



THE CARMICHAEL CHAMBER OF COMMENTATOR



Serving The Carmichael Community Since 1948

VOL. 26-NO. 4

“CELEBRATING OUR 60TH YEAR”

APRIL 2008

RT Chief Wiley To Be Featured, April 22

Newly appointed Michael R. Wiley, Regional Transit General Manager/CEO, will be the featured speaker at the Carmichael Chamber of Commerce General Meeting, Tuesday, April 22, noon at Carmichael Park Clubhouse, 5750 Grant Avenue (at Fair Oaks Boulevard).

As General Manager/CEO he will lead the agency in the development of a new transit vision. The Transit Master Plan will focus on short-range and long-range plans to expand and enhance public transit services to address the anticipated population growth in Sacramento and surrounding communities.

The meeting is open to the public and

reservations are required. Cost of the luncheon is \$13.50 prepaid and \$15.00 at the door. To secure your seat call the chamber office, 481-1002. Deadline for reservations is 2 p.m. Friday, April 18.

Carmichael Business Expo Get Connected!

Carmichael, CA - The Carmichael Chamber of Commerce presents the 2008 Business Expo at the Hillside Center, Wednesday, August 6, 2008 from 10:00a.m. to 6:00p.m. The Carmichael Business Expo gives local businesses a chance to display and demonstrate their products and services for potential customers. The Carmichael Chamber of Commerce is committed to providing quality services and creating opportunities for success for their members. The Carmichael Chamber of Commerce also strives to be a catalyst for economic prosperity within the region. The 2008 Carmichael Business Expo provides a cost-effective means for small to medium size business' to showcase their products and services to numerous prospects.

This year, the Carmichael Business Expo will feature three pavilions; business to business, business to community and community services. The community services pavilion will feature representative from the Sacramento Sheriffs Department, Emergency Services and First Responders, and Metro Fire. The Carmichael Chamber of Commerce expects over 75 top businesses to participate. Michael Fruci, Honorary Mayor and Chairman of the Business Expo, states "The theme for this year's Business Expo is Get Connected! The Chamber is excited to help businesses grow by connecting business and community in a way everyone benefits."

The Carmichael Business Expo should be a phenomenal success with over 500 people expected to attend. Exhibition Space is limited so hurry and reserve your booth today and be a part of this incredible event. For additional information and sponsorship opportunities please contact the Carmichael Chamber of Commerce at 916-481-1002.

2008 Carmichael Business Expo Calendar
Wednesday, August 6, 2008 – 10 am to 6 pm
Hillside Center
6300 Fair Oaks Boulevard
Carmichael, CA 95608



“Adopt-A-Street” Signs On The Boulevard

They are finally up! Two Carmichael Chamber Adopt-A-Signs have just been placed on The Boulevard. One sign faces south at 6633 Fair Oaks Blvd. (just past Stanley) and the other faces north at 6100 Fair Oaks Blvd. (just past Van Alstine/El Camino Ave.).

This is the first time the Carmichael Chamber has ever had two mini-billboards on Fair Oaks Boulevard and the timing is right! The Chamber is celebrating its 60th Year! Drive by and take a look.

In return for the signs, we "Brush Up The Boulevard" three times a year. It's been successful because we have partnered with the Carmichael Creek and Carmichael Colony Neighborhood Associations. Their signs are also up and on The Boulevard, Oak and California.

Golf Tourney Changes And Updates

If you haven't noticed, I have a passion for the needs of the youth in our community. Because of this passion, last year the Chamber and the north Area Teen Center came together to host a benefit golf tournament to aid the teen center as well as the Chamber.

Pat Walsh of the KFBK, "The Sports Guy" has come on board again this year, and will be bringing some of his fellow sportscasters and sports figures to join in this year's second annual "We Care About Our Kids Golf Tournament". We hope to have 80 plus golfers join us at Ancil Hoffman Golf Course on *Monday, June 2, 2008* for a fun and beneficial event. The previous date was May 19.

We will be seeking sponsors and raffle prizes and hope we can count on our Chamber Family and Friends to support this event in any way they can. So, if you golf, save the day; and, if you want to help in any way, contact Jim Vargas, 335-0804, or the Chamber office, 481-1002. Thank you for your support.

–By Jim Vargas,
Chamber President



**Carmichael Chamber of
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Editor: Jan Bass Otto
6825 Fair Oaks Blvd., Suite 100
Carmichael, CA 95608-3813
(916) 481-1002 FAX: (916) 481-1003
Open Monday thru Friday - 12-5 PM
www.carmichaelchamber.com
Email: carmichaelchamber@sbcglobal.net

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**HONORARY MAYOR of
CARMICHAEL**

Michael Fruci
Bellovetta 799-4175

Youth Ambassadors 2008

Megan Alcalay – Rio Americano
Sean Alling – Mira Loma
DeShawn Thomas – Rio Americano
A.V. Trester – El Camino

Biegler CPA Ribbon Cutting



Roland Biegler CPA/ABV and wife Janece are shown cutting the ribbon at a recent open house to celebrate their move to more spacious offices at 8037 Fair Oaks Blvd., Ste.114 (at Miles), 876-0213. Chamber Ambassadors, Officers and Friends were on hand for the festivities. To learn more about this thriving business visit www.bieglercpa.net.

Domino's Pizza Ribbon Cutting



A ribbon cutting was held recently to welcome a new owner and manager, Nadeem Syed and staff to Carmichael. Domino's is located at 7250-B Fair Oaks Blvd. (at Sutter), 489-4800. Chamber President Jim Vargas, Honorary Mayor Michael Fruci and Ambassadors were also on hand for the celebration.

Honorary Mayor Race Continues

There's still time to throw your hat into the ring to become the next Honorary Mayor of Carmichael! Applications are now available in the Chamber office and the April 9 "Business After Hours" Mixer at the North Area Teen Center, 6320 Fair Oaks Blvd.

Candidates must be 18 years of age, live or work in Carmichael and be a member of the Carmichael Chamber of Commerce. It's open to residential and business members.

Papers must be filed by Tuesday, April 15 along with a short biography and \$30 filing fee.

The winner will be determined by the largest number of votes (dollars) turned in by Friday, May 23, 2008. This is one opportunity politicians can legally buy their way into office. The announcement of the winner will be made at the General Meeting, Tuesday, May 27, and the new Mayor will start serving his/her term June 24.

For further information, call the Chamber at 481-1002.

A Great Time To Cultivate Growth

By Michael Fruci, Honorary Mayor of Carmichael



It doesn't take an economic analyst to tell you we are living through a depressed economy. The burst housing bubble is now hemorrhaging, gas prices are at an all-time high and, generally, we are not spending money the way we once did. All this adds up to "bad news" for business and commerce. But there is a silver lining.

Now is a great time for a business to look at "how" it does business. How efficient is their advertising and marketing? How strong is their customer service? How resourceful are the internal processes that drive the organization. Is there complexity? Inefficiency? These rob profits and drain cash flow, two key resources needed to get through a depressed economy.

So, what can you do? Well for starters, simple things down. Make it easier to do business with your company. Make sure your information is clear and easy to understand. What you do, how you do it and what it will cost. Simple. Easy. Clear. Next, make sure your employees understand the importance of servicing each and every customer or potential customer. Remember; business is done person to person. If they don't receive quality customer service from your team THEY WILL GO ELSEWHERE! The customer always has options. Treat them fair, provide them value and they will be loyal.

Finally, now is a great time to look for additional products or services to provide. Where else can you provide value? How else can you service your existing customers? What else can you do to improve the life of your clients? (Yes, make it personal) By exploring and implementing the answers to these questions you can improve your company's exposure, increase sales and ultimately lead to new growth.

Sheriff's Community Meeting, April 22

Detective Sgt. Mike Jones, SAFE Task Force, will be the featured speaker at the Carmichael/Foothill Farms Community Meeting hosted by the Sheriff's Department, April 22, 6:30 p.m. at the Carmichael Park Clubhouse, 5750 Grant Ave.

He will discuss sex assault prevention, Megan's Law, Jessica's Law, sex offenders living in your neighborhood (what you can and cannot do as a concerned citizen), signs and symptoms of an abusive environment, upcoming legislation and current legislation.

Julie Beyers, First 5 Sacramento, will discuss grants up to \$5,000 for community groups.

Refreshments will be served.

Raffle Thanks!

Special thanks to the following members for donating prizes at events.

March Mixer at WaMu

Healing Alternatives
Century 21 All Prof.-Gary Andersen
Papa Murphy's-F.O. Blvd./Marconi
Susan Maxwell Skinner
WaMu

March General Meeting

American River Messenger
& The Carmichael Times
Carmichael Elks Lodge
R.D. & Patricia Williams
Century 21 All Prof.-Gary Andersen
Carmichael Rec/Park District
Honorary Mayor Michael Fruci
Ross Davidson Realty-Stiles In Travel

Clip, mail or deliver today to the Carmichael Chamber of Commerce, 6825 Fair Oaks Blvd., #100, Carmichael, CA 95608-3813
Phone 481-1002. Office Hours: Monday through Friday, 12:00 p.m. to 5:00 p.m.

LUNCHEON RESERVATION FORM

Entrée: **Beef or Veggie Lasagna**

April 22nd Meeting

I will attend the April 22nd Luncheon Meeting at the Carmichael Park Clubhouse, 5750 Grant Ave. (At Fair Oaks Blvd.).
\$13.50 per person, pre-paid, \$15.00 at the door. Reservations must be received at the Chamber Office by April 21st.

Number Attending _____ Amount Enclosed _____

Name _____

Business Address _____

Credit Card Billing Zip Code _____

VISA [] Mastercard [] Discover [] Credit Card No. _____ Exp. Date ____/____/____

VISA, Master Card and Discover Accepted

If you reserve and do not attend, you will be billed.

Prepaid monies must be in the Chamber office no later than April 21st.

Thank You For Your Continuing Support

RENEWALS

College of Career Training
 Jim Warrick, Residential
 Carmichael Oaks
 Sacramento Assoc. of Realtors
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Work Smart – Not Hard Network At A Mixer

Make a note today and plan on joining us the second Wednesday of each month, 5:30-7:30 p.m. and take advantage of this excellent opportunity to increase your business contacts and gain new customers. Stay 30 minutes or two hours, but plan on taking advantage of this member benefit.

The "Business After Hours" Networking Mixers are open to the public, so bring a friend and plenty of business cards! The next mixers and dates are as follows:

April 9 – North Area Teen Center (Game Night), 6320 Fair Oaks Blvd., 486-9893

May 14 - Weeknight At Burnie's, Home Mixer-5610 Clark Ave., 739-1420

June 11 – Winding Commons, 6017 Winding Way (at Manzanita), 485-0100

July 9 – Great Occasions, 6811 Fair Oaks Blvd. (at North) 483-6691

Carmichael Chamber of Commerce
 6825 Fair Oaks Blvd., Suite 100
 Carmichael, CA 95608-3813
 (916) 481-1002

