



## Social Media Featured at Luncheon

Stephanie Chandler, award-winning author on Social Media, will be the featured speaker at the Fair Oaks Chamber of Commerce monthly business luncheon, Thursday, July 15, noon at the Fair Oaks Clubhouse, 7997 California Avenue.

She is known for making complex topics easy to understand and is a professionally-trained speaker. Social Media is one of the powerful ways to generate exposure for your business, build brand awareness and attract new customers. Chandler will discuss unlocking the power of Facebook, LinkedIn and Twitter to grow your business, share strategies, manage your time and ways to integrate social media with your website.

The meeting is open to the public and reservations are required. Cost of the luncheon is \$17.00 for members with reservations and \$20 for walk-ins, future members and guests. The entrée is BBQ Chicken. Deadline for reservations is July 12. For further information call 967-2903.

## Rand Jacobs Tosses His Hat Into Ring For Honorary Mayor

Rand Jacobs has "thrown his hat" into the ring and is running for Honorary Mayor of Fair Oaks.

His company is R.K. Jacobs Insurance Services and he has been an Independent Insurance broker for over 33 years; directly appointed with 31 companies. Offering: personal insurance for homes, cars, boats, motorcycles, etc. Rand also offers business insurance for all types of commercial risks, i.e. services, retail, offices, manufacturing, contracting, and more.

Rand is raising money for two charities this year: Fair Oaks Village Enhancement Committee (FOVEC) and Fair Oaks Donor Plaza (Citizens to Save the Bluffs).

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## Promote Your Business & Have a Great Time

Check out the fantastic Sponsorship Opportunities for the 19<sup>th</sup> annual Fair Oaks Chamber Golf Tournament. We have promotional packages for golfers and non-golfers alike starting at just \$50. Hole Signage is limited, so claim your space today. The event will be held Friday, August 20th, and many of our sponsorship packages also include the opportunity to come out and interact with the players. If you are a golfer, our tournament features a four person scramble with a shotgun start at 8 a.m. and will be held at the popular Mather Golf Course. We will be concluding around 12:30 p.m. for a tri-tip lunch served at the course for Players and Bronze level and up Sponsors.

Win \$5000 in our Hole-in-One challenge or claim bragging rights in our "Longest Drive" or "Closest to the Pin" contests!

A portion of the proceeds goes towards the Mac Huss Memorial Scholarship, which is given to college-bound local high school golfers each year in memory of Mac Huss, community leader and a former president of both the Fair Oaks Chamber and the Fair Oaks Rotary.

Online registration and forms can be found on the Chamber website at <http://fairoakschamber.com>. For more information, please call the tournament Chair, Kammy Burleson at 916-436-1638 or the Chamber office at 916-967-2903.

Fair Oaks  
Chamber of Commerce

**OFFICERS**

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

**Tom Hammond, Vice President**  
*Thomas B. Hammond Company*  
536-1384

**Kammy Burleson, Secretary**  
*YNot Web*  
436-1638

**Mike DeFord, Treasurer**  
*U.S. TAX PROs*  
726-6150

**DIRECTORS**

**Bob Clouse**  
Bob Clouse Insurance Services  
988-3457

**Amy De La Cruz**  
*California Storage Centers*  
967-3885

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

**Kathryn Jones**  
*Kathryn Jones Custom Gardens*  
962-0696

**Ray LaPoint**  
*Delight Cleaning*  
985-9695

**Doug Proctor**  
*Proctor Engineering*  
965-8861

**Debra Roak**  
*Sacramento Business Journal*  
558-7819

**Bonnie Turner**  
*Bonnie Turner's Bookkeeping Service*  
989-1248

**Trude Vasquez**  
*Ships and Trips Travel*  
961-3282

**Honorary Mayor of Fair Oaks**  
**Diane Templeton**  
*Jafra Skin Care Consultant*  
835-4868

**STAFF**

**Jan Bass Otto,**  
*Executive Director*  
967-2903

*Mary Baker, Admin. Assistant*

**Our Fabulous Volunteers**  
Lorna Carter, Jennifer Garets, Judy  
Maderos, Kay Meier

## Chamber Calendar

### Board of Directors

Tuesday, July 13  
Raley's Event Center  
8870 Madison Ave. (at Hazel)  
Information: 967-2903

### Business Luncheon

Thursday, July 15  
11:30 a.m. Networking  
12:00-1:30 Lunch/Program  
Fair Oaks Community Clubhouse  
7997 California Avenue  
Entrée: BBQ Chicken  
Information: 967-2903

### Dog Walk Committee

Friday, July 16  
1:00-2:00 p.m.  
Chamber Office  
Information: Marsha Barkley 967-4544

### Ambassadors

Monday, July 26  
8:30-9:30 a.m.  
Chamber Office. Open to all members.  
Information: Rand Jacobs, 966-3733

### Concerts Continue!

Weekly thru August 26  
Thursday Nights  
7:00-9:00 p.m.  
Village Park  
For complete schedule visit:  
[www.fairoakschamber.com](http://www.fairoakschamber.com)  
Information: Kathy Jones, 962-0696

### Mixer (Special Date)

Wednesday, July 21  
5:30-7:30 p.m.  
U.S. Bank  
8925 Madison Ave. (at Hazel)  
Information: 535-7520

### UPCOMING EVENT

**19<sup>th</sup> Annual Golf Tournament**  
Friday, August 20  
Mather Golf Course  
8:00 a.m. – 12:30 p.m.  
Online registrations/forms:  
[www.fairoakschamber.com](http://www.fairoakschamber.com)  
Info: Kammy Burleson, 436-1638

## Rand For Mayor...

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The Fair Oaks Donor Plaza needs \$1,500 to pay for their sixth and final interpretive sign, and FOVEC has several projects that need funding.

His committee has three events taking place to accomplish their goal:

**Food concession** (hot dogs, chips, soft drinks) at the weekly Concerts in the Park – through August 26th.

**July 30<sup>th</sup> Dinner** to be held in the Fair Oaks Community Clubhouse from 6-9pm.

**August 28<sup>th</sup> Wine and Hors D'oeuvres**, plus olive oil and root beer tasting to be held at Barry and Eleanor Brown's home from 5-8pm. Call for directions.

If you'd like to donate raffle prizes or donations, or more information, contact Rand at campaign headquarters: 916-966-3733.

## Welcome New Members



The Fair Oaks Chamber extends a big welcome to the following new members. Shown at the June Business Luncheon (left to right): Ukita David La Quinta Inns & Suites 638-1111; Steve LaBlanc, Fitness 19 962-1900; Hank Rhoads, Shaila Mayoral, Monique Baxter, Wells Fargo Bank 966-0134; and Honorary Mayor Diane Templeton.

# From The 2010 President's Desk

By Don Troutman, Clean & Sober Living



## Market the Chamber and Get Involved!

Hello Members! This is my 6<sup>th</sup> month as the Board President for the Fair Oaks Chamber of Commerce and I want to tell you all that I am proud to represent and serve the businesses that belong to the Chamber.

I was invited to be part of Congressman Dan Lungren's press conference concerning his bill HR 5141. Folks, you need to pay attention to this one. As I understand it, the Federal Health Care Bill has a provision in it that will require businesses to file 1099's on all purchases that exceed \$600. This includes buying from department stores, warehouses and even individuals. That will mean our Employer Identification Number (EIN) and our Social Security Numbers (SSN) will be out there floating around exposing us to identity theft. On top of that the burden of collecting the number will be on the payer. I don't know how it is for you folks, but I already have too many government hoops and regulations to jump through. I certainly do not want to be a tax collector for the government. I guess the 1099 requirement is suppose to fill a 17 billion dollar shortfall for the health bill. They do not know how they are going to do it yet but it is rumored that it will be managed by Health & Human Services branch of government. Huh???

The Taste of Fair Oaks event was a huge success. If you didn't attend, you really missed out. The Government Affairs Committee, chaired by Tom Hammond of Thomas B. Hammond Company, which is open to members and non-members continues to be off to a slow start. This is an important committee. Local businesses will benefit by attending. Congressman Lungren, Senator Cox, Assemblyman Niello and Supervisor MacGlashan have been diligently having representatives attend this meeting. The last meeting was about the HR 5141 bill and our legislators were interested in our input. Our representatives need to know what is going on with their constituents and I say again, there is not a business in existence that does not have policy concerns whether it be business licenses, sign ordinances, ADA issues, taxes or property rental fees. If we and do not participate then we do not have the right to complain.. Assemblyman Niello would like feedback on AB 2328. This bill would require at least one of the California Air Resources Board be an owner of a small business. This is important and I do not think he has received any feedback at this point.

Other noteworthy bills are AB 2652, requiring informational hearings in the Legislature over \$10M prior to their final approval and AB 2738 which is legislation that would require when regulations are being drafted there be a focus on performance-based standards rather than a mandate on specific technologies. Our legislators need to hear from you.

Until next month, God bless you all and may your businesses flourish.

## Business Briefs

### NAWBO

Fair Oaks Chamber member and 2010 Board Secretary, Kammy Burluson, YNot Web, has been elected to President-Elect position with Chamber affiliate partner, NAWBO-Sacramento Valley. NAWBO is the National Association of Women Business Owners and provides several educational opportunities to business owners, including monthly educational programs and guest speaker's with topics specific to business owners. As an affiliate member, all Fair Oaks Chamber members can attend local NAWBO-Sacramento Valley events and programs at the NAWBO member price. Information: 436-1638.

### Carmichael Oaks – Alzheimer's Event

Save the date! It's BBQ, Beer and Boogie, Friday, Sept. 24, 5:00 to 8:00 p.m. hosted by Carmichael Oaks, 8350 Fair Oaks Blvd. The event will benefit the Alzheimer's Association Memory Walk '10. Information/sponsorships: Virginia Stone 944-2323.

## Connect Realty.com Ribbon Cutting



Business Partners Chris Plumb and Tondra Lynn Miller, are shown cutting the ceremonial ribbon at their new offices of Connect Realty.com, 4401 Hazel Avenue #130 (at Winding Way). Staff and chamber officials: President Don Troutman; Directors Kammy Burluson and Rand Jacobs, Ambassador Paul Lensor and Honorary Mayor Diane Templeton are shown participating in the festive event.



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

RETURN SERVICE REQUESTED

## Special Thanks

We appreciate the following businesses and associate members for donating to our events. Market your business and donate a raffle prize at the next mixer, luncheon or upcoming event.

### JOINT TABLE TOP MIXER AT NORTH RIDGE COUNTRY CLUB

Four chambers coming together each June to produce an outstanding networking event:  
Fair Oaks, Citrus Heights, Carmichael and Orangevale

#### Our participants:

Sam's Club – Patricia Gioia  
The Investment Ctr.-Tom Askins & Leonard Atkinson  
Salon Nouveau & Spa – Judy Sheets  
Messenger Publishing Group – Paul Scholl  
Weatherite – Hannah Fry  
Wells Fargo Reverse Mortgages-Hank Rhoads  
Jafra Skin Care. – Honorary Mayor Diane Templeton  
Valley Yellow Pages – Marcelle Minor

### JUNE BUSINESS LUNCHEON

Sertoma – Jack Wadman  
Jafra Skin Care – Honorary Mayor Diane Templeton  
Dollars & Cents  
Pacific Investment Ctr – Tom Askins  
Body. Birth. Bliss  
Fair Oaks Theatre Festival  
Bob Clouse Insurance  
Trends n Treats  
Keller Williams – Liz Yoakum  
Delight Cleaning  
Elizabeth Swan, O.D.  
Linda Regli, Associate Member  
Lorna & Von Carter, Assoc. Members  
Bob McCafferty, Associate Member  
Penny Howard, Honorary Mayor 2006

### Business Luncheon Hosts:

#### July 15

California Storage Centers  
4245 Sunrise Blvd, 967-3885  
Contact: Amy De La Cruz

#### August 19

Heritage Community Credit Union  
5329 Sunrise Blvd, 642-6600  
Contact: Paul Schubring



### 2<sup>nd</sup> Saturday Art Walk in Fair Oaks

Do you love art, but don't want to travel to Midtown or other areas? Then come to "Fair Oaks Village," 5-9 p.m. the 2<sup>nd</sup> Saturday of the month. A number of businesses will be open and displaying art in all forms, including the following chamber members:

Bella Fiore  
10239 A Fair Oaks Blvd  
962-3800

Phil Evans Sculpture Studio  
7958 Entrance Street  
966-7686

Simpler Times  
10211 Fair Oaks Blvd  
966-5746

Chroma Gallery  
10030 Fair Oaks Blvd  
966-06020

