



ELK GROVE'S

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Elk Grove Chamber Board of Directors Names New Executive Director

The Board of Directors of the Elk Grove Chamber of Commerce is pleased to announce the appointment of Angela Perry as Executive Director of the Elk Grove Chamber of Commerce effective September 1, 2010. Ms. Perry replaces retired Elk Grove Community Services District General Manager Rita Velasquez who has been filling in as Interim Executive Director since October of 2009.

Ms. Perry brought her talents to the Chamber as a staff member in 2008 and quickly began utilizing her skills in management and organization by developing and implementing numerous improvements to efficiencies in operation as well as creative plans to provide much needed assistance to businesses in our community.

Angela possesses an extensive business background, much of it in Marketing, Bookkeeping, and Event Management. In addition to her over 10 years of management experience overseeing various company operations, she was the owner of a successful small business prior to her tenure with the Chamber. Additionally, Angela has completed year one of the Western Association of Chamber Executives Academy, which provided further education that will complement her existing abilities and direct knowledge of the Elk Grove Chamber.

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www.elkgroveca.com

September/October 2010

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Save The Dates!

September Calendar of Events

- 8th Morning Business Mixer
- 16th BizOps – Human Resources
- 21nd After Hours Business Mixer
- 24th Membership Luncheon

October Calendar of Events

- 7th BizGrow – Effective Sales
- 13th Morning Business Mixer
- 19th After Hours Business Mixer
- 21st BizOps – Cover your Assets
- 22nd Discover Elk Grove

Visit the Chamber's website
www.elkgroveca.com or
Call for more information
916.691.3760

Elk Grove Citizen of the Year Nominations Sought

Nominations are being sought for the 2010 Elk Grove Citizen of the Year award. This annual community award honors an area resident who has rendered outstanding services directly to the Elk Grove community.



Letters of nomination are due by October 5, 2010 at 5:00pm. Applications may be obtained by calling the Chamber office or by visiting the website at www.elkgroveca.com. Please include with the application, information on club and service organization involvement, past accomplishments in the community, and all accomplishments significant to the community and send in confidence to Citizen of the Year, c/o the Elk Grove Chamber of Commerce, 9370 Studio Court, Suite 110, Elk Grove, Ca 95758 or faxed to 916-691-3810. Contact the Chamber of Commerce at 916-691-3760 with any questions.

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Elk Grove Chamber of Commerce
 9370 Studio Court #110
 Elk Grove, CA 95758-8047
 Tel: 916.691.3760
 Fax: 916.691.3810
 www.ElkGroveCa.com
 Chamber@ElkGroveCa.com

2010 Board Officers and Directors

Steve Griffin, President
 Grubb & Ellis
 (916) 418-6018

Veronica Knudson, President Elect
 Methodist Hospital of Sacramento
 (916) 423-6010

Richard Samra, Past President
 Richard Samra Enterprises
 (916) 683-5850

Sharon O'Brien, Vice President
 The O'Brien Company
 (916) 684-7301

Carmine Corral, Secretary/Treasurer
 River City Bank
 (916) 691-2222

Sheryl Carlson, Director
 Vista Point Insurance Services
 (916) 686-8686

Jim Cline, Director
 Frontier Communications Solutions
 (916) 686-3112

Paul Krueger, Director
 SureWest
 (866) 787-3937

Steve Ladd, Director
 Elk Grove Unified School District
 (916) 686-5085

Bob Lent, Director
 Elk Grove Milling, Inc.
 (916) 684-2059

Paula Maita, Director
 Paula Maita & Co.
 (916) 685-9480

Jerry Mayberry, Director
 Allied Waste Services
 (916) 379-3692

Nancy Milton, Director
 Progress Mediation
 (916) 873-1052

Michael Megna, Director
 Backscratchers Salon Systems, Inc.
 (916) 686-2400

Alisa Okelo-Odongo, Director
 Pacific Gas & Electric Company
 (916) 386-5705

Angela Perry, Executive Director
 Elk Grove Chamber of Commerce
 (916) 691-3760

Citizen of the Year Continued from Pg. 1

The 2010 Elk Grove Citizen of the Year will be honored at a banquet on November 1, 2010 sponsored by the area service organizations that collectively produce the Award.

The Elk Grove Citizen of the Year is truly a community award. The award and banquet are co-sponsored by several local service organizations including the Elk Grove Chamber of Commerce, Elk Grove Lions Club, Kiwanis Club of Elk Grove, the Elk Grove Optimist Club, the Pride of Laguna Lions Club, Rotary of Elk Grove, Laguna Sunrise Rotary, and the Soroptimist International of Rio Cosumnes.

Member Spotlight

Marlene Sanborn, Sanborn Law



Marlene Sanborn is retired from the US Air Force and is now an attorney, currently a solo practitioner, here in Elk Grove. She's been practicing law since 1998, but has had her own practice in Elk Grove since 2006, with a focus on Estate Planning and Probate and Business Litigation.

Marlene is currently the Chair of the Board of Directors for the Strauss Festival of Elk Grove. She has been involved with the Strauss Festival since June 2007 and has been on the board since late 2007. While being on the board is a lot of work as the board is truly a "working board," "it is very rewarding when you see the performance take place" says Marlene. "There is so much talent among our dancers and production staff, and they are all volunteers!" She has been chair of the board since September 2009 where the board generally puts on three fund raisers throughout the year, then the four-day festival in July.

Marlene also serves on the Board of Directors of the Elk Grove Rotary Club where she been a board member for almost a year and a half. She joined the Elk Grove Rotary Club in early 2007 and tries to participate in as many events as possible. She has participated in the Veterans' Day Parade (handling out free hotdogs, etc.), in the High School Speech Contests, in the Rotarians at Work Day, and in other events, including the annual Rockin' Beef & Reef Bash, which is coming up on September 25, 2010. The past two years, she has chaired the auction portion of that event, which is Rotary Club's major fund raiser.

Marlene was formerly a member of LeTip, a networking group, from October 2006 to August 2010 and served on its board since 2007, but recently resigned as the Strauss Festival and the Rotary Club keep her pretty busy.

Marlene is married and has one child, a 12 year old, at home. Her other children are grown. Marlene and her husband have recently taken up golf, but they also enjoy other activities such as water skiing, snow skiing, biking, and racquetball.



Executive Director, Continued from Pg. 1

Since October 1, 2009 a myriad of changes have taken place at the Chamber when the Board made the commitment to improve and expand services so businesses in Elk Grove could survive and thrive in this tough economy. According to Velasquez "Angela Perry has played an invaluable role in the operations, marketing, and membership functions of the Chamber during this time and has contributed immensely to these positive changes. She was instrumental in developing and administering the Chamber's successful Small Business Expo held earlier this month. All of the traits she possesses and functions she performs are necessary for a solid working Executive Director and I am confident that Angela can successfully lead the Chamber into the future."

"I am very proud to have been a part of the Chamber and its progress over the past years and look forward to continuing to advance the professionalism and credibility of the Chamber through partnerships with the businesses as well as governmental and community organizations. We are working hard to implement new benefits, promotional opportunities and events to support, educate and advocate for local business. This is an ongoing effort that everyone on the team is committed to," states Ms. Perry. In addition to her many accomplishments, Ms. Perry is the proud mother of a 16 year old daughter and 15 year old son.

"Angela Perry has demonstrated a high degree of professionalism and is the right fit at the right time in history to be the new Executive Director of the Elk Grove Chamber. I also want to thank Rita Velasquez for all her hard work and dedication to the Elk Grove Chamber, she will be missed. The strength of our Chamber of Commerce is in large part due to the work Rita and staff have done over this past year," according to Steve Griffin, Board President.

2010 Chamber Directory Now Available On Our Web Site

Click to
view our
Digital
Directory



The 2010 Elk Grove Business Directory can now be seen on the chamber's website. This digital directory gives the membership and the public complete online access to this award winning pictorial community guide and user-friendly resource of good businesses in Elk Grove.

It's easy to use the new interactive digital directory and allows immediate access from a computer in the office or at home. On the home page of the Chamber's website www.elkgroveca.com simply click on the picture of the Business Directory to have immediate access.

This online version of the Chamber Directory can be seen page by page, or turn to the Table of Contents and click on the section or page preferred. When wanting to learn more about a business, simply click on the web address within any display ad in the color editorial section, or the Business Guide, to be taken to that business's website.

This is just another benefit the Chamber offers the membership and the community.



New Members

Banks & Banking Associations

Five Star Bank

Mark Lepp
9381 E. Stockton Blvd, Ste. 200
Elk Grove, 95624
Phone: (916) 690-3437
Website: www.fivestarbank.com

Beauty Salon

House of Hues

Sue Yslas-Reiche
9148 Elk Grove Blvd, Elk Grove, 95624
Phone: (916) 752-4154

Business Consultants

Alexander Group of Northern California

Rich Pinnell
PO Box 990872, Redding, 96001
Phone: (530) 941-4130
Website: www.alexandergroupincc.net

Child Development & Day Care

Kindercare

Arlene Garcia
8887 Vintage Park Dr., Sacramento, 95828
Phone: 916-682-1111
Website: www.KinderCare.com

Document Scanning

SyTech Solutions

Casey Morris
9362 Studio Court, Elk Grove, 95758
Phone: (916) 381-3010
Website: www.sytechsolutions.com

Financial Services

Success Technology

Stephen Kerner
8880 Cal Center Drive, Suite 400
Sacramento, 95826
Phone: (916) 222-4354
Website: www.successtechnology.com

Hair Stylists

Bridal Hair by Espie

Espie Gonzalez
9154 E. Stockton Blvd, Ste. 120
Elk Grove, 95624
Phone: (916) 213-7409
Website: www.bridalhairbyespie.com

Insurance

David Knowles Nationwide Agency

David Knowles
P.O. Box 2266, Elk Grove, 95759-2266
Phone: (916) 212-8245
Website: www.DavidIsOnYourSide.com

Photographers

Rrelyks Photography by Oliver Meadows

Oliver Meadows
8250 Calvine Road, Ste. C172
Sacramento, 95828
Phone: (916) 760-7190
Website: www.rrelyksphotography.com

Senior/Elderly Care In Home Svcs

Always Best Care

Kim Johnsen
1406 Blue Oaks Blvd, Ste. 175
Roseville, 95747
Phone: (916) 722-6233
Website: www.alwaysbestcaresacramento.com



Discover Elk Grove

October 22, 2010
11:00 AM-2:00 PM
Valley Hi Country Club



This year's *Discover Elk Grove* event will highlight the City's initiatives to spur economic development through fee reductions, expedited permitting, and incentive programs that make it easier than ever to locate businesses in Elk Grove. Visit existing business vendors and review available locations for new businesses.

Visit Vendor Displays from 11:00 a.m. to 2:00 p.m.
Luncheon Registration from 11:00 a.m. to 12:00 p.m.
Luncheon from 12:00 p.m. to 1:30 p.m.



Keynote Speaker
Kelly Brothers,
KCRA's Financial Expert
Provides a Local Economic Update

Also Featuring

Elk Grove Mayor, Sophia Scherman
Welcome Presentation

Laura Gill, Elk Grove City Manager
Presents the City's Initiatives to Spur Economic Development

Steve Griffin
Sr. Vice President, Grubb & Ellis
Reviews Elk Grove's Commercial Real Estate Market

Luncheon Reservations \$35 per person,
Sponsorships and Vendor Space Available
For more information, please contact the
Chamber of Commerce at
Chamber@ElkGroveCA.com or 916-691-3760
www.elkgroveca.com



Introducing Chamber Discount Card

We are excited to announce the **Chamber Discount Card** Program! The CARD is a **Shop Local. Benefit Local.™** program sponsored by the Elk Grove Chamber Of Commerce and the City of Elk Grove to promote local businesses, support fundraising groups and keep sales tax revenues in our city to fund public safety, youth athletics and other important services.

FREE ADVERTISING AND PROMOTION! Free to merchants and local businesses. There's no "catch." We will call you over the next few weeks to sign up. Just offer a good discount to customers when they present the CARD. Your business will be featured on our website. Non-profit groups and the Chamber of Commerce will sell the CARDS so you quickly get more customers. *And it's FREE (really!)*

GREAT FOR FUNDRAISING GROUPS! Your group earns a large portion from each CARD sold so you can exceed your fundraising goals in just a few weeks. Plus, EVERY YEAR your group continues to receive money each time a card is purchased online! Everyone wants a CARD so it is easy to sell.

THE CARD IS THE BEST VALUE IN TOWN! Beginning in October, the Card will have hundreds of great local discounts worth over **\$6,000** at your favorite restaurants, retailers, professional services and others all for only **\$25**. New merchants are added to the website often so the value of the Card continues to grow all year.

Ready to sign up?

Contact us: 1-888-608-0882

Merchant@ChamberDiscountCard.com Fundraising@ChamberDiscountCard.com

www.ChamberDiscountCard.com



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SWEENEY & GREENE LLP
ATTORNEYS AT LAW



Elk Grove Citizen

Ribbon Cuttings



Henry's Farmers Market
8211 Laguna Blvd.
916-478-9595



Success Technology
8880 Cal Center Dr, Ste. 400
Sacramento
916-222-4354



Togo's/Baskin Robbins
8417 Elk Grove - Florin Rd.
916-525-2531



Athena Roussos, Attorney
9630 Bruceville Rd, #106-386
916-670-7901



House of Hues
9148 Elk Grove Blvd.
916-752-4154

Gold

Upcoming Workshops

All of the workshops are open for registration at \$10.00 per person for Chamber Members and \$25.00 per person for non-members. All workshops include a light breakfast or lunch. Register on our website or by calling the Chamber office. Workshops will fill up fast so reserve your seat today!

BizOps

September 16, 7:30-9:00am

Stay Out of Trouble with the EDD
Hiring & Firing, Rules of Engagement for Small Business
Speaker: Laurie Rodriguez

October 21, 7:30-9:00am

Cover Your Assets & Limit Your Liability
Best Practices and Insurance for the Small Business
Speaker: Jim Sweeney/Jeff Beck
SWEENEY & GREENE LLP
ATTORNEYS AT LAW



BizGrow

October 7, 11:45am - 1:15pm

Increase Your Bottom Line
Secrets to Effective Sales
Speaker: Brandon Miller

November 4, 11:45am - 1:15pm

Get Exposed (In a Good Way)
Creating & Enhancing Web Visibility



Silver

Don't Miss Chamber Monthly Membership Luncheons

September 24 – Speaker: Frontier Communications
11:30-1:00pm at Valley Hi Country Club

October 22 – Discover Elk Grove
11:30-1:30pm at Valley Hi Country Club