

**Keep an eye out:
Data Verification forms are in the mail**

Data verification forms will be arriving soon. The forms are designed to make sure the Chamber has the most up-to-date information about our members. This information will be used for the 2011 Oxnard Business & Community Guide. To ensure only accurate information is listed, please review the form, make corrections if necessary and return to the Chamber.

“For a low cost of membership, belonging to the Chamber quickly pays for itself. Meathead Movers membership in the Chamber has led us to priceless contacts that have aided in expanding our business.”

Scott Patterson, Meathead Movers



January 2011

Chamber pays tribute to Past Chairman Cogswell

As Publisher and President of the *Ventura County Star*, George Cogswell has a lot on his plate. In fact, not only is his life hectic with the *Star*, he also fills that same role with other Scripps Howard Newspapers. In his "spare" time, he's a volunteer for Big Brothers Big Sisters of Ventura County, United Way of Ventura County, the Workforce Investment Board, and many other local charitable organizations.

The Oxnard Chamber of Commerce will honor Mr. Cogswell's service as 2010 Chairman of the Board of Directors at its Installation Gala on January 29. As Chairman, Cogswell helped the Chamber retain and build relationships throughout the community. The 2010 Installation Gala was largely a success because of George's community ties. As the only fundraiser for the Chamber, George was instrumental for setting the tone of the year by raising expectations for the Gala. This year's event is sure to be a great success as well.

Acclaimed comedian Will Durst will be on hand and should have no shortage of

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Oxnard Chamber of Commerce Business VOICE

Volume 40, Issue 01

Official Publication of the Oxnard Chamber of Commerce

2011 Chamber Board represents 26 Industries and over 3,500 Jobs

The Oxnard Chamber of Commerce elected its 2011 Officers in early December. Leading the volunteer Directors will be Suzanne Scar as Chairman of the Board. Suzanne is a co-owner of Central Coast Imaging Solutions and a Ventura County resident for the last four years.

The 2011 Chairman-Elect is F. Steve Buenger, owner and operator of Marine Emporium Landing, a visitor-oriented retail center in Channel Islands Harbor, Oxnard. The Landing is home to over 20 businesses. Steve also owns and operates Buenger Commercial Real Estate which specializes in the sales and leasing of Commercial, Retail and Office buildings in west Ventura County. Buenger is currently serving his second term as an Oxnard Chamber Board member.

Returning as Vice Chair, Finance & Operations is Richard Mountan. Richard has a long history of service on the Oxnard Chamber of Commerce Board of

Directors. He is the Director of Operations for Haas Automation, one of Oxnard's largest employers.

Katherine Leahy will also continue serving as Vice Chair, Public Affairs. Ms. Leahy is the CEO of Goodwill Industries of Ventura and Santa Barbara Counties and a past Chamber Chairman.

Two new Vice Chair positions have been filled. Nancy Kierstyn Schreiner has accepted the duties of Vice Chair, Member Services and Claudia Classen will serve as Vice Chair, Non-Dues Revenue. Schreiner is a Partner at Nordman, Cormany, Hair & Compton LLP and is serving her first term on the Chamber Board. Classen, a General Pacific Properties Realtor served as Vice Chair, Membership in 2010 and has remained active in various Chamber committees.

George Cogswell, President and Publisher of the *Ventura County Star* and Regional Publisher of E.W. Scripps

Company, West Coast Newspapers will serve as Immediate Past Chairman. George successfully helped the Chamber through what could have been a tough year.

In addition to the above mentioned Officers, the Chamber Board of Directors welcomes some new and returning faces to serve on the Board. Al Jones, Mel Sheeler, Anthony Taormina and Nancy Williams have been elected to serve on the Board. Jones and Williams are continuing their service on the Board, while Sheeler and Taormina are fresh faces. However, nei-



Chairman of the Board
Suzanne Scar
Central Coast
Imaging Solutions

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Jan. 15 Deadline to be listed in Business Guide

Advertising sales for the Chamber's 2011 Business and Community Guide are coming to a close but it's not too late to be included! In these challenging times, continued exposure and networking for your business is critical. Advertising in the Chamber publication has even more advantages. A national study recently conducted showed "consumers are 63 percent more likely to buy goods and services in the future from a company that they believe is a member of the local Chamber" and "they are 44 percent more likely to think favorably about" the business.

Thousands of the guides will distributed all over the community next spring.

The forthcoming Oxnard Business and Community Guide will act as an ideal reference guide with the ability to serve as an informational relocation publication and guide residents and visitors to Chamber businesses. This customized publication will feature a refreshing writing style, coupled with eye-popping design and colorful pictures - grasping the distinct character of the

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Chamber Chairman delivers State of the Chamber address

Learn what the Chamber has in store for 2011

The State of the Chamber will be presented by 2011 Chairman of the Board, Suzanne Scar, on January 13 to launch the 2011 Good Morning Oxnard Breakfast series. With the economy as unpredictable as it has been for many industries, the Chamber business is no different. Chambers feel the effect of the economy just like their members and though many things have changed economically, the Oxnard Chamber has delivered programs essential to members.

The State of the Chamber presentation will cover what the Chamber has been up to for the last year and give some insight on how the Chamber has fared during these unpredictable times. Each attendee will receive an Annual Report to take back to the office with them. The State of the Chamber will serve as the Chamber's 2011 annual meeting.

To reserve a seat today visit the



Chamber website, OxnardChamber.org, or call 805-983-6118. Admission is \$25 for members who reserve a seat by January 10 and \$30 after the 10 or at the door. If you frequent the Good Morning Oxnard

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The Oxnard Chamber of Commerce represents business interests and advocates public policies that promote a healthy economy.

Executive Committee

Suzanne Scar, Chairman of the Board
Central Coast Imaging Solutions
Steve Buenger, Chair-Elect
Buenger Commercial Real Estate, Inc.
George Cogswell III, Immediate Past Chairman
Ventura County Star
Claudia Classen, Vice Chair Non-Dues Revenue
General Pacific Properties
Kathy Leahy, Vice Chair Public Affairs
Goodwill Industries
Richard Mountain, Vice Chair Finance & Operations
Haas Automation
Nancy Kierstyn Schreiner, Vice Chair Member Services
Nordman, Cormany, Hair & Compton

Board of Directors

Bill Camarillo, Agromin
Steve Chapman, DCH Toyota of Oxnard
Craig Goettsche, Chick-fil-A
Long Huynh, County Commerce Bank
Al Jones, First California Bank
Craig Kaihara, AMS Craig LLC
Otto Kanny, River Ridge Golf Club
Scott Patterson, Meathead Movers
Patty Paumier, St. John's Regional Medical Center
Lisa Rivas, Venoco, Inc.
Mel Sheeler, Sheeler Moving and Storage, Inc.
Anthony J. Taormina, Oxnard Harbor District
Tom Waddell, State Farm Insurance
Nancy Williams, Southern California Edison Co.

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Marc Charney, Nordman, Cormany, Hair & Compton
Florence LaManno, DFD Enterprises, Inc.
Michael Montoya, Southern California Edison Co.

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Jonathan Severn, Oxnard Ambassadors
Asst. Chief Scott Whitney, Oxnard Police Department

Chamber Staff

Nancy Lindholm, President/CEO
Robin Blevins, Vice President of Operations
Nikki Chairez, Director of Member Services

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www.OxnardChamber.org



www.facebook.com/OxnardChamber

Economic Forecast for 2011 & Community Demographics

on sale now at the Oxnard Chamber office



Welcome to 2012

No, that's not a typo. I say 'Welcome to 2012', because although your calendar may read 2011, the Oxnard Chamber Board and staff are already looking a few years ahead. So as you celebrate the beginning of a new year, your Chamber is striving to be in the know about future opportunities or challenges that will affect our business community.



Chairman of the Board
Suzanne Scar

George Cogswell will be a hard act to follow as Chairman of the Board. Despite last year's challenging economy, George rallied the Board, staff and committed volunteers to keep focusing on our priorities, identifying new revenue opportunities and uniting us with healthy business partners. Fortunately, George has committed to share his tal-

ents with the Oxnard Chamber for the years ahead and we are grateful. He *does* love Oxnard!

As your new Board Chairman, it will be my pleasure to work with Board members and Chamber staff to bring together a strategic plan that will reflect on the high values and beliefs of our organization. Businesses are challenged, once again, by this economy and it is our priority to build relationships to provide opportunities that will benefit their economic recovery. Although the Chamber has been challenged to provide more services with fewer resources, the Board unanimously voted not to raise membership dues in 2011.

A key objective of the Oxnard Chamber of Commerce is to effectively advocate for our members businesses. Our goal has always been to be a proactive, not reactive organization. We offer to help draft policy, rather than simply criticize it. Our associations with other chambers and the Chambers of Commerce Alliance of Ventura & Santa

Barbara Counties provide us with information and access to all levels of government. We believe laws and regulations should serve the public without acting as a detriment to business development and growth. As a business owner and member of several chambers of commerce, I personally chose to be closely associated with the Oxnard Chamber because of our CEO, Nancy Lindholm. You can be assured that she is always willing to fight for our members. Her track record is phenomenal and as she was recently quoted, "We don't always prevail, but we don't walk away from issues quietly." I'm grateful that she is on my side!

Have a wonderful January and don't forget to attend our only fundraiser- the Installation Gala on January 29. This year we promise great food, fun bidding opportunities with our silent and live auctions and loads of laughter with the "country's best political satirist," Will Durst. Call the Chamber today and reserve your fun!

Local government takes one small step forward, one giant leap backward

The December 14 Oxnard City Council meeting authenticated the concerns many of us have regarding newly adopted purchasing and contracting procedures. There were 26 items on the consent agenda for the meeting, two or three times the average number in the past. Consent agenda items are those that are intended to be fully vetted by staff and council prior to the public meeting.



President/CEO
Nancy Lindholm

By imposing a \$25,000 limit on expenditures the city manager can approve, we are encouraging a torpid bureaucracy. The new procedure requires more staff reports being prepared for the council, which certainly takes more staff time. In my mind that equals more tax dollars paying for more city staff. How much money will we

save? More appropriately, how much money will this new policy cost?

In addition to staff workload, the city council now has more volumes of reports to study prior to each council meeting. I admire the people that step forward to serve in local government. However, any normal working person would find it challenging to plow through the mountains of information the new purchasing and contracting procedures generate. Will we only be attracting retired or extremely wealthy individuals as our future council members?

Aside from the staff reports, the council and the public are availed time to make comments on any or all of the consent agenda items at the public meetings. Fortunately, the public is limited to three minutes per speaker (not per agenda item, thank goodness). On the other hand, the council is not limited by the same time constraints. The December 14 meeting was evidence that the city council meetings will be much longer. The consent agenda items took more

than an hour to cover - something in the past that was a couple of minutes.

The whole premise of the need for the amendment to the General Purchasing Procedures and Public Contract Purchasing Procedures disturbs me. It appears to be a knee-jerk reaction to the District Attorney and FBI investigations regarding Public Works contract irregularities. If the council believes city employees are not handling the taxpayers' money correctly, it should be a personnel issue and handled internally. Bogging down the entire city government work flow is not the answer.

There is an extremely high level of tension at city hall these days. I look forward to the cloud of the DA and FBI investigations clearing, the city manager personnel issues being resolved, and local government focusing on efficiently providing services to its businesses and residents. Unfortunately I don't think we will be able to accomplish all of that in 2011.

Exceptional Business and Community Leaders

Join the exceptional business and community leaders that support the programs of the Oxnard Chamber of Commerce by becoming a Chairman's Club member. Call 805-983-6118 today and have a custom package of programs and events put together for your company.

Chairman's Club

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St. John's Regional Medical Center | St. John's Pleasant Valley Hospital | Members of CHW

Silver Level

California Strawberry Festival | Procter & Gamble | BUSINESS BANK | SHEELER | EDISON | VENCOC INC.

Bronze Level

Congratulations to those members renewing their commitment to the local economy....

100 Years	Asahi Company, Inc.
37 Years	Hardy Moll Realty
29 Years	Western Precooling Systems
27 Years	Marine Emporium Landing
18 Years	Family Optometric Group
16 Years	ALLCABLE, Inc.
14 Years	Country Inn & Suites - Port Hueneme
13 Years	ServiceMaster Commercial Cleaning Services Superior Cooling TWIW Insurance Services, LLC. Cabo Seafood Grill & Cantina
12 Years	DCH Lexus of Oxnard
10 Years	George Thompson Diamond Co.
8 Years	Mercy Crusades Spay & Neuter Clinic
6 Years	United Staffing Associates Buenger Commercial Real Estate, Inc. Tony's Body Shop
5 Years	FASTSIGNS Ventura County Fairgrounds Vista Real Charter High School Wallenius Wilhelmsen Logistics, Americas, LLC
4 Years	Friends of Channel Islands Harbor Hampton Inn JHC Insurance Services
3 Years	Spherion Staffing & Recruiting
2 Years	Farm Bureau of Ventura County Safeguard Business Printing
1 Year	Pegasus Transit, Inc. Seabridge Shopping Centers Security Self Storage Sengstaken Enterprises, Inc.

Cogswell honors Chamber volunteers, community leaders

Past Chairman of the Board, George Cogswell, will be thanking some worthy Chamber volunteers and community leaders at the January 29 Installation Gala. The Chairman's Award of Excellence will be bestowed on former Oxnard Police Chief John Crombach, Chamber Director and Ambassador Otto Kanny, 2010 Chamber Host Committee Chair Tawnee Pena, 2011 Chairman of the Board Suzanne Scar, and Chamber Military Affairs Committee Chair Ron Van Dyck.

"I can't say enough about what these people have done to make the Chamber and Oxnard so much better," remarked Cogswell. "We had a successful year in 2010 thanks to these folks."

John Crombach retired from the Oxnard Police Department in November of 2010. As the city's police chief, he did more than just run the department. John was well aware of how the OPD and the business community need to work together. Chief Crombach was highly respected by his officers, elected officials, business professionals, and even some of our residents he apprehended. The Chamber thanks John for his service to our community and wishes him well in his future endeavors.

Otto Kanny of River Ridge Golf Club is a tireless, hands-on volunteer. Otto served the Chamber as Vice Chair of Special Events in 2010, which means he oversaw the Installation Gala, the State of the City Luncheon, the Community & Business Awards, the Business Expo, the Military Appreciation Dinner, and the Oxnard Economic Summit. He was the Recording Secretary for the Military Affairs Committee. He was the "main man" of the Ambassadors-Chamber Golf Tournament, making the event the most profitable is has been in years. Otto is always quick to volunteer and his efforts are greatly appreciated.

Tawnee Pena chaired the Chamber's Host Committee in 2010. She did a fabulous job recruiting new committee members, engaging them to increase contacts with Chamber members. Ms. Pena was always happy to help the Chamber with events when they were a bit short-staffed. Her smiling face could be found at breakfast meetings, after hours mixers, ribbon cutting ceremonies and any time the Chamber needed a hand. We thank her for

being a great volunteer.

Suzanne Scar chaired a record number of meetings as 2010 Chairman-Elect. With George Cogswell's demanding position at Scripps Howard Newspapers, he logged thousands of airline miles last year. When he was out of town on business, Suzanne stepped in and ran the Board of Directors and Executive Committee meetings. She also emceed mixers and ribbon cutting ceremonies. Both George and the Chamber thank her for assuming the leadership roles as Chairman-Elect last year and 2011 Chairman of the Board.

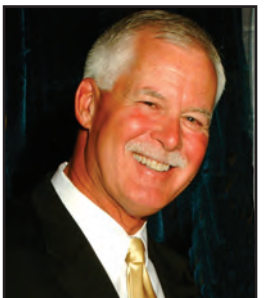


Otto Kanny

Ron Van Dyck is the Chair of the Military Affairs Committee. He stepped forward to fill the position after Florence LaManno retired after many years at the helm. Ron runs an efficient meeting and has engaged committee members to take on some new projects. The Military Discount and Welcome Home Heroes programs were both launched under Ron's watch. He oversaw the committee's successful efforts for the Military Appreciation Dinner as well. Ron is a retired Command Master Chief from Naval Base Ventura County.



Tawnee Pena



John Crombach

Please join Past Chairman Cogswell and the recipients of the Chairman's Award of Excellence at the January 29 Installation Gala. The event will be held at the Residence Inn at River Ridge. Reservations are required. Please call the Chamber at 805-983-6118 or register online at www.OxnardChamber.org.

IRS issues 2011 Mileage Rates

The Internal Revenue Service recently issued the 2011 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on Jan. 1, 2011, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 51 cents per mile for business miles driven
- 19 cents per mile driven for medical or moving purposes
- 14 cents per mile driven in service of charitable organizations

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating an automo-

bile. The rate for medical and moving purposes is based on the variable costs as determined by the same study.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for any vehicle used for hire or for more than four vehicles used simultaneously.

Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

For more information, visit the IRS website at www.irs.gov.



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January 2011

Chamber Officers and Directors for 2011

Continued from page 1



Chairman Elect
F. Steve Buenger
Marine Emporium
Landing

ther are strangers to the Oxnard Chamber. Both Sheeler and Taormina are strong supporters of the Oxnard Chamber.

Mel Sheeler, owner of Sheeler Moving & Storage, has been a member of the Oxnard Chamber since the start of his company in April 2003. While Anthony Taormina has served as Executive Director of the Oxnard Harbor District since 2006 and has been active in the Chamber ever since.

The Chamber owes a great deal of its success to the commitment of the various Board members that have served throughout the years and 2011 looks like it's going to be a great year.

State of the Chamber

Continued from page 1

Breakfast, consider signing up as a 2011 Good Morning Oxnard Breakfast Club member. For \$250, you will be able to attend every Good Morning Oxnard Breakfast in 2011. There are 11 planned breakfast in 2011, which as a Breakfast

Club member you will be paying for just 10! In addition to saving on the breakfasts, your business will be listed in every Good Morning Oxnard program.



Sign-up Today!

Legislators Brief Chamber Alliance on 2011 Goals

By Chambers of Commerce Alliance of Ventura and Santa Barbara Counties

During its last board meeting of 2010, the Chambers of Commerce Alliance of the Ventura & Santa Barbara Counties facilitated presentations from both State Senator Tony Strickland and Assemblyman Das Williams on their thoughts about the challenges ahead as lawmakers begin to tackle a \$29 billion budget deficit.

While praising Governor-elect Jerry Brown's frugal tendencies and his outreach to Republican legislators, Sen. Strickland said that the best way to generate tax revenues is to improve California's business climate. Assemblyman Williams expressed his interest in pursuing higher education as a way to grow the economy as UC Santa Barbara and other local universities produce many of the region's business startups. Both legislators stressed the gravity of the budget deficit and its impact on California's economy.

The Chamber Alliance also welcomed two new additions to its membership, the Simi Valley Chamber and the Greater Conejo Valley Chamber which are two of Ventura County's largest chambers. Furthermore, US Bank is joining the Alliance as a Capitol Circle member.

After adopting a new Public Policy Platform for 2011, the Alliance board

elects new officers including Suzanne Scar (Oxnard Chamber) as chair, Patrick Ellis (Moorpark Chamber) as vice-chair, Nancy Lindholm (Oxnard Chamber) as Treasurer, and Bill Macfadyen (Goleta Valley Chamber) as Secretary. Kristen Amyx (Goleta Valley Chamber) will serve as immediate past chair.

Finally, Tom Kelley, who is retiring at the end of this year, was recognized for his impressive leadership of the Camarillo Chamber as well as his active involvement in the chamber of commerce community.



Brendan Huffman
Executive Director
Chamber Alliance

Looking ahead to 2011, the Chamber Alliance seeks to increase its presence in Sacramento by scheduling monthly advocacy trips to the Capitol throughout the legislative session.

For more information about the Chambers of Commerce Alliance, please visit our website at ChamberAlliance.biz. Input from the Alliance's member chambers on legislative issues is encouraged.



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CalChamber urges business to seek assistance with ADA compliance

The California Chamber of Commerce is reminding businesses of the opportunities they have to comply with the Americans with Disabilities Act (ADA), diminish their risk of being sued for denial of full and equal access to individuals with disabilities, and/or potentially reduce the fees and damages incurred if litigation is filed.

During the 2007-08 legislative session, the CalChamber and other business groups worked closely with legislators and their staff, disability rights groups and the consumer attorneys to achieve historic reform to California's disability access laws.

The 2008 reform legislation, SB 1608, (Corbett; D-San Leandro, Chapter 549), is designed to promote and increase compliance with laws providing equal public access in places of business to individuals with disabilities, while reducing unwarranted litigation that does not advance that goal.

One of the key benefits provided by SB 1608 is the availability of Certified Access Specialists (CASp) who are trained and certified as experts in the disability access building requirements. Approximately 330 CASp inspectors



statewide are available to inspect building plans and/or existing buildings to determine if the buildings are ADA compliant or if there are deficiencies that need to be resolved.

Contact information for all CASp inspectors is available at the website of the California Department of General Services, Division of the State Architect, https://www.apps.dgs.ca.gov/casp/casp_certified_list.aspx. In addition, all local building inspection offices should have at least one CASp inspector on staff.

A business owner can voluntarily ask a CASp inspector to:

1. Inspect building plans for new construction to ensure that any new building complies with disability access laws; or
2. Inspect an existing building to determine if there are any deficiencies.

The cost of such an inspection is negotiable and varies among different specialists. Once a CASp inspector has inspected the requested site, the business owner can obtain a certificate to display in the window of the establishment that notifies the public the establishment has been inspected by a

CASp. The presumed benefit of this certificate is to inform the public that the owner/tenant has taken steps to make sure it complies with the law and therefore is not an easy target for a disability access case.

Pursuant to SB 1608, an attorney who files a lawsuit alleging a construction-related accessibility claim also must file and serve a written notice that provides an explanation of the building owner/tenant's legal rights, including the right to seek an attorney experienced with ADA lawsuits. An attorney's failure to provide this written notice at the time of filing is a violation that can be reported to the California State Bar.

If litigation is filed and the business owner has had a CASp inspection completed, the business owner may request a 90-day automatic stay of the lawsuit and an Early Evaluation Conference to determine the viability of the claims made. This stay and conference will prevent either side from unnecessarily incurring litigation-related fees and costs. Notably, the business owner must provide evidence of the CASp inspection report to the plaintiff as well as the court at least 15 days before the scheduled Evaluation Conference. Business owners are encouraged to confer with legal counsel on this issue, as well as any litigation filed.

To further encourage early resolution of any disability access case, SB 1608 limits a plaintiff's statutory damages under the Civil Code to one violation per occasion upon which the plaintiff was denied full and equal access at a distinct facility, rather than allowing a plaintiff to claim multiple violations on each occasion and therefore multiple requests for statutory damages. Courts also may consider reasonable settlement offers made between the parties when evaluating the award of any request for attorney's fees at the conclusion of the case. This aspect of SB 1608 places pressure on the plaintiffs and their attorney to make realistic demands of the business owner during litigation.

Another important element of SB 1608 was the creation of the California Commission on Disability Access (CCDA). This commission is designed to study and report on compliance issues business owners and disabled individuals have with state laws and regulations concerning disability access; the effectiveness of the CASp program; and the need for additional training and education.

The CCDA also will study whether the reform provided by SB 1608 has achieved the desired goal of reducing frivolous and unnecessary civil lawsuits, while encouraging disability access compliance.

All business owners are encouraged to take advantage of the benefits offered by SB 1608 by obtaining a CASp certification. Although SB 1608 provides no guarantee that a business owner who is CASp-certified will not get sued, it certainly will reduce the business owner's risk of frivolous litigation, as well as provide additional protections not otherwise available to the business owner if litigation is filed.

Contact information for all CASp inspectors is available at: https://www.apps.dgs.ca.gov/casp/casp_certified_list.aspx.

Chamber offers new Military Programs

Don't miss your chance to participate!

It's not too late to support the Military community while driving more customers to your business. The Oxnard Chamber of Commerce's two newest programs, the Military Discount and the Welcome Home Heroes Programs are still seeking participants. Show military personnel how much the business community appreciates them by participating. The programs drive both military personnel and retirees to Chamber member businesses.

Military Discount Program

The Military Discount Program is available to all Oxnard Chamber members in good standing. Participating businesses will benefit from the increased traffic from Military personnel and their families; and an overall increase of exposure of your business to the community. For a low cost of \$25 annually, participants will receive a window decal to display; a listing in the brochure and on the Chamber's website; and marketing of the program in the Ventura County Star, NBVC's The Lighthouse and other related publications and websites.

Businesses are asked to offer at least a 10% discount or some type of valuable incentive or gift. The Chamber reserves the right to review all offers prior to acceptance into the program. Discounts will be applicable to all military with ID including enlisted and spouses, active duty and retired. Oxnard is home to countless retirees who served at Naval Base Ventura County and have made our area their home.

Welcome Home Heroes

The other program, Welcome Home Heroes, will allow the Chamber and its members the opportunity to thank our active duty troops as they return home from deployment. Nearly 2,000 Navy and Air National Guard troops will be returning from tours of duty next year. Aside from their families and loved ones, there is not a

lot of fanfare to greet them when they come home. The Welcome Home Heroes Program will provide each one of them with a nice canvas tote filled with goodies and discounts from member businesses. Chamber volunteers will be at the bases to distribute the tote bags.

The Chamber is offering one Heroes Tote sponsor for all the bags in 2011, which



includes a large, prominently placed logo and the ability to place a coupon or promotional item in each bag. Up to ten Supporter sponsors are available that include name or logo on each bag and the ability to place one or two items in the bags. Partner sponsors will have the privilege of placing an item in each bag.

Troops stationed in our area have a need for goods and services. 1,850 bags will be distributed in 2011. Why not drive them to your business? It's a perfect way to put your business name out there in a positive manner, not to mention the lasting impression your contribution could leave on the returning troops.

For more details on the Military Discount Program or to reserve your spot in the Welcome Home Heroes Project, call the office at 805-983-6118.

Deadline to advertise in 2011 Directory

Continued from page 1

community. In addition to community and demographic information, the publication will include a complete Chamber membership directory and comprehensive buyer's guide (category listing). Points of distribution will include the entire Chamber membership, relocation packets, hotel lobbies and guest rooms, real estate and mortgage companies, banks and doctors' offices, all Chamber events and the Chamber office.

Advertising in the Oxnard business and community has unrivaled advantages. New in 2011 is a user-friendly Smartphone app - accessible via the iPhone and Android - an extension of Village Profile's enhanced connectivity not offered anywhere else in the chamber publishing industry. All of these elements come together to offer Chamber of Commerce members, participating advertisers and the community valuable added exposure to a global audience.

This leading-edge publishing program is made possible through a partnership between the Oxnard Chamber and Village Profile® - an innovative chamber publisher that has worked with the Oxnard

Chamber since 2008.

For publication and advertising information, contact the Oxnard Chamber of Commerce (805-983-6118) or sales representative Tom Stroup at 805-351-4931 to reserve ad space now.

The picture on page 1 is a sneak peek of the cover photo for the 2011 Oxnard Business and Community Guide.

Last Chance
to advertise in the 2011
Business and Community Guide

**Deadline
January
15!**



**Call Tom Stroup
805-351-4931**

November 2010

Farmers Insurance Agents, Raquel Gomez and Luis Chit cover all the bases



Raquel Gomez

Local Farmers agents, Gomez and Chit, ensure clients are well protected and go above and beyond their expectations. Their team's commitment and exceptional customer care is what sets their agency apart.

Offering home, auto, life, or commercial insurance, clients can be confident that in a time of crisis, they will be backed by an A-rated company. Their award winning claim services is available 24 hours a day, 365 days a year. Their bilingual team can effortlessly guide clients through their claims.

As local agents who grew up in Ventura County, Gomez and Chit understand the importance of community involvement. This is why their team has been a part of the March of Dimes, St. Baldrick's Foundation, Relay for Life, and the M.I.L.K. program.

Their aim is to make everyone who steps through their door to feel as if they are part of the family. They know the value in educating each and every client about the protection they need and any gaps in coverage they may have. Their office has many specialty products such as motorcycle, recreational vehicle, umbrella, boat, or motor home insurance, as well as



Luis Chit

notary public services.

Gomez and Chit's relentless dedication, expertise, and continuing education represent what their whole agency is about. They are here to serve the community they have always been a part of. For services or information call 805-201-2723.

El Concilio invests in the future of the Latino Community

El Concilio is a non-partisan, non-political community service organization whose primary mission is to provide services to the underserved Latino community. The majority of their clients come from the agricultural industry. Since their establishment in 1975, they have grown to serve on average over 18,000 clients per year. Over the past 33 years they have offered services countywide in the cities of Camarillo, El Rio, Fillmore, Moorpark, Oxnard, Port Hueneme, Santa Paula and Ventura.

As a non-profit organization they are able to fulfill their mission as a result of the support they receive from foundations, businesses and individual donors.

A few of the services they provide are youth leadership training, building healthy relationships, reproductive health care, life skills education, mentoring/role modeling, arts and personal development, beginning computer classes, financial literacy and more.

To donate or learn more about El Concilio's services contact them at 805-486-9777, or visit the website at www.elconcilioventura.org.



ILRC assists businesses in removing barriers for people with disabilities

The Independent Living Resource Center (ILRC) is an organization of, by and for persons with disabilities. Their purpose is to assist and encourage individuals to achieve an optimal level of self-sufficiency while eliminating the architectural, communication and attitudinal barriers that prevent full participation in the community.

ILRC's services include information and referrals, benefits assistance, assistive technology information and advocacy, peer support, skills training, American Sign Language interpreter registry, personal assistant management training, housing assistance and more.



With the Olmstead Decision, the Supreme Court affirmed the right of individuals with disabilities to live in their respective communities. It is also the work of ILRC staff to assist businesses, organizations, and municipalities to achieve greater accessibility through education, training and advocacy. Systems change is achieved by making the cities and counties

we serve more inclusive, accepting and free of barriers.

Only when all citizens can work toward life goals, utilizing the supports needed to level the playing field are they truly in community.

Please contact the Ventura office for more details and information at 805-650-5993, or visit the website at www.ilrc-trico.org.

Independent Living Resource Center

Donald Todd Sr.
1802 Eastman Ave., #112
Ventura, CA 93003
805-650-5993
Organizations
www.ilrc-trico.org

Supports people with disabilities who want to live more independently in the community.

Raquel Gomez & Luis Chit, Agents - Farmers Ins.

Luis Chit
750 W. Gonzales Road., #110
Oxnard, CA 93036
805-201-2723
Insurance Services
www.farmersagent.com/lchit

A bilingual team offering home, auto, life or commercial insurance.

Todey Chevrolet

Kevin Todey
1345 N. Oxnard Blvd.
Oxnard, CA 93030
805-983-6800
Automotive - Dealers
www.todey.com

Sells new and used vehicles, as well as car parts and accessories.

El Concilio Family Services

Yvonne Gutierrez
301 South C Street
Oxnard, CA 93030
805-486-9777
Organizations
www.elconcilioventura.org

Provides direct services and programs in family education & literacy, youth leadership & development and citizenship & immigration to the underserved Latino community.

Oxnard Adult School

Judy Perkins
1101 W. 2nd St.
Oxnard, CA 93030
805-385-2584
Schools - Education
www.ouhsd.k12.ca.us

Provides the basic educational skills needed for all adults to communicate in English, access information, and work independently to further the successful achievement of their goals.

Event Rents Inc.

Jim Lisi
2221 Eastman Ave.
Oxnard, CA 93030
805-981-9890
Event Planning Services
www.eventrents.com

Offers event services for every aspect of the event: budgeting, staff, rentals, referrals and much more.

Join the Oxnard Chamber NOW!
call 805-983-6118

Chamber Helps Members Avoid Penalties

Order required human resource materials from the Oxnard Chamber

Required Employment Posters



Order Now at 805-983-6118

Meetings are held at the Oxnard Chamber of Commerce, 400 E. Esplanade Drive, unless otherwise noted. For more information visit www.OxnardChamber.org.

Tuesday, January 4
7:30 AM
Host Committee

Wednesday, January 5
8:00 AM
Gala Committee

Thursday, January 6
8:00 AM
Military Affairs Committee

Monday, January 10
12:00 PM
Business Advocacy Committee

1:30 PM
Water Committee

Wednesday, January 12
8:00 AM
Gala Committee

Thursday, January 13
7:30 AM
Good Morning Oxnard Breakfast
State of the Chamber
Residence Inn
2101 Vineyard Ave.

Monday, January 17
Holiday
Chamber Office Closed

Wednesday, January 19
8:00 AM
Gala Committee

3:00 PM
Executive Committee

Tuesday, January 25
7:30 AM
New Member Orientation

Thursday, January 27
12:00 PM
Board of Directors Meeting

Saturday, January 29
5:30 PM
Installation Gala
featuring comedy by Will Durst
Residence Inn by River Ridge
2101 W. Vineyard Ave.

Tuesday, February 1
7:30 AM
Host Committee

Thursday, February 3
8:00 AM
Military Affairs Committee

Chamber pays tribute to Past Chairman Cogswell

Continued from page 1

material. Durst has been hailed as our country's best political satirist. What do a newspaper publisher and a political satirist have in common? They both get their best material from our esteemed elected officials!

Will Durst is known as "an equal opportunity offender" and deems his "comedy is for people that read or know someone who does." Democrats and Republicans are

both fair game. He most certainly will have a few things to say about the emergence of the Tea Party as well.

Durst is a 5-time Emmy nominee and

Durst, the out-going and in-coming Boards of Directors for a fun night full of laughs.

The Installation Gala will be held at the Residence Inn at River Ridge on January 29. The black-tie optional event is open to Chamber members and guests. In addition to Cogswell and Durst, 2011 Chairman Suzanne Scar will be on hand with a few brief remarks on what the Chamber has in store for the coming year. Reservations are required and can be accomplished by logging on to OxnardChamber.org or by calling the office at 805-983-6118.

What can your company do to support the 2011 Installation Gala (the only fundraiser the Chamber has)?

- Be a sponsor
- Contribute an auction item
- Encourage your suppliers to give an item for the auction
- Buy a table or a couple of seats for staff members or clients (comedian Will Durst is very funny)

Chamber Connects Members with Transportation

Darren Kettle to keynote

The state of transportation in Ventura County is constantly changing. Darren Kettle, Executive Director of Ventura County Transportation Commission, will speak at the February 10 Good Morning Oxnard Breakfast.

Kettle will address current projects and updates, projections for traffic, plans for improvements on streets/roads and freeways and how projects are funded. Attend this informative Good Morning Oxnard Breakfast to learn how Ventura County Transportation Commission keeps the county moving. Log on to OxnardChamber.org to register or call 805-983-6118.



Darren Kettle

Members Offering Coupons & Discounts on www.OxnardChamber.org

Four Seasons Cleaners - Public Discount ...expires 12/31/2011

I Would Rather Be Baking Co. - Public Discount ...expires 1/31/2011

Spherion Staffing & Recruiting - Member to Member Discount ...expires 06/30/2011



Look for the green \$ave icon!

RESOURCES

Two Hospitals, One Mission

St. John's Regional Medical Center
St. John's Pleasant Valley Hospital
CHW www.stjohnshealth.org

St. John's Regional Medical Center
1600 North Rose Avenue
Oxnard, CA 93030
(805) 988-2500

St. John's Pleasant Valley Hospital
2309 Antonio Avenue
Camarillo, CA 93010
(805) 389-5800

DRY FERTILIZERS LIQUID FERTILIZERS

CUSTOM BLENDS

BEARDSLEY & SON

2473 Camino Del Sol
Oxnard, CA

TOM BEARDSLEY
Ph: 805-485-2113
Cell: 805-204-8150

P.O. BOX 135
OXNARD, CA 93032
Fax: 805-485-3364

Upcoming Special Events for 2011

March 2011
State of the City
TBD

June 2011
61st Annual Community & Business Awards Luncheon
TBD



We Didn't Invent The Chicken,
Just The Chicken Sandwich.

Breakfast • Lunch • Dinner
Any occasion. Anywhere.

Chick-fil-A at Oxnard
2040 North Rose Avenue
Oxnard, CA 93036
805-988-9232 • Fax: 805-988-3329

2011 Installation Gala

Saturday, January 29, 2011
Reservation Required



*Special Appearance
by Outraged & Outrageous
Political Satirist...*

Will Durst

*Equal opportunity slayer of
bloated political dragons*