

# COMMUNITY-

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

April 2009

## WELCOMING NEW MEMBERS:

**CHOWCHILLA COMPUTER, SATELLITE & Internet**  
309 W. Robertson Blvd., Chowchilla 559-335-0301

**TRINITY PREGNANCY RESOURCE CENTER**  
209 S. Fourth St, Chowchilla 665-7700

**HOLIDAY INN EXPRESS**  
2290 Marketplace Dr., Madera 661-7400



**The Chamber invites its members to encourage other businesses in Chowchilla and the surrounding area to become a member of the Chowchilla District Chamber of Commerce and enjoy member benefits.**

### GIVE LIFE GIVE BLOOD

*CertainTeed Corporation*  
April 15

*Chowchilla Fairgrounds 4:30-8:00pm*

### CHOWCHILLA-MADERA COUNTY FAIR

“Country Living”  
May 14 - 17, 2009

Check out the Fair’s new website: [www.chowchillafair.org](http://www.chowchillafair.org). Fair Exhibitor Handbook and 2009 events on line. New special competitions: Do You Scream for Ice Cream?, Kodak Moment with Attitude; Think Outside the Cake Mix Box, and many more. Check web-site for entry deadlines.



Chowchilla District  
Chamber of Commerce  
Manager: Jacki Flanagan  
559-665-5603 Fax: 559-665-0896

### 2009 Board of Directors

#### Executive Board

**Janet Scroggins** - *President*  
*Tri-Counties Bank*

**Vern Moss** - *Vice President*  
*Madera Cty. Supervisor*

**Charlie Fall** - *Treasurer*  
*Aanonson Sprinklers*

**Waseem Ahmed** - *Past President*  
*United Park, Inc.*

#### Directors

**John Chavez**, *Cornaggia's Bakery*

**Dan Flanagan**, *Flanagan Realty*

**Shirlie Jones**, *Land Company ERA*

**Pat Ginsburg**

**Jan Harrell**, *Golden Acres Apartments*

**Vacancy**

**Larry Pistoiresi, Sr.**, *Steve's Chevrolet*



**RIBBON CUTTING** - Lori Ringen, CPA

### UPCOMING RIBBON CUTTINGS

4/23 - Chowchilla Computer Satellite Internet, 309 W. Robertson 5:30p

TBA - Trinity Pregnancy Resource Center, 209 S. 4th St

TBA - Holiday Inn Express/Madera, 2290 Marketplace Dr., Madera



David L. Rich, D.M.D.

1525 N. Schnoor, Suite 103  
Madera, California 93637  
Telephone 559.673.3698  
Facsimile 559.673.1136

**Coffee Cats**  
515 W. Robertson Blvd # 1  
Chowchilla, Ca 93610  
559-665-3135  
Joy Mitchell  
Coffee Cats of Chowchilla...Be One!



**Lia N. McGinnis**  
Reverse Mortgage Consultant  
Senior Products Specialist

**Wells Fargo Home Mortgage**  
555 W. 18th Street  
Merced, CA 95340  
559 223-9375 Cell  
877 223-9375 Toll Free  
209 434-2403 Fax  
lia.n.mcginis@wellsfargo.com  
www.reverseyouroptions.com

## CCMA SPONSORS SPECIAL GIFTS FOR SPECIAL MOMS



The Chowchilla Community Merchants Association is sponsoring a free "Queen for a Day" contest through CCMA member businesses. Anyone can enter to win a gift package for the "special woman" who has given so much of herself to those she loves.

Entry forms can be picked up at any of the participating CCMA member businesses including Salon Techniques, Hometown Gifts, Blooming Boutiques, Farnesi's Steakhouse, His 'n Hers, Shirt Shack, Fitness Peak, and DC Cleaners. Each entry must include the basic registration information along with a brief written paragraph as to why the nominee should win the "Queen for a Day" prize package. The forms can be returned to any of these same businesses by the deadline of 5:00 p.m. on Friday, May 8.

Three "Queen for a Day" prize packages will be awarded. All entries will be read by the CCMA Board of Directors who will select the first, second and third place winners. The first place prize is a spa day at Salon Techniques, the second place prize includes gift certificates from Hometown Gifts and Blooming Boutiques, and the third place winner will receive a gift certificate from Farnesi's Steakhouse. All winners will be notified by Friday, May 15.

For more information on the CCMA and the "Queen for a Day" contact Andrea Haze, CCMA President at (559)665-4353.

## VIBRANCE and VITALITY

An exhibition of ceramic art from The Arts in Corrections Program in conjunction with the Education Department at the Central California Women's Facility.

April 10 through April 30, 2009

**OPENING RECEPTION**  
Thursday, April 16, 2009  
5:30pm - 7:30pm

At the Madera County Arts  
Council  
CIRCLE GALLERY  
1653 N. Schnoor, Ste. 113  
Madera, CA 93637  
(559) 661 7005  
[www.maderaarts.org](http://www.maderaarts.org)



Sales of pottery benefit the Read Fresno program.

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Chowchilla, CA 93610  
(559) 665-1313 • Fax 665-1339  
Res. (559) 665-2985  
Cell (559) 999-5070

**Zaks Security One**  
1906 Howard Road  
Madera, CA 93637

Office: 559-673-1010  
Fax: 559-673-4898  
Cell: 559-974-4600  
E-Mail: [Zak@Zaksenterprises.com](mailto:Zak@Zaksenterprises.com)

Zak Zacharia  
Chief of Security

## MAKE YOURSELF COMFORTABLE

(State Compensation Insurance Fund, Issue One 2009)

Many of today's jobs require employees to spend long hours working at a computer. Most sit slouched or hunched over the computer rapidly and repeatedly entering data. Many hours of applying constant force to muscles, joints or tendons and working in awkward postures can overstress body parts and increase the chance of a debilitating musculoskeletal injury. One of the most effective ways to decrease the possibility of injury is to make sure the computer workstation and the individual are a good ergonomic fit.

The equipment - Raise or lower the desk, chair, or computer screen to fit the individual. The monitor should be at a comfortable distance so the work does not strain the neck or eyes to see the screen. The top of the screen should be at slightly below eye level. Input document papers should be in a holder at the same level as the screen. Padded arm rests, telephone headsets, back supports, and footrests can take pressure off of arms, neck, and lower back.

The worker - It's important to flex the hands, shoulders, and neck before, during and after long hours at the computer; and, to vary eye focus or work activities, when possible.

When seated at the computer, the spine should have its normal curve with the feet on the floor or on a footrest. Workers should be reminded to keep hands, arms, and shoulders loose and relaxed. The neck should be straight, the head centered above the

spine, the knees and arms bent roughly at 90-degree angles or greater, the wrists and hands straight.

The risk of injury increases if the body doesn't have time to rest or recover. So, periodic breaks or varying work activities is beneficial. Workers should let their supervisor know if they need assistance in arranging their workstation and encourage them to report if they are experiencing pain or discomfort during or after computer work.

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## MAKE CUSTOMERS FEEL SPECIAL

(Barbara Wold's Retail & Consumer Tips, 2009)

Customers like to feel important. Here are some things businesses can do to enhance that feeling & build sales:

- Call customers by name. If you don't know their name -- "We haven't seen you in a while, welcome back" -- let customers know you recognize them.
- Listen to customer needs, wants, ideas, and criticisms.
- Compliment and reassure customers on their purchases.
- Remind employees to focus on the positive. Customers don't want to come in and hear doom and gloom -- they may not return.

**In short: Treat customers as guests you care about.**

Source: [bwold@ix.netcom.com](mailto:bwold@ix.netcom.com)

**NATIONAL VOLUNTEER WEEK - April 19-25, 2009**

**THANK YOU TO ALL THE VOLUNTEERS IN OUR COMMUNITY AND THOSE WHO HAVE GIVEN THEIR TIME AND TALENT TO THE**

## PLANNING VACATION...

**THINK CHAMBER SPONSORED TOURS**  
**SCHEDULE YOUR TRIP NOW!!**



### 2009 TRAVEL TO THE FOLLOWING DESTINATIONS:

Trains of the Colorado Rockies -- July 25 - August 2, 2009  
New England Back Roads --- October 7 - 14, 2009

**There's still time to make your reservation before the deadline dates. Call Jacki Flanagan at 559-665-5603.**

**Don't miss an opportunity to experience a Collette Vacation. 10 or more persons per destination are picked up in Chowchilla and taken to Fresno airport. Have friends in another location interested in traveling with you? Call the Chamber office to obtain a cost per passenger.**

## ABOUT CITY and COUNTY... (check City Calendar for details, [www.ci.chowchilla.ca.us/calendar](http://www.ci.chowchilla.ca.us/calendar))

### April:

- 16 - Madera County Arts Council *Vibrance and Vitality* Open House Circle Gallery, Madera 5:30-7:30pm
- 18 - Tenaya Guild's Brunch 7 Fashion Show, 9:30a Cornerstone CC
- 19 - Chowchilla Speedway - Western All Star 800 Hp Super Late Models, Fairgrounds, Pits open 1p, Grandstand 4p
- 23 - Chowchilla Computer Open House & Chamber Ribbon Cutting, 5:30-7:00pm
- 25-26 - American Cancer Society Relay For Life, Chowchilla Union High School, starts 9:00 a.m. Saturday
- 25 - Chowchilla Fair Horse Show, Fairgrounds, su@8a, call 665-3728

### May:

- 2-3 - IMAA Giant Scale Fly-In, Ave 12, for info [www.frcm.org](http://www.frcm.org)
- 7 Annual Mayor's Prayer Luncheon, Faith Hall 11:30 a
- 9 - Iron Gate Arts Show, 515 W. Robertson Blvd., 10am-4pm
- Golden Valley Chamber Flat Day Parade & Craft Fair, Madera Ranchos
- 9 - Mother's Day
- 14 - 12th Annual Chowchilla Peace Officers Memorial Ceremony Veterans Park, 10a
- 14 - 17 - Chowchilla-Madera County Fair, Fairgrounds, for info call 665-3728 or [www.chowchillafair.org](http://www.chowchillafair.org)

- 16 - Spring Festival Parade & BBQ, Robertson Blvd 10a, BBQ at Fairgrounds following Parade
- 16 - Armed Forces Day
- 16-17 - Madera Wine Trail *Spring Wine Trail Adventure*, for info 800-613-0709 or [www.maderavintners.com](http://www.maderavintners.com)
- 20 - Soroptimist Salad Bar Luncheon, O'Laughlin Hall, 11a-1p
- 20 - Planning Commission, Civic Center, 7p
- 21 - Madera County Arts Council Art & Cultural Tourism workshop For more info 661-0705
- 21 - Heritage Preservation Commission Mtg., Civic Center 7p
- 21-22 - Fresno Radio AMA Giant Aircraft Fly-in, [www.frcm.org](http://www.frcm.org)
- 25 - Memorial Day (observed) - City and Chamber offices closed
- 26 - City Council Meeting, Civic Center 7 pm
- 29-31 - *Legends over Madera Air Show*, Madera airport, [www.LegendsOverMadera.com](http://www.LegendsOverMadera.com)



**NATIONAL DAY OF PRAYER,  
58TH ANNUAL OBSERVANCE**



March 13, 2009

CalChamber Supports Special Election Measures

Props. Provide Framework for Fiscal Responsibility

The California Chamber of Commerce Board of Directors has voted to **support Propositions 1A-1F**, the special election measures to be considered by voters on May 19.



"Together, these measures will help California get back on track with short- and long-term solutions to solve the current budget deficit and help avoid a similar crisis in the future," said Allan Zaremberg, CalChamber president and chief executive officer.

Propositions 1A-1F will restrict state spending in the future, force the state to put money into a rainy day account for future economic downturns, modernize the lottery so the state can get more revenue from it, transfer unspent funds in several special accounts so the money can be used now, require that schools and community colleges get paid back amounts recently cut from their budgets when the economy improves and prohibit elected officials from getting salary increases when the state has a deficit.

"These measures provide an important framework for fiscal responsibility, including limiting spending and creation of a rainy day reserve while still ensuring education, transportation projects and other vital programs will be funded," said Zaremberg. "CalChamber urges voters to pass these six measures to reform the budget process and provide us with the solutions needed to protect us against the types of deficits we faced this year."

A 2-page special report PDF file:

### [Special Election Ballot Measures](#)

Following are brief summaries of the measures that will appear on the May 19 special election ballot and arguments in favor of the California Chamber of Commerce positions. To print pdf file go to: <http://www.calchamber.com/alert/specialreport4-3-09.pdf>.



### IRS WEBSITES TO HELP DURING THESE ECONOMIC TIMES

The "What-ifs" of an Economic Downturn: <http://www.irs.gov/newsroom/article/0,,id=201853,00.html>

Tax Provisions in the American Recovery and Reinvestment Act of 2009: <http://www.irs.gov/newsroom/article/0,,id=204335,00.html?portlet=6>

Free help with filing through our Volunteer Income Tax Assistance Program: <http://www.irs.gov/newsroom/article/0,,id=203141,00.html>

Avoiding problems by choosing a qualified return preparer: <http://www.irs.gov/newsroom/article/0,,id=202123,00.html>

Free help with filing through Volunteer Income Tax Assistance Program: <http://www.irs.gov/newsroom/article/0,,id=203141,00.html>

Information Provided by Tracy Vollmer, Senior Stakeholder Liaison, IRS, Fresno office.

## Highlights of Board of Directors Meeting

The monthly Board of Directors meeting of the Chowchilla District Chamber of Commerce was held on March 11, 2009. At the March meeting the Board of Directors discussed the various working committees for 2009 as well as community and fund raising events. The Board is sponsoring a motorcycle poker run and show & shine to benefit the community Good Samaritan Food Pantry on June 27th. The Chamber Manager was assigned to represent the Chamber and Chowchilla at the Tourism Alliance which meets once a month to promote tourism in Madera County. Additional information regarding the March meeting minutes can be found on the Chamber's website at [http://www.ci.chowchilla.ca.us/chamber/chamber\\_main.htm](http://www.ci.chowchilla.ca.us/chamber/chamber_main.htm).

## Message from the Manager:

Below are a few more websites to help you find information to aid you in operating your business; it is not a complete list.

GOVERNMENT CONTRACT & BIDS, GovCB is a leading website providing government bid and award notices online and via email.: [sctaylor@govcb-bids.com](mailto:sctaylor@govcb-bids.com) or [www.govcb.com](http://www.govcb.com)

PG&E SMALL BUSINESS TIPS: <http://www.pge.com/mybusiness/energysavingsrebates/tips/smallbusiness/index.shtml>

STATE OF CALIFORNIA EMPLOYMENT TRAINING PANEL: [www.ept.ca.gov](http://www.ept.ca.gov) or call 916-327-5261

THE BUSINESS JOURNAL: [www.thebusinessjournal.com](http://www.thebusinessjournal.com)

THE STATE BOARD OF EQUALIZATION: [www.boe.ca.gov](http://www.boe.ca.gov)

This is not a complete list but should get you started in finding information you need to operate your business during these times of opportunities and challenges.

Jacki Flanagan

**Shirlee Jones**  
REALTOR®  
Broker

**ERA Land Company**  
336 Robertson Blvd, Suite B  
Chowchilla, CA 93610  
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E-mail: eraland@sbcglobal.net

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### CHOWCHILLA SPEEDWAY 4/18

The Western All Star 800 HP Super Late Models & Western Modifies double header racing spectacular featuring the hottest dirt race car drivers in the Western United States, over 100 cars competing.

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### PSA EVENT -- VOLUNTEERS WANTED FOR FIRE LOOKOUT ORIENTATION, MAY 2, 10:00 AM

Miami Mountain Volunteer Fire Lookouts will hold their volunteer orientation meeting on Saturday, May 2nd at 10:00am at the North Fork U.S.F.S. Station, located at the intersection Road 222 & Road 225 in the town of North Fork, CA. If you are interested in helping to volunteer staff the fire lookout for the 2009 fire season and are able to volunteer one or more days of your time to help staff the tower, please plan on attending the orientation meeting. For more detailed information or if you cannot attend and would like to volunteer, please contact Richard Camp at [rcampsr@fire-lookouts.org](mailto:rcampsr@fire-lookouts.org).

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### PG& E SAYS "CALL BEFORE YOUR DIG"

San Francisco, CA - April is safe digging month, for local businesses planning construction projects this spring, PG & E reminds them to always call 811 before digging. Whether it's planting a tree, installing a sprinkler system or building a structure, business owners need to know where gas and electric lines lay underground.

The 811 hotline is a free service to obtain important information on what utilities exist beneath the excavation area. Natural gas pipelines, electric power lines and other utilities buried underground can lie within just a few feet of the surface. Accidental contact with these lines can be dangerous and even fatal.

California law requires customers to notify utilities at least two working days before digging. Call 811 puts customers in direct contact with Underground Service Alert (USA), a free utility notification service for anyone who plans any type of excavation project, no matter how small. Customers can call USA from 6am to 7pm, Monday through Friday, except for holidays.

Accidental damage to utility lines can disrupt gas and electric service to an entire community, cause significant property damage and lead to serious injury. USA notifies local utility companies to go out and mark the approximate location for their underground facilities in and around the excavation site. When underground lines are marked, customers can avoid them and prevent serious accidents from occurring.

In addition to calling 811, PG&E offers these other tips for a safe excavation:

- Call 811 at least 2 working days prior & up to 14 days in advance of excavation
- Customers will receive a list of notified utilities that may have underground lines in the area. If you believe a utility may not have marked their lines, call 811 again to notify USA
- On paved surfaces, mark the proposed excavation area with white chalk-based paint. Business owners can also use other white substances such as sugar or flour.
- On unpaved surfaces use flags or stakes to mark the proposed excavation area

- Carefully hand excavate within 24 inches of either side of the utility-marked facility
- Be careful not to erase facility marks while working. If you cannot see the markings, call 811 and request a remarking
- 811 requests are active for 28 days. Notify USA if work continues beyond that time
- Immediately notify utilities about any type of contact or damage to its wires or pipes
- If there is any type of damage to PG&E electric wires or gas pipelines, or if there is a possible gas leak, take these steps:
  - Move to a safe location
  - Call 911
  - Call PG&E at 1-800-743-5000

To learn more about a successful excavation, please visit [www.pge.com/mybusiness/edusafety/contractor/digging](http://www.pge.com/mybusiness/edusafety/contractor/digging).

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### SOCIAL SECURITY ADMINISTRATION, THINKING OF RETIRING?

What is the best option for you? Everyone's situation is different. The Social Security has created several retirement planners to help you decide what would be best for you and your family.

The online Retirement Estimator is a convenient, secure and quick financial planning tool. It uses your own earnings record information, thereby eliminating any need to manually key in years of earnings information. The estimator will let you create "what if" scenarios. To use the Retirement Estimator, go to [www.socialsecurity.gov/estimator](http://www.socialsecurity.gov/estimator).

Many people can continue to work and still receive retirement benefits. If you want more information on how earnings affect your retirement benefits, ask for *How Work Affects Your Benefits* (Publication No. 05-10069, which has current annual and monthly earnings limits and is available on their website: [www.socialsecurity.gov](http://www.socialsecurity.gov)).

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### BOE IN-STATE VOLUNTARY DISCLOSURE CAMPAIGN

If your business purchases items for use, storage, or consumption in California from a seller located outside California that does not collect and report the California use tax, you may owe California use tax.

Revenue & Taxation Code section 6487.06 provided the BOE with the authority to administer an In-State Voluntary Disclosure Program. Individuals and businesses that owe use tax are encouraged to take advantage of the In-State Voluntary Disclosure Program *before* being contacted by the BOE directly.

Benefits to participating in this program include limiting the period of time the

## MEMBERSHIP RENEWALS Mar-Apr 2009:

**The Chowchilla District Chamber of Commerce thanks the listed members for renewing their commitment to the Chowchilla community.**

**Support Chowchilla's businesses and Chamber members!**

American Cancer Society

Avalon Healthcare of Chowchilla

CertainTeed Corporation

Chowchilla Medical Clinic

Eye2Eye Photo Studio

Madera Disposal Systems

Pedro's Place

Pheasant Run Golf Course

Piranha Pipe & Precast

Pizza Factory

Rite Aid Pharmacy

U. S. Postal Service

Washington Square Apartments



*Eye2Eye Photo Studio*  
David J. Cattuzzo  
Photographer  
143 N. 4th Street  
Chowchilla, CA 93610

559-665-2041  
559-871-6981  
dtooz@sbcglobal.net  
eye2eyephotostudio.com

### **CAPTURE ENERGY SAVINGS in Existing Commercial Buildings through Retrocommissioning.**

To help business customers save money by building energy efficiency & demand response capabilities into existing commercial facilities, PG&E offers the Retrocommissioning (RCx) program and incentives to qualified participants.

To learn more about the RCx Program, please email the RCx Program office at [rcsprogram@pge.com](mailto:rcsprogram@pge.com) or visit [www.pge.com/rcx](http://www.pge.com/rcx).

Source: Pacific Gas & Electric, San Francisco



**Census Day: April 1, 2010**

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. Businesses can fulfill a valuable civic duty by partnering with the U.S. Census Bureau to ignite participation in this monumental event. As a trusted business leader in your community, you can help educate your customers about the importance of completing and returning their census questionnaires-to ensure no one is left uncounted. **Achieving a complete and accurate 2010 Census in in our hands.**

Census data shape the future of your community and define your voice in Congress.

- Census information helps businesses make informed operational and marketing decision. It helps community leaders determine locations of new schools, roads, hospitals, child-care centers and more.
- Census data help direct federal and state funding, strengthening communities in need. A stronger local economy benefits your business by making it easier to attract employees and sell your products and services.
- The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

**ACHIEVING A COMPLETE AND ACCURATE 2010 CENSUS IN IN OUR HANDS!**

### **CHAMBER IS SEEKING GOOD USABLE SHELVING UNITS, FILE CABINETS & CABINETS**

Remodeling your office or have items in storage? The Chamber can put to good use shelving units or storage cabinets (wood or metal) in good condition, and no longer needed. The Chamber also can use metal filing cabinets.

Your donation will be greatly appreciated and will help you free up storage space or items not being used.

Contact Jacki at the Chamber office to arrange pick up, 559-665-5603.

