

THE CARMICHAEL CHAMBER OF COMMENTATOR

Serving The Carmichael Community Since 1948

VOL. 26-NO. 2

“CELEBRATING OUR 60TH YEAR”

FEBRUARY 2008

“Consumer Beware” Forum To Be Featured, February 26

A new format will be introduced at the Carmichael Chamber of Commerce general membership meeting Tuesday, February 26, noon at Carmichael Park Clubhouse, 5750 Grant Avenue (at Fair Oaks Boulevard).

Every other month a topic will be

chosen and the experts will be drawn from within our membership. Speakers of general interest will also continue to be featured.

'Consumer Beware' will include information on how to protect yourself and tips on qualifying service contractors. It was chosen by popular demand.

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, February 22.

Honorary Mayor Race Begins!

It's time to throw your hat into the ring and become the next Honorary Mayor of Carmichael! Applications are now available in the chamber office, the February 26 general meeting, March 13 "Business After Hours" Mixer and the March 25 general meeting.

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 1, along with a short biography and \$30 filing fee. A story will be generated for each candidate and printed in the Commentator and other publications. News releases will be sent out to promote the race and candidates will also be invited to all ribbon cuttings, general meetings, mixers and openings.

The winner will be determined by the

largest number of votes (dollars) turned in by Friday, May 23, 2008. This is the 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.

The winning applicant must agree to be reasonably available as time permits for publicity functions.

Current Honorary Mayor, Michael Fruci will announce the winner at the general meeting and present the new mayor with a certificate and medallion to be worn at all official functions.

The Honorary Mayor will ride in the 50th Annual Carmichael Elks Fourth of July 4 Parade, then join the community at the annual GALA Fireworks Celebration at La Sierra Community Center that evening, participate at all chamber events, make guest appearances when requested, issue chamber approved proclamations and share M.C. duties at the 99th Founder's Day Celebration, September 20.

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

Board of Supervisors “Main Street” Workshop To Be Held, February 13

An informational workshop on the Fair Oaks Boulevard Corridor Plan featuring the 'Main Street' Plan will be held February 13, 6:00 p.m. at the Board of Supervisors Chambers, 700 H Street. Copies are available at the chamber office. Call 481-1002 to reserve yours.

Business Expo

Carmichael Chamber of Commerce is proud to announce the first annual Carmichael Business Expo and Conference. Scheduled for June 2008, this business expo will showcase business to business, retail and service companies throughout Carmichael and surrounding cities. In addition to many display booths and product presentations, Carmichael Business Expo will host business-building workshops and two industry specialist as keynote speakers.

Booth space is limited early registration is recommended. For additional information please contact the Carmichael Chamber of Commerce at 481-1002.

Upcoming Events

There are a number of amazing events this year that offer excellent opportunities to promote your business.

Details will follow in next month's Commentator. Here's a sampling:

Monthly Mixers & General Meetings
Honorary Mayor's Race
Golf Tournament - May 19
Business Expo - June TBD
50th Carmichael Elks Lodge
July 4 Parade
99th Founder's Day Celebration
September 20
Monte Carlo - Oct. TBD
Networking Luncheon - Dec. 16

Got E-Waste?

If you missed last month's opportunity to and recycle that old, unwanted electronic equipment at a FREE e-waste recycling event don't despair – there is another one! This time it's at CAL EXPO, 1600 Exposition Boulevard. Drop off point is Gate 10 on Ethan Way, Saturday, February 23 and Sunday, February 24 from 9 a.m. until 3 p.m. each day. The event is open to any California resident, business or school. Items accepted include: computers, monitors, keyboards, TV's, fax machines, VCR's & DVD's, audio/visual equipment, copy machines, toner cartridges, power cables, stereo equipment, telephone equipment, video game systems, scrap metal & wire. There is no limit to the amount you drop off. Not accepted: household appliances, furniture, fluorescent bulbs or paint.

The event will be held rain or shine. For further information: www.noewaste.com or 866-335-3373.



**Carmichael Chamber of
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A Monthly Publication

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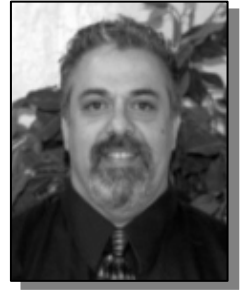
**HONORARY MAYOR of
CARMICHAEL**

Michael Fruci
Bellovetta 799-4175

From the Desk of the President



**Jim Vargas,
North Area Teen Center**



Millions of kids are looking for something to do. Temptations and risk are everywhere. Campus LifeConnection Youth Centers provide youth in grades 6th-12th with FREE after school educational and recreational programs including a computer lab, tutoring, three pool tables, a ping-pong table, video games, air hockey, foosball, and big screen TV, not to mention various field trips that are offered to the students.

Campus Life Connection has been providing service for youth in the area for eighteen years. Quite a feat for an organization that is 100% privately funded. Through the generosity of area businesses, service clubs, chambers, churches and individuals, the center has been able to provide services to the many youth in our communities.

The Annual Campus Life Connection Heart of a Hero awards banquet recently celebrated its 12th year anniversary. This greater Sacramento Area program identifies and honors people programs and business that are working to improve the lives of teens in the community. Nominations for these awards come directly from residents of the four county areas.

The Heart of a Hero Awards would like to invite you to become involved as a Sponsor. The Campus Life Connection Annual Heart of a Hero Awards would provide substantial positive public image in communities where you do business. In addition, many civic and local leaders support and participate in this program.

We hope you will join us in trying to make a difference in a teen's life. Thank you for your consideration.

For more information you can contact me at 335-0804

Youth Ambassador To Be Selected

The applications are in and it's time to select new 2008 Youth Ambassadors. The Board of Directors will make their selections March 11 and announce the winners at the March 25 general membership meeting, noon at the Carmichael Park Clubhouse, 5750 Grant Ave.

Candidates must be 16-24 years old, have a 3.0 or higher GPA in high school or college, be active in school and the community and have excellent communications skills. The position is open to male and female applicants.

This is the fourth year of the chamber program. The duties include presence at chamber luncheons, participation in ribbon cuttings, mixers, performing outreach at their school and at community events.

Each ambassador will receive an official medallion to wear, a badge, listing in the monthly newsletter, an opportunity to meet elected officials, business and community leaders, and participate as co-mistress/master of ceremonies at events.

For an application and further information, call the Carmichael Chamber of Commerce, 481-1002.

The Cycle of Growth

By Michael Fruci, Honorary Mayor of Carmichael



It's amazing how many individuals really have no concept of how things happen. How does a city or county grow? Who decides what business goes where? Who allocates the funds for street improvements? These seem to be reasonable questions but the answers might be a little more complex than you would think.

The city or county rely on its leaders and the leaders rely on the people. There is a master plan but that often changes with the times. For many projects, Cities rely on private companies to invest in the development of infrastructure and then other private companies to lease these spaces for their own use. Working together with city planners, these companies are the foundation for commerce coming into the city or county.

Carmichael is no different. But over time areas change. Shopping centers lose their appeal, streetscapes begin to look dated and, eventually, shoppers and business go elsewhere.

In the coming months Carmichael residents,

business owners/managers, citizen planners and ultimately the Board of Supervisors will have to make a decision on the future (redevelopment, expansion, narrowing – Insert your own definition) of the Fair Oaks Boulevard Corridor. You see the County has some ideas but they want to hear for you. What will be better for Carmichael? A six lane thoroughfare to ease traffic and send cars through Carmichael faster (better for commuters worse for businesses along the corridor) or a four lane center divide type of roadway (about what we have but spruced up) or a hybrid "Main Street" type of boulevard with center divide plantings and wider sidewalks (Better looking and more access into businesses). What is the issue at hand? Well anything we do will cause some unsettling with local businesses and commuters. Driveways will need to be renovated, some businesses will have to be relocated and traffic will have to cope for a while. The end result will be a better section of Carmichael's main thoroughfare but better for whom? Commuters? Businesses? Shoppers? Property values? No matter what is decided

everyone will be impacted. Folks, this is our one shot at revitalizing the heart of Carmichael.

What do you say? How do you envision Fair Oaks Boulevard through Carmichael? Speak up now is the time to be heard. A Fair Oaks Boulevard Corridor Plan "Main Street" workshop will be held Wednesday, February 13, 6:00 p.m. at the Board of Supervisors Chambers, 700 H Street. Plan on attending.

For more information and copies of the current Fair Oaks Boulevard "Main Street" report call the Carmichael Chamber of Commerce at 481-1002 or Fair Oaks Boulevard Corridor Advisory Committee Member Gary Hursh, 481-9426.

IRS Audit – Am I One?

Individuals- Just off the press! The fiscal year 2007 IRS Enforcement and service tables and the FY 2007 enforcement revenue and individual audit charts are available.

- Audits of individuals with incomes of \$1,000,000 or more have increased eighty-four percent (84%).
- Audits of individual returns in general have increased seven percent (7%).
- Individuals with income over \$100,000 have had audits increase (13.7%).
- There has been an audit increase of 29.2% for income over \$200,000.

Businesses- The emphasis continues to review more flow through Entities- Partnerships and S Corporations.

- S corporation audits are up 26%.
- Partnership audits are up almost 25%.
- Business audits in general rose almost 14%

Jackson Hewitt Tax Services
7044-3 Sunrise Boulevard
916-721-0200

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: Apricot Stuffed Pork Loin

February 26th Meeting

I will attend the Feb. 26th 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 February 25th.

Number Attending _____ Amount Enclosed _____

Name _____

Business Address _____

Prepaid monies must be in the Chamber office no later than Jan. 25th.

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.

Thank You For Your Continuing Support

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Mixer Dates Available

Join us the second Wednesday of each month, 5:30-7:30 p.m., as we offer opportunities to market your business, increase business contacts, gain new customers and referrals. The "Business After Hours" Networking Mixers are held at local businesses and open to the public, so bring a friend! The next two mixers and dates are as follows:

February 13 - The Dog Out, 4141 Manzanita Ave. #110 (at Lincoln) 971-3647

March 12 - WaMu (new location) 6908 Fair Oaks Blvd. (at Landis) 486-8092x3

Hosting opportunities are still available, and offer a unique and creative way to promote and showcase your business. Reserve today, call 481-1002 for further information.

Carmichael Chamber of Commerce
 6825 Fair Oaks Blvd., Suite 100
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