

# COMMUNITY-

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

FEBRUARY 2010

## **WELCOME NEW MEMBERS:**

**LOMBARDI & GILLES, Attorneys at Law, Amy P. Reed**  
1300 W. Robertson Blvd., fax 559-665-0830

**CENTRAL VALLEY PLUMBING, Corey Marquez**  
P.O. Box 695, Chowchilla 559-665-6968

**TELEPHONE CORRECTION:** (CORRECTION TO ERROR IN JANUARY NEWSLETTER)  
**BAJATECH CONSTRUCTION CO.** Telephone Number: 559-201-9353



**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.**

### 2009 Board of Directors

#### OFFICERS

Vern Moss - *President*  
*Madera Cty. District 2 Supervisor*

Brad Banks, *Vice president*  
*Pizza Factory*

Shirlie Jones - *Treasurer*  
*S A Jones Land Company Realtor*

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

#### DIRECTORS

Lee Brock, *Brocks Locksmithing*

David Bump, *Schoettler Tire*

John Chavez, *Cornaggia's Bakery*

Paula Christoffersen, *Paula Christoffersen Insurance Agency*

Dan Flanagan, *Flanagan Realtor Inc.*

Jan Harrell, *Golden Acres Apartments*

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

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



**RIBBON CUTTING**



	<p><i>The Consignment Gallery</i> 513 Robertson Blvd. Chowchilla, CA 93610</p> <p>New Location: 127 W. ROBERTSON BLVD.</p> <p>Judy Abraugh (559) 665-7319</p>	<p>NICOLE PENNINGTON Manager</p> <p>Cellular Phones Accessories Sales and Services</p> <p><b>CAPTAIN KICKS WIRELESS</b></p> <p>1766 W. Robertson Blvd. Chowchilla, CA 93610 Phone 559.665.4100</p> <p>Serving the valley since 1992</p>
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## **SAVE THE DATE**



**CHAMBER GENERAL MEETING**  
program featuring comments on the  
**HIGH SPEED RAIL PROJECT**

Speakers  
Mayor Jim Kopshever, City of Chowchilla  
Kole Upton, Director, Chowchilla Water District

Wednesday, March 31, 2010  
12:00-1:30  
Location To Be Announced

Zak Zacharia  
Chief of Security

**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



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1500 Robertson Blvd.  
Chowchilla, CA 93610  
(559) 665-1313 • Fax 665-1338  
Res. (559) 665-2985  
Cell (559) 999-5070

## GIVE BLOOD, GIVE LIFE

Chowchilla Lions Blood Drives  
4:00p - 8:00p  
Fairgrounds, Little Theater

APRIL 7

JUNE 9

AUGUST 11

OCTOBER 6

DECEMBER 15

## Issue Number: IRS TAX TIP 2010-30

### Five Ways to Offset Education Costs

College can be very expensive. To help students and their parents, the IRS offers the following five ways to offset education costs.

- The American Opportunity Credit** This credit can help parents and students pay part of the cost of the first four years of college. The American Recovery and Reinvestment Act modifies the existing Hope Credit for tax years 2009 and 2010, making it available to a broader range of taxpayers. Eligible taxpayers may qualify for the maximum annual credit of \$2,500 per student. Generally, 40 percent of the credit is refundable, which means that you may be able to receive up to \$1,000, even if you owe no taxes.
- The Hope Credit** The credit can help students and parents pay part of the cost of the first two years of college. This credit generally applies to 2008 and earlier tax years. However, for tax year 2009 a special expanded Hope Credit of up to \$3,600 may be claimed for a student attending college in a Midwestern disaster area as long as you do not claim an American Opportunity Tax Credit for any other student in 2009.
- The Lifetime Learning Credit** This credit can help pay for undergraduate, graduate and professional degree courses – including courses to improve job skills – regardless of the number of years in the program. Eligible taxpayers may qualify for up to \$2,000 – \$4,000 if a student in a Midwestern disaster area – per tax return.
- Enhanced benefits for 529 college savings plans** Certain computer technology purchases are now added to the list of college expenses that can be paid for by a qualified tuition program, commonly referred to as a 529 plan. For 2009 and 2010, the law expands the definition of qualified higher education expenses to include expenses for computer technology and equipment or Internet access and related services.
- Tuition and fees deduction** Students and their parents may be able to deduct qualified college tuition and related expenses of up to \$4,000. This deduction is an adjustment to income, which means the deduction will reduce the amount of your income subject to tax. The Tuition and Fees Deduction may be beneficial to you if you do not qualify for the American opportunity, Hope, or lifetime learning credits.

You cannot claim the American Opportunity and the Hope and Lifetime Learning Credits for the same student in the same year. You also cannot claim any of the credits if you claim a tuition and fees deduction for the same student in the same year. To qualify for an education credit, you must pay post-secondary tuition and certain related expenses for yourself, your spouse or your dependent. The credit may be claimed by the parent or the student, but not by both. Students who are claimed as a dependent cannot claim the credit.

For more information, see Publication 970, Tax Benefits for Education, which can be obtained online at [IRS.gov](http://IRS.gov) or by calling the IRS at 800-TAX-FORM (800-829-3676).

**Links:** •Form 8863, Education Credits ([PDF 82K](#)) •Publication 970, Tax Benefits for Education ([PDF 368K](#)) •[Tax Topic 605](#)

#### YouTube Video:

- Education Credits - [English](#) | [Spanish](#)

Source: Traci Vollmer, Senior Stakeholder Liaison, IRS - Small Business/Self-Employed, [traci.a.vollmer@irs.gov](mailto:traci.a.vollmer@irs.gov)

## Highlights of Board of Directors Meeting

The monthly Chowchilla District Chamber of Commerce Board Meeting was held on January 20, 2010 in conjunction with the Annual Board Strategic Planning Meeting. Working and Ad Hoc committee members were assigned and committee reports were given. The 2010 Budget was approved. Other actions taken were approval to receive mail at a Post Office Box and purchase QB2010 software. Additional information regarding the 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).

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

**February:**

- 22 - City Council Mtg, 7:00p Civic Center Plaza  
 26 - Ducks Unlimited Fundraiser Dinner, Eastman Hall, Fairgrounds  
 Call 665-3728 for information  
 27 - Tire Waste Amnesty Day, to make reservations Call Madera  
 County Code Enforcement, 559-675-7821

**March:**

- 5 - City Furlough Day, city offices closed  
 6 - Chowchilla Redfins *Green Eggs & Ham* Pancake Breakfast,  
 Faith Hall, 8-11am, for tickets call 559-283-2311 or 209-631-5907  
 8 - City Council Meeting, Civic Center Plaza, 7pm  
 12 - Trinity Pregnancy Resource Center Open House, 209 Trinity,  
 4-7p, call 665-7700 for information

- 13 - Little League Opening Ceremonies, R C Wisener Park  
 14 - Daylight Savings Time Begins  
 15 - Airport Advisory Commission Meeting, 7pm Civic Center Plaza  
 17 - *State of the County Luncheon*, Madera Golf Course, 11:30a-1:30p  
 call Lisa Grow 675-7768 or [lgrow@maderacountyvedc.com](mailto:lgrow@maderacountyvedc.com)  
 18 - Heritage Preservation Commission Meeting, 7pm Civic Center  
 19 - City Furlough Day, city offices closed  
 20 - Girls Softball Opening Day, Sports & Leisure Park  
 - 45th Annual Dairyland BBQ Chicken Dinner, call 665-2394  
 for information or tickets  
 21 - Chowchilla Speedway Season Opener, see event line up at  
[www.racechowchilla.com](http://www.racechowchilla.com)  
 22 - City Council Meeting, Civic Center Plaza, 7p  
 27 - Annual Spring Rabies Clinic, Police Department 9a-12p  
 28 - Chowchilla Speedway Racing, see event line up at  
[www.racechowchilla.com](http://www.racechowchilla.com)



**Mark L. Davis**  
 D.D.S.

1754 Robertson Blvd.  
 Chowchilla, CA 93610  
 (559) 665-3565




**Shirlie A. Jones**

S A Jones Land Company Real Estate  
 336 W. Robertson Blvd.  
 Chowchilla, CA 93610  
 Office: (559) 665-1306  
 Fax: (559) 665-1304  
 Cell: (559) 283-1307  
 Email: [sajonesland@sbcglobal.net](mailto:sajonesland@sbcglobal.net)  
 Broker/Owner  
 Realtor®  
 DRE License #: 00634616 **MLS**



**We Can't Move Forward Until You Mail**



**The Questions on the Form --**

**One of the shortest forms in history - 10 Questions in 10 Minutes**

Each question helps to determine how more than \$400 billion will be allocated to communities across the country.

- **How many people were living or staying in this house, apartment, mobile home on April 1, 2010?**
- **Were there any additional people staying here April 1, 2010 that you did not include in Question 1?**
- **Is this house, apartment, or mobile home: owned with mortgage, owned without mortgage, rented, occupied without rent?**
- **What is your telephone number?**
- **Please provide information for each person living here. Start with a person here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1. What is Person 1's name?**
- **What is Person 1's sex?**
- **What is Person 1's age and Date of Birth?**
- **Is Person 1 of Hispanic, Latino or Spanish origin?**
- **What is Person 1's race?**
- **Does Person 1 sometimes live or stay somewhere else?**

We depend on your cooperation and trust, and promise to protect the confidentiality of your information. [Title 13 of the U.S. Code](#) protects the confidentiality of all your information and violating this law is a crime with severe penalties. In addition, other federal laws, including the Confidential Statistical Efficiency Act and the Privacy Act reinforce these protections.

\* Private information is never published. It is against the law to disclose or publish any of the following information:

- Names
- Addresses including [GPS coordinates](#)
- Social Security numbers
- Telephone numbers

**We Collect Information to Produce Statistics**

We use your information to produce statistics. Your answers cannot be used against you by any government agency or court.

**Sworn for Life to Protect Your Confidentiality**

All Census Bureau employees take the [oath of nondisclosure](#) and are sworn for life to protect the confidentiality of the data.

**Violating the Oath Is a Serious Crime**

The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

## Help Workers Manage Stress

In today's world, we deal with a multitude of stressors...the economy, uncontrollable world events, our work, and personal or financial pressures, etc. When the stress-defense response is continually activated without recovery downtime, it could have negative consequences on an individual or in the workplace. Feelings of stress can lower morale, reduce productivity, and increase accidents, injuries, health problems, or violent outbursts - all of which can affect the safe and efficient operation of the workplace. Individuals can't control all the stress-producing elements in their lives but they can learn to balance those stresses and control how they respond to them.

Make sure stress awareness is part of your employee-training program. Acknowledge that it exists in everyone's life and that individuals vary in their stress thresholds and recovery rates. Let employees know that although so stressors can be controlled and managed, some stressors cannot be changed. But, also let them know what resources are available to them should their stress become a condition they're unable to manage on their own.

Keep communication lines open by talking to employees. Periodic staff meetings may provide a forum where employees can air their frustrations or share their ideas and perhaps develop stress reduction solutions. If changes in employee attitudes are observed, talk about what's going on. Keep employees informed of job changes and allow them to participate in decision making, where possible. Make sure your compliments on work practices outnumber your criticisms. It helps if the employee is a good match for the job. Encourage employees to adopt a healthy personal lifestyle including practicing relaxation techniques, establishing good eating habits, monitoring alcohol or drug consumption, exercising, and developing a personal support network.

Stress Management is about balance with relaxation, compliments with criticisms, work with play, problems with rewards, and positives with negatives. Negative workplace stress takes a toll on employees and employers but constructively managing it can have significant payoffs to employees productivity and business profitability.

## Practice Good Housekeeping

A planned and enforced housekeeping program is an important part of any safety program that can produce immediate and long-range positive results. A clean and orderly workplace can prevent slips, trips, or falls and reduce the chance of caught- and struck-by injuries. Practicing good housekeeping can also lower operating costs and increase worker production.

When a work area is clean and orderly, workers can do their jobs more efficiently, without unnecessary delays. And, production runs smoothly when workers can quickly find and locate tools, parts, and materials. Keeping floor space clear and unobstructed allows workers freedom of movement, smoother and faster traffic flow, and easy access to machinery and equipment.

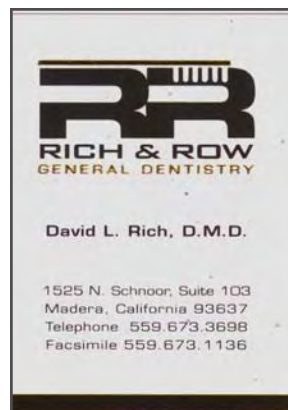
Another benefit to good housekeeping is the reduction of fire hazards. Poor housekeeping can cause fires, help spread them, impeded the effort to put them out or prevent the safe exit from a fire. Good housekeeping also contributes to higher employee morale. A clean and orderly workplace lessens frustration, increases comfort, makes work more enjoyable, and improves employee attitudes. But for a good housekeeping program to be effective, management must be committed to the program, communicate their commitment to workers, and consistently enforce the program's practices.

## Flu Season Is Nothing To Sneeze At

The flu season is still here, employers are advised to educate all employees about flu facts, symptoms, and prevention measures and to prepare their business operations should a pandemic outbreak significantly reduce their workforce or disrupt their business operation.

For more information on the "flu" check the CDC website for flu prevention measures, symptoms. The State Fund website at [www.scif.com](http://www.scif.com) has a Lost Control Bulletin "Preparing for a Pandemic Flu".

Source: Safety News, State Compensation Insurance Fund, Issue Four 2009



### Message from the Manager:

**It is no big secret that businesses are struggling in and around our community. Every business, large or small, is cutting costs, streamlining operations, and/or reducing staff in order to stay afloat. Below are some area/items that should be considered regardless of a dwindling bottom line:**

- **Keeping your business clean and inviting, this includes the storefront, sidewalk, and gutters. Customers will pass by a store that does not look inviting. Changing a "first impression" takes a lot of time and energy; look at your storefront as a customer sees it.**
- **Improve or revamp your customer service level. Customers are looking for bargains but will patronize businesses that make them feel welcomed and remembered even if the cost is higher than other businesses whose customer service is lacking.**
- **Find an idea or special item that will catch the customers' eye; this will place your business one step above the other businesses in your area. Drawing a customer into your business will give you the chance to show off your products & services and customer service.**
- **No matter how bad a day or month you're having, customers and business associates want to feel they are important to you. De-stress away from customers and associates; customers should always leave with a good feeling about your business so they can**

## MEMBERSHIP RENEWALS FEBRUARY 2010:

**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!**

**BUY LOCAL - ASK BEFORE YOU SHOP OUTSIDE OUR AREA -  
MANY BUSINESSES CARRY A LARGE VARIETY OF ITEMS OR CAN ORDER THEM**

Aanonson Sprinkler Company	Cornerstone Community Church	Pacific Ag Insurance Agency
Allwire, Inc.	Crossroads Christian School	Palm Memorial Worden Funeral Chapel
American Cancer Society	Days Inn Chowchilla	Rancho Calera, LLC
Area Mobile Home Park	Darin M. Camarena Health Center	Roberta Flanagan Realtor Inc
Brock's Locksmithing	Eye3eye Photo Studio	Rose Furniture & Accessories
C & R Stove Barn	First 5 Family Resource Center	SaveMart Supermarket
Chowchilla Auto Body Works	Hoffman Electronics Systems	Sol Development Associates, LLC
Chowchilla Floral & Design	Holiday Inn Express & Suites	Stahley Lawn Care
Chowchilla Garden Apartments	Hometown Gifts	State Farm Insurance
Chowchilla Insurance Agency	John & Lora Allanson-Heritage Sq.	Tea Garden Restaurant
Chowchilla Lioness Lions Club	Leyh Insurance Agency	The Consignment Gallery
Chowchilla Medical Clinic	Life Change Church	The Lakes RV & Golf Resort
Chowchilla Pizza Factory	London Properties-Jeannie Meyer	The Village at chowchilla
Chowchilla Speedway	Lori Ringesen, CPA	Tri Counties Bank
Chowchilla Water District	Madera Community Hospital	Trinity Pregnancy Resource Center
Coffee Cats	Master Clean	Work Force Development



### WHY SEARCH AND BUY LOCAL???



Businesses that are locally owned benefit our community in many ways. These businesses are ready to serve you and will go the extra mile to get the items you need. Many businesses buy from many sources and can search for the item or items you want or need; which can save you time and gas.

These businesses are ready to give great service or learn how to improve their service. They contribute to our community's economic success because money stays in our community, they employ local people, they support local organizations and nonprofits, and they buy local products. They also give back to the community through sponsoring, participating, and donating goods and services to local events that benefit the community and local nonprofits. Many local businesses are places where you can see and visit with friends and neighbors as well as the owners of the business. By searching and shopping at this business, you might find items you would not find in other out-of-town shops; they make the community vibrant and different than other places.

Before you decide to go shop in another city, county, or state; take the time to visit Chowchilla area businesses. You may find that what you want is right in your own backyard. You will help keep sales tax revenue in our town or county which helps keep our economy thriving.

**Buy Local** is an 18-month campaign within the Central California region to raise awareness and to educate consumers on the importance to shop within their neighborhoods whether it is a nationally-owned chain or locally owned.

#### Promoting Partnerships

##### Using Your Neighbors to Grow Your Business

Savvy businesses understand that sharing ideas and resources among like-minded and similar customer base businesses can lead to new-found success. Gain the ideas and the tools to develop and plan long-term partnerships that will help grow your business.

- Find "Business Buddies"
- How to start Business Roundtable's
- Discover creative cross-promotions

The opportunities for these little kinds of partnerships are endless. No matter what kind of business you're in, you share customers with other businesses. Find yourself a business buddy or two and you'll pass those customers around and keep them in your local shopping district, buying from independent merchants.



#### DeWitt's Drug Store



407 Robertson Boulevard  
Chowchilla, CA 93610  
559-665-4494 – Phone  
559-665-3632 – FAX  
<http://www.dewittsdrug.com>



Madera County... *The Perfect Location*

## Save the Date

State of the County Luncheon  
Sponsored by Madera County EDC

Wednesday March 17th, 2010  
11:30-1:30

Madera Municipal Golf Course  
23200 Avenue 17 Madera, CA



## Speakers

Chairman of the Board, Tom Wheeler- representing the  
Madera County Board of Supervisors  
Mayor Gary Svanda- representing the City of Madera  
Mayor Jim Kopshever- representing the City of Chowchilla  
*Sponsorship opportunities are available*

Lunch: \$30 Tables of ten: \$300

RSVP to Lois Grow at [lgrow@maderacountyedc.com](mailto:lgrow@maderacountyedc.com) or call 559-675-7768

*The mission statement of the Chowchilla District Chamber of Commerce is to promote the economic, civic, commercial, cultural, industrial and educational welfare of the greater Chowchilla area to improve the quality of the community.*

SEVING CHOWCHILLA BUSINESSES SINCE 1965

Chowchilla District Chamber of Commerce  
P.O. Box 638  
145 W. Robertson Boulevard  
Chowchilla, CA 93610



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