MAY 2014

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“Creating A Community Where Business Thrives”
Tracy Chamber of Commerce will be hosting the Taste of the Valley Art and Food Festival in place of the Tracy Bean Festival on September 6th & 7th in Downtown Tracy.

After observing several years of declining attendance, the chamber Board of Directors decided to give the festival a complete makeover with a new name and new focus.

The Taste of the Valley Art and Food Festival will feature a fresh farmers market with crops grown in the region such as beans, tomatoes, almonds, etc. In addition to returning vendors, there will be new attractions such as food tastings, art displays and sales, kids' attractions, a wine and brewery section as well as 3 stages of live entertainment.

The Chamber has hired event planner, Grace Paget of Captivating Moments Events Planning and Management to lead the efforts of bringing a new festival experience to the community. Mrs. Paget will work alongside a festival planning committee comprised of chamber staff and board members to maintain existing relationships with vendors and recruit new vendors to complement the event.

The Taste of the Valley Art and Food Festival will continue to promote Tracy by offering booths to local businesses as well as promote locally grown foods.

Vendor application are NOW AVAILABLE for this event by visiting our website, www.tracychamber.org. Take advantage of our early bird special by applying to be a vendor before June 5th. Booth fees range from $250-$1,000 and chamber members will receive a 20% discount. There will be limited space for vendors this year, so get your application in ASAP!

We have also revised our sponsorship packages for this event to include new benefits and promotions for sponsors. If you are interested in becoming a sponsor, please let me know and I will send you the complete sponsor packet.

I hope to see you all at the Taste of the Valley Art & Food Festival!

- Sofia Valenzuela, President
  Tracy Chamber of Commerce
Economic Development:
- Thai Jasmine and EMO Korean Restaurant have both opened for business on 10th Street in downtown Tracy.
- Sweet Tarts Custom Cakes and Cupcakes will be opening a new bakery downtown on B Street across from Bank of America.
- Dickey’s BBQ Pit has submitted plans for a second location in the Home Depot Shopping center.
- Harbor Freight has submitted plans to occupy the former Walgreen’s space in the Mi Pueblo Shopping Center.
- Amazon will be holding another direct hire event ramp up for the holiday season. Job postings are available at: http://www.amazon.com/gp/jobs

City Manager Update:
The Tracy City Council is in the process of starting the recruitment for a new city manager. A community meeting was held in late April to gather input in the development of an ideal candidate for city manager. For those who were not able to attend the meeting but would like to share their comments they can contact the recruitment firm Peckham and McKenney by emailing bobbi@peckhamandmckenney.com

View the 2014 State of the City video by clicking on this link: http://bit.ly/1hfbQfS

What’s Happening in your City...

What’s Happening in your Downtown...

- The 2014 Summer Block Party Series kicks off with the Cinco de Mayo celebration on Friday, May 2nd, from 6pm to 9pm.
- Girls’ Night Out: An Evening at Tiffany’s will be held at the Downtown Plaza on Friday, May 9th, from 6 to 10pm. Get your tickets before they sell out!
- Tracy’s Train Town USA Designation Celebration is on Saturday, May 10th, at the Tracy Transit Station from 10am to 1pm.
- The Downtown Tracy Farmers’ Market is open every Saturday from 8am to 1pm.
- The new Wednesday evening market begins on June 4 and runs through August 27 from 4pm to 8pm.
- This month’s Third Friday falls on May 16! Several downtown businesses will remain open until 9pm. Don’t miss the extended shopping hours and specials!

Download the Downtown Tracy phone application, like us on Facebook, and follow us on Instagram for the most up to date information!

For more information about Downtown Tracy, visit www.tracycitycenter.com

Elite Ambassador:
of the month:
Karen Aranda,
Altamont Mechanical Heating & Air

Thank you for your continuous support to the Chamber and its members!
Business Boot Camp is Back!

Presented By: Lisa Orrell, CPC
The Promote U Guru

- Branding & Marketing Expert
- Author & In-Demand Speaker
- 75+ Awards for Marketing
- Certified Success Coach

The Tracy Chamber is bringing back by popular demand the Marketing Business Building Boot Camp presented by marketing guru, Lisa Orrell, to provide small business owners with practical marketing strategies that will increase their bottom line.

This workshop is ideal for any small business owner or solopreneur from any industry that is struggling to generate the revenue they want or need to succeed.

The Boot Camp will help business owners learn how to:
- Create or improve their brand in order to stand out
- Increase awareness for their business brand or personal brand
- Simple, effective sales, social media & PR strategies

Workshop Date: Tuesday, June 17th
Time: 9:00 a.m. to Noon
Location: Transit Station
Cost: $35 for members

Register by filling out the application included in this newsletter on page 9 or from www.tracychamber.org

ABOUT LISA ORRELL:
Lisa owned her award-winning Marketing Agency in the SF Bay Area for 20 years and worked with some of the biggest brands on the planet. Now, in the next phase of her professional life, she is highly respected as The Promote U Guru, and was recently voted one of the “Top 30 Brand Experts in the World” by over 22,000 industry professionals! Lisa focuses on helping small business owners, entrepreneurs, entertainers, speakers, and authors build their brand platforms and generate more sales. And aside from being the author of 4 top-selling business books on Amazon, Lisa is a popular speaker, nationally & internationally, who conducts workshops & webinars on: Branding, marketing, social media, PR, publicity, book marketing, and book writing & publishing. Based on her expertise, Lisa has been interviewed by, or written articles for, countless major media, such as: ABC, MSNBC, NPR, NYTimes, Wall Street Journal, COSMO, and WomenEntrepreneur.com.

Business Boot Camp is Back!
Calling All Vendors & Sponsors
Mountain's Hope Community Worship Center is in search of Sponsors and Vendors for their 1st Annual Street Faire that will be held on Saturday, June 28, 2014 at 213 W. 11th Street. Space is limited so inquire within by email at mhcwcoffice@gmail.com or contact Karen Murray by phone at (209) 831-2940.

Bringing Home-Cooked Meals to Seniors
Do you know a senior who can use a home-cooked meal? Emeritus is helping improve the nutrition of 10,000 seniors across the country. In May Emeritus will be visiting seniors, many of whom live alone, to bring them nutritious home-cooked meals. If you know of a senior who could use a nutritious meal, please call Emeritus at 209-835-100.

Support National Foster Care Month
May is National Foster Care Month and VBR Foundation is inviting members of the community to give back to the foster children in the area. By donating you will help the organization facilitate emergency clothing, duffel bags, toiletries, and other basic necessities when the children get placed. To support VBR Foundation, please visit their website: www.vbrfoundationinc.org and click on Donations.

Eagal Lakes Lil Mud Runner May 17th & 18th
The Lil Mud Runner will feature a one mile obstacle course that is kid friendly with fun obstacles such as hay bales, tunnels, mud pits, etc. Choose between Saturday or Sunday. This year’s Lil Mud Runner will benefit AgFest - FFA/4H Junior Show and Auction. To register click on this link http://bit.ly/RG3Mz3.

Thank You for Renewing!

Under 5 Years:
All Knight Security
Bill Pollard Jr, CPA
CrossFit Tracy
Clif Higbe-California Advantage
Real Estate
Intermission Productions
Johnny’s Diner & Creamery
Jorge’s El Tapatio Restaurant
Pamela Dew-Diversified Capital Funding
Prime Shine Car Wash
TNT Fireworks
Tracy Express Softball League

5-10 Years:
Astoria Gardens LLC
Cheryl Fowler
Golden 1 Credit Union
Mi Esperanza
McLane Food Service
Safeway
Star West Generation LLC
Tracy Nissan
Wanda Hirsch Child Dev. Center
Willbanks & Wood PLC

11-20 Years:
Bank of the West
Cash Saver Ads, Inc.
DKPM, Inc.
Eaton Optometric Group
ITT Technical Institute
Montessori School of Tracy
P & C Auto Recyclers
Rajiv Punjya M.D.
San Joaquin Delta College
South Campus
Taylor Farms Pacific Inc.

20-30 Years:
Emeritus at Heritage Place
Virginia Mechanical
Willson & Company

50+ Years:
Sutter Tracy Community Hospital

El Concilio Council for the Spanish Speaking
95 W. 11th Street, Tracy, CA
209-820-5910
Jose Moreno
*Non-Profit

Perfect Cuts
1916 W. Grant Line Rd, Tracy, CA
209-814-6152
Phavina Lao
*Beauty Salon & Spa
phavinalao@gmail.com

The First Tee Central Valley @ Tracy
Tracy, CA
209-814-6833
Brad Wubben
*Non-Profit
brad@thefirstteecentralvalley.org

Child Abuse Prevention Council of San Joaquin
540 N. California Street, Stockton, CA
209-464-4524
Lindy Turner-Hardin
*Non-Profit
lturner@nochildabuse.org

Dickey’s Barbecue Pit
2469 Naglee Rd, Ste. 4D, Tracy, CA
209-879-3920
Veronica Ruiz
*Restaurant
vtrr05@yahoo.com
Member Spotlight...
“Attract & Retain Employees”

If you agree with the basic premise that when you genuinely help your employees you are also helping your business’s bottom line, then please read on.

- Aflac allows you to expand your benefits offering to your valuable employees at no direct cost to your business.

- Aflac is simple to administer – bringing Aflac on board doesn’t require you to change anything with your existing benefit program. All you need to do is deduct your employees Aflac premiums the same as their other deductions and one month later send them on to Aflac.

- Aflac helps you attract and retain valuable employees to your business. Recent studies bear out that most persons strongly consider benefits along with wages. As the business owner you have the ability to offer Aflac to your employees at a reduced group rate!

- Aflac provides the kind of protection your employees want and need by paying cash benefits directly to them in the event of a covered injury or illness.

A simple investment of fifteen minutes of your time could help your business! Contact your local Aflac agents Jim Fitzpatrick, Gustavo Arriaga II, Francisco Maldonado or Neal Daily at (209) 839-7833 to schedule a visit.

“A” Grade for Sutter Tracy …

Designed to rate how well hospitals protect patients from accidents, errors, injuries and infections, the latest Hospital Safety Score honored Memorial Medical Center and Sutter Tracy Community Hospital – both part of the Sutter Health network – with an “A” grade in patient safety for the Spring 2014 report.

The Hospital Safety Score is compiled under the guidance of the nation’s leading experts on patient safety and is administered by The Leapfrog Group (Leapfrog), an independent industry watchdog. The first and only hospital safety rating to be peer-reviewed in the Journal of Patient Safety, the Score is free to the public and designed to give consumers information they can use to protect themselves and their families when facing a hospital stay.

To see how the Sutter Health hospitals’ score compares locally and nationally, and to access safety tips for patients and their loved ones, visit the Hospital Safety Score website at www.hospitalsafetyscore.org. Consumers can also go to www.hospitalsafetyscore.org for a free download of the Hospital Safety Score app.

SAVE THE DATE:
Affordable Care Act Workshop

Thursday, May 15th
9AM- 11AM
Transit Station

Discussion Topics Include:
*Status of Individual Mandate
*Employer Requirements 2014- 2016
*Calculating Employer Size
*Determining Employee Eligibility
*Preparing for IRS Reporting

Free event open to businesses; limited seating
RSVP by calling 209- 835- 2131

BUSINESS QUOTE OF THE MONTH:

“Leadership is a potent combination of strategy and character. But, if you must be without one, be without the strategy”
- Norman Schwarzkopf

Oscar A. Anzalado, LUTCF
Financial Services Professional
CA State Ins. Lic.# 0652418 OR Ins. Lic.# 176841
Agent, New York Life Insurance Company
*Registered Representative NYLIFE Securities LLC
(Member FINRA/SIPC) A Licensed Insurance Agency

Oscar Anzaldo, Anzaldo. OP Insurance & Financial Services, LLC is not owned or operated by NYLIFE Securities LLC or its affiliates. Anzaldo. OP, LLC is a local, family owned insurance and Financial Company specializing in Financial Services, Life Insurance,
AUTOMOBILE - REPAIRS & SERVICE
D & M Automotive…………………………209-879-9345

BANKS
Bank of Stockton…………………………209-820-2000

BAR & LOUNGE
Mj's Bar & Lounge LLC…………………..209-831-9948

BOOKKEEPING & PAYROLL
Account Masters Bookkeeping………209-836-4961

ENTERTAINMENT
Creative Clowning Sparkles & Ravioli 209-835-8383

ELECTRICIAN
3 Phaze Electric…………………………209-239-2700

FARMERS MARKET ASSOCIATION
Stockton Certified Farmers Market ………209-943-1830

GRAPHIC DESIGN
Dave Garcia Designs……………………209-200-3283

GROCERY STORES
Grocery Outlet of Tracy…………………209-836-2182

HEATING & AIR CONDITIONING
Altamont Mechanical Heating & Air 209-346-2422

INSPECTIONS/ SCHOOL CONSTRUCTION
All Aspect Inspections………………………www.allaspectinspections.com

INSURANCE SERVICES

MORTGAGE LENDING
Pamela Dew-Diversified Capital Funding 209-833-3338

MOBILE FOOD TRUCK
El Toro Food…………………………530-953-6614

MOVING & STORAGE COMPANY
Greater Bay Relocation Services, North American Van Lines ………209-830-4435

NON- PROFIT
Manteca CPR Classes…………………209-817-8464

REAL ESTATE

SHOPPING - RETAIL
West Valley Mall Community Room Rental 209-836-4091 x108

SOLAR SALES
Verengo Solar…………………………209-814-6156

SUPPLEMENTAL INSURANCE
AFLAC…………………………………209-323-4183

TERMITE & PEST CONTROL SERVICES
Take Care Termite & Pest Control 209-832-7300

WATER WELL PUMP CONTRACTOR
Commercial, Domestic, Irrigation, 24 Hr. I. J. Larsen Pumps, Inc………..209-529-2020

WEBSITE HOSTING & DESIGN
Nnvent…………………………………888- 408- 2515

Your company can be listed here for just $100 per year. Call 209-835-2131
May Meetings
05/06 & 05/20 12:30PM Hispanic Group El Tapatio
05/06 8:30AM Ambassadors at Chamber
05/08 12:30PM Asian Pacific Group at Mongolian BBQ
05/13 12PM Starting Your Own Business at Chamber
05/22 12:30PM Asian Pacific Group at Dhaba
05/26 4PM Board Meeting at Chamber

May Events
05/08 9AM Leadership Training at Transit Station
05/13 8AM Coffee at Chamber by Ambassadors
05/15 9AM Affordable Care Act Workshop at
  Transit Station
05/19 11:00AM Golf Tournament at Diablo Grande
05/22 5PM Mixer Schack & Company/All in the Details

June Meetings
06/03 & 06/17 12:30PM Hispanic Group El Tapatio
06/03 8:30AM Ambassadors at Chamber
06/12 12PM Starting Your Own Business at Chamber
06/12 & 06/26 12:30PM Asian Pacific Group at
  Asian Cajun Crawfish
06/16 4PM City Liaison Mtg at Chamber
06/25 4PM Board Meeting at Chamber

June Events
06/10 8AM Coffee by American Red Cross at
  Fire Station
06/17 9AM Business Boot Camp at Transit Station
06/26 5PM Business Tradeshow Mixer at West
  Valley Mall

Become a SPONSOR and PROMOTE Your Business to over 5,000!!
Sponsorships range from $50 - $500!
Email: info@tracyjchamber.org

Partnership is a simple equation:
We Plus You

suttertracy.org
Business Building Boot Camp
Registration Form

$35 Registration Fee Due Upon Registering
($50 for non-Chamber members)

Workshop Details:
Event Date/Time: Tuesday, June 17th 2014 9:00AM-12PM
Event Location: Transit Station, 50 E. 7th St.
Guest Speaker: Lisa Orrell, Promote U Guru
Continental breakfast and lunch to be served

Registration:

Attendee Name________________________ Business __________________________
Email Address: _________________________ Phone __________________________
Attendee Name________________________ Business __________________________
Email Address: _________________________ Phone __________________________

Chamber Members (circle one): YES  NO

Form of payment:
_____ Cash _____Check _____ Visa/Mastercard (please make check payable to "Tracy Chamber of Commerce")
Visa/Mastercard #: ___________________________ Expires: _____ / _____ Zipcode __________
Name on Card: ________________________________
Signature: ____________________________________

Please fax this form to the Tracy Chamber at (209) 833-9526.
Or email to info@tracyjamerv.org

Questions - Call 209-835-2131

Presented By: Lisa Orrell, CPC
The Promote U Guru
• Branding & Marketing Expert
• Author & In-Demand Speaker
• 75+ Awards for Marketing
• Certified Success Coach

PROUDLY SPONSORED BY:

www.tracyjamerv.org
Tracy Chamber of Commerce Presents:

Affordable Care Act Informational Workshop

Speaker: Michelle Montoya, EVP of HR Compliance, Filice Insurance

MAY 15

A FREE Workshop
9am - 11am
Thursday, May 15

W ith the Individual Mandate still moving forward, but the Employer Reporting Mandate delayed, employers everywhere are scratching their heads in confusion and frustration. In this informative and educational seminar, we will discuss the status of the various mandates and how you can expect these changes to affect your employee benefit program.

DISCUSSION TOPICS WILL INCLUDE:

- Status of the Individual Mandate
- Calculating Your Employer Size
- Determining Employee Eligibility
- Preparing for the IRS Reporting Requirements

Free workshop for businesses
Limited seating; must RSVP by calling 209-835-2131 or emailing info@tracychamber.org no later than May 12th.

For more information call 209-835-2131

Tracy Transit Station
50 E. 6th St.
Tracy, CA 95376

www.tracychamber.org