



Start Off The Year With A Hero!

Author Ted Robinson will be the featured speaker at the Fair Oaks Chamber of Commerce Business Luncheon, Thursday, **January 19**, noon at the Fair Oaks Community Clubhouse, 7997 California Avenue.

As the Radar Officer of the lead boat in the attack that involved future President John Fitzgerald Kennedy, LCDR Ted Robinson is probably the best still-living person to know what happened that fateful night of August 1-2, 1943, when JFK's boat was rammed by a Japanese destroyer.

Robinson was also one of 12 men that went in on a boat that rescued him, and was the first to talk to JFK and his crew as to what happened during and after the ramming. A month later Robinson lost his boat and spent over a month with Kennedy in a tent while both were recovering. There he learned first-hand JFK's version of it all.

The meeting is open to the public and reservations are required. Cost of the luncheon is \$17 for members with reservations and \$20 for guests and future members. The entrée is roast sirloin. To reserve: call 967-2903 or visit www.fairoakschamber.com.

The Chamber Office Is Moving!

After 30 years at the same location, the Fair Oaks Chamber of Commerce is moving (Feb. 1) from the "Main Street" in Fair Oaks Village to the "Gateway to the Village." It's down the street from our current location and around the corner to the new site at 10014 Fair Oaks Blvd. There's a large oak tree in front and is in a small business center next to Smog 'n Go. It's a prime location and at the entrance to the Village. The space is larger and has an ample amount of parking in front and back. You'll have an opportunity to visit soon because we are hosting a "Leap into the Gateway" Open House & Mixer, Thursday, **February 29**, 5:30-7:30 p.m. It will be held on Leap Day. Don't miss it!

Free Advertising Offered

Attention Businesses! You've been receiving e-blasts on the latest innovative program offered by the Fair Oaks Chamber – the Discount Card! It's free to advertise and there is "no catch." You provide an offer to the Discount Card Holders and have the flexibility to change it every three months. We'll place on it, along with your details on our website. Take advantage of this new and exciting Discount Card Program! It takes just a few minutes to get started. Contact the Chamber office, 967-2903 or www.fairoakschamber.com.

Directory Deadline Approaches

"Power Up" and place a display advertisement in our Business Directory today! You've been receiving e-blasts with details and prices, and need to act and place your ad before **January 31**. As a member benefit, you will receive a free listing in the handy-sized spiral bound directory. We will print 500 color editions and distribute to current and future members. In addition, we will reprint 500 in black/white and distribute at events - 1,000 directories! Prices are so low, they can't be beat! Don't miss this one. For additional information, call the Chamber office, 967-2903 or visit www.fairoakschamber.com.

Town Hall Scheduled For Village Merchants

Be sure to mark your calendars Monday, **January 23**, 10:00 - Noon for the first Town Hall Meeting slated for the Fair Oaks Village Merchants. It will be held in the Fair Oaks Community Clubhouse (lower level), 7997 California Ave. Refreshments will be served.

The purpose is to seek innovative ways the Fair Oaks Chamber and Village Merchants can work together and build on the current and future events/programs that bring over 10,000 people annually to the Village. For further details: Charles Miller, 241-9061.

**Fair Oaks
Chamber of Commerce**

2012 OFFICERS

Paul Lenser, President

LPL Financial
526-2720

Bob Clouse, Vice President

Bob Clouse Insurance Services
988-3457

Kathryn Jones, Secretary

Kathryn Jones Custom Gardens
962-0696

Edward Cook, CPA, Treasurer

705-4958

2012 DIRECTORS

Rose Barbray

Take Shape for Life
612-3352

Usha Datla

Alphagraphics
221-4333

Rose Erickson

Moth Hole Boutique & Consignment
965-5542

Maria Mengotti

Safe Credit Union
971-2860

Charles Miller

William Charles Salon
241-9061

Doug Proctor

Proctor Engineering
965-8861

Dr. Betty Swan

Swan Family Vision Care
966-6080

Diane Templeton

Jafra Cosmetics International
835-4868

Honorary Mayor of Fair Oaks

Linda Miller

SESCO Wholesale Electronics
641-2244

STAFF

Jan Bass Otto,

Executive Director
967-2903

Mary Baker, Admin. Assistant

Our Fabulous Volunteers

Judy Maderos, Jennifer Garets, Beth Andrus and Lorna Carter

Chamber Calendar

Office Closed

Monday, January 16
Martin Luther King Jr. Day

Taste of Fair Oaks Committee

Tuesday, January 17
10:00 – 11:00 a.m.
Safe Credit Union
7475 Madison Ave (at San Juan)
Information: Call Co-Chairs Maria Mengotti, 971-2860 or Rose Barbray, 612-3352. Date of the event: June 1

Business Luncheon

Thursday, January 19
11:30 a.m. Networking
Noon-1:30 Lunch/Program
Fair Oaks Community Clubhouse
7997 California Avenue
Information: 967-2903
(Luncheons: held the 3rd Thursday, except December when it is held one week earlier)

Ambassadors

Monday, January 23
8:30-9:30 a.m.
Dianda's Italian Bakery & Cafe
Information: Gene Laird, 757-3444

Town Hall Meeting

Monday, January 23
10:00 a.m. - Noon
Fair Oaks Community Clubhouse
(Lower Level)
Information: Charles Miller: 241-9061

Concerts Committee

Monday, January 23
4:00 p.m. – 6:00 p.m.
Kathy Jones Villa
Information: 962-0696
The Concert season begins: June 14

Welcome New Members



The Fair Oaks Chamber of Commerce extends a big welcome to our newest members introduced at the November Business Luncheon. Shown (left to right) Back row: Peter Schroeder, Intentional World Properties; Jeneca Glasier, Maranello Restaurant; Doug Crumley, Jr., Crumley & Associates 638-4600; and Kirk Camunez, Edward Jones 989-0920. Front row: Becky Tyner, The Chocolate Architect 966-9006; Anne Browning, Intentional World Properties 903-7313; Gayle Hesler, Maranello Rest 997-0710; Karyn Barth Moore and Angela Nokes, California Avenue Skin & Body Works 966-0180 and Linda Miller, Honorary Mayor of Fair Oaks.

From The 2012 President's Desk

By Paul Lenser, LPL Financial



The Journey Begins

I am honored to be your President for the next 320 days. It feels like a race has just started. Lots to do and so little time. When the board asked me to be President one of the things I wanted to do was to improve member communications. The Survey many of you have already taken was the first step. If you did not take the survey please follow this link to take it : <https://www.surveymonkey.com/s/MVS9JQD>.

One of the interesting findings from the survey is that for last year 32% of the respondents said that compared to 2010 they were down 20% or more in revenue. That just reinforces that business can be very difficult. Well I say we have a new year and it is time to get back to work! Sometimes I think we just need to make it happen.

This year for the first time the Chamber has made available to every member a new way to reach customers that they may not have otherwise had the opportunity to reach. The best part of it is that the Chamber is doing all the work. Better yet it costs you nothing! That's right I'm talking about the Discount Card Program. You do not even have to buy a card to participate. We have Safeway selling the cards and soon another large retailer. Safeway has agreed to signage at the store to promote Cards. We will be putting up posters promoting the card. We will sell 750 or more cards this year. All you have to do to take advantage of this FREE ADVERTISING is to determine a discount to offer. You likely already do discounts. Why not try something new that is FREE. You will find the form to participate on the Chamber website <http://www.fairoakschamber.com/member-benefits/discount-card-program/>. Fill it out today and send it in. If you can't think of a discount, I can help feel free to call me at 916-526-2720.

If you want more business, another way is to advertise in the Chamber business Directory. Every new Chamber member will get a free copy of the directory. You want these new and existing members to know about your business. We have already sold out of option A (the covers). The deadline for getting in your art work and money is the 31st of January. Here is the link to the directory ad form <http://www.fairoakschamber.com/member-directory-advertising>

That is enough for this month. Working together we can serve the community and also have a successful, prosperous 2012.

Chamber Awards Presented

The Fair Oaks Chamber of Commerce recently presented the 2011 Awards for Outstanding Service at the annual Holiday Luncheon, December 8. Five were honored.

The winners:

Business of the Year

Safeway #1895 (5450 Dewey Ave)

Safeway #1846 (8925 Madison Ave)

Both locations are strong supporters of community events such as 2-day Spring Fest, Taste of Fair Oaks, 12-weeks of Summer Community Concerts, & Golf Tournament. The events bring enjoyment to thousands of people each year. Due to Safeway's generosity, the Fair Oaks Chamber has been able to make significant donations to local charities.

Business Person of the Year - Kathy O'Brien

She is co-owner of Fair Oaks Bowen Therapy. Kathy's a past president of the Fair Oaks Chamber and Director, an active member of Spring Fest Raffle Committee and Co-chair of the annual Christmas in the Village.

Citizen of the Year - Diane Templeton

Diane is a Jafra Cosmetics International Consultant, Chamber Vice President, past Honorary Mayor of Fair Oaks; 2 yr. Chair of the Taste of Fair Oaks.

Volunteer of the Year - Barry Brown

As part of his successful Honorary Mayor of Fair Oaks campaign, he built a children's dance floor in the Village Park, so they could dance on their own space at the Summer Community Concerts; is an active member of the Fair Oaks Foundation for Leisure and the Arts (FOFLA); & the Fair Oaks Village Enhancement Committee (FOVEC); a member of the Christmas in the Village Team and Fair Oaks Historical Society.



Recognition of Award Winners for

2011: (Left to right) Kathy O'Brien, Business Person of the Year; Barry Brown, Volunteer of the Year; Mariah Ely, representing both Fair Oaks Safeway Stores as Business of the Year; and Diane Templeton, Citizen of the Year.



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

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

RETURN SERVICE REQUESTED

Raffle 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..

NOVEMBER MIXER

HOST: SAFE C.U. – Madison & San Juan

Proctor Engineering
Ed Cook CPA
Edward Jones–Kirk Camunez,
Keller Williams - Liz Yoakum,
California Ave Skin & Body Works
'Lil Bear Painting
Take Shape for Life-Del/Rose Barbray
Safe Credit Union, Madison & San Juan
Bauer Car Wash
Got Muscle Fitness
Caffino
Madison Avenue Diamonds
Penny Howard, Honorary Mayor, 2006
Bob McCafferty, Associate Member
Von and Lorna Carter, Associates

NOVEMBER BUSINESS LUNCHEON

Keller Williams-Liz Yoakum
Jafra Skin Care-Diane Templeton
Alleygraphics Unlimited
Moth Hole Boutique and Consignment
Trends-n-Treats
James Everhart DDS
Safe C.U. (Madison & San Juan)
Proctor Engineering
Jafra Skin Care – Diane Templeton
Tupperware – Diana Cralle
River City Dental Group
Devcon Security-Marianne Latham
Fair Oaks Bowen Therapy
NBE of Fair Oaks
Penny Howard, Honorary Mayor, 2006

DECEMBER MIXER

HOST: AMERICAN RIVER BANK

Moth Hole Boutique and Consignment
Bella Fiore
Dianda's
Cupcake Cravings
Take Shape for Life-Del/Rose Barbray
Reliasense
Proctor Engineering
Jafra Skin Care – Diane Templeton
Gene E. Laird Handyman Services
California Ave Skin & Body Works
Phill Evans Sculptural Park
Keller Williams-Liz Yoakum
American River Bank
Tammy & Mike Robinette
Terri Perrin
Von & Lorna Carter, Associates
Len & Rose Anne Crandell Lamb, Assoc
Warren & Janet McWilliams, Associates

DECEMBER HOLIDAY LUNCHEON

Take Shape for Life-Del/Rose Barbray
American River Messenger
Moth Hole Boutique and Consignment
To Heaven and Back Massage
Alleygraphics Unlimited
Keller Williams-Liz Yoakum
Jafra Skin Care – Diane Templeton
Swan Family Vision Care
Clean & Sober Living
Sacramento Choral Society & Orchestra
Terri Perrin
Penny Howard, Hon Mayor 2006
Bob McCafferty, Associate
Judy Maderos, Associate
Von & Lorna Carter, Associate

Mixer Dates Available Book One!

Still searching for a unique and creative way to promote and showcase your business this year? Then plan on hosting a "Business After Hours" Mixer. It's your opportunity to market your business and gain new customers as well as referrals.

They are held the second Wednesday of the month, 5:30–7:30 p.m. and are open to the public. Dates are filling up, so make a decision, then call to reserve your spot! **Note:** the Mixer in February will be hosted by the Fair Oaks Chamber at our new office, 10014 Fair Oaks Blvd (see page 1). It will be held on Leap Day!

For further information and a copy of the Mixer Guidelines, call the Chamber, 967-2903.

Got Facebook news?

If you do, send them to Usha Datla, who is managing our page: udatla@alphagraphics.com or the Chamber office: info@fairoaks.com. Need further info? Call 967-2903.