

# businessnews

*We take your business personally*

## What's happening at the Chamber in 2009?



### New map planned

Some years ago the Chamber produced a map that has been handed out to one and all since the beginning of time or at least since 2001! Well, the time has come, since those maps are now gone, to produce another and to that note Chamber Publishing will start in late January to contact the membership about this great opportunity to get their name out in front of everyone that needs to know where to go! Consider it an inexpensive, long term advertising campaign! For more info contact the Chamber office at 687-0700.

### Travel with the Chamber

Every chamber around here seems to be headed to China on a trade mission and to help build the financial position of that chamber. While China is a worthy place to go, the membership for the Pleasant Hill Chamber may not see it as the ultimate place to help build their business.

Well, why not go to Tuscany? A beautiful place to visit and a chance to visit and see many things at a price that is hard to beat. Watch for more information in February and March for what could be the trip of a lifetime.

### Big change in newsletter

The newsletter, while an important source of information for the membership, is also a cost that continues to climb. In an effort to cut costs but still keep you informed the chamber will be changing format with the newsletter. We will go to a quarterly version in an effort to cut down on the amount of paper we use. In the months that we don't produce a newsletter you will receive a postcard with the months activities so you won't miss out on anything that can help your business in these difficult economic times. Not only will we be saving money but will also use less paper in an effort to save some trees!

### Get ready for Business Showcase

Business Showcase 2009 is just around the corner in March so don't miss out on this chance to get your booth in what is sure to be a sell out. With 500 people coming through and over 60 booths it is an easy way to get in front of your next customer or form your next strategic alliance!

Each year this show continues to be the event that will get you noticed. Check the web site for the application and get it in today! Call Ingrid at the Chamber office for more information.

## Mayor's Breakfast



???

*This Pleasant Hill organization was founded seven years before Charley Daly's birth.*

**Answer: what is \_\_\_\_\_?**

???

Come to the mayor's breakfasts to learn this interesting fact and many more about our community. This year the Mayor's Breakfast takes on a different tone not only discussing the State of The City but also a challenge to those that think they know the answer to the above question as well as other important facts about Pleasant Hill. Breakfast will be served on January 30 at 7:30 am with the informational festivities done by 9 am. Cost is \$28 per person and sponsorship opportunities are available. Think you know the answer to the question above? Call today!

## From the President . . .

This article is my introductory correspondence to the "World Famous Pleasant Hill Chamber of Commerce." I want to start by letting you all know how honored I am to take the reins as president for 2009.

Second I want to thank Marian Woodard for her excellent accomplishments as my predecessor. If we learned anything from Marian, it was to have a great attitude, show up, and give it all you've got. She will be remembered fondly for her can do mind-set, great one-liners, and unfailing leadership.

Looking ahead to the New Year we are entering a new business climate which will require creative ways of thinking. Our resolve will dictate how we navigate through these challenges. We must be effective in making changes that will continue to bolster our businesses. We need to examine our customer's needs, be creative, and make them "sticky." This will help maintain current business and assist on building offerings of new services.

Truly there are many sources of fear, uncertainty, and doubt being thrown at us from the media. We can curl up and hope it goes away or we can take note of the lessons of those who came before us and grasp the challenges with vigor. We are truly blessed to live in this community and to benefit in our comforts we have grown used to. Change is good!

Consider the challenges faced by the pioneers crossing the prairies heading west. Or the challenges of those from the Great Depression and how our country pulled together to become the greatest economic power in the world. We rose to greatness in World War II after a surprise attack that pulled us into a war that we triumphed over. Pleasant Hill Chamber members have an opportunity to assist each other and reflect this same greatness and come out stronger through our cohesive efforts.

The resources we have with the highly motivated and optimistic Board of Directors, the committed staff of Charley and Ingrid, the Ambassadors, and volunteers, along with our relationship with the City of Pleasant Hill are tremendous. I am encouraged to have this group collectively working to see commerce grow in our great city of Pleasant Hill.

My charge to us all is to take on a spirit of hope that transcends failure. I often like to recall great quotes of motivation, for instance "*Life is not about waiting for the storms to pass...It's about learning how to dance in the rain.*" Author unknown.

My focus for 2009 will be on education, innovation, and creating new opportunities for those who have family commitments and are unable to partake in previous chamber networking opportunities. We will introduce a better use of technology to help decrease our overhead, increase revenues, and to maximize our exposure to prospective customers.

I will close with another quote that I hope inspires all of you to have an attitude of resolve; "We make a living by what we get. We make a life by what we give" Winston Churchill

I look forward to working with every one of you to see great things happen this year in Pleasant Hill, and working closely with the community to see us all thrive.

*John Kamp—, PHCOC President, The Business Kamp*



John Kamp, President



### Mission Statement

The central purpose and role of the Chamber is to promote and meet local business needs, provide added value to our members, and enhance the quality of life within our community.



### Officers

- President:** John Kamp, The Business Kamp  
**Chairman:** Marian Woodard, The Quantum Business  
**Pres-Elect:** TBD  
**Chief Financial Officer:**  
Wade Cantrell, Computer Sales & Service  
**VP Community Affairs:**  
Dwayne Glemser, Les Schwab Tire Center  
**VP Government Affairs:**  
Jason Wheeler, REI Capital Solutions Group  
**Secretary:** Krista Johns, Diablo Valley College  
**Ambassador Chair:**  
Laura Lawrence, L.G. Lawrence Insurance Specialist

### Board of Directors

- Kristen Kelly, AAA Life Insurance  
Jason Lohe, Safeguard Financial  
Judy Sosnowski, Mt Diablo Unified School District  
Tom Guarino, PG&E  
City Representative: Michael Harris  
PH Rec & Park Representative: Dennis Donaghu

### Office

- Chief Executive Officer: Charley Daly  
Office Manager: Ingrid Rancuret  
91 Gregory Lane, Suite 11  
www.pleasanthillchamber.com  
email: info@pleasanthillchamber.com  
925-687-0700, (fax) 925-676-7422  
Monday-Thursday: 10:00 am-4:00 pm  
Friday: 10:00 am-3:00 pm

### Newsletter

- Design by Donaghu Graphic Designs  
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## Meet the new Chamber President

John has a passion for assisting businesses in achieving excellence. As a former successful corporate CEO, he has had the opportunity to work with various sized companies. John has over 17 years of business experience in a variety of industries and has held positions as Sales and Marketing Manager, Chief Operations Officer, General Manager, and President, to CEO. He also served in the United States Navy for 12 years receiving (2) Navy Achievement Medals. John has a unique, personal approach to business, from conception of ideas or concepts, evaluation of current issues, to taking an established working model and assisting the company to achieve great results. John is an accomplished business coach, public speaker, and gifted motivator.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		** See article in newsletter		<b>1</b>	<b>2</b>	<b>3</b>
<b>4</b>	<b>5</b> <b>Green Committee Chamber Office</b> 8am City Council/ Redevelopment Agency Council Chambers 100 Gregory Lane Council Chambers 7:30 pm	<b>6</b>	<b>7</b>	<b>8</b> PH Rec & Park Board Meeting District Office 7:00pm	<b>9</b> <b>Ambassadors Mtg</b> City Hall Comm Rm 8:00am  <b>Brown Bag Lunch WiFi Advertising</b> noon-1:30pm**	<b>10</b>
<b>11</b>	<b>12</b>	<b>13</b> Planning Commission Council Chambers 100 Gregory Lane Council Chambers 7:30 pm	<b>14</b>	<b>15</b> <b>Planning Session</b> City Hall 7:30-9:00am	<b>16</b>	<b>17</b>
<b>18</b>	<b>19</b> <b>Office closed</b> <b>Martin Luther King Day</b>	<b>20</b>	<b>21</b> <b>Chamber Mixer</b> <b>Mr. Lucky's</b> 2618 Pleasant Hill Rd 5:30pm**	<b>22</b> PH Rec & Park Board Meeting District Office 7:00pm	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b> <b>Government Affairs</b> <b>Left Bank, 5pm</b> Redevelopment Agency /City Council Council Chambers 100 Gregory Lane Council Chambers 7:30 pm	<b>27</b> Planning Commission Council Chambers 100 Gregory Lane Council Chambers 7:30 pm	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>
<b>Jan 26-30 Business Revival Program (call office for details)</b>						
<b>February and March calendars will be sent out later.</b>						

## Brown Bag "Lunch and Learn"

### February 6, noon-1:30pm Three Easy Pieces— Keys to Marketing Success

According to Dunn and Bradstreet, the primary reason for the success or failure of a business, is the success or failure of the marketing effort. In our dynamic, competitive economy, marketing is the core function of every successful enterprise.

No wonder, there are so many marketing programs, promises and packages sold to business owners everyday.

Why make it so difficult? When you get down to it there are **3 Easy Pieces** to successful marketing. You will learn how to:

Create realistic marketing expectations and shorten your sales cycle.

- Understand what marketing is and what it isn't.
- Define the 3 easy pieces to your marketing success.
- How to apply these practical applications to design your own marketing system

Diane Fleck, Business Coach, Marketing Expert, and Founder of The Learning Café, provides business expertise and resources to the East Bay's dynamic and growing entrepreneur and small business community.

### March 6, noon-1:30 at JFKU 5 Easy Ways to Attract Targeted Website Visitors for Free

—Presented by Patrick Schwerdtfeger

Over 98% of websites get fewer than 5 visitors each day. Attracting high-quality website visitors doesn't have to cost a fortune. With a little direction, you can accumulate strategic one-way inbound links and watch the targeted traffic pour in! In this workshop, you'll learn 5 simple strategies you can use immediately ... and they won't cost you a penny.

Patrick is the author of "Make Yourself Useful; Marketing in the 21 st Century". His podcasts have been downloaded over 40,000 times in 27 countries and his articles have been published on literally thousands of different websites. With a diverse background in marketing and finance, Patrick has a gift for explaining complicated subjects in simple language, making his presentations insightful and empowering.



## Promoting the community....

Providing a new service? Planning an event? Special celebration in your business? Chamber members are invited to send in newsworthy items of changes, moves, special functions, etc. to the Chamber office for possible publication in this column. The Chamber reserves the right to select items for publication based upon space limitations and timeliness.

### ■ Pleasant Hill Recreation & Park District is all about fitness in the New Year

Pick up a copy of the newest Spare Time Spotlight for pages and pages of activities designed to make you feel and look great. Learn to dance, fence; even laugh your way to good health. There are a variety of martial arts classes, several types of Yoga, even stress busters in the new self-improvement category. For more information contact Pleasant Hill Recreation & Park District at 676-5200, or [www.pleasanthillrec.com](http://www.pleasanthillrec.com).

### ■ 9th annual...you are invited to a NIGHT OF MERRIMENT

The Rotary Club of Pleasant Hill—along with sponsors Outback Steakhouse, Black Diamond Brewery, and Pleasant Hill Wine Merchants—is proudly hosting their raucous celebration of St Patrick’s Day on Friday, March 13. Enjoy an Irish dinner of corned beef, cabbage, and Guinness meatballs. The Night of Merriment also includes Irish entertainment, silent and live auctions, raffles, and door prizes.



Funds raised from the evening will go back to the community in the form of grants.

#### Locally we are hoping to fund...

- Student Scholarships, Youth Team Sponsorship, Boy and Girl Scouts
- Christmas for Everyone, Loaves and Fishes, Helping Hands
- Special Olympics, Star Quest Children's Talent Show
- Pleasant Hill 4th of July Celebration, Adult Day Services Network

#### And internationally...

- “Polio- Plus” —Rotary International's world-wide polio eradication fund
- “Give Hope Give a Hand” — Pleasant Hill Rotary Club's personally developed and start-up funded project which provides prosthetic hands to amputees in developing countries, at no cost to the recipient.

What better way to celebrate St Patrick’s Day with friends and family! Tickets are available for \$40 per person by calling Stacy Antonel at 671-5853. This evening is always a sell-out, so call soon!

### ■ Music in Pleasant Hill

Postponed from an earlier date, Pleasant Hill Recreation & Park District and Community Concerts proudly present Steve Lucky and the Rhumba Bums at the Pleasant Hill Community Center on Friday, February 20.

This fun, lively, humorous “little big-band” show is a sure fire hit! According to Joe Getty, of radio’s Armstrong & Getty Show, they put on “a show that matched the energy of the music. Steve Lucky and his guitarist, the stunning Carmen Getit, ought to be world famous. I have a new favorite live band: Steve Lucky and the Rhumba Bums.”

See them here, live and in person at a price that can’t be beat and without driving to the city or paying for parking!

Doors open at 7:15pm, showtime, 8pm. Tickets \$30 Gold Circle, \$20 Adults, \$18 Seniors & Children.

Location: Pleasant Hill Community Center, 320 Civic Drive. Order tickets at 229-2710 or [www.communityconcerts.com](http://www.communityconcerts.com).

‘Tis the season for...  
**Crab Feeds!**  
 Support these great causes.




**Sat • Feb 21, 2009**  
 Pleasant Hill Community Center • 320 Civic Dr

**PH Police Department Law Enforcement Torch Run**  
 Pleasant Hill Police Association  
 cordially invites you to their 3rd annual  
**CRAB FEED**  
 Benefiting Special Olympics  
 Northern California East Bay Region  
 Door prizes, raffle, and auction

**5:00pm** door opens  
**6:30pm** dinner  
**Dinner menu**  
 Crab, salad, bread, pasta, dessert, and coffee.  
**No Host** beer, wine, soda, bottled water, **No Host** prawn bar.  
**Please**—no outside alcohol

Buy your ticket NOW! Seating is limited. This event is selling out fast!  
 Tickets must be obtained in advance by contacting Gary Brown **288-4619**  
 No tickets will be sold at the door. Table reservations accepted for table of 8.



**Fri • January 16, 2009**  
 Pleasant Hill Community Center • 320 Civic Dr

**Lions Club of Pleasant Hill**  
 Present their long-running, annual...  
**Crab Feed & Auction**  
 No host bar 6:30pm, dinner 7:30pm

**tickets \$40**

◆ dancing afterwards  
 ◆ a great drawing of prizes  
 ◆ and a silent auction.

For information or tickets call **676-5859** or **682-0896, x11**

100% of the proceeds, every single cent, goes to the many charities supported by the Lions. There are never **any** administration fees.

## Pleasant Hill Community Foundation announces Youth Grant Awards

The Pleasant Hill Community Foundation has awarded 2008 Youth Grants for the following projects:

- College Park High School for the Instrumental Music Program, earth2earth cooking class and diving board restoration
- Pleasant Hill Star Quest for microphones and costumes
- S.T.A.G.E. Troupe Behind the Scenes Parents Association for a new spotlight
- Pleasant Hill Recreation and Park District for a new computer at KIDSTOP Children's Center, Eagle Scout project of a retaining wall at Pleasant Oaks Park, and Project Teens Leading Change youth-led outreach and service projects
- Friends of Rodgers Ranch for a propane tank for the fire-place
- Fair Oaks Elementary School for a storyteller at the Celebration of Reading
- Gardens at Heather Farms for a natural science program at Fair Oaks Elementary School
- Valley View Middle School and Sequoia Middle School for overhead cameras

The proceeds from the 8th Annual Pleasant Hill Sunvalley Golf Classic held last May funded these grant awards. Betty Geishirt Cantrell, Foundation President and Youth Grant Awards Chair, stated, "The Pleasant Hill Community Foundation is very thankful to all the people who participated in the Golf Classic. Their generous efforts benefited schools, community organizations, recreation groups, music programs,

youth theater, healthy projects and youth-led endeavors that positively impact the youth of Pleasant Hill."

The 9th Annual Pleasant Hill Sunvalley Golf Classic will be held May 11, 2009 at the Contra Costa Country Club. Please join the foundation for a fun-filled day that supports the youth of Pleasant Hill. See [www.PHCommunityFoundation.org](http://www.PHCommunityFoundation.org) for more information



Stage Troupe tech crew proudly showed off their new spotlight at a production of their holiday play, 'Twas the Night Before.

## Ribbon cuttings



The Holiday Project opened their wrapping party in December with an overwhelming response from the community to come out and help. The Holiday Project wraps stuffed animals and then delivers them to folks in retirement homes as well as kids in juvenile hall that may not have any one visit them during the Christmas Holiday's. If you would like to help come this year call Pegg Hixson at 465-9570.

## Economic stress and health insurance

We all know that it's a tough time for a lot of people right now. Family and friends are losing jobs in record numbers. Extended group health insurance benefit premiums (COBRA) through former employers can be expensive. There is an answer to help minimize these costs. An independent health insurance broker will provide proper advice on your options. This is one area where you don't want to take unnecessary risks.

Pleasant Hill Chamber member, Laura Lawrence at L.G. Lawrence Insurance Services (0D83875) will help answer your questions. Contact: 925-287-9222 or email [laura@lglawrenceinsurance.com](mailto:laura@lglawrenceinsurance.com)

## Diablo Valley 92.1 sponsors marketing program

Each year, radio station Diablo Valley 92.1 KKDV sponsors a Partners Program that is not only free but also informative in helping to develop your marketing program for 2009. This year the Partners Program is being held at Hyatt Summerfield Suites on February 11 and 12 and only takes an hour. If you are interested call Brenda at 425-5025 and get yourself signed up. Make 2009 the best year in your business!

## New name for Balance Plus, Inc

Effective January 1, Balance Plus, Inc. will become *The Outsource Resource*. The new company will use a staff of experienced local business professionals to perform the same financial and marketing/business communications services they have offered previously, but their menu will greatly expand to include HR, IT, office management and administrative assistance, legal and other business solutions. By utilizing their virtual staff, companies can grow and thrive, even in an economic downturn. You may contact them at [info@balanceplus.net](mailto:info@balanceplus.net) for more information.

## Malaya Center offers workshop

The Malaya Center for Health & Healing is hosting a new workshop called "Build Your Business with Feng Shui," by Karen Cooper, Feng Shui Expert. Learn how to create more prosperity, balance and confidence in your business world. You will learn how to map your office according to Feng Shui, utilize color, and numerous do's and don'ts. Whether you work in a retail, office, or home setting, give yourself the Feng Shui Advantage. Call the Malaya Center at (925) 726-0300 or visit the web site at <http://www.malayacenter.com/classes> to register. Saturday, January 17 from 10:00am-12:00pm, \$35.

## Tax talks

Natalie Ortega of H&R Block will coordinate a series of ten Tax Talks through Pleasant Hill Recreation & Park District at the PH Community Center starting January 10 through March 21. The Saturday afternoon series will highlight changes in the tax laws and frequently asked questions. Each session runs from 1-2:30pm and costs just \$10 for residents of Pleasant Hill Recreation & Park District; \$13 for others. To register, call the Pleasant Hill Community Center at 676-5200 or register online at [www.pleasanthillrec.com](http://www.pleasanthillrec.com).

## ACT Against Violence Workshops

An explosion of violence in neighborhoods across the country has prompted John F. Kennedy University's (JFKU) Graduate School of Professional Psychology (GSPP) to partner with the American Psychological Association (APA) and its Adults and Children Together (ACT) Against Violence initiative. The mission of ACT is to educate and mobilize families, professionals, and communities to prevent violence before it occurs.

As part of the ACT initiative, the GSPP offers the ACT Train-the-Trainer Workshop for anyone seeking certification to teach the ACT Parents Raising Safe Kids (PRSK) program in their local area. PRSK is an 8-week anti-violence education program for parents and other caregivers of children aged 0-8 years. The GSPP, located in Pleasant Hill, is one of the American Psychological Association's (APA) 4 Regional Training Sites for the ACT Train-the-Trainer Workshop, and serves Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington. The ACT Workshop will benefit professionals and organizations working with caregivers of children such as case managers, childcare workers, school counselors, teachers, counselors, marriage and family therapists, social workers, psychologists, law enforcement personnel, clergy, physicians, nurses, and medical staff.

- Workshop Dates: March 27-28, 2009 or May 15-16, 2009
- Place: John F. Kennedy University, 100 Ellinwood Way, PH
- Cost: \$260.00 (registration must be received 30 days prior to workshop)

For more information, contact Della Combs, MFT, Western Regional Director, ACT Programs, John F. Kennedy University, Graduate School of Professional Psychology at (925) 969-3129, online at [dcombs@jfkku.edu](mailto:dcombs@jfkku.edu) or <http://www.jfkku.edu/schools/gspp/act> for workshop details.

## New website for Sugi Health and Fitness

Pleasant Hill Chamber members, Sugi Health and Fitness, are happy to announce the exciting educational features for the public on their newly redesigned website. "Our commitment to educating the public about healthy lifestyles is now fully reflected on the website," says Amy Erez, Director/Owner. "One side informs you about workshops and private sessions, the other all about more in-depth training programs. You can browse the FAQ and learn all about the Sugi approach to fitness, optimal health and performance, read articles about the benefits of Reiki in medicine or listen to radio interviews with movement specialist, Ofer Erez that are full of great information."

Other features, like the new Discount Programs and PayPal, give you more ease in discovering how you can benefit from the varied services at Sugi Health and Fitness in the New Year. Take a look and see what's new for you at [www.SugiHealth.com](http://www.SugiHealth.com)! Amy and Ofer Erez can also be reached at 925.934.3120.

## DVC's seminars for small businesses

Diablo Valley College's Business Division is holding a series of monthly seminars called Business Boosters in spring 2009 geared to owners of small businesses. Expert presenters will provide practical advice and information that can be put to use immediately. The seminars will be offered at a reasonable cost (\$55, including coffee and a pastry). Proceeds will be used to fund special projects of the division, such as low-cost workbooks for students in one-day Saturday business courses where texts would otherwise be too expensive.

On January 22 "The One Page Business Plan" is presented by Melodie Lane and is followed by Stu Carty on February 19. His topic is "How to Use E-mail Marketing in Your Business." Next, Kevin Dean discusses "Getting the Most from Your Website" on March 19. April and May are about marketing. On April 9 Hilmon Sorey discusses "Sales Strategies that Work in 2009," followed by Diane Fleck on May 21. Diane's topic is "Marketing Mindset for 2009: it's not business as usual." The last in this series is on June 18. Steve Hilferty and Tom Leal discuss "Putting the Secrets to Work in Your Business."

Folks are invited to come expecting practical and relevant information, good networking opportunities, and the chance to boost your business during these challenging times. For more information, contact Krista Johns, Dean, DVC's Business Division, 925-685-1230, ext 2199; kjohns@dvc.edu.

## Ben Samrick earns Chartered Financial Consultant (ChFC®) designation

Ben Samrick, ChFC State Farm Insurance, has earned the Chartered Financial Consultant® (ChFC®) professional designation from the American College, Bryn Mawr, PA.

Candidates for the ChFC® designation must complete a minimum of eight courses and 16 hours of supervised examinations. They must also fulfill stringent experience and ethics requirements. Over 44,000 individuals have been awarded the ChFC® designation since its inception in 1982.

The ChFC® program focuses on the complete financial planning process as an organized way to collect and analyze information on a client's total financial situation. ChFCs can identify and establish specific financial goals and then formulate, implement and monitor a comprehensive plan to achieve those goals. Individuals who earn a ChFC® can provide expert advice on a broad range of financial topics including financial planning, wealth accumulation and estate planning, income taxation, life and health insurance, business taxation and planning, investments and retirement planning.

Ben is working on his seventh year as a State Farm Agent and is thrilled to complete this designation. Prior to State Farm, Ben worked in the music industry where he managed such artists as Matt Nathanson. He made the switch to a State Farm agent so he could be more involved in his community as that is what he loves most about his job. In addition to working in the community, Ben feels honored to be able to work with inspiring clients' everyday.

The American College is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, the College has served as a valued business partner to banks, brokerage firms, insurance companies and others for 80 years. The American College's faculty represents some of the financial services industry's foremost thought leaders. For more information, visit [TheAmericanCollege.edu](http://TheAmericanCollege.edu).

## Mitchoff leaves PH Recreation & Park District

Karen Mitchoff, a five-year member of the Board of Directors at Pleasant Hill Recreation & Park District, won a seat on the Pleasant Hill City Council in the election in November. She has a long history in the city and county, having worked as chief of staff for then-county Supervisors Sunne McPeak and Mark DeSaulnier. She is currently an administrative analyst for Contra Costa County Human Services Department. She was a Pleasant Hill planning commissioner for four years and a member of the Redevelopment Advisory Committee for a year in the late 1980s.

As a county employee, Mitchoff shared her knowledge and experience with the PHR&PD board. Her relationships with county leaders proved to be an asset on the District's recently completed Sprayground project. She will be missed.

To fill the vacancy, the Board is accepting letters of interest through January 7, 2009, from district residents, age 18 years and older, who are registered voters. At a special meeting on Thursday, January 15, the Board will interview candidates and select a new member. For more information, contact the park District Office at 682-0896, or [www.pleasanthillrec.com](http://www.pleasanthillrec.com).

## Mark Celio becomes new City Treasurer

Chamber member extraordinaire Mark Celio of Club 50 has been sworn in as the new Pleasant Hill City Treasurer. He takes the reins from Suzanne Salter who has retired after 24 years fiscal responsibility. Mark has said he is excited to take on the role and hopes to keep the standard set by his predecessor. Good luck to you, Mark, from all of us at the Chamber!



New City Treasurer Mark Celio (center) enjoyed the City's Light Up the Night festivities along with his wife Kristen, son Anthony, and Santa Claus.

## FPHE launches fundraising campaign

The Foundation for Pleasant Hill Education (FPHE) is pleased to announce their first Community Campaign for Education. The Foundation, established in 2008, raises funds to support the 11 public schools in Pleasant Hill. Their fundraising goal for this first campaign is \$55,000 and we need your business' help.

Why is a Community Campaign for Education needed in Pleasant Hill, and what is the potential impact to your business? California spends less per student than most states, and current projections from the State of California show that during the 2009-2010 school year the Mt. Diablo Unified School District will receive a significant reduction in State funding, potentially impacting the quality of education in our city's schools. Studies show that communities with strong schools lead to higher property values and ultimately patrons with greater economic buying power for local goods and services.

The money raised from this first campaign will help maintain current levels of education for Pleasant Hill elementary, middle, and high school students in language arts, math, science, and the arts. If we don't act now we jeopardize the educational experience of our community's students.

How can your business help? Join with us and financially contribute to the Community Campaign for Education to help bridge the gap in state funding. We are asking all businesses, as well as residents, in Pleasant Hill to come together to surpass our fundraising goal.

Strong schools benefit Pleasant Hill businesses:

- Pleasant Hill is seen as a community that values education.
- Property values rise as the quality of local public schools increases.
- Our city continues to be a highly desirable place to live, attracting residents with greater disposable income for goods and services.

The FPHE is a nonprofit, volunteer-based organization similar to the education foundations in Walnut Creek, Orinda, Lafayette, Danville, and Martinez. These education foundations have successfully impacted education in their communities with the strong support of local businesses. Now is the time for Pleasant Hill businesses to act!

To make a donation please complete the enclosed response card and mail it with the envelope provided or visit our web site, [www.fphe.org](http://www.fphe.org).

Thank you for your commitment to education in Pleasant Hill.

*Kick Start 2009 with a commitment to Grow Your Business with classes, seminars, and business coaching from The Learning Café*

## How to Develop and Implement your Business and Marketing Plan for 2009

If you don't have a plan, you're failing by default. A 4-week tele-course series produced by Diane Fleck, CEO and Founder, The Learning Café. Course includes weekly tele-conference call with worksheets and Q&As. January 8, 15, 22, and 29. Can't make those dates, or class already started? Not to worry—you can download live calls and worksheets. Ask Diane, your telecoach, those tough questions. \$157.00 for 4 week series. Register online under training center or call Diane Fleck at 925-689-5726.

- Leveraging Today's Social Internet Using Social Media Tools to Grow Your Business Online  
January 16, 2009, 8:30-10:30am  
JFK University, 100 Ellinwood Way  
Rm S217, Pleasant Hill  
\$45 pre-registration (\$55 at door)
- Seven Principles of Conscious Entrepreneurship—How to have Meaning in your Life and Success in your Business  
February 20, 2009 8:30-10:30am  
JFK University, 100 Ellinwood Way  
Rm S209, Pleasant Hill  
\$45 pre-registration (\$55 at door)

To register on line or more information go to [www.TheLearning-Cafe.com](http://www.TheLearning-Cafe.com) or call Diane Fleck 925-689-5726.

Diane Fleck, CEO and Founder of the Learning Café is a business coach, consultant, and corporate trainer. Are you ready to not just survive in 2009 but grow your business to greater heights? Call Diane for informational interview on how she can help you.

## Rotary members build "box dinners" for the holidays at the Salvation Army



A group of Pleasant Hill Rotarians, led by President Steve Wallace (photo on left) worked to help assemble 300 boxes of food for Thanksgiving dinners for those who might otherwise go without. They later participated in the annual Toy & Joy at the Salvation Army, helping give many families a merrier Christmas.



## Program to use low cost business consultants available to businesses

The Chamber is working with the Small Business Development Center to make available to the business community free and very low cost business consultants who can make a difference with any business. Whether it is a marketing plan, business plan update, or understanding your balance sheet, help is available for you. If you have other needs, let us know so we can line up the right consultant for your business.

You can set appointments for one-on-ones or just drop in to see which resources you may need. All this will be available from January 26 through 30 at the Oak Park Shopping Center. What also makes this program unique is that the Chamber is working with *The Future Business Leaders of America*, formally the DVC Business Club, to promote this opportunity to the business community in an effort to help as many businesses as possible. The Chamber recognizes that all businesses need to prosper for each to do well and with the help of *The Future Business Leaders of America* we can make that happen. You can call the Chamber office to make your appointment today.

On February 7 a workshop will be held on Accessing Capital at JFK University. This workshop is to help you find the capital to run your business during challenging times. On hand are experts in several types of factoring as well as low cost loans and bank programs that can make a difference. Cost is \$25 and covers a continental breakfast. Space is limited so call today

## Write a press release that gets published and read

### Brought to you by:

- The Pleasant Hill Chamber of Commerce
- Diane Fleck, Owner of The Learning Café

Who wouldn't want to have their business or achievements published in the Pleasant Hill Chamber of Commerce newsletter? It's a great way to let your local community know about you and your business. Here are some tips to remember when submitting a news release, announcement or event listing.

- **Your press release must be news worthy.** Do you have an interesting story to tell? Why would someone want to read it? What information are you sharing that people want?
- **Benefit headline.** You want to entice the reader to want to read more about what you have to say. Make it interesting, catchy, helpful, or even controversial.
- **Body copy.** The body copy of your release must be short and concise. People will not read it if it's too long and you ramble on about your subject. Typically 50-100 words.
- **Closing.** End your article with either a call to action or contact information.

**It's so easy! Think about what you want to say, why you want to say it and the benefit to the readers!**



## California Employment Law Corner

—By Jessica A. Braverman, Esq.

### New 2009 Employment Laws that you must know

Starting January 1, 2009, the following laws go into effect:

#### ■ No texting while driving effective 1-1-09.

This law adds on to the law that became effective in July 2008—all drivers are required to use a hands free cell phone device while on the road. But now starting January 1, 2009 that law is extended to include no texting at all on cell phones while driving. This includes reading text-based messages while behind the wheel. Tickets will be issued for all violators.

#### ■ Employers beware!

CA labor code 206.5 has been amended effective January 9, 2009 making null and void the execution of any release on account of wages. This includes asking an employee to execute a statement about hours worked during a pay period the employer knows to be false. Violators of this law are guilty of a misdemeanor! For more information contact Jessica Braverman at [Jessica@CAELTC.com](mailto:Jessica@CAELTC.com)

#### ■ Nutritional Information required now for restaurants with 20 or more facilities in California.

Beginning July 1, 2009 to December 31, 2010 chain restaurants with 20 or more facilities in California must post/disclose nutritional or calorie count information on all the food it serves. Compliance begins July 1, 2009, so plan ahead!

#### ■ Family Medical Leave Act

Family Medical Leave Act "FMLA" finalized regarding the new leave to military families and qualifying exigencies. For specific information regarding what is defined as qualifying exigencies, contact Jessica Braverman at [Jessica@CAELTC.com](mailto:Jessica@CAELTC.com)

These are just several of the many new Employment Laws for 2009. If you have any questions about the above, please email your question to [Jessica@CAELTC.com](mailto:Jessica@CAELTC.com) or call Jessica at: 925-827-4198.

On January 13 at 7:30am at the Concord Hilton Hotel Jessica will be speaking about all of the new 2009 employment laws. This is open to the public and the cost is minimal. For registration or more information, contact Cindy Sugrue at EDD at: 925-602-5025.

*Disclaimer: This is an informational column only and nothing in this article should be construed as legal advice. Please contact your attorney for more information.*



## NEW MEMBERS

**California Cancer and Research Institute**  
400 Taylor Blvd, #105, PH  
Susan Graham (925-826-1900)

**KOBE Japan**  
1918 Oak Park Blvd, PH  
Terry Jiang (925-705-7065)

**Loard's Ice Cream of Pleasant Hill**  
1966 Contra Costa Blvd, PH  
Ralph Faulkner (925-609-9961)

**Theresa Villano DDS**  
2161 Ygnacio Valley Rd #110,  
Walnut Creek  
Theresa/Kim Villano/Stanton  
(925-937-2273)

**And Justice for All Now**  
145 Shadowhill Circle, San Ramon  
Pam Fastabend (925-984-9428)

**Providence Capital Funding**  
451 Thistle Circle, Mtz  
Steve Arbabi (925-765-6706)

**Meghan Mahler Design**  
4271 Treat Blvd, Conc  
Meghan Mahler (925-674-8810)

**Café Milano**  
716 Contra Costa Blvd, PH  
Shaw Wadpey (925-682-3333)

**Mass Mutual Financial Group**  
2121 N. California Blvd, #395, WC  
Christopher Manzi (925-979-2351)

**DVC – Phi Beta Lambda**  
321 Golf Club Road, PH  
Daniel Weinberg (925-395-8656)

**State Farm Insurance**  
140 Gregory Lane, #245, PH  
Matthew Rinn (925-671-0222)

**WestCallawayStotka, Inc.**  
200 Gregory Lane, Bldg A, PH  
Kelli Evens-Bell (925-686-8260)

**Networking Lounge**  
1934 Contra Costa Blvd, PH  
Aaron Slinker (925-497-8295)

**The One Page Business Plan Company**  
1798 Fifth Street, Berkeley  
Melodie Lane (510-705-8400)

**To See The World Travel**  
1547 Palos Verdes Mall #183, WC  
Dave and Freda Jackson  
(925-518-3295)

## 57 Years

**Pleasant Hill Recreation & Park District**  
147 Gregory Ln, PH  
Bob Berggren (925-682-0896)

## 40 Years

**Sunvalley Shopping Center**  
1 Sun Valley Mall, Conc  
Michael Fenley (925-825-0400)

## 24 Years

**Lola M. Fellingner, CPA**  
Pleasant Hill  
Lola Fellingner (925-934-4588)

## 20 Years

**Donald Mayo/Fire Protection Consultants, INC**  
150 Grove Circle, PH  
Donald Mayo (925-933-6299)

## 19 Years

**Hillcrest Veterinary Hospital**  
2211 Morello Ave, PH  
Jane Thibedeau (925-676-1909)

## 16 Years

**Contra Costa Water District**  
P.O. Box H20, Concord  
Jennifer Allen (925-688-8041)

## 15 Years

**Coldwell Banker Residential Brokerage**  
1801 N. California Blvd # 100,  
Walnut Creek  
Donna Berggren (925-872-1432)

## 13 Years

**Minuteman Press**  
1500 Sunnyvale Ave, WC  
Theresa Coffman (925-256-6444)

## 10 Years

**Waters Moving and Storage**  
37 Bridgehead Road, Martinez  
Ken Waters Jr. (372-0914)

**Kelly Ann's Salon and Day Spa**  
607 Gregory Ln, #180, PH  
Christine Douglas (925-944-5655)

## 9 Years

**Central Contra Costa Sanitary District**  
5019 Imhoff Place, Martinez  
Michael Scahill (925-229-7310)

## 8 Years

**Pleasant Hill Community Foundation**  
147 Gregory Ln, Pleasant Hill  
Ted Winslow (925-682-0896)

## 6 Years

**Renaissance Club Sport**  
2805 Jones Rd, Walnut Creek  
Kevin Cabral (925-938-8700)

**Coldwell Banker, Coon & McCreary**  
1954 Contra Costa Blvd, PH  
Marty McInturf (925-849-3210)

**Hyatt Summerfield Suites Hotel**  
2611 Contra Costa Blvd, PH  
Tami Barocio (925-934-3343)

## 5 Years

**Red Brick Pizza**  
140 Crescent Drive, PH  
Mike Enos (925-682-4600)

**Gearheart & Otis, LLP**  
367 Civic Dr #17, PH  
Mark Gearheart (925-671-9777)

**Creative Look Photography & Celestial Creations**  
106 Mulberry Loop, PH  
Tod & Caroline Gomes  
(925-787-1063)

## 4 Years

**Maze and Associates**  
3478 Buskirk Ave. #215, PH  
Don Hester (925-930-0902)

**The Holiday Project of Northern California**  
330 I Vincent Rd., PH  
Pegg Hixson (925-465-9570)

**Pleasant Hill 4th of July Commission**  
P.O. Box 23272, Pleasant Hill  
Jim Bonato (925-938-5433)

## 3 Years

**Sugi Health and Fitness**  
2096 Hoover Ave., Pleasant Hill  
Amy Erez (925-934-3120)

## 2 Years

**Estates Consignments**  
1500 Contra Costa Blvd., PH  
Audrey Han (925-682-6800)

**UPS Store 272**  
1155-C Arnold Drive, Martinez  
Jerry Knutson (925-372-7662)

**Diablo Import Services LLC**  
15 Vivian Drive Unit E, PH  
Michael Brown (925-676-2782)

**M.O.S.S. Productions**  
P.O. Box 23611, Pleasant Hill  
Joshua Staley (510-783-6677)

**Cook, Disharoon, and Greathouse Insurance Services, Inc.**  
P.O. Box 12909, Oakland  
Eric Tedmus (510-437-1900)

**Alhambra Garage Doors**  
1155 Arnold Drive, Ste C, Mtz  
Greg Gillette (925-228-9008)

## First Year Renewal

**Wine Thieves**  
3401 Mt. Diablo Blvd., Lafayette  
Rod Santos (925-299-9070)

**State Farm Insurance**  
1511 Treat Blvd. Ste 300, WC  
Ben Samrick (925-235-6960)

## Notable quotes....

*If you think you can do a thing or think you can't do a thing, you're right.*  
—Henry Ford

*Innovation is the specific instrument of entrepreneurship... the act that endows resources with a new capacity to create wealth.*  
—Peter Drucker

*Success is the ability to go from one failure to another with no loss of enthusiasm.*  
—Winston Churchill

*There are three kinds of lies: lies, damned lies, and statistics*  
—Benjamin Disraeli

*USA Today has come out with a new survey—apparently, three out of every four people make up 75% of the population.*  
—David Letterman

*I'm a great believer in luck, and I find the harder I work the more I have of it.*  
—Thomas Jefferson

# Great mixer to end the year!

The December 2008 mixer ended the year in style at The Stratford at Countrywood in Lafayette. Folks enjoyed an intimate environment with wonderful food and good wine.

Those that chose to went on a guided tour of one of the area's most exclusive retirement communities. Thank you to the staff for a wonderful time! If you would like to schedule your tour call them at 932-9910. They would love to hear from you!



THE  
**STRATFORD**  
*At Countrywood*  
SENIOR LIVING

**Thank you, Stratford, for a great holiday mixer  
and Happy New Year to you, your staff,  
and all members of the  
Pleasant Hill Chamber of Commerce!**

## 12 smarter steps to avoiding identity theft

—Neal O'Farrell, Founder of Think Security First

Identity theft can happen so quickly and in so many ways it can make your head spin. But there are some key steps you can take to avoid the most common risks.

- **Create a personal or family security plan.** With all the information, advice and solutions being offered, much of it confusing, conflicting, and downright wrong. A personal security plan makes sense of it all so you can find and fill your vulnerabilities before an identity thief exploits them.
- **Have a response plan.** If you become a victim of identity theft, a properly prepared response plan will save you time, money, and heartache on recovery.
- **Monitor your credit around the clock.** A good credit monitoring service like PrivacyMatters will give you the peace of mind so you won't have to worry about the next data break-in or news headline. You're covered!
- **Lock down your computer with good security software.** Every computer should have its own Security Six Pack—a good firewall, up-to-date virus protection, spyware protection, spam filtering, data encryption, and strong passwords. If you know where to look, it's all free.
- **Treat your social security number like Grandma's secret recipe**—consign it to memory then methodically remove it from every printed form it doesn't need to be on.
- **Conduct a security audit of your accountant.** Your accountant may be your weakest security link because at many accountants' offices social security numbers and tax returns are regularly strewn around without much regard for security. Request and confirm that he or she keeps your files in a protected computer and locked filing cabinet.



- **File away your financial information securely and quickly.** Don't leave such things lying around; they are a temptation to a would-be thief to guess.

- **Complicate your passwords.** 1234 may seem like an easy to remember password, but it's just as easy for an identity thief.

- **Mind your mail and invest in a secure mailbox.** Leaving your mail out all day in an open mailbox or not picking it up for days is an open invitation to identity thieves.

### And finally, the Deadly "ph":

- **Beware of phishing**—bogus emails pretending to be from your bank or other trusted brand requesting account passwords. If possible always go directly to an institution's website and enter your login and password directly on their site.
- **Beware of pharming**—bogus web sites that look like your bank waiting for you to mistype a url. Look at the address bar and confirm you are where you want to be.
- **Beware of phoning**—pre-recorded telephone messages or live operators pretending to be from a bank or credit card company and warning you about a bogus theft. If you receive such an inquiry, do not offer any personal information. Look up the company's fraud department and call them directly.

For more information about the program, have any questions, or would like to discuss any security issues, please contact Neal O'Farrell at [neal@thinksecurityfirst.us](mailto:neal@thinksecurityfirst.us).

## PH Chamber Advertising Rates

### ■ BusinessNews

The official newsletter of the Pleasant Hill Chamber of Commerce

#### Business card ad (3.5wx2h)\*

1 month	\$40
3 months	\$100
6 months	\$200
1 year	\$400

\*need business card

#### Quarter page ad

(3.7wx4.5h or 7.5wx2.3h) \*

1 month	\$80
3 months	\$200
6 months	\$400
1 year	\$700

\* need electronic file (jpg or eps)

#### Full page insert/ Hot Sheet\*

1 time	\$100
3 times	\$225
6 times	\$400
1 year	\$700

\*must provide Chamber with 600 copies per insert run.

### ■ Website Banner

[www.pleasanthillchamber.com](http://www.pleasanthillchamber.com)

#### Fixed banner ads\* (side/bottom of page)

1 month	\$125
3 months	\$350
6 months	\$600
1 year	\$1200

\*includes full color ad with photo or logo; placement on every page; links to your listing on the members page OR your own web site.