



# SAN DIMAS CHAMBER OF COMMERCE CORNER

## Musings from the Chamber of Commerce President/CEO

The internet can be a valuable tool in your marketing toolbox. Last month we initiated a workshop series to help you learn how the internet tools can help you with little investment on your part.

We all have heard of Google, Face Book, and email marketing and thought there probably is a way we could use one or all for our business but it looks so time consuming and "geeky". I attended the first of our workshops on using Google for your business and came away with a very simple tool that will enhance Google users ability to not only find us but also learn about us right on Google's site. Check us out by going to Google.com and search for San Dimas Chamber of Commerce. All the information you will get was entered by us and you can do the same for your business. And the best part, it is free!

Will this turn your business around? Of course not. But it will give you a better presence on the web and assist your potential customers in finding you. The key to making it work for you is to be very clear in the brief message you can place on your listing. That message starts with who you are trying to reach and what product or service are you expecting to sell to that target person. The nice thing about this type of promotion is that you can change your message as you learn more of how effective it is.

We have additional workshops on this new media that are promoted in this issue of the Pioneer and through our e-newsletter. I encourage you to attend one or more of these workshops, along with our other business education workshops, to help you improve the profitability of your business. We thank Philipp Lomboy of Marami Marketing Group for our internet marketing workshops and Ken Salzman of Professional Sales Training Corp. for our business education workshops. We also must extend our thanks to Carmelo Santana of the Red Roof Inn who graciously provides us the venue for these workshops.

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## WELCOME NEW MEMBERS

**LINDA HENRY**  
(individual member)  
36 Cottontail Drive  
Phillips Ranch 626-277-7379

**IAFLAC**  
(Supplemental Insurance)  
Roxanne Bickham  
1242 N. San Dimas Canyon Rd.  
San Dimas 909-599-4483

## Come Have Some Fun On The Links—San Dimas Chamber Of Commerce Golf Classic, May 24th

The San Dimas Chamber of Commerce is excited to announce its Annual Chamber of Commerce Golf Classic on Monday, May 24<sup>th</sup> at the beautiful Via Verde Country Club in San Dimas. We are pleased to be returning our tournament to Via Verde Country Club which will give you a chance to play this fine private course.

Registration will begin at 9:00 a.m. with a shotgun start at 11:00 a.m. This is a four person scramble format so you do not have to be a great, or even a good, golfer to participate and have a good time. A lunch will be served as we tee off and the club will be setting the course up for a variety of contests. Naturally, there will be refreshments at different areas on the course. After the golf is finished there will be a cocktail hour, silent auction and dinner followed by the awards presentation.

We thank Gilcard Sciences for being the Greens Fee Sponsor, Waste Management for being the Fairway Sponsor and Farmers Insurance for being the Cart Sponsor. Additional sponsorship opportunities are still available. For as little as \$100, you can have a tee or green sign to advertise your business or just say thank you for the programs the Chamber brings to the community.

This is a great way to network with fellow business owners in the community, entertain clients, reward employees and have fun along the way. The cost is \$150 per golfer, which includes a quality tee prize, for which this event is known. For more details or to sign up to play, please call the San Dimas Chamber at (909) 592-3818. We hope to see you on the course!!

## New Bird Store Ribbon Cutting



Councilmen Emmett Badar and Jeff Templeman join Chamber Board Vice Chair Margie Green, representatives from our elected officials, and Chamber Ambassadors in congratulating Deanna Castle and Scott Gailey on the Grand Opening of the new Bird Store at San Dimas Grain at 142 West Bonita Avenue on March 19, 2010.

## Actions taken by the Chamber of Commerce Board of Directors

At the March 2010 Board of Directors Meeting, the San Dimas Chamber of Commerce Directors elected its officers for the 2010-2011 Chamber year. Taking office on July 1 will be Margie Green, (Rock-Kats by Margie) as Chair, Mitchell Crawford (Individual Member) as Vice Chair/Chair Elect, Cindy Bollinger (Edward Jones Investments) Secretary, Nancy Hasbach (Hasbach & Seiler, CPA) as Treasurer and T. Joseph Fransen (Awards by Champion) as Immediate Past Chair. They, along with the other directors will be installed at the Annual Installation and Awards Dinner on

June 24, 2010.

Also at the March meeting the Board voted to endorse the statewide ballot initiative to Stop State Raids of Local Government and Transportation Funds. The initiative is being promoted by the League of California Cities. The majority of government services provided to citizens come from local county and city government. This measure would close those loopholes that have allowed the State to continue to raid local government coffers to the detriment of local tax payers. The Chamber has petition forms and the signature gathering period through April 15, 2010.

## Wells Fargo Bank to Host April Chamber Business Network Mixer on April 8th

Natasha Khimani, the Branch Manager of the newly opened Wells Fargo Branch Bank in San Dimas and her team are pleased to be our hosts at the April 8<sup>th</sup> Mixer at 925 West Arrow Highway in the Ralphs Shopping Center. They have reconstructed the interior using the best green technology earning their building a LEED Certification. This will be the highlight of their Grand Opening Week and they will be presenting donations to McKinley

Children's Center and Inland Valley Hope Partners as part of their introduction to the community.

Please note this mixer is on the second Thursday of the month, not the third. It starts at 5:30 p.m. and offers door prizes, a 50-50 drawing and our traditional Pot 'O Gold which is up to \$525. There is no charge to attend our mixers. Wells Fargo will be providing the food and beverages for the event. Prospective Members are always welcome.

## Member Profile

### Delisa A. Celaya, DDS, Celebrates 27 Years in San Dimas

2010 marks the 27th year of family dental practice in San Dimas for Dr. Delisa Celaya. Caring for the whole patient and teaching preventive dentistry are Dr. Celaya's greatest concerns. "Many patients have an enormous fear of dentistry. The primary goal of my compassionate dental team is to alleviate that fear so that our patients will follow through with their diagnosed treatment on their way to optimum oral health." Call (909) 599-5123 for an appointment today!

## Chamber Member's Products are Recertified as 'Green'

San Dimas manufacturer RCI Technologies' fuel purifiers have been recertified by the Green Clean Institute, an independent third-party organization that reviews, researches and certifies various industrial services for their green credibility.

RCI Technologies, founded in 1994, offers a complete line of diesel fuel purification products, which include the universal fuel purifier, portable tank cleaning units and automatic fuel recirculating systems. RCI's products are used by the marine, trucking, bus, railroad, service station, construction and agricultural industries, as well as government agencies.

For more information on RCI's fuel purification products, visit the Web site at [www.rcitechnologies.com](http://www.rcitechnologies.com) or call (800) 868-2088.

## Labor Law Corner

Flextime Allows Schedule Adaptations, But Daily Overtime Rules Apply

Please explain the difference between an alternative workweek schedule and flextime. We are a call center with 25 employees who work different shifts with varying starting and stopping times.

An alternative work schedule is a formal arrangement and if correctly executed by an employer allows employees to work up to 10 hours per day without the payment of daily overtime. However, you are required to pay premium pay of time-and-a-half and double-

## LEGISLATIVE NEWS

### Statewide Ballot Initiative to Stop State Raids of Local Government and Transportation Funds Good for Business

The San Dimas Chamber of Commerce has joined a broad coalition of business, local government, labor, public safety,

Taxpayer, Public Safety and Transportation Protection Act for California's November 2010 statewide ballot. If passed, this

cal governments.

Every business located in California depends on the vital services provided by cities,

structure like street and road maintenance, sewer, water and utilities. And local governments provide police and fire