

CHICO CHAMBER OF COMMERCE

# 2010 ANNUAL REPORT

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THE MISSION OF THE CHICO CHAMBER OF  
COMMERCE IS TO SERVE AS THE UNIFIED VOICE FOR  
THE BUSINESSES WE REPRESENT



300 SALEM STREET  
CHICO, CA 95928  
WWW.CHICOCHAMBER.COM  
530.891.5556

# ADVOCACY MATTERS!

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THE CHAMBER OF COMMERCE IS DEDICATED TO ADDRESSING THE GOVERNMENTAL AND PUBLIC POLICY NEEDS OF CHICO AREA BUSINESSES AND ACTS AS AN ADVOCATE IN A VARIETY OF WAYS:

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- The Chamber's Legislative Action Committee meets monthly to review governmental affairs issues and help formulate recommendations for the Board of Directors on matters affecting business operations and costs. City Manager Dave Burkland continues to be a regular attendee of this meeting, as well as other City department heads who visit as guests to address specific items of interest to the group.
- The Chamber's Public Policy Handbook captures the Chamber's adopted positions on local, state, and federal issues facing the business community.
- "Business Voice Quarterly" columns written by the CEO inform the membership of pending local and state government issues affecting local businesses.
- Bi-Weekly "E-News" updates highlight governmental issues important to small business and the local economy.

## Local advocacy efforts in 2010 included:

- Building relationships with **City Council** members through individual meetings with Chamber Board Members.
- Continuation of the "**Business Walks**" program, drop-in visits to local businesses by City Manager Dave Burkland and Chamber CEO Jolene Francis. The goal of these visits is to build a stronger relationship between City leadership and local business owners, uncover previously unknown issues of concern and offer solutions.
- Planning **Annual Business Summit** with Chico City Council for 2011. The goal is to provide an opportunity for a focused discussion with Council on identifying and eliminating the roadblocks to job creation in our community.
- Planning **Quarterly Meetings** for 2011 between Chamber business leaders and key City staff members to provide an opportunity for direct communication and open dialog.
- Planning local **business presentations at Council Meetings** beginning in 2011. The goal is to provide an opportunity for business owners to share with the Council and the public, the impact of successful business in the health of the local economy.
- Recommendations on **2030 Chico General Plan** adoption, with particular emphasis on circulation and land-use elements.
- Held first seasonal **Candidate Forum** featuring candidates for City Council and County Supervisor.
- Held Power Lunch workshop to explain anticipated changes on business as result of **National Healthcare Reform**.
- Advocated for reasonable application of necessary student enrollment reductions within CSU system to alleviate disparate impact on **CSU-Chico** and the resulting negative impact on the local economy.

- Monitored and commented on business related **Statewide** bills proposed by legislature.
- Monitored and commented on business related activities of **City Council, Arts Commission and Planning Commission.**

**November 2010 Election: Chico Chamber of Commerce Board of Directors made the following Ballot Recommendations:**

Proposition 19: Regulate, Control and Tax Cannabis Act of 2010 (OPPOSE)

Proposition 20: Redistricting of Congressional Districts-Voters FIRST Act for Congress (SUPPORT)

Proposition 21: 18 Vehicle License Surcharge to Help Fund State Parks/Wildlife Programs (NO POSITION)

Proposition 22: Local Taxpayer, Public Safety and Transportation Protection Act (SUPPORT)

Proposition 23: Suspends Implementation of Air Pollution Control Law (AB32) (NO POSITION)

Proposition 24: Repeal Corporate Tax Loopholes Act (OPPOSE)

Proposition 25: On Time Budget Act of 2010 (SUPPORT)

Proposition 26: Stop Hidden Taxes Initiative (SUPPORT)

Proposition 27: Eliminates State Commission on Redistricting (OPPOSE)

**Four A.M. Issues events were held as policy forums to inform businesses and the public about community issues:**

January 29, 2010: “Community Forecast 2010” featuring City Manager Dave Burkland and council members

April 16, 2010: “America’s Health Care Crisis” led by Dr. Jeffery Lobosky

April 30, 2010: Candidate’s Forum

May 20, 2010: Candidate’s Forum

August, 2010: Candidate’s Forum

# VISITOR SERVICES & COMMUNITY PROMOTION

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THE CHAMBER PROVIDES COMPREHENSIVE VISITOR AND COMMUNITY PROMOTION SERVICES ON BEHALF OF THE CITY OF CHICO.

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In 2010, the Chamber continued its tourism marketing services on behalf of the City of Chico, operating the Chico Visitor Center and providing high-quality marketing services.

The Chamber continued to use its “**Concierge Corps**” of volunteers. Comprised of men and women from the business community, the Concierge Corps assists in staffing the Visitor Center on Saturdays and high-traffic Sundays.

- In April, 2010, the Chamber launched a new and improved Visitor site, [chicochamber.com](http://chicochamber.com). The site gives visitors and residents alike comprehensive information about the community and about the Chamber of Commerce.
- Seven professional tour planners expressed interest in bringing a group to our area as a direct result of ad placement in Group Tour Magazine. They were:

Country Creations	Branson	MO
ProTravel International	Beverly Hills	CA
Ojserkis Associates	Egg Harbor Township	NJ
K & R Travel	Wantagh	NY
A'propos Travel	East Northport	NY
SWIC Travel Club	Collinsville	IL
International Travel Academy	Studio City	CA

- Skywest Magazine--Article and advertisement promoting Chico's Museums was released in late December.
- Skywest Economic Development Issue. A second advertisement, per City's request, came out on July 1, 2010.

- **Visitcalifornia.com Online ad campaign.**

Visitcalifornia.com is the official tourism website for the State of California. Chico was promoted on the site from June 15-December 15, 2010 promoting Gateway Science Museum and Chico as an arts/culture destination. The Ad ran in three areas of the site: Shasta Cascade, Arts & Culture and “California Fives” and is guaranteed 142,000 impressions (views). Those who clicked on the ad were directed to [chicochamber.com](http://chicochamber.com) for a chance to learn more about visiting Chico and to request additional information.

- **Sunset Magazine**

86 Request for Information (between 1/1/10 and June 30, 2010)

- **Community Calendar:** The Chamber maintains a comprehensive community calendar, available to the public in print and online at [chicochamber.com](http://chicochamber.com). Members of the community have the ability to add their own events online, giving exceptional exposure for free.

# NETWORKING & BUSINESS PROMOTION

## **The Chico Chamber launched the Young Professional's Organization (YPO) in April, 2010**

Six YPO Socials were held in 2010, and four Speaker Luncheons featuring Ken Grossman, Sierra Nevada Brewing Company, Mark Francis, Golden Valley Bank, Christian Friedlander, Build.com, Jack Sterling, Madison Bear Garden & Mom's Restaurant and Doug Guillon, Guillon Brouhard Commercial Real Estate.

## **PowerLunch Workshops**

The Chamber hosted six PowerLunch workshops for members in 2010:

January, 2010: "Using Branding Strategies to Grow Your Business, presented by ID International, LLC.

February, 2010: How to Increase your Business' Web Traffic, presented by Growth Systems, Inc.

March, 2010: Roth IRA Conversion: Is it Right For You? presented by Stiefel Nicholas

May, 2010: Boosting is A Business: How to Avoid Shoplifting presented by SCORE

August, 2010: Healthcare Reform Business Timeline presented by Michael Marks Insurance Agency

October, 2010: Social Media presented by ButteTradingPost.com

## **QuickBooks Seminars**

The Chamber offered three QuickBooks seminars in 2010, presented by member Accounting Solutions

**Ribbon Cuttings:** The Chamber assisted 27 businesses with ribbon cuttings. These were promoted in the Chamber's print and online calendars, and through E-News, the Chamber's weekly electronic newsletter.

**Chamber Business Connections (CBC) Program:** The Chamber Business Connections (CBC) Program was held 46 times at various Chamber-member businesses during 2010. This popular weekly networking session keeps growing year after year! The events were promoted weekly on KPAY radio ("Chamber Minutes"), as well as in the Chamber's online and print calendars.

**Ambassador Program:** At the end of 2010, 39 members of the business community took part in the program, assisting the Chamber in promoting and attending Chamber functions

**2010 Directory:** The Chamber produced and distributed 5,000 copies of the Chico Chamber of Commerce Business Directory. This comprehensive directory of Chamber members and community information was distributed to Chamber members, advertisers, relocation packets and in the Chico Visitor Center.

**Online Promotion:** The Chamber's online efforts continued to flourish in 2010. Chichamber.com continues to be a primary resource for community, business and visitor-related information.

**Advertising in Member Mailing:** Exclusive advertising opportunities were made available in the Business Voice Quarterly newsletter, as well as on the print version of the Chamber event calendar. In addition, the Chamber's Flyer Insert Program allowed Chamber members to promote their businesses through flyers inserted into the Chamber's mailing.

## **Chamber Minutes**

Every weekday morning, Newstalk 1290 KPAY airs the "Chamber Minute" in which the Chamber CEO promotes an upcoming event, policy position, or program hosted by the Chamber.

## **Lobby Displays**

Chamber members are invited to promote their products for free in displays located within the Chamber

# 2011 BOARD OF DIRECTORS

Anderson, Rick	AT&T
Bennington-Foor, Cindy	Tri Counties Bank - Park Plaza
Buchanan, Dawn	Matson & Isom
Dave Burkland	City of Chico
Campbell, Kym	W.M. Campbell Real Estate
Collins, Jeff	Cascade Orthopedic Supply, Inc.
Francis, Jolene	Chico Chamber of Commerce
Francis, Mark	Golden Valley Bank
Grossman, Brian	Sierra Nevada Brewing Co.
Hart, Roger	Hart & Associates
Hennum, Laura	Enloe Medical Center
Johnson, Lisa	Transfer Flow, Inc.
Lando, Tom	Lando & Associates
Largent, Brent	Pacificom
Maloney, Mike	Chico Police Department
McSwain, Beau	Asset Management Group
Nelson, Courtney	Bidwell Insurance Agency, Inc.
Peracca, Bonnie	Rush Personnel Services, Inc.
Powers, Gentry	Bidwell Perk
Reddemann, Valerie	Greenfeet.com
Sabin, Julia	Smucker Natural Foods, Inc.
Stevens, Jim	NorthStar Engineering
Stewart, Aaron	Law Offices of Aaron J. Stewart
Titus, Tim	Titus & Associates Insurance
Twist, Erik	Sub Station
Van Der Ploeg, Dr. Diana	Butte Community College
Zingg, Dr. Paul	California State University, Chico

## STAFF MEMBERS

Jolene Francis	President/CEO (a.k.a. Chamber Diva)
Alice Patterson	Communications & Marketing Manager (a.k.a. Media Maven)
Angela Cole	Administrative & Marketing Assistant (a.k.a. Membership Mastermind)
Heather Ugie	Membership Services Consultant (a.k.a. Mission Control)
Rebecca Martinez	Visitor Services (a.k.a. Info Guru)
Jeanette Joslyn	Accounting (a.k.a. Money Master)

# AMBASSADORS

Ahlstrom, Mert	Radio Chico
Bigler, Maxine	Healthy Enterprises
Boyes-Murdo, Rene	United Healthcare
Brooks, Patrick	Proforma Left Coast Promotions
Calonico, Paul	SIFE/Youth Leadership
Coletti, Rick	Land's End Real Estate
Conn, Charilyn	Las Senoras
Curl, Julie	Tri Counties Bank
Daniels, Elizabeth	Happy Feet Reflexology.net
Ducommun, Larry	Picture Plus
Feser, Phil	RUSH Personnel Services, Inc.
Fiscus, Tom	Fiscus Appraisal Service
Fitzsimmons, Sandy	Costco
Giuffre, Angie	American Cancer Society
Gutierrez, Susan	Mid Valley Title & Escrow
Hart, Roger	Hart & Associates
Hawley, Nancy	Community Services
Johnson, Anne	Asset Management Group
LaBreacht-Johansen, Patricia	Ambassador Tenure
Lee, Geri	Geri Lee Realty
Matro, Joyce	Matro/Kemper Chiropractic
McLean, Sandra	Community Services
McSwain, Beau	Asset Management Group
Morisawa, Lis	Costco
Mulqueeney, Chris	Community Service
Regh, John	Ambassador Tenure
Riley, Lorianne S.	Elements by Beauté
Rupp, Barbara	Coldwell Banker DuFour Realty
Salcido, Sharon	Chico Noon Exchange Club
Smith, Judy	Work Training Center
Thomas, Liz	Farmers Insurance
Thornton, Bill	Thornton's Chevron
Torres, Crystal	Recology Butte Colusa Counties
Twist, Erik	Sub Station
Urban, Jerry	Northern California Publications
Wanner, Jodi L.	Fafco, Inc.
Williamson, Candi	Massage by Candi
Wood, David	Select Security Systems

# CONTACT US

Chico Chamber of Commerce  
300 Salem Street  
Chico, CA 95928  
530-891-5556  
Fax 530-891-3613

