

COMMUNITY-

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

June 2011



You Are Invited To The

Chowchilla District Chamber of Commerce

Summer Update Breakfast

Presenting

CA Board of Equalization, City of Chowchilla, & Madera County EDC Updates

Wednesday, July 20, 2011

8:15 a.m. - 10:30 a.m.

Farnesi's Steakhouse
230 E. Robertson Blvd.

Guest Speakers

- Senator George Runner, Retired, 2nd District Member, California Board of Equalization
"Will California Ever Be Business-Friendly Again"
- David Alexander, Mayor City of Chowchilla
- Mark Lewis, Chowchilla City Administrator
- Bobby Kahn, Madera County EDC Executive Director

California State
Board of Equalization



CHOWCHILLA
DISTRICT
CHAMBER
OF COMMERCE



Reservations Required -- Cost: \$10.00

RSVP no later than July 14, 2011 to Jacki Flanagan at
chamberofcommerce@ci.chowchilla.ca.us or call 559-665-5603
Price at Door: \$15.00



2011 Board of Directors

OFFICERS

Larry Pistoressi, Sr., - *President*
Steves Chevrolet

Shirley Jones - *Vice President*
S A Jones Land Company Realtor

David Bump - *Treasurer*
Schoettler Tire Company

Vern Moss - *Past President*
Retired

DIRECTORS

Lee Brock, *Brocks Locksmithing*

Paula Christoffersen, *Paula Christoffersen Insurance Agency*

Charlie Fall, *Aanonsen Sprinkler Co.*

Dan Flanagan, *Roberta Flanagan Realtor Inc.*

Jan Harrell, *Golden Acres Apartments*

Ryan Jones, *inHouse Staffing LLC*

Brent Rose, *Rose Flooring & Furniture*

Board of Director Meetings
2nd Wed. of Month 12:00
Civic Center Plaza Public Meeting Room

Chowchilla District
Chamber of Commerce
Manager: Jacki Flanagan
559-665-5603 Fax: 559-665-0896
Monday - Friday
10:00 a.m. - 12:30 p.m.
1:30 - 3:00 p.m.



Captain Kirks Wireless

Wireless Phones - Accessories - Bill Payment

Nicole Pennington
Manager

220 Robertson Blvd.
Chowchilla Ca. 93610
www.ckss.com

Cricket Wireless
Boost Mobile
Virgin Mobile



Zaks Security One

Zak Zacharia
Chief of Security

1906 Howard Road
Madera, CA 93637



Office: 559-673-1010
Fax: 559-673-4898
Cell: 559-974-4600
E-Mail: Zak@Zaksenterprises.com

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

June:

- 14 -Flag Day
- 17 -City Offices Closed
- 19 -Father's Day
- 21 -FREE Entrance Days To National Parks, www.nps.gov
- 22 -Community Coffee with Assemblywoman Kristin Olsten & Supervisor David Rogers, Civic Center, Council Chambers, 6p
- 24 -EDC Eggs & Issues with Assemblywoman Kristin Olsen Farnesi's Steakhouse, 7:30a, call L. Grow, 675-7768 for ticket.
- 25 -Fossil Discovery Center "Buy A Bone" Dinner & Auction, Fair grounds Eastman Hall, 6p, tickets or info call 665-7107
- 27 -City Council Meeting, Civic Center Plaza, 7p

July:

- 2 -Chowchilla Lions Club Community Fireworks, Berenda Reservoir
Open 2p, fireworks at dusk, for information: 665-2530
- 3 -Community Worship in the Park, Veterans Memorial Park, 10a, bring chairs or blankets
- 4 -City and Chamber Offices Closed, Independence Day Holiday
-City of Madera Fireworks, Madera Muni Golf Course, 661-5495
- 11 -City Council Meeting, Civic Center Plaza, 7pm
- 20 -Chamber Summer Breakfast Meeting, Farnesi's Steakhouse
8:15a, call 665-5603 for reservations



CHOWCHILLA LIONS CLUB

COMMUNITY FIREWORKS CELEBRATION

Saturday, July 2, 2011

Berenda Reservoir

Admission Free

Event Activities Begin at 2:00 p.m.

•Games

•Vendors

•Food

•Music

•Family Fun

•Swimming area

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The greatest compliment you can give is a referral.





Shirlie A. Jones

S A Jones Land Company Real Estate
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Chowchilla, CA 93610
Office: (559) 665-1306
Fax: (559) 665-1304
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Email: sajonesland@sbcglobal.net

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MIS



MEMBERSHIP RENEWALS - May - June 2011:

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



SaveMart Supermarket, Chowchilla



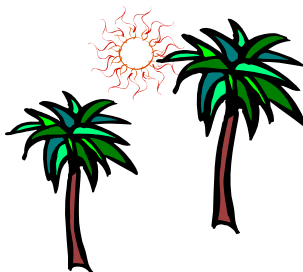
Support Chowchilla's businesses and Chamber members!

BUY LOCAL - ASK BEFORE YOU SHOP OUTSIDE OUR AREA -

DeWitt's Drug Store

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



David L. Rich, D.M.D.



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

WEBSITES TO HELP SMALL BUSINESSES

- Internal Revenue Service: www.irs.gov/newsroom
- small Business Administration: www.sba.gov/news
- California Chamber: www.calchamber.com/
- 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
- Madera County Workforce Development: 662-4600 www.maderawac.org
- Madera County Economic Development Commission, Small Business Loans: <http://www.dir.ca.gov/wpnodb.html>
- http://www.dir.ca.gov/dwc/DWC_InformationalPosters.htm
- www.maderaindustry.org/loans.html

Message from the Manager:

Chowchilla is our community and everyone should take pride in how the community looks. A group of community-minded persons, spearheaded by David Alexander, have organized Community Clean Up Days to keep the City looking its best. Projects include mowing front yard lawns and trimming trees for the elderly who cannot do it themselves or afford to have it done, pulling weeds in the median leading to Reagan School and City parking lots, cleaning up lots that the City owns but due to budget cut backs cannot keep up, and other areas that the Parks, Recreation and Community Development Department lists as needing loving care.

Everyone should show their sense of community pride and do their part to make our community look its best. With every City trying to bring new development and businesses to their community; first impressions may bring a second look at our community.

If you have a little time (an hour or two) that you'd would like to volunteer to help on Community Clean Up Days or Evenings (newly organized starting June 15th), contact the Chamber office for more information about when and where. There are many volunteer opportunities (large and small) if you want to get involved. If no volunteer time; keeping the area around your business or home clean and well kept is a good way to show community pride.

Great things can happen when we all join together for the betterment of our community.

Jacki flanagan

Strategy #1: Customer Retention

Whatever you do, make sure you do whatever you can to keep your current customers. **Customer retention is absolutely critical.**

This economy makes customer retention strategies even more important because customer loyalty has weakened.

You need a customer retention plan. Keep in mind that it doesn't need to be costly, time-consuming or difficult. You just need a few simple steps and always make it a priority:

1. **Contact your top customers or clients regularly.**
Make a list of your top customers, at least 10-25. Call them each at least quarterly. Call, send notes, send articles and information that may be of interest.
2. **Keep your name in front of all your customers.**
Advertise regularly. Network regularly. Send e-mail newsletters regularly. The key is doing this regularly.
3. **Give your current customers good deals.**
We're all used to come-on deals to attract new customers, but we then fail to offer similar discounts to current customers. Remember, your competitors are targeting your customers with deals.
4. **Surprise them!**
Do something special and unexpected for some of your best customers. Send them a small gift. Add something extra to their order.
5. **Keep track.**
Start a database, update your database, contact manager, digital address book. I'm always surprised by the number of businesses — especially small businesses — that do not have a good database of their past customers. Find a way to keep track of all your clients — past and present — so that you can easily and quickly contact them. Your database is GOLD.
6. **Communicate, communicate, communicate.**
All of us, myself included, take our customers for granted. As a result, we get so focused on doing our work, that we don't take enough time out to meet with, talk to, and more importantly, listen to, our customers. Stay in touch. Ask them what they need and want. Be part of their lives and business.

A customer is a terrible thing to waste.

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Res. (559) 665-2985
Call (559) 999-5070




Mark L. Davis
D.D.S.

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



Labor Law Corner

Law Doesn't Mandate Some Common Human Resources Practices:

- **Three-Day, No-Cal, No-Show:** There is no law setting any particular number of missed days for job abandonment by an employee. This up to each employer to determine how many days of no-call/no-show constitutes job abandonment for that company.
- **Verbal then Written Warning Before Termination:** California's "employment at-will" provision means employees can be terminated with no warning at all. Employers often create progressive discipline policies to create a sense of fairness and gives an employee notice there's a problem and a chance to improve.
- **Two Weeks Notice Payout:** California is an at-will state, so the employer can terminate with no notice and no requirement of wages beyond hours that have actually been worked. Note that if the employer has a handbook policy requiring some period of notice for quitting employees, the employer may be held to pay out that period of notice.
- **Doctor's Note as a Get-Out-Of-Jail-Free Card:** Unless there is a specific law which requires a job be held for medical needs, such as state or federal family leave or the Americans with Disabilities Act, a doctor's note has no legal weight and even a long-term employee can be terminated if he or she provides a doctor's note showing a need for a medical leave. Of course If an employer has its own policy, above and beyond what is required by law, that a medical will be granted if the employee has a doctor's note.
- **Mailing a Final Paycheck:** An employer actually has no legal obligation to mail a final paycheck at all unless the employee has quit with less than 72 hours notice and specifically asked to have a check mailed. Otherwise, the employer's only legal obligation is to hold the check at the play checks are normally handed out until the employee comes to pick it up. In fact, mailing the check could subject the employer to penalties, because if the check is mailed and the employee shows up to pick it up, the employer may have to pay penalties for each day the employee has to wait for the check to arrive in the mail.

The Labor Law Helpline is a service of the California Chamber of Commerce preferred & executive members. For expert explanations of labor laws & Cal/OSHA regulations, call (800) 348-2262, or submit your question at www.hrcalifornia.com.



News About Occupational Safety and Health in
Trades & Services

Safety News

ISSUE ONE, 2009

STATE COMPENSATION INSURANCE FUND

Stay Alert To Fatigue

Statistics show that worker fatigue is a contributing factor in many serious injury incidents. Fatigue is often a problem for those who work long shifts; drive trucks and other vehicles; operate machinery; and pilot ships, planes, or trains. That's why it's important for employers to provide fatigue awareness and prevention training and to schedule work to allow for fatigue recovery.

Fatigue can be mental or physical. It can impair concentration, alertness, judgment, and work performance. Although, fatigue is primarily the result of inadequate sleep or insufficient rest, other contributing factors include individual fitness; repeated or cumulative stress (mental burnout); environmental conditions such as heat, cold, vibration, or altitude; task endurance or monotony; and the time of day or night the activity takes place.

Because sleep deprivation is the primary cause for fatigue, workers should ensure they've had adequate sleep and rest before they make critical decisions, drive vehicles, operate machinery, or manipulate controls. They should know that rest and sleep are not the same. While sleep restores the mind and body, resting only temporarily restores energy but doesn't have the lasting effects of adequate sleep.

Fatigue can affect reaction time, manual dexterity, and decision-making. It's easy to be lulled to sleep by the hum of an engine, the warmth of a heater, the monotony of a continuous road, of staring at an instrument panel, and by dim lights or the dark of night. So, workers should recognize early signs of fatigue such as a lapse in attention or not remembering the last ten miles or ten minutes. During

long periods of continuous work activity or when workers notice that they're "glazing over" or feeling drowsy, they should take a break from what they're doing, pull off the road and take a nap, or ask a coworker to "take over" for a few minutes of rest.



At least once every two hours during an eight-hour shift or whenever feeling fatigued, workers should vary the activity, re-adjust positions, take a short break, walk around, take deep breaths, eat a light and healthy snack, talk to a coworker, or even sing or talk out loud. Since dehydration increases the effect of fatigue, drinking plenty of non-caffeinated liquids throughout their work shift is also recommended.

However, the most important factor in preventing fatigue for workers to get adequate sleep and sufficient rest. □

Feature Articles

Stay Alert To Fatigue

The Expert's Corner –
Tuberculosis –
A Continuing Threat

Spread The Word About
Contamination

Make Yourself Comfortable

Required Exits Revised

Safety Topic –
Enter And Exit Vehicles
Safely

In Each Issue

Employer Education Series
Reporting Injuries

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

SERVING CHOWCHILLA BUSINESSES SINCE 1965

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

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