

COMMUNITY-

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

November 2009

WELCOME NEW MEMBER:

MAINSTREET REALTY, INC.

Joanna Garcia, 103 N. Front St., Suite C 665-7200



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



NOVEMBER 1, 2009, 2:00 A.M.

2009 Board of Directors

Executive Board

Janet Scroggins - *President*
Tri-Counties Bank

Vern Moss - *Vice President*
Madera Cty. Supervisor

Charlie Fall - *Treasurer*
Aanonson Sprinklers

Directors

John Chavez, *Cornaggia's Bakery*

Dan Flanagan, *Flanagan Realty*

Shirlie Jones, *Land Company ERA*

Pat Ginsburg

Jan Harrell, *Golden Acres Apartments*

Brad Banks, *Pizza Factory*

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

Vacancy

**RIPOZ
ZOBOR
OZMAG
GUMAC**



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



WORKPLACE POSTER NEED UPDATED DUE TO EEOC NOTICE CHANGE

The law requires an employer to post notices describing the Federal laws prohibiting job discrimination based on race, color, sex, national origin, religion, age, equal pay, disability and genetic information. EEOC's poster is available in English, Arabic, Chinese and Spanish.

EEOC has revised its "Equal Employment Opportunity is the Law" poster. This new version reflects current federal employment discrimination law (including the Americans with Disabilities Act Amendments Act of 2008). The poster was revised to add information about the Genetic Information Nondiscrimination Act of 2008, which is effective November 21, 2009. The revised poster also includes updates from the Department of Labor.

To order updated posters go to: <http://www1.eeoc.gov/employers/poster.cfm> or to pre-order Cal-Chamber's 2010 Employment Notices Post at www.calbizcentral.com which include the California required employment posting.

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Shop Chowchilla Day

A Downtown Holiday Celebration

The Chowchilla Community Merchants Association and the Chowchilla District Chamber of Commerce invite the downtown merchants to be a part of "Shop Chowchilla Day – A Downtown Holiday Celebration" on Saturday December 5 from 10:00 a.m. to 4:00 p.m.

Downtown Chowchilla will herald in the holiday season with Christmas music, strolling carolers and bands throughout the day, pony rides, pictures with Santa, face painting, arts & crafts exhibitions and more. Residents and visitors will be strolling throughout Downtown Chowchilla enjoying the seasonal sights, sounds and activities. There are plans to have a food and or winter coat drive during this event to assist those in need in our community. The day ends with the annual Lions Christmas Tree Lighting Ceremony.

Merchants are encouraged to join together for this special day by creating a festive atmosphere within their business, welcoming the many downtown visitors with a friendly hello, maybe offering a warm winter treat and a thank you for stopping in. A \$5 fee will be charged to cover the costs of marketing and promotion of each registered business participating in the event. In addition businesses are asked to contribute a \$25 gift certificate to be a part of a grand prize that will be awarded on December 18. Shoppers enter the drawing by submitting their name and telephone number at any of the participating business. Those businesses will be identified with a "Holiday Shopping Contest Registration Site" sign promoting the contest for their front window. Customers can only enter the drawing by visiting the registered downtown businesses.

"Shop Chowchilla Day – A Downtown Holiday Celebration" will be a wonderful opportunity for our merchants to connect with potential customers as we enter the holiday season. Any business owner that would like to participate is asked to contact Andrea Haze, CCMA President at 665-4353 no later than Friday, November 20.



A BUSINESS DIES EVERY 2 HOURS

Source: Barbara Wold's Retail & Consumer Tips, Nov. 2009

It breaks my heart to go shopping sometimes. There's the "Going out of business sale!", and the cardboard headstone "Space for Rent". They are all a result of the same problem...not enough customers.

It's nice when you can open a business and attract new customers the next day. It's great when a web site guarantees you profitability. But none of these things happen without good planning. *Without a good plan, and the proper execution, businesses die very quickly.*

3-RULES TO ATTRACT NEW CUSTOMERS

1. Let people know you exist - Advertise and market yourself -- don't forget social media. If people don't know where you are and what you do, they can't buy from you. Advertising and marketing greatly increases your chances of success.

2. Don't scare the customer - Make the customer feel comfortable with your product, service or services. Provide an environment that they will feel safe in. Make them feel good about spending their money.

I walk by stores all the time that are open, but look very dark inside. That doesn't make me feel like going inside. You can't attract new customers if they are not comfortable with you.

3. Look the part - Businessmen wear suits. Policemen carry guns. You are reading this article because we look the part. We effectively display our ability to attract new customers. You can do the same when you look the part.

If you were going to buy tools, you would expect a guy with a tool belt and a smock to help you out, right? After all, he looks like he knows what he's talking about. What if you went to go buy a power saw and a lady in a clown suit asked if she could help you? Exactly. Look the part and you can attract new customers without any problems.

You would be surprised how many people break these simple rules. I go exploring around my city and I find little out-of-the-way businesses that I would have never know about before. They are good businesses with absolutely no exposure. So when I go back a few months later to see them again, they are out of business. It's very sad. They don't go out of business because they are bad at business, it's just that no one knew where they were so they never made enough money to stay open. You can't attract new customers when they don't know you exist.

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U.S. Census Bureau

United States
Census
2010

Census Day: April 1, 2010

What if I do not Fill out the Census Form?

Many residents who do not complete and return a 2010 Census form will receive a replacement form. If no form is mailed back, residents can expect a personal visit from a census taker some time after March 2010. The census taker will ask you the questions on the form, record your answers and then submit the form for your household. Learn more about the [census taker](#).

What if I make a mistake on the Census Form?

If you checked the wrong box, just draw a line through it and mark the correct box for the question. If the error is in a write-in box, carefully draw a line through the incorrect entry and write the correct information as close as possible to the entry.

For more answers to 2010 U.S. Census questions go to:
<http://2010.census.gov/2010census/how/questions.php>

SIGN UP TODAY!

Attend free Small Business Administration workshop on Nov. 23, 2009, Civic Center Plaza, Public Meeting Room, 130 S. 2nd St.

BUILDING A BETTER BUSINESS PLAN

Registration: 8:00 a.m. **Workshop:** 8:30 a.m. - 10:00 a.m.

Topics: Research/Planning, Market Potential; Feasibility; Develop Strategies; and Financing.

To reserve a seat: Call Chamber office at 559-665-5603; fax 665-0896 or email: chamberofcommerce@ci.chowchilla.ca.us

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

November:

- 18 - Madera County 2009 Economic Summit, Madera Municipal Golf Course, 11:30a - 1:30p, for tickets call 675-7768 or email lgrow@maderacountyedc.com
- 21 - Chowchilla Barn Burners, Ag Booster Pavilion, info 975-9800
- 23 - City Council Meeting, Civic Center, 7p
- 25 - City Offices Closed - Mandated Furlough Day
- 26 - Thanksgiving Holiday - City Offices & Chamber Closed
- 27 - Thanksgiving Holiday Weekend - City Offices & Chamber Closed
- 28 - Fairgrounds Hewlett Auction Preview, for info call 665-3728
- 29 - Fairgrounds Hewlett Auction, for info call 665-3728

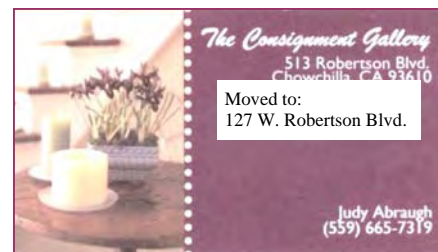
Thanksgiving

December:

- 5 - "Shop Chowchilla" & Christmas Festival, Downtown Chowchilla, 10:00a - 4:00p, call 665-4353 to be a sponsor business or

Information on activities

- 5 - Chowchilla Lions Club 42nd Annual Christmas Tree Lighting, 4:00p, call Parks, call Recreation & Community Services at 665-8640 for info
- 14 - City Council Meeting, Civic Center, 7p
- 16 - Planning Commission Meeting, Civic Center, 7p
- 17 - Heritage Preservation Commission Meeting, Civic Center, 7p
- 23 - City Office Closed - Mandated Furlough Day
- 24 - City and Chamber Offices Closed
- 25 - Christmas Day, City and Chamber Offices Closed
- 31 - City and Chamber Offices Closed



A BETTER WAY TO LIGHT UP THE HOLIDAYS from PG&E

San Francisco, CA - Holiday lights may help bring joy to the season, but they can also bring added costs to your energy bill. Pacific Gas and Electric Company (PG&E) encourages customers to save energy and money by purchasing energy-efficient LED (light-emitting diode) strands to decorate homes or businesses.

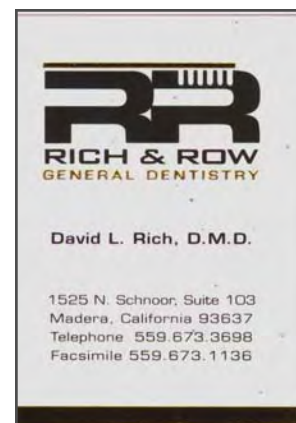
LED holiday lights reduce energy consumption by as much as 90 percent compared to traditional incandescent lights and produce bright light for up to 20 holiday seasons. LED holiday lights also produce almost no heat, thereby reducing the risk of fire.

LED technology produces light in a completely different way than incandescent lamps. While incandescent lamps emit light by heating a filament and produce waste heat in the process, LED lights are illuminated solely by the movement of electrons in a semiconductor material. Because they produce almost no heat, LED holiday lights are safe to touch without worrying about burning your hands.

As people begin to decorate their homes and offices for holiday festivities, PG&E also reminds customers to keep a vigilant eye on safety. We offer the following safety tips for all types of holiday lighting:

- Before you string outdoor lights, check for overhead power lines. Don't place yourself or any object in a position where you or it may come in contact with a power line-the result can be fatal. Look up before raising ladders or other objects. Keep at least 10 feet away from overhead lines.
- Make sure lights used to decorate the outside of the house are approved for outdoor use. Never use indoor lights outdoors.
- If stringing lights on outdoor trees, make sure tree limbs haven't grown into or near power lines. Branches or entire trees can become energized if they contact a power line.
- Check all light strands for cracked or broken plugs, frayed insulation, or bare wires. Worn cords can cause fires. Discard damaged sets of lights.
- Route cords inside your home so they won't trip anyone. Don't place them under rugs, furniture, or appliances. If covered, cords can overheat or become frayed and can cause a fire.
- Follow the manufacturer's limits for number of strings that can safely be connected together.
- Always turn off tree and decorative lights-indoors and outdoors-when leaving the house and before going to bed.

More information on safety and energy-efficient holiday lighting can be found at www.pge.com.



Highlights of Board of Directors Meeting

The monthly Chowchilla District Chamber of Commerce Board Meeting was held on November 10, 2009. Committee reports on the Christmas Decorations, Installation Dinner, and Valentine Wine Express were given. Approval to proceed with new Christmas Decorations following receipt of the Chukchansi Community Grant Award passed. Marty Piepenbrok thanked the Chamber for the support and contribution which helped make the Chowchilla Halloween Treat Street a success. 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.



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Social Security Update January Retirees Should Apply Now (October 30, 2009)

If you have a client who is planning to retire sometime early in 2010, now is the time to apply for Social Security benefits. The most convenient way to apply is online at www.socialsecurity.gov/applyonline.

Filing online means there is no need to visit a Social Security office or wait for a scheduled appointment with a Social Security representative. Retiring online can take as little as 15 minutes. There are no forms to sign and, in most cases, no documents to submit. Tell your clients to apply online at www.socialsecurity.gov/applyonline.

MARK YOUR CALENDAR FOR UPCOMING CHAMBER EVENTS

- **Chamber Installation & Awards Dinner, Saturday, January 16, 2009, Fairgrounds Little Theater**
 - Tickets on sale shortly, be sure to come celebrate with those receiving awards
- **Valentine Wine Express, Saturday, February 13, 2010,**
 - Departing Farnesi's Steakhouse,
 - Tour four (4) Madera Wine Trail wineries

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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