

COMMUNITY-

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

January 2010

WELCOME NEW MEMBERS:

BAJATECH CONSTRUCTION CO.
1001 W. Robertson Blvd., 559-665-9353

PUTTERS BISTRO
19 Club Drive, 559-665-7012



The Chamber invites its members to encourage other businesses in Chowchilla and the surrounding area to

2010 INSTALLATION & AWARDS DINNER

The 2010 Awards & Installation Dinner was a success with numerous community members, local and state dignitaries, as well as honored guests. attending the event at the Chowchilla Fairgrounds Little Theater on January 16th. Ronald D. Moore, screenwriter and producer, gave an inspirational speech that captured the attention of all who attended. The Chamber awarded Mr. Moore with a plaque for his inspiration to all who want to follow their dream. Community Awards were given to Pedro & Amelia Davila for "Vision" with Saverios Restaurant; Donna Faria for "Progress" by expanding to Chowchilla Floral & Design; In Memory of Diana Hansen the "Heart of Chowchilla"; First 5 Family Resource Center as "New Business"; Chowchilla Fairgrounds for "Outstanding Business"; Dick Leyh for "Outstanding Business Person"; and Dan Flanagan for "Outstanding Citizen".

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



**CONGRATULATIONS TO
ALL AWARD WINNERS**





Mark L. Davis
D.D.S.

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

WORKSHOPS - SEMINARS - TRAINING

- Small Communities Economic & Community Development Network Launch, 1/28, 10:00a-3:00p, Chowchilla Public Library, 300 Kings, Chowchilla, Questions? Contact Felicity Lyons, California Coalition for Rural Housing: 916-443-4448, felicity@calruralhousing.org
- Federal/State Basic Payroll Tax Seminar, 2/18, 9:30a-3:30p, Central Cal SBDC, 550n E. Shaw, Fresno, to register or for information call 866-873-6083
- SBA Workshop for Small Businesses, Recovery Act 2009, 2/23, 8:45a-12:00p, Holiday Inn Express, 151 S. Parsons Ave., Merced, to register call 559-487-5791

WEBSITES TO HELP SMALL BUSINESSES

Internal Revenue Service: www.irs.gov/newsroom
 small Business Administration: www.sba.gov/news
 California Chamber: www.calchamber.com/NewsEvents/Pages/Default.aspx
 SCORE® Counselors to America's Small Business: call 559-487-5791: www.sba.gov/ca/fresno
 Secretary of State: www.sos.ca.gov/business
 California Department of Industrial Relations: www.dir.ca.gov
 Department of Occupational Health: www.dir.ca.gov/dosh/dosh1.html
 California Department of Water Resources: www.water.ca.gov
 Better Business Bureau: www.bbb.org

GIVE BLOOD, GIVE LIFE

Chowchilla Lions Blood Drives
 4:00p - 8:00 p

FEBRUARY 3 APRIL 7
 JUNE 9 AUGUST 11
 OCTOBER 6 DECEMBER 15

Fairgrounds, Little Theater

Issue Number: IRS TAX TIP 2010-08

Ten Tax Topics for Taxpayers with **Tots and Teens**

Got Kids? They may have an impact on your tax situation. Listed below are the top 10 things the IRS wants you to consider if you have children.

- Dependents** In most cases, a child can be claimed as a dependent in the year they were born. For more information see IRS Publication 501, Exemptions, Standard Deduction, and Filing Information.
- Child Tax Credit** You may be able to take this credit on your tax return for each of your children under age 17. If you do not benefit from the full amount of the Child Tax Credit, you may be eligible for the Additional Child Tax Credit. The Additional Child Tax Credit is a refundable credit and may give you a refund even if you do not owe any tax. For more information see IRS Publication 972, Child Tax Credit.
- Child and Dependent Care Credit** You may be able to claim the credit if you pay someone to care for your child under age 13 so that you can work or look for work. For more information see IRS Publication 503, Child and Dependent Care Expenses.
- Earned Income Tax Credit** The EITC is a benefit for certain people who work and have earned income from wages, self-employment or farming. EITC reduces the amount of tax you owe and may also give you a refund. For more information see IRS Publication 596, Earned Income Credit.
- Adoption Credit** You may be able to take a tax credit for qualifying expenses paid to adopt an eligible child. For more information see the instructions for IRS Form 8839, Qualified Adoption Expenses.
- Children with Earned Income** If your child has income earned from working they may be required to file a tax return. For more information see IRS Publication 501.
- Children with Investment Income** Under certain circumstances a child's investment income may be taxed at the parent's tax rate. For more information see IRS Publication 929, Tax Rules for Children and Dependents.
- Coverdell Education Savings Account** This savings account is used to pay qualified educational expenses at an eligible educational institution. Contributions are not deductible, however, qualified distributions generally are tax-free. For more information see IRS Publication 970, Tax Benefits for Education.
- Higher Education Credits** Education tax credits can help offset the costs of education. The American Opportunity and the Lifetime Learning Credit are education credits that reduce your federal income tax dollar-for-dollar, unlike a deduction, which reduces your taxable income. For more information see IRS Publication 970.
- Student Loan Interest** You may be able to deduct interest you pay on a qualified student loan. The deduction is claimed as an adjustment to income so you do not need to itemize your deductions. For more information see IRS Publication 970.

The forms and publications on these topics can be found on IRS.gov or by calling 800-TAX-FORM (800-829-3676).


Coffee Cats

515 W. Robertson Blvd #1
 Chowchilla, Ca 93610
 559-665-3135
 Joy Mitchell

Coffee Cats of Chowchilla...Be One!



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

Broker/Owner
 Realtor®

DRE License #: 00634616

MLS

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

January:

- 30 - Little League Weekend Registration, Community Sports Center
10:00a-1:00p

February:

- 3 - Lions Blood Drive, 4:00-8:00p, Fairgrounds Little Theater
5 - City Offices Closed - Furlough Day
- Little League Night Registration, Comm. Sports Ctr., 6:00-8:00p
6 - Little League Weekend Registration, Community Sports Center
10:00a-1:00p
- Annual Rotary Crab Feed, Fairgrounds Eastman Hall,
Tickets or information call 665-2924
- Barn Burners under the Pavilion, 7:00a-5:00p, Fairgrounds
8 - City Council Mtg, Civic Center, 7p
13 - Chamber Valentine Wine Express, 11:00a - 5:30p, call
665-5603 for information or tickets
15 - President's Birth Day - City & Chamber Offices closed
- Sober Graduation Committee Sweetheart Dinner, Cornerstone
Community Church, for information or tickets call Trudy -
665-1592 or Cindy - 665-3952

- 17 - Planning Commission Mtg., 7:00p, Civic Center Plaza
18 - Heritage Preservation Commission Mtg., 7:00 pm Civic Center
19 - City Offices Closed - Furlough Day
20 - Chowchilla Athletic Foundation Hall of Fame Dinner, SFA Hall
6:00p, for information or tickets, call 559-706-4187
- Barn Burners under the Pavilion, 7:00a - 5:00p, Fairgrounds
22 - City Council Mtg, 7:00p Civic Center Plaza
26 - Ducks Unlimited Fundraiser Dinner, Eastman Hall, Fairgrounds
Call 665-3728 for information



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



The Consignment Gallery
513 Robertson Blvd.
Chowchilla, CA 93610

New Location:
127 W. ROBERTSON BLVD.

Judy Abraugh
(559) 665-7319



U.S. Census Bureau

United States
**Census
2010**

Census Day: April 1, 2010

How It Affects the Nation.....We Can't Move Forward Until You Mail It Back

That's why it's so important that you fill in the form and promptly mail it back. Census information affects the numbers of seats your state occupies in the U.S. House of Representatives. And people from many walks of life use census data to advocate for causes, rescue disaster victims, prevent diseases, research markets, locate pools of skilled workers and more.

When you do the math, it's easy to see what an accurate count of residents can do for your community. Better infrastructure. More services. A brighter tomorrow for everyone. In fact, the information the census collects helps to determine how more than \$400 billion dollars of federal funding each year is spent on infrastructure and services like:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services

Participation isn't just important—it's mandatory.

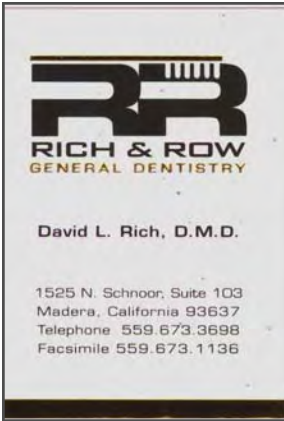
QUIZ: The entire population of the United States in 1790 - the first year of the census - could fit in what modern city?

- A. St. Louis B. Akron
B. C. New York D. Los Angeles

Answer: D. Los Angeles has a population of over 4 million. According to the Census, the population of the U.S. in 1790 was 3,929,000.

Highlights of Board of Directors Meeting

The monthly Chowchilla District Chamber of Commerce Board Meeting was held on December 16, 2009. Working and Ad Hoc committee reports were given. New Directors were introduced and 2010 Board Officers were elected. Plans for the Annual Strategic Planning Session for Board Members was outline. The 2010 Preliminary budget was discussed with a draft available at the next meeting. 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.



About the "Buy Local" Campaign

**SUPPORT
LOCAL
BUSINESSES
KEEP TAX**

Buy Local is an 18-month campaign within the Central Valley region to raise awareness and to educate consumers of the importance of buying from shops within their own neighborhood, whether it is a national chain or a locally-owned shop. To support, learn more or contribute visit: <http://www.fresnoedc.com/contactBuyLocal.html>



CHOWCHILLA DISTRICT CHAMBER OF COMMERCE

VALENTINE WINE EXPRESS

Bus Tour Of Madera Wineries

February 13, 2010, 11:00a - 5:30p



LEAVE THE DRIVING US!

Classic Charters motor coach will pick up passengers at Farnesi's Steakhouse at 11:00am and return at approximately 5:30pm.

Guests will be treated to on-board refreshments, a two-day wristband/wine glass pass, a discount Farnesi's Steakhouse Dinner Coupon and raffle prizes. There will be a live auction and lots of fun.

The Classic Charters motor coach will stop at four Madera Wine Trail wineries/tasting rooms. The Chamber's Valentine Wine Express is in conjunction with the *Madera Wine Trail Wine & Chocolate Festival* on February 13 and 14.

Tickets are \$60.00 each. The two-day wristband allows guest to visit Madera Wine Trail wineries again on Sunday, February 14. What a sweet treat for Valentines!

Contact any Chamber Director; Brad Banks, Lee Brock, David Bump, Paula Christoffersen, Dan Flanagan, Jan Harrell, Shirly Jones, Vern Moss, Larry Pistoiesi, Sr., Janet Scroggins, or call the Chamber office at 665-5603 for tickets or additional information.



Message from the Manager:

As we look forward to 2010 bringing a brighter economic time for our businesses and our community, it is good to reflect that 2009 was a successful year for the Chamber. Small Business Administration workshops and Merced Community College's Customer Service Academy were held locally to allow our local businesses opportunities to attend. The first ever Valentine Wine Express was a huge success by the comments from the participants. We hope 2010's Valentine Wine Express will be even more enjoyable. The Annual Car Show saw a larger participation of community members and local merchants. The Golf Tournament turned out to be a success even though we got a late start to organize teams. Working with the City and the CCMA on the Halloween Treat Street was exciting for the downtown business and brought new awareness to local residents about our downtown. The new Christmas decorations added additional holiday flair to our Robertson Blvd.

In addition to events, I have had the pleasure to provide our members with regular emails on information from the Internal Revenue Service, SCORE, the Small Business Administration, Madera County Economic Development Commission, Madera County Health Department, etc. All the information was sent to provide our members with resources and information to help improve or maintain their businesses.

I look forward to hearing from our members as to how I can make your

DeWitt's Drug Store

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



ROBERTA
FLANAGAN
REALTOR, INC.
Ranches • Homes • Income Property



DAN FLANAGAN
REALTOR®



Merced Office
(209) 723-4337
E-Mail: busydan@inreach.com
www.danflanagan.com



1500 Robertson Blvd.
Chowchilla, CA 93610
(559) 665-1313 • Fax 665-1339
Res. (559) 665-2985
Cell (559) 999-5070

MEMBERSHIP RENEWALS January 2010:

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

All About Nails	Fagundes Dairy	Minturn Huller, Inc.
BJ Vinyl Lettering & Graphics	Fairmead Community & Friends	Minturn Nut Company, Inc.
Buzz's Perfection Glass	Farmers Hardware	Niki Upton, London Properties, Ltd.
Captain Kirks Wireless	Giersch & Associates	Pacific Auction Exchange
Carol Ann Pitner, CMT	Grace Community Church	Pi storesi Ambulance Service
Central California Blood Center	J Troost Dairy, L.P.	Roberta Flanagan Realtor, Inc.
Central California Directories	Larry J Pitner	Steves Chevrolet
Chowchilla Auto Parts	Mace Pest Control	The Almond Company
Chowchilla Inn	Machado Dairy	Tom Berryhill for Assembly
Chowchilla Realty	MainStreet Realty, Inc.	United Park, Inc.
Chowchilla Chevron	Midland Tractor Company	Youssef Hadweh, M.D.

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**

CHAMBER INSTALLS NEW DIRECTORS & OFFICERS:

New Chowchilla District Chamber of Commerce Board Officers and Directors were installed at the January 16, 2010, Awards & Installation Dinner. Board Officers are: Vern Moss, President; Brad Banks, Vice President; Shirly Jones, Treasurer, and Janet Scroggins, Past President. New Directors are: Lee Brock, David Bump, and Paula Christoffersen. Returning Directors are: John Chavez, Dan Flanagan, Jan Harrell, and Larry Pistoresi, Sr.

The Ten Commandments of Customer Service

- 1. Know who is boss.** You are in business to service customer needs, and you can only do that if you know what your customer wants.
- 2. Be a good listener.** Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying.
Do you know what three things are most important to your customer?
- 3. Identify and anticipate needs.** Customers don't buy products or services. They buy good feelings and solutions to problems. Most customers are emotional rather than logical.
- 4. Make customers feel important and appreciated.** Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity -- be sure that your body language also conveys sincerity.
- 5. Help customers understand your organization.** Your organization may have the world's best systems for getting things done - be care that your systems don't reduce the human element of your organization.
- 6. Appreciate the power of "Yes".** Always look for ways to help your customers.
- 7. Know how to apologize.** When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win.
- 8. Give more than expected.** Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:
*What can you give customers that they cannot get elsewhere?
*What can you give customers that is totally unexpected?
*What can you do to follow-up and thank people even when they don't buy?
- 9. Get regular feedback.** Encourage and welcome suggestions about how you could improve.
*Listen carefully to what they say.
*Use a Focus Group to gain customer feedback and new ideas.
*Provide a method that invites constructive criticism, comments and suggestions.
- 10. Treat employees well.** Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treating customers and employees well is equally important.

Source: Barbara Wold, Global Retail & Consumer Export, Balboa Island, CA, bwold@ix.netcom.com



Eye2Eye Photo Studio

David J. Cattuzzo
Photographer

143 N. 4th Street
Chowchilla, CA 93610

559-665-2041
559-871-6981
dt00z@sbcglobal.net
eye2eyephotosstudio.com



**CAPTAIN KIRKS
WIRELESS**

Serving the valley since 1992

NICOLE PENNINGTON
Manager

Cellular Phones
Accessories
Sales and Services

1766 W. Robertson Blvd.
Chowchilla, CA 93610
Phone 559.665.4100

MARK YOUR CALENDAR FOR UPCOMING CHAMBER EVENT

- **Valentine Wine Express, Saturday, February 13, 2010,**
 - Departing Farnesi’s Steakhouse, 11:30 a.m., return 5:30 p.m.
 - Tour four (4) Madera Wine Trail wineries
 - Tickets on Chamber Directors & Chamber office, 665-5603
 - Special Dinner Pricing by Farnesi’s Steakhouse at end of the day.

Chowchilla District Chamber of Commerce Mission Statement: 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."

PRRST
 STD U.S. BULK
 POSTAGE
 PAID
 PERMIT
 NO 16
 Chowchilla CA
 93610

SERVING CHOWCHILLA BUSINESSES SINCE 1965

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

