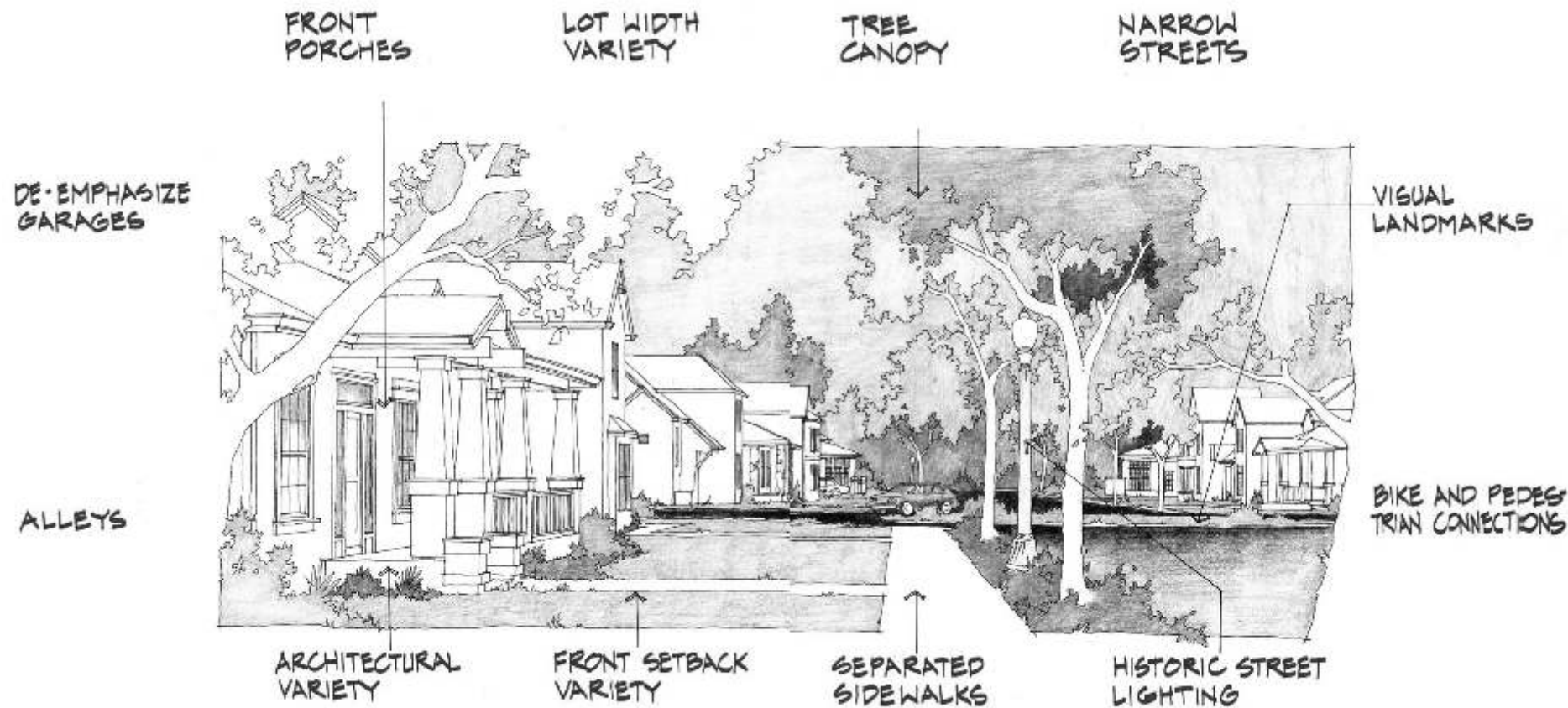
"We have a plan," says Monley. "The first key is the architecture. Every house will be unique. No model homes to choose from. We have been researching this for years. Hanging in our office are pictures of the fabulous forties homes in Sacramento, Land Park in Sacramento, College Park in Davis, and of course the vintage Woodland homes. Frankly, we are amazed at what Woodland alone provides. We are using homes that we like as inspiration for new designs. The challenge is capturing the period

styles yet creating floor plans that are more open and airy and suitable for modern living. You might call it a 'hybrid house.' We have already created a number of home designs that we are very excited about. The second key is the neighborhood design. Developing the Spring Lake Specific Plan has taken years. The City has been insistent in making this new part of Woodland something very special. The Neo Traditional model has guided the establishment of Design guidelines. Garages will be 'tamed,' or

detached so that the home's architecture and detail is emphasized. Front porches are encouraged. Sidewalks will be separated from the street by planting strips. Park will be nearby and landscaped islands and dividers will be abundant. Neighborhood entry features are currently being designed. We've even had pictures of the Beamer Arches out on the table to give designers a flavor of what we like."

"We are very excited about the possibilities," says Dick Cronin. "We approached TOC partners over four years ago and they agreed to allow us to purchase some of their land and develop our own neighborhood of custom homes. They have stuck with their commitment despite the delays and complications they have encountered. Both the City of Woodland and TOC Partners have put in enormous amounts of time and energy to help something special come to Woodland."

In projecting some sort of schedule or timetable, Monley states, "hopefully, the infrastructure work will begin this spring. Neighborhood streets will be going in late summer. With a little luck and weather cooperation, we will be building houses in the fall of 2004. The first year we plan to build 20 - 25 homes. Over the course of five to six years, we hope to build and sell 100 plus homes. We will have a web site (monleycronin.com) up and running by June of 2004 so that we can display our home designs and neighborhood features. Homes should range in size from 2,400 - 3,000 square feet with two and three car garage options. It is too early to set sale prices; we would expect prices to range from \$475,000 - \$585,000. Lot sizes will average close to 8,000 square feet."



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