

COMMUNITY -

www.ci.chowchilla.ca.us

chamberofcommerce@ci.chowchilla.ca.us

October 2011



New Member:

CHOWCHILLA WESTERN STAMPEDE, Tom Martin
P. O. Box 385, Chowchilla 93610



REMEMBER - Please consider member businesses for your product service needs and support local events.

2011 Board of Directors

OFFICERS

- Larry Pistoresi, Sr., - *President*
Steves Chevrolet
- Shirlie Jones - *Vice President*
S A Jones Land Company Realtor
- David Bump - *Treasurer*
Schoettler Tire Company
- Vern Moss - *Past President*
Retired

DIRECTORS

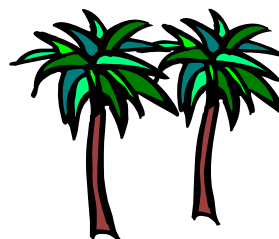
- Lee Brock, *Brocks Locksmithing*
- Paula Christoffersen, *Paula Christoffersen Insurance Agency*
- Charlie Fall, *Aanonson Sprinkler Co.*
- Dan Flanagan, *Roberta Flanagan Realtor Inc.*
- Jan Harrell, *Golden Acres Apartments*
- Ryan Jones, *inHouse Staffing LLC*
- Brent Rose, *Rose Flooring & Furniture*

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.



RIBBON CUTTING



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



State Farm®
Providing Insurance and Financial Services
Home Office, Bloomington, Illinois 61710




Tara D Davis, Agent Lic. # 0H00697
107 N Front Street Ste B
Chowchilla, CA 93610-2961
Bus 559-665-3068
tara.davis.r8bu@statefarm.com
Fax 559-665-5526



The greatest compliment you can give is a referral.

David L. Rich, D.M.D.



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



DeWitt's Drug Store




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



Reserve Your Seat Now!



**CHOWCHILLA DISTRICT CHAMBER OF COMMERCE
FALL DINNER MEETING**

October 18, 2011, 6:00 p.m.
Farnes's Steakhouse, Banquet Room
203 E. Robertson Blvd.

Guest Speaker
JEFF ABERCROMBIE, CALIFORNIA HIGH SPEED RAIL AUTHORITY
Central California Area Program Mansaer
Topic: *What Now?*

**All you can eat Potato & Salad Bar include coffee, iced tea, and dessert
\$15.00 Payable In Advance**

Reservations contact Jacki at chamberofcommerce@ci.chowchilla.ca.us or call 559-665-5603

Highlights of Board of Directors Meeting

The monthly Chowchilla District Chamber of Commerce Board Meeting was held on September 14, 2011. The Consent Calendar from the August Meeting was approved as well as the Treasurer's and Manager's Report, following discussion about the budget versus actual YTD income and expenditures.

Committee reports were given with emphasis on the September 17th Classic Car Show regarding the need for several volunteers on the day of the event. The October 18th General Meeting details were presented as well as other committee reports.

Discussion continued regarding a change in the Chamber logo.

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. Chamber Board of Directors Meetings are held the 2nd Wednesday of each month in the Civic Center Public Meeting Room, 130 S. 2nd Street, Chowchilla, at 12:00 noon.

Message from the Manager:

I continually research information regarding how the Chamber might best serve its members. In fact, our Chamber is a member of the Central California Chamber Alliance. This Alliance is made up of approximately 19 Chambers from Bakersfield to Lodi. The Central California Chamber Alliance was formed to *present a united front on issues that affect the business and agriculture climate of its Central Valley Chamber members.*

I am encouraged by what I am learning from the members with years of Chamber expertise. All Chambers have the same issues regarding serving the members' needs and emphasizing the benefits of Chambers of Commerce.

Recently a great number of the issues and articles I read have articles that highlight the importance of "buying local". In fact, buying local is cited as one of the key factors in keeping cities and business communities viable. Programs such as **The 3/50 Project** (spend \$50 each month at 3 locally owned businesses) and the **\$10 Everyone** (every family spends \$10 every month at a locally owned, independent business) are emphasizing the importance of spending money at locally owned, independent businesses.

Based on the *Civic Economics Andersonville Study of Retail Economics* if every family in the Madera-Chowchilla metro area spent just \$10 a month with a locally-owned, independent business instead of a national chain, over \$3,540,869 would be directly returned to the Madera-Chowchilla community*. That means better schools, better roads, more support for police, fire and rescue departments and stronger local economies. (*Source: www.independentwestand.org/spend_local)

Regardless of programs, projects, or campaigns; buying locally makes good economic sense. It keeps our local businesses thriving, saves gas, and adds needed revenue to our community. Remember our local Chamber members when purchasing seasonal or gift items for the upcoming Thanksgiving and Christmas seasons.

Jacki Flanagan

What is Customer Loyalty?

Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers. However, that focus is not how you build customer loyalty.

You build loyalty by:

- Keeping in touch with customers by using email marketing, Facebook, Twitter, IM, thank-you notes and more.
- Treating your team well so they treat your customers well.
- Showing that you care and remembering what your customers like and don't like.
- By rewarding customers for choosing you over your competitors.
- Truly caring about your customers and figuring out how to make them more successful, happy, joyful, and to solve their problems.



In short, you build customer loyalty by *treating people how they want to be treated.*

Does your marketing plan include strategies and tactics for customer loyalty & customer retention?

Source: Barbara Wold, International Speaker, Author and Business Strategist, Global Retail & Consumer Expert
bwold@ix.netcom.com

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Chief of Security

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E-Mail: Zak@Zaksenterprises.com






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www.danflanagan.com
D.R.E. # 00367029



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

CDC Says “Take 3” Actions To Fight The Flu

Flu is a serious contagious disease that can lead to hospitalization and even death. CDC urges you to take the following actions to protect yourself and others from influenza (the flu):



Take time to get a flu vaccine.

- CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses.
- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common.
- The [2011-2012 vaccine](#) will protect against an influenza A H3N2 virus, an influenza B virus and the H1N1 virus that emerged in 2009 to cause a pandemic.
- Everyone 6 months of age and older should get a flu vaccine as soon as the 2011-2012 vaccines are available.
- Vaccination of high risk persons is especially important to decrease their risk of severe flu illness.
- People at high risk of serious flu complications include young children, pregnant women, people with chronic health conditions like asthma, diabetes or heart and lung disease and people 65 years and older.
- Vaccination also is important for health care workers, and other people who live with or care for high risk people to keep from spreading flu to high risk people.
- Children younger than 6 months are at high risk of serious flu illness, but are too young to be vaccinated. People who care for them should be vaccinated instead.

Take everyday preventive actions to stop the spread of germs.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an [alcohol-based hand rub](#).
- Avoid touching your eyes, nose and mouth. Germs spread this way.
- Try to avoid close contact with sick people.
- If you are sick with flu-like illness, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. (Your fever should be gone without the use of a fever-reducing medicine.) While sick, limit contact with others as much as possible to keep from infecting them.

Take flu antiviral drugs if your doctor prescribes them.

- If you get the flu, antiviral drugs can treat your illness.
- Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid or an inhaled powder) and are not available over-the-counter.
- Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious flu complications.
- It's very important that antiviral drugs be used early (within the first 2 days of symptoms) to treat people who are very sick (such as those who are hospitalized) or people who are sick with flu symptoms and who are at increased risk of severe flu illness, such as pregnant women, young children, people 65 and older and people with certain chronic health conditions.

Flu-like symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. Some people also may have vomiting and diarrhea. People may be infected with the flu, and have respiratory symptoms without a fever.

Source: Centers for Disease Control and Prevention 1600 Clifton Rd. Atlanta, GA 30333, USA, 1-800-232-4636



**Madera County
Flu Clinic Schedule 2011**

**Free Seasonal Flu Shots
for residents 12 years and over!
DONATIONS ACCEPTED!**



**CHOWCHILLA DISTRICT FAIRGROUNDS
(Drive Thru Clinic)**

Tuesday, October 18, 2011

9:30 - 11:30 AM



MEMBER 2007



NLRB Moves Deadline for New Poster Requirement to January

(October 6, 2011) The National Labor Relations Board (NLRB) announced yesterday that it is postponing to January 31, 2012 the start date for requiring employers to notify employees of their rights under the National Labor Relations Act (NLRA).

The California Chamber of Commerce had asked the NLRB to delay implementation of the notice requirement to at least January 2012. The NLRB's original deadline for posting the notice was November 14, 2011.

The NLRB said it decided to postpone the date to allow for enhanced education and outreach to employers, especially small and medium-sized businesses.

For more information on the poster requirement, including information regarding exclusions from coverage and language requirements, please see the CalChamber's National Labor Relations Act (NLRA) Poster Questions and Answers Document, which also includes information regarding the updated date.

Employers should assume they will be required to comply with the posting requirement and post the notice on January 31, 2012. CalChamber is preparing a compliance product in time for employers to distribute it to their employees before the new January 31, 2012, deadline.

Staff Contact: [Gail Cecchetti Whaley](#)

Mark L. Davis
D.D.S.

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Chowchilla, CA 93610
(559) 665-3565



Shirlie A. Jones

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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)

October:

- 15 -Party In Pink Zumbathon Charity Event, info call 665-3828
- Chowchilla Speedway Racing, for info www.racechowchilla.com
- Chowchilla Fairgrounds Market Place, for info call 665-3728
- Movie Night At the Park, Chowchilla Fairgrounds, 665-3728
- 16 -Chowchilla Speedway Racing, for info www.racechowchilla.com
- 17 -Airport Advisory Commission Meeting, Civic Center, 4p
- 18 -**Chamber General Meeting, Farnesi's 6p - CAHSR, call 665-5603 for dinner & meeting information**
- Madera County Free Flu Shots Drive-Thru Clinic, Chowchilla Fairgrounds, 1000 S. 3rd St, 9:30-11:00a
- 19 -Town Hall Meeting, Library Ginsburg Room, 6:30p, for Information call 559-662-6020
- Planning Commission Meeting, Civic Center, 7p
- 20 -Heritage Planning Commission, Civic Center, 7p
- 21 -City Offices Closed
- 22 -Chowchilla Barn Burners racing, <http://racingdms.com/>
- Chowchilla Market Place, Fairgrounds, info call 665-3728
- Friends of the Library Taco Salad, for tickets call 665-2630 or stop by the Chowchilla Library
- Movies In The Park, Chowchilla Fairgrounds, 665-3728
- 24 -28 Chamber Offices Closed- Manager Vacation
- 25 -City Council Meeting, Civic Center Plaza, 7:00p
- 27 -Lioness Lions "Halloween Spooktacular", for info call Liz at 665-3265
- 28 -City Offices Closed (Furlough Day)
- 29 -Chowchilla Barn Burners racing, <http://racingdms.com/>
- Chowchilla Market Place, Fairgrounds, info call 665-3728

- Fairgrounds "Truck & Treat", 5:00p for information call 665-3728
- Movies In The Park, Chowchilla Fairgrounds, 7:00p. Call 665-3728 for information
- 31 -Grace Community Church Harvest Carnival, 6-8p, call 665-5483 for further details



November:

- 4 -City Offices closed
- 5 -Chowchilla Market Place, Fairgrounds, info call 665-3728
- Rotary Club's 31st Annual Dinner & Drawing, for ticket Information call Chuck at 665-2924
- 6 -**Daylight Savings Ends**
- 8 -City Council Meeting, Civic Center, 7p
- 10 -City Offices Closed Furlough Day
- 11 -Annual Veterans Day Commemorative Ceremony, Veterans Memorial Park, 11a
- City and Chamber Offices Closed - Veterans Day Observed





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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93610