



## President's Message

# Marketing Your Business

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

Since 1991-The Tecate Mission Project

The first week of April I went on a mission trip with my church and family. This trip is something my older daughter Elizabeth and my husband Peter had done previously, but my younger daughter Marie and I had never experienced the trip to Mexico to build a house. The anticipation and preparation for the trip was tiring in itself, but we were ready and left in our caravan on Friday, April 2nd.

By Sunday morning, we arrived outside of Tecate, Mexico where we set up camp and prepared to build a home for a family. The new home would be 11 by 22 feet with two rooms, one outside door, one interior door, and two windows. This new structure would be the family's new mansion.

There were 16 of us working together. We prepared the land, poured a cement floor, built the frame, attached the felt paper and wire, applied the stucco to the outside, and roofed the home. The new home we were building was adding living space for a family that had one room built from four old garage doors, put together on a cement slab with a roof. They did have propane and electricity, but no running water.

(continued on page 5)



Vol 25, No. 5

May 2004

## WOODLAND CHAMBER OF COMMERCE

### *The times they are a changin'*

While it may be true that "the most important lessons are learned in kindergarten," Canadian educator, Phil Jarvis, would like to add five important principles for career success. Speaking to a group made up mostly of educators, career counselors and students, Jarvis is calling for a paradigm shift in how our youth identify "what they want to be when they grow up." While his message in April at Pioneer High School was targeted to the needs of young people and called for educational additions to our current curriculum, his insights have application for adults as well.

"The key to success in the modern workplace, as in life, is not finding the right job - it's becoming the right person, continuously. The new paradigm sees youth and adults learning a new set of career and life management skills that will enable them to construct personal meaning and plan their career with confidence and intention," believes Jarvis.

His five principles are: 1) Know yourself, believe in yourself and follow your heart; 2) Focus on the journey and not the destination, and look around as you travel; 3) Change is constant and brings with it new opportunities; 4) You're not alone. Access your allies and be a good ally; 5) Learning is life-long. We are inquisitive by nature and most alive when we're learning.

"The economy of the 21<sup>st</sup> century will need workers who are lifelong learners, who can respond and adapt to change." *Speech from the Throne*, September 30, 2002. The examples of successful Chamber business members that have understood the

(continued on page 5)



*Who would have thought that a Bob Dylan reference would have been made on the cover of the Chamber newsletter?*

# Let's Go Hawaiian! Woodland Chamber of Commerce - 43rd Annual BBQ

**Thursday, June 3, 2004 - Yolo County Fairgrounds Rotary Picnic Area**

Refreshments & Trade Show: 4:30 pm \* Dinner: 6:00 pm \* Salute to Industry Award & Raffle: 7:30 pm  
Raffle prizes donated by Landucci, Bick, Matter & Johnson and Walmart

*Tickets: \$30 each and includes dinner and a chance at a special drawing*

**Sponsors: Woodland Healthcare CHW, Big Rig Scale, Assemblywoman Lois Wolk and Katie Woodward/Edward Jones**

# What our Members **NEED** to Know

## Armed Services Day May 15, 2004

"... Our Servicemen and women are serving throughout the world as guardians of peace--many of them away from their homes, their friends and their families. They are visible evidence of our determination to meet any threat to the peace with measured strength and high resolve. They are also evidence of a harsh but inescapable truth--that the survival of freedom requires great cost and commitment, and great personal sacrifice."  
President John F. Kennedy, 1963

## Solano and Yolo Counties Join Together for Veterans Employment Committee

Spearheaded by Joseph Carlotti and with the support of members from the Yolo County Department of Employment and Social Services, Yolo County Veterans Service Office, and the Yolo County Veterans Coalition, Employment Development Department Disabled Veteran Outreach, Solano and Yolo Counties join together for Veterans Employment Committee (VEC). A primary function of the VEC is to provide funding for education and or equipment to assist veterans in returning to work and becoming productive members of society once again. Joe can be reached at (530) 661-2619

**Fly-In & Duck Pluck!** Don't miss the 10th Annual Woodland Sunrise Rotary's Great Valley Fly-In and the Woodland Memorial Health Foundation Duck Pluck on May 1 & 2. "The Chamber Chicks" Duck Pluck Entry . . . The Duckinator! Kristy Wright, Jennifer Marchese, Twyla Thompson, Cynthia Solorzano, Linda Henigan

**Welcome Slooten Consulting** Woodland Chamber of Commerce Ambassadors welcomes Slooten Consulting, Inc. providing surveying, commercial & retail land surveying, geodetic information systems, and construction surveying and mapping. Owner Dirk Slooten can be reached at 662-2520 or dirk@slooten.com.

**Kypta Associates Workshops** Keeping your customers happy, July 22, 8 am-noon. Communicating to invigorate and motivate, July 22, 1-5pm. Each workshop is \$60. Call 662-7327 for details.

## Your 2004 Woodland Chamber of Commerce!

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**Linda Konietzko**  
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LMI Northern California  
**Pat Monley**  
Monley Cronin Construction

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UC Davis  
**Ute Turner**  
First Northern Bank  
**Janet Wagner**  
Sutter Davis Hospital  
**Gary Wright**  
UPS Store

### Ambassadors

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# Working with Diabetes: Business' role in Workplace Wellness

By Mark Shannon, PA, CDE

Diabetes is an insidious, chronic, and potentially devastating disease that affects 18.2 million people living in the United States, particularly those of African American, Asian, Latino, Pacific Islander, and Native American descent. If you own a business, chances are that some of those 18.2 million people work for you. If you are a large corporation such as General Motors, which has 1.2 million adults enrolled in health plans, it could be that as many as 100,000 of your employees are afflicted with this disease.

So why should corporate America be concerned about diabetes? Businesses need to care because diabetes is a costly disease. It costs the employee in medical expenses, disability, lost days of work and decreased quality of life. It costs the employer indirectly in higher insurance premiums (15 percent of national health care expenditures are for diabetes treatment), and directly in reduced employee productivity capacity, increased sick and disability days and increased restricted activity days.

The monetary figures are enormous: The American Diabetes Association (ADA) commissioned a national study in 1997 that estimated the costs attributable to disability and mortality from diabetes at \$54.1 billion. Costs due to lost productivity were \$37.1 billion. In 1997, on average people ages 18-64 with diabetes lost 8.3 days of work compared to 1.7 days in those without diabetes. And the number of workers disabled by diabetes was a staggering 74,927. Since then, the number of people with diabetes has increased by several millions and health care costs have sky-rocketed. More recent statistics in 2002 showed that the total costs for diabetes has risen to over \$132 billion.

So how can we reduce the personal and economic burden of diabetes? In 1998 Harvard researchers Testa and Simonson published a study showing that modest improvements in glycemic control (the average level of blood sugar in a person with diabetes) resulted in improved health status, quality of life and productivity at work. This improvement in health status and the resultant decrease in absenteeism translated into a savings to the employer of \$91.00 per employee per month.



*The following article was contributed by Joanne Bronson, Manager, Wells Fargo Bank, Woodland.*

And the decrease in restricted activity days gave an additional savings of \$1615 per 1000 person-days.

Improving glycemic control in the person with diabetes requires a multi-disciplinary team that includes his/her health care providers, family and support groups, community and employer. The most effective way for the team to support the efforts to improve glycemic control is to provide/encourage a diabetes self-management program (DSMP). The DSMP provides training to empower the individual to take control of his/her diabetes. As self-management is a 24-hour-per-day effort, the employer plays an integral role in supporting the employee in achieving his/her goals.

Many employers have stepped up and are promoting leadership by providing diabetes management programs at the office. Companies that have formed partnerships and established diabetes care programs include Black and Decker Corporation, General Motors Corporation, First Chicago NBD and Wells Fargo Bank. But it does not take a large corporation to provide this support, all employers can do something. For example, the City of Citrus Heights' workplace wellness program covers diabetes as part of its broad range of seminars, health screenings, and fitness program for its 55 employees. By spending the "first dollar" on patient self-management programs a company can effectively and economically base efforts on needs and resources.

Regardless, the success of a diabetes management program is not defined solely by cost reduction, but also by employee and company benefits, such as improvement in productivity on the job and enhanced overall quality of life. Reducing the burden of diabetes is a corporate responsibility and it is one that pays off in dividends of a healthier, more productive and happier workforce.



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# May 2004 Chamber Calendar



Event  
of the  
Month

May 20th - Epicurean Esprit benefits Meals on Wheels, 6-9 pm, West St. home of Davis & Candis Snow, 662-7035

a **BUSY**  
**May**  
**1 & 2:**

May 1 - Human Race for the Hospice sponsored by Cabrillo Club, 9am, 629 Cleveland, 666-2298  
 May 1-2 - 4-H Club Spring Show, Yolo County Fairgrounds, 662-5393  
 May 1-2 - Duck Pluck - Woodland Memorial Health Foundation, 666-1122  
 May 1-2 - Fly-in - Sunrise Rotary, Watts Woodland Airport, 662-9631  
 May 1-2 - Woodland/Davis Aeromodelers Regional Scale Masters, Sat 9-4, Sun

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4 Chamber Business Education Cmte meeting, 3:30 pm, Pioneer High School, 662-3977	5 Annual Great Valley Conference "Great Valley On the Map," www.greatvalley.org/conference/registration/asp, (209) 522-5103	6 Annual Great Valley Conference "Great Valley On the Map,"	7 Annual Great Valley Conference "Great Valley On the Map,"  Whole Earth Festival," May 7-9 UCD, 752-2569	8 "Heart of the Home" Kitchen Tour, Am. Red Cross, Yolo County, 662-4669  "El Rostro de Nuestro Folklor," 2&7pm, UCD Main Theater, 752-1915
9 Whole Earth Festival," UCD, 752-2569	10	11 Chamber Water Cmte meeting, 7:30 am, 69 W. Kentucky, 662-7327	12	13 Chamber Marketing/Tourism mtg, 8:30am, Chamber, 662-7327  "Art in the Heart," 6pm, Hotel Woodland, 668-8195	14	15  <b>Armed Forces Day</b>
16 May Festival, Yolo County Historical Museum, 10am - 4 pm, 512 Gibson Rd, 666-1045	17	18	19	20 Money Mngmnt by Morgan Stanley, noon, 300 First St, lunch provided, RSVP, 662-7327  Epicurean Esprit See Event of Month above	21	22 Abele Farms Soap & Lotion Class, 10m, 666-4564  Family Farm Festival sponsored by Heidrick Ag & Hays Antique Truck Museum, 666-9700
23/30 30th: Portuguese Ethnic Breakfast, 5:30-11pm, Holy Rosary Tumulty Hall, 662-0277	24/31	25	26 Downtown Dinner & Art Walk, 5-8pm, Heritage Plaza Main St, First & Bush to Third & Elm, 668-8195	27 Chamber Board mtng, noon, Hotel Woodland, 662-7327  Country Oaks Business-After-Hours, 5-7 pm, 1341 E. Gum, 666-2444	28	29

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Elise Warner, Store Manager

# Changin': SBDC is Great Resource in Times of Change!

(continued from page 1)

importance of adapting to a changing business climate are numerous. Third-generation business, Cracchiolo's, also knows the importance of finding a niche. Facing competition from the fast-food industry in the '60s and the growth of larger grocery chains, this local family market successfully provides much of the catering for Yolo County.

"As color copiers and laser printers became more affordable for small businesses, we realized that once again the focus of our printing market would be changing," shared Jerry Knapp, owner of Printer's Ink. Knapp exemplifies many of Jarvis' five principles. First of all, Knapp is passionate about his business and it shows, he enjoys helping his customers find cost-effective solutions for their printing needs, is open to new opportunities, and appreciative of his long-term relationships. Knapp, who is relatively new to his lead role for this 40-year family printing business, is also Co-chair of the Chamber's Business Education Committee, which co-sponsored Mr. Jarvis' presentation.

"The times they are a changin'" and so is Woodland, at almost 53,000. We're seeing an explosion of new houses, a class-A three-story executive office building near completion, a state-of-the-art police station, and downtown revitalization. And Woodland is being viewed regionally with small businesses and corporations out of the area joining the Chamber, many new businesses opening in Woodland, the Chamber's health plan featured in the *Sacramento Business Journal*, the Chamber featured prominently in *Solano Magazine*, increased tourism, and a broader community events calendar that has doubled from last year!

Is your business impacted by industry changes or the economy? Are you considering new services or products? Or are you considering a start-up that serves a new niche? The consultants with the Yuba College Regional Small Business Development Center (SBDC)

are an excellent resource! Whether you have an existing business or starting a new business, SBDC provides services (free of charge) in: business planning; cash flow analysis; loan package facilitation; marketing and sales planning; cost projections; revenue projections; E-business planning; permit and license assistance; accounting; tax planning; government procurement; sources of financing; location/lease review; and sale or ownership transition. Call Cheryl at 749-0153 to make an appointment with a consultant. SBDC is located at the Chamber, 307 First Street in Woodland.

Editorial Note: For those of you who follow Jim Smith's Our Town section in the *Daily Democrat*, you may have noticed his reference to the times a changin' in Capay Valley with the new Cache Creek Casino. Growing up with Dylan probably accounted for the two of us using the same lyric, but we determined that both articles were written on the same day. Whoa.

## President's Message

(continued from page 1)

I returned even more appreciative of what we have in America; we are so blessed! Our problems or issues now seem simple and trivial. If you ever have a chance to do anything like this I highly recommend it. It was an awesome experience.

In Yolo County, Chamber member Habitat for Humanity welcomes all people to join in building simple, decent, affordable houses in partnership with those who lack adequate shelter. They can be reached at 668-4301. If you're interested in the Tecate Mission Project, you can write me at [dkennedy@generalgrowth.com](mailto:dkennedy@generalgrowth.com) or call me at 661-0777.



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# WELCOME NEW CHAMBER MEMBERS!

**Business Network of Yolo County** is an organization of business people with the common goal of furthering each of their business interests by sharing contacts and information regarding business opportunities and activities. Laurel King; 662-1889. Sponsored by: Twyla Thompson

**Grabstein Consulting** is a software and database consulting and development firm providing technology solutions to companies of all sizes. Our success is built on priority of understanding our clients' needs in order to design and implement the specific solution for their business. Kurt Howerton and Dawn Robinson can be reached at (530) 312-0217 or [www.grabsteinconsulting.com](http://www.grabsteinconsulting.com). Sponsored by: Linda Henigan

**il Cucina Italiana Catering Company** Sit back, relax, and allow us to handle every detail. If you are having a small dinner party, or a large affair, call us so that we can meet with you and find out exactly what you desire, and serve in your own dishes if you so choose. A small sampling of some popular menu items are: pollo alla marengo (a Chamber favorite), cannoli, focaccia, Mel's Italian truffles, and giambotte (thick hearty stew). 14501 County Rd 90A, Woodland. Lucia Oliverio & Mel Reiter; 668-0368. Sponsored: Linda Henigan

**Mortz & Associates** is a full-service mortgage company. We handle residential, commercial, construction and farm loans; and SBA loans. We have partnerships with realtors, appraisers and title companies that allow us to offer the lowest rates and pricing in the industry. 2874 Almond Street, West Sacramento 1. Elaine McCain, Thor Mortz, and Valerie Mortz; (916) 371-9808 or [elaine@mortz.com](mailto:elaine@mortz.com). Sponsored by: Joe Carlotti, CA DESS

**Prudential California Realty** has been serving the people for 130 years. Consultant/Realtor and Artist for Yolo County, Marianne Ryan, sees her job as bringing buyers and sellers to a satisfactory agreement for transferring property at the right place at the right time. Marianne can

also paint that piece for a keepsake. 933 Second Street, Woodland; 661-7110.

Sponsored by: Linda Henigan  
**Vicki's Ceramics & Things** is a wholesale and retail firm that provides greenware, ceramic supplies, bisque, and classes. 1038 Beamer Street, Suite B, Woodland. Owners Vicki & Don Goodner; (530) 406-8833. Sponsored by: Pamé Rose-Bates

**Woodland Art Center (WAC)** provides our community with access to all disciplines of art. Our business partners support classes, event development, Dead Cat Alley Nine Lives Project, Phantom Galleries and the emerging Art in Public Spaces program. WAC Gallery Show Sponsorships are an excellent way for businesses to thank the community. Cath Posehn; 662-316, [info@woodlandartcenter.org](mailto:info@woodlandartcenter.org). Sponsored by: Ray Resler

**Woodland Child Development Centers** offer school-age year-round childcare and operate on the Zamora, Gibson, Prairie and Tafoya campuses. We offer year-round school camps and traditional summer programs. We offer a developmentally appropriate program, overseen by qualified teachers. We offer many tuition options including subsidized care for qualifying families. 940 Stetson St., Woodland. Staci M. Gonzales can be reached at 668-6448. Sponsored by: Jennifer Marchese

**Woodland Heating and Conditioning** is a locally owned heating and air conditioning contractor specializing in service, repair and installation of heating and cooling systems. We handle Carrier air conditioning and heating equipment but service all brands. 9A Harter Avenue, Woodland. James Ehrke, William Mendes, and Ryan Rupert; 666-4905. Sponsored by: Twyla Thompson

**The Yolo Avenue Gallery** is inspired by the wonderful arts and crafts of the local and regional artists, particularly in the Capay Valley. The beautifully displayed works are colorful and abstract to give the customer a rare view of the beauty Capay Valley that has inspired these local artists. Gretchen Ceteras'

wonderful gourds, large and small, show a graceful hand of etching to bring out an array of faces, animals and abstract design, and a lovely compliment to your home or office décor. These gourds for you! Dixie Rogers shows her craft in Native American Indian jewelry and bear grass basket weave jewelry, with shell, beads and abalone shell. Kristin Cline of Salt Creek Design displays her jewelry creations in stone, shell and glass. You're sure to appreciate her bracelets, earrings and necklaces for dress or casual wear.

Clair Haag a beautiful woman with a wonderful style of acrylic painting gives you a rare view of the valley. A must see. Julie Taylor Karlonas displays her technique with prints. Her beautiful acrylic Asians prints will grace any room or mantel. John Oldani displays his craft in metal sculptor, cement and natural element paintings. Great pieces for your patio, garden or living area. Ann Morley's fabulous dyed silk scarves are always in fashion and would be a great fashion statement to any wardrobe. Other Artists: Gilta Barth paintings on glass, Leo Huitt sculptors in recycled wood, Marianne Ryan and June Hebb works in watercolor, Cairo Cocalis and Dominique Jegousse works in tile and iron, Linda Galusha acrylic on wood, and Billy Shey works in acrylic.

Our hours are Friday to Monday 12:00 pm to 7:00 pm. Phone 530-787-3261. Located at 16915 Yolo Avenue Ste B. Paula Lorenzo and Wyatt Cline can be reached at (530) 906-3798. Sponsored by: Linda Henigan & Jennifer Marchese

**Yolo Veterinary Clinic** is a small animal Veterinary Hospital practicing high quality medicine with a compassionate touch. We offer surgical, medical and dental services including ultrasound and dental x-rays. Doctor supervised boarding. Voted #1 Veterinary Clinic in Yolo County. 235 W. Main St., Woodland. Laurie Bulkeley DVM and Kellie Moreland; 666-3366 Sponsored by: Anna Marie Barros

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# Jimboy's Cuts Ribbon!

"Yummmm," chimed Steve "just say hi" Fisher when it was announced that Jimboy's Tacos would be opening in Woodland. Waiting for its arrival, we would discuss our favorites ... his the gordito, mine the chicken taco.

Many Woodlanders were surprised to know that our Dynamite Downtown Chili Cook-off judge, Margo Knudson, along with husband Jim, were the originators of Jimboy's. This lovely couple's story is remarkable.

Stop by Jimboys and pick up your favorite!

## Don't miss these great workshops!

"**How to keep the money you make**" offered by Morgan Stanley Vice President & Sales Manager, Wendy Xa, provides a number of approaches that allows you to keep more of what you earn. The workshop will be held on Thursday, May 20<sup>th</sup>, 2004 at noon, 300 First Street, City Council Chambers, lunch will be provided at no cost. However, seating is limited. Please RSVP to Cynthia Solorzano at 662-7327 or [cynthias@woodlandchamber.org](mailto:cynthias@woodlandchamber.org).

Douglas Gundermann, Morgan Stanley Chamber Member, can be reached at 800-755-8041

Morgan Stanley is one of the world's largest diversified financial services companies, with a reputation for excellence in advice and execution on a global scale.

Bruce Lazarus, marketing guru who presents a dynamic seminar, **Monopolize Your Marketplace**, for \$395 per person has offered to give the members of the Woodland Chamber of Commerce a condensed version of his all-day seminar on marketing at noon, May 25<sup>th</sup>, 2004, Chamber conference room. This will be an action-packed, highly informative lunchtime that no business owner can afford to miss. The cost is \$10 to cover the lunch.

See you there! Michael Jansen, 2<sup>nd</sup> Vice President and co-chair of the Business Development Committee, Woodland Chamber of Commerce

# Anniversary Members

California State Automobile Insurance (54)  
TV Christison & Sons (54)

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Pacific International Rice Mill, Inc. (49)  
Alderson Hospital (45)  
Lawson Real Estate (33)  
Stow-It of Woodland (31)

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Woodland Veterinary Hospital (29)  
Culligan Water Conditioning (28)  
Elfrink's Inc. (28)  
Dumars Inc. (26)  
F & F Multiprint (25)  
Woodland Aviation, Inc. (23)  
Cracchiolo's Market (22)

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Pedroia & Sons, Inc. (18)  
Whittle & Whittle Property Management (18)  
American Cancer Society (15)  
Target Distribution Center (15)  
Valley Oaks Inn (15)  
The Californian (14)  
Summer House (13)  
Conaway Conservancy Group/PGE Prop. (12)  
Century 21 Trongo & Assoc. Inc. (11)  
Hands Together (11)  
Lee Jr. High School (11)  
ABC Chiropractic (10)  
Chapa-De Indian Health (10)  
Rinker Materials, Inc. (10)  
Speedee Oil Change & Tune Up (10)  
Wood Rogers, Inc. (10)

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Ken Fielding Auto (9)  
Dexter Quiggle DDS (9)  
Ramirez Construction (9)  
Yolo County Historical Museum (8)  
First Northern Bank (7)  
Eureka Seeds (6)  
Holy Rosary Parish Church (6)  
J & K Media (6)  
Young Mortgage (6)  
Devine Design (5)  
Ed Witham, Jr., E. A. (3)  
McLaughlin Farms (3)  
A-1 Secure Storage (2)  
American Commodity Company, LLC (2)  
Chem-Dry of Woodland (2)  
Prudential Insurance (2)  
Davis Musical Theatre Company (1)  
La Tourangelle, Inc. (1)  
Gayle McLevich (1)  
OutdoorMind LLC (1)  
Volt Services Group (1)  
Woodland Polaris (1)

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UNDER 10 YEARS

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