

ENTERPRISE
September 2009



FAIR OAKS CHAMBER OF COMMERCE

Enterprise

Mayor's Reception Ends A Great Race!

The Fair Oaks Chamber kicked off the 2009 Honorary Mayor's Race at the May Business Luncheon and it will conclude, Wednesday, September 9, 5:30-7:30 p.m. at the Mayor's Reception to be held at North Ridge Country Club, 7600 Madison Avenue. The Mayoral Reception is the Mixer this month and will include a lot of surprises.

Past Honorary Mayors will be present, some in their purple robes and all in their ceremonial sashes. The new Mayor will join the prestigious group and be presented with her own sash, make her first public appearance and become a part of history.

Throughout the 30 years of our Honorary Mayoral Races, candidates have raised over \$250,000 for charities, community projects and the Fair Oaks Chamber, in their efforts to make Fair Oaks a better place to live, work and do business.

The two enthusiastic candidates, Angela Talent and Diane Templeton, held numerous fundraisers this year and had a lot of fun in the process! Diane's charity, "Go Red," is affiliated with the American Heart Association. Angela raised money for the Fair Oaks Village Enhancement committee for a project in Plaza Park.



Honorary Mayor Candidates
Angela Talent (left) and
Diane Templeton (right)

Parks, Cemetery and Water To Be Featured

The quality of life is high in Fair Oaks and it is due in a large part to three special districts: Fair Oaks Recreation and Park District, Fair Oaks Water District and Fair Oaks Cemetery District. Top administrators from each will take the podium and discuss the present and future, Thursday, September 17, noon at the Fair Oaks Chamber monthly Business Luncheon at the Fair Oaks Community Clubhouse, 7997 California Avenue.

The meeting is open to the public and reservations are required. Cost is \$15 for members with reservations, \$20 for walk-ins, future members and guests. Deadline is September 14.

For further information call the Chamber, 967-2903.

Fair Oaks Dog Walk is back!

This year's 7th annual Fair Oaks Dog Walk takes place Saturday, October 3, in the Village Park. The event features a two-mile walk for dogs and their humans going from the park, over the river on the foot bridge and then along the beautiful American River Parkway and returning to the park for fun, fun, fun with the doggies.

Attendees will be provided free treats and water, live music with the Bella Vista Jazz Combo, vendor booths and raffle prizes. You won't want to miss the many fun events, including a synchronized spinning demonstration and doggie contests, such as musical sit (canine version of musical chairs) or enjoy the parade of pooches, many in unusual costumes! This year we will have a dancing dog's demonstration, presented by Music with Dogs for your enjoyment.

Registration for this fun family event begins at 8:30 a.m. in the Fair Oaks Village Park and the walk begins at 9:00 a.m. The registration fee is \$10 for the first dog and \$5 for each additional dog. T-shirts are available to order with your pre-registration. Additional information and registration is available on the website: www.fairoaksdogwalk.com.

Proceeds benefit FORDOG (Fair Oaks Responsible Dog Owners Group), TEAM (Teaching Everyone Animals Matter) and the Fair Oaks Chamber of Commerce.

For further information contact Chair, Pat Wilcox, 362-8741, email pwilcox@jps.net.

10224 Fair Oaks Blvd P.O.Box 352 Fair Oaks, CA 95628

(916) 967-2903 Fax (916) 967-8536 www.fairoakschamber.com info@fairoakschamber.com

Chamber Calendar

Fair Oaks Chamber of Commerce

OFFICERS

Kathy O'Brien, *President*
Fair Oaks Bowen Therapy
225-3014

Don Troutman, *Vice President*
Clean & Sober Living
961-2691

Jennifer Garets, *Treasurer*
Garets Financial Solutions
549-1319

Amy DeLaCruz, *Secretary*
California Storage Centers
967-3885

DIRECTORS

Charles Barr
Charles M. Barr Art Consultant
944-4490

Dustin Buck
Honorary Mayor of Fair Oaks
955-1381

Rand Jacobs
R.K. Jacobs Insurance Services
966-3733

Ray LaPoint
Delight Cleaning
985-9695

Terri Perrin
Fair Oaks Cemetery District
966-1613

Debra Roak
Sacramento Business Journal
558-7819

Bonnie Turner
Bonnie Turner's Bookkeeping Service
989-1248

Trude Vasquez
Ships and Trips Travel
961-3282

Susan Wanier
Herbert A. Wanier III, DDS
966-7011

STAFF

Jan Bass Otto
Executive Director
967-2903

Mary Baker
Admin Assistant
967-2903

OUR WONDERFUL VOLUNTEERS

Lorna Carter, Judy Maderos
Kay Meier, Celeste Kent

Board of Directors
Tuesday, September 8
1:00 – 2:30 p.m.
Raley's Event Center
8870 Madison Ave. (at Hazel)
Information: 967-2903.

Honorary Mayor Reception
Wednesday, September 9
5:30-7:30 p.m.
North Ridge Country Club
7600 Madison Ave. (at Mariposa)
Host: Rink Sanford
Information/RSVP: 967-5717.

Business Development Group (BDG)
Thursday, September 10
12:00-1:00 p.m.
New Location: Raley's Event Center
4840 San Juan Ave. (at Sunset)
Information: Ray LaPoint, 985-9695.

Business Luncheon
Thursday, September 17
11:30 a.m. Networking
12:00-1:00 p.m. Lunch
Fair Oaks Community Clubhouse
7997 California Avenue
Information: 967-2903.

Dog Walk Committee
Friday, September 18
12:00-1:00 p.m.
Chamber office. Information:
Pat Wilcox, 362-8741.

Business Development Group (BDG)
Brown Bag Lunch (optional)
Thursday, September 24
12:00 – 1:00 p.m.
New Location: Raley's Event Center
4840 San Juan Ave. (at Sunset)
Information: Ray LaPoint, 985-9695.

UPCOMING EVENTS

7th Annual Dog Walk
Saturday, October 3
Registration 8:30 a.m., Walk begins at
9:00 a.m. In The Village Park, Live band,
dog contests, vendor booths, raffle
prizes, free water, dog treats and people
treats. Information: Pat Wilcox, 362-8741
or www.fairoaksdogwalk.com. Proceeds
to benefit: Fair Oaks Chamber of
Commerce, FORDOG (Fair Oaks
Responsible Dog Owners Group) and
TEAM (Teaching Everyone Animals
Matter). Participate or just come and
watch the dogs as they strut their stuff!

Christmas in the Village
Saturday, December 5
Vendor booths, parade, carols,
Christmas tree lighting and more!
To join the committee or for additional
information: Kathy O'Brien, Fair Oaks
Bowen Therapy, 225-3014 or
Amy De La Cruz, California Storage
Centers, 289-1753.

A note from the Honorary Mayor

It has truly been a privilege to have served as the 2008-2009 Fair Oaks Honorary Mayor. This has been a lot of fun and we were able to raise \$4000+ for the Chamber of Commerce at the same time!

I want to thank my committee members, including my committee chair Justin Roberts, as well as each and every person who donated to my campaign. With part of the funds, I was able to purchase three portable tents with food nets. which will allow Chamber members a new avenue for raising money at events without the "overhead" cost.

For the last year I have been fortunate to have served as a *Center of Influence* for the U.S. ARMY. While representing the Fair Oaks community, I was able to experience boot camp first hand at Fort Jackson and the watched the All-American Bowl in San Antonio.

The Chamber mixer on September 9, at North Ridge will be bittersweet for me. I have really enjoyed wearing the sash and purple golf visor, but I know either Diane Templeton or Angela Talent will serve the Fair Oaks Community well.

Again, thank you for the opportunity and for supporting the Fair Oaks Chamber of Commerce which made this experience possible.

Respectfully, Dustin Buck



Honorary Mayor
Dustin Buck in the
2008 Christmas in the
Village parade

From The President's Desk

By Kathy O'Brien, Fair Oaks Bowen Therapy



Networking—It is water, sunshine & food for your business

Have you ever stood back and watched everyone at Chamber functions? All of the activity at the monthly luncheons—all of the laughing and exchanging of thoughts and ideas at the Mixers—this is the Chamber (you/us) at work for you! Relationships are built over time. Products and services are purchased and exchanged. Referrals are given and our businesses grow together!

If you are new to the Chamber or if you are shy about becoming more involved in networking, I have some tips to share about getting the most out of networking and how to get the most out of networking to grow your business. Networking is the **nourishment** of your business. And promoting your business is a **contact sport!** (1) Every contact has potential. If it does not provide you with an immediate "sale," it can lead to one later. Each person you meet has their own circle of influence and business contacts. And you never know who other people know! (2) Try to find a niche. Devote your time and expertise and help with an event. Join a committee. Sponsor a lunch. People have to see you and know who you are and what you do. (3) Follow Up. Call, email or meet with each person you have made a connection with. Identify power-partners: those with complimentary businesses who have the ability to help your business move forward. Invite them out for coffee. Make friends. (4) Give FIRST. You will benefit from the results of volunteering your time and pass on as many connections as possible to fellow Chamber members. You will receive it back—and then some! (5) Have a long-term focus. Instead of looking for an instant lead or sale, invest in creating LONG LASTING relationships that will help you build professional and personal success that lasts!

It takes time. Consistency and commitment, creativity and openness, willingness and cooperation will create enormous dividends for years to come. People do not do business with business cards—they do business with PEOPLE! Step up to the plate. You will be glad you did!

Spotlight On New Members

James M. Everhart DDS
9399 Madison Ave., Orangevale
(916) 988-0300
www.EverhartDentistry.com
everhartdds@sbcglobal.net

Dr. Everhart is known as "the Gentle Dentist on the Corner." He notes that his office caters to cowards. The doctor has been a dentist for over 25 years and his top priority is patient comfort and quality care.

He has a high-tech dental office that utilizes the latest advances in technology to offer preventative dental care. They offer personal music during your visit and also DVD movie glasses so you can enjoy a movie during longer procedures. The focus is on one patient at a time, so patients receive the best quality dental care available. Stop by for a tour and receive a free dental hygiene goodie bag.

Office hours are Monday—Thursday, 8 a.m.— 6 p.m.

Lind Brothers Mortuary
Carla Porter, General Manager
4221 Manzanita Ave., Carmichael
(916) 482-8080
lindbrothers@sbcglobal.net

A family owned funeral home since 1964, Lind Brothers has a friendly and compassionate staff. Their newly remodeled chapel is spacious and holds 180. They encourage simple to traditional celebrations as well as any unique memorialization that will personalize the service to loved ones. Lind Brothers also features its own crematorium on-premises and has a wide selection of affordable caskets, cremation urns and cemetery markers. In addition, they offer competitive pricing.

Chris Meyer is the owner and he has a staff of six.

Check your calendars!

Second Saturday is Happening in Fair Oaks

You do not have to drive downtown to enjoy art, it is here in the Fair Oaks Village. A number of businesses participate. Two of our members display art from 6:00-9:00 p.m. and they are Bella Fiore, 10239 Fair Oaks Blvd., 962-3800 and Chroma Gallery, 10030 Fair Oaks Blvd., 966-6020.

Fair Oaks Theatre Festival Continues To Entertain

Over 27 years of theatre under the stars has been the delightful feature of the Fair Oaks Theatre Festival. The summer season is over, but the performances continue. *The Fantasticks* can be seen through September 13th. *Winnie the Pooh* will be performed December 5th. See www.fairoakstheatrefestival.com for details. There is one more *Comedy Night* also. See www.fairoakspark.org for information.



Fair Oaks Chamber of Commerce
 P.O. Box 352
 Fair Oaks, Ca 95628
 916-967-2903

PRSR STD
 Bulk Rate
 U.S. Postage
 Permit No. 149
 Fair Oaks, CA

Raffle Thanks ...

Special thanks to the following businesses and associate members for donating prizes at our events. It's an excellent form of marketing!

August Mixer

Host: Sunrise Senior Living
 Cartridge World
 Fair Oaks Bowen Therapy
 Cartridge World
 Ships and Trips Travel—Trude Vasquez
 Wells Fargo Bank—Madison Ave.
 Len and Rose Anne Lamb, Associates
 Sunrise Senior Living
 Dr. Elizabeth Swan
 Jafra - Diane Templeton

August Luncheon

Trends 'N Treats
 Fair Oaks Bowen Therapy
 Von and Lorna Carter, Associates
 Friends of Fair Oaks Chamber
 American River Messenger
 Tayo's
 Jafra—Diane Templeton
 Judy Maderos, Associate
 YNot Web
 Keller Williams—Claudia Thorn
 Dinamite Party Sales (Tupperware)

Business Briefs

The 4th Annual Fair Oaks Chicken Festival, presented by the Fair Oaks Recreation & Park District will be held Saturday, September 19, 10:00 a.m. to 6:00 p.m. in Fair Oaks Village. Over 12,000 people attended last year.

Featuring: craft & food vendors, kids park, microbrew tasting, live entertainment, car show and an old time country breakfast.

For information: www.fairoakspark.org, or call 966-1036. The event celebrates The Village of Fair Oaks and its fowl feathered friends!

Cindy MacCormack, Manager of Giselle's Travel reports they have relocated to 1300 Ethan Way #100, Sacramento 95825. New phone number is 922-5500. They may have moved, but still offer the same great service and travel packages.



Welcome New Members

The Fair Oaks Chamber extends a big welcome to our new members. Shown at our July 16 Business Luncheon (back row) Jessica Scott and Maha Sweis, US Bank, 535-7520.

(front row) Pat Wilcox, Associate and Dog Walk Committee Chair, 362-8741; and Danny Luna, Hair By Danny at Rumors Salon & Spa, 821-6889.