

The PIONEER



Official Newsletter of the San Dimas Chamber of Commerce

The Mission of the San Dimas Chamber of Commerce is to foster and promote growth of the business and professional community while enhancing the quality of life in San Dimas.

October 2011

October 6th Chamber Networking Breakfast

*Providing Networking Opportunities
Creating a Strong Local Community*

For the month of October's Monthly Networking Breakfast, we will have a special guest discuss the importance of Product Stewardship and we will have a member survey to get feedback on what kinds of future programs members would like to see from the chamber.

Members are encouraged to take advantage of the networking opportunity and the self-introduction time as part of the program. In addition, members can promote their business by providing a gift for the business card drawing. This is a great way help others get to know about you and your business.

The breakfast will be held on Thursday, October 6, 2011 from 7:30am-9:00am at the San Dimas Canyon Clubhouse (2100 Terrebonne Ave. in San Dimas). Members are encouraged to attend and network with others and share their business cards.

The cost of the breakfast is \$15 per person. Those wishing to attend the breakfast are asked to RSVP by calling the Chamber at (909) 592-3818.

Pot of Gold - Now \$275



Soroptomist representative, Cheryl Panzer was not at the September Mixer when her name was called - That means the Pot of Gold will be \$275 at the October Mixer hosted by Marstellerz in San Dimas. Remember, you must be a Chamber Member and be present at the mixer to win.

Business Signage Up For Review - Let us know your thoughts on this matter

Representing the Interests of Business with Government

Do you think there should be more or less store front signage allowed?

We all know that in order for people to find your business you need to have some kind of signage. It's also helpful to have signage options when you have a sale or a product or service you want to promote.



The City of San Dimas has scheduled a public meeting Wednesday, October 19th at 6pm in the Plummer Community Building for the public to participate in an open forum to discuss possible changes to the sign ordinance. The San Dimas Chamber of Commerce wants to hear your thoughts about the current sign ordinance and what ideas you have for changes and possible improvements. As the business resource center we want your input. We are looking for members to participate in a business signage ad-hoc committee so collectively we can represent the interests of business on this topic. Please call us at 909-592-3818 or email us at info@sandimaschamber.com with your comments today.

WESTERN DAYS WEEKEND
OCTOBER 1 & 2 - DOWNTOWN SAN DIMAS
www.sandimaschamber.com

E-Waste Roundup – October 29 & 30

The San Dimas Chamber of Commerce is hosting an E-Waste Round-up on Saturday and Sunday, October 29 & 30, 2011 at San Dimas High School, 800 W. Covina Blvd. from 9:00am to 3:00pm.

This is a great opportunity to clean out your garage and storage area of all that old electronic equipment and ensure it is properly disposed of here in the United States. Unlike the e-waste collections conducted by the County and that available curbside for households in San Dimas, this round-up is open to anyone from any city and is available for commercial, business and or household e-waste.

Do your part for the environment and bring your old TVs, computers, printers, and any item with a cord (except microwave ovens) to San Dimas High School parking lot and we will take it off your hands. We will even take it out of your vehicle for you.

If you are a business with a sizeable amount of e-waste where it would be impractical to load up and take to the high school, please call the Chamber office at (909) 592-3818 and we will arrange for our contractor to pick it up at your place of business. Go Green!

Interested in Hosting a Mixer?

The San Dimas Chamber will soon be scheduling all of the mixers for the 2012 calendar year. Because of the popularity of this member benefit we are taking names and will be holding a lottery drawing in October to allow everyone a fair chance to be included. Mixers are an excellent way to invite members into your business and promote what you do. Call 909-592-3818 for more info.

Marstellerz to Host Chamber's October After Hours Business Mixer

Member Mixers Offer Networking Opportunities

Marstellerz will host our next mixer on Thursday, October 20th at 121 N. San Dimas Ave., San Dimas, CA 91773. Marstellerz at the Walker House, formerly known as Saffron, provides fine but casual style dining in a historic venue. The Walker House, originally a railroad hotel dating back to 1887, is the backdrop for our talented chefs and staff to share their passion for food into a wonderful dining experience in the surroundings of Victorian charm and splendor. With menus ranging from simple to extravagant, their reputation is founded on an innovative approach to food presentation, creativity and consistency. Marstellerz takes pride in their ability to offer a wide range of culinary creations with an emphasis on quality.

The Thursday mixer starts at 5:30p.m. and offers door prizes Cash/Cash Drawing and our traditional Pot O' Gold, which may be up to \$275. There is no charge for our mixers. Beverages will be available for purchase at the no host bar. Prospective members are always welcome and encouraged to come by.

Inland Empire Largest Mixer Coming to Ontario—October 19

Member Mixers Offer Networking Opportunities

Join Inland Empire chambers and business organizations for the ultimate business networking event! On Wednesday, October 19, 2011, at the Ontario Convention Center, mix and mingle with business people representing hundreds of industries and companies in and around the Inland Empire. Inland Empire's Largest Mixer® is a great opportunity to reach small to large companies, meet new clients and learn how the different chambers of commerce and business organizations can make your business grow.

Visit the San Dimas Chamber of Commerce table while you are there. We'll have chamber information and share with you the benefits of being a chamber member. If you are interested in participating, please go to www.iemixer.com or call us at 909-592-3818.

Mixers - Mixers - and Mixers What a Great time to Network!

Member Mixers Offer Networking Opportunities

September 29th - The San Dimas Western Days Rodeo is having a Multi Chamber Mixer to kickoff Western Days Weekend from 5:30pm to 7:30pm. Come join your neighboring Chamber members from Glendora and La Verne at Glendora Hyundai, 1253 South Lone Hill Ave., Glendora, CA 91740. Find out all about the upcoming 17th Annual San Dimas Rodeo held at the Tex Shoemaker Rodeo Arena at Horse Thief Canyon Park.

September 30th - The Pomona Valley Mining Co. will be hosting a Multi Chamber Mixer from 6pm to 9pm at 1777 Gillette Rd. in Pomona. Celebrate local businesses and meet new people. Free admission, hors d'oeuvres and spirits! R.S.V.P Now. Limited Space Available. Call (909) 623-3515.

October 7th - Sam's Club will be hosting a Multi Chamber Networking Breakfast. The breakfast will be on from 7:00am-9:00am. at the Glendora Sam's Club, 1301 S. Lone Hill Ave. Come join the neighboring chambers for a morning of mingling & networking. Don't forget to bring plenty of business cards to pass out and marketing materials to display on the expo table!

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A Prime Healthcare Services Hospital

1350 W. Covina Blvd., San Dimas, CA 91773
909/599-6811 www.sandimashospital.com

THOMSON REUTERS
HEALTH SYSTEMS

Notes from the City Manager

Blaine Michaelas



We are experiencing progress with some development projects in the city. Olive Garden and Panda Express are proposing new restaurants on the Costco site. They are working their way through the city's approval process. Should the projects stay on course, they anticipate an opening in the spring of 2012. In addition, there is some activity to move forward with 3 housing projects – the completion of an apartment project on the Fresh n Easy corner (Bonita and San Dimas Canyon Road), on the balance of the Grove Station site (San Dimas Avenue just south of the Bonita, and the development of the site on Lone Hill just across from Overland Court. The specific timetable for these projects is still under consideration, but they are making progress.

As mentioned last month, the city is taking a look at potential revisions to the city's signage requirements. A public meeting has been scheduled for Wednesday October 19th at 6 pm in the Plummer Community Building for the public to receive information on the potential revisions and participate with the city council and planning commission to consider any changes. Some of the sign issues to be discussed include digital/electronic message signs, portable signage, permanent and temporary sign sizes in windows, for lease or for sale sign requirements, monument signs in multi-tenant centers, length of time for the display of temporary banners, apartment for rent signage, temporary sign considerations for new businesses, internal vs. external illuminated signs, provisions for unique signage situations, etc. The desire is to have the sign review process to be as comprehensive as needed – to confirm that signage issues have been identified and potential changes considered. If you have sign issues or questions we encourage your participation at the meeting. In addition, you can provide comments prior to the meeting. You can write to us at city hall 245 East Bonita Avenue or e-mail us at administration@ci.san-dimas.ca.us.

Facebook, Twitter, YouTube (Oh my)

Although the San Dimas Chamber has been on Facebook for a while, you can now follow us on Twitter and even look at videos about the chamber on YouTube. Facebook is a great place to find out about upcoming events and even see photos of past events. Twitter is a great way to get updates and reminder notices at your fingertips. We have plans to add testimonials, how to videos and more on our YouTube page. Stay connected with the San Dimas Chamber by liking us on Facebook, following us on Twitter and watching us on YouTube.

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Chairman of the Board News

Mitchell Crawford



News on the US economy continues to be bleak.

One of the most trusted business and economic reporting services, Bloomberg, performs the Bloomberg Consumer Comfort Index survey once a week.

According to the Bloomberg Website *"the index measures Americans' perceptions on three important variables: the state of the economy, personal finances and whether it's a good time to buy needed goods or services."* The Website also states *"the results can range from 100, indicating every participant in the survey had a positive response to all three components, to minus 100, signaling all views were negative."*

The September 15th survey, the latest available for my publication deadline, reported -49.3 unchanged from the week earlier, but lower by 6.3 points from one year ago. Looking at the index over the past year the slope is negative, meaning each month, on average, more survey respondents are feeling more negative about the components of the survey than they did the week before.

The US economy is the largest in the world. And a huge component of the world's largest economy is consumer confidence. Without confidence consumers will hold back on spending – including spending opportunities for goods and services at our businesses here in San Dimas.

You can learn more about the index at www.bloomberg.com/consumer-comfort-index/

Video Volunteers Needed

Are you interested in helping get the video YouTube testimonials started?
Call us at 909-592-3818 and let us know.

Cost Effective Marketing Starts With Chamber Members

Providing Marketing Opportunities

When was the last time you reached out to other chamber members and let them know what you do? When was the last time you invited them to try out your services, get a price quote, help your organization, or stop in for something to eat? You may not always have time to attend chamber events and network — so let us help you.

The San Dimas Chamber of Commerce offers members the opportunity to advertise in the monthly Chamber newsletter, "The Pioneer". Rates are reasonable and you reach over 400 members through direct mail. An online version is also posted on the Chamber's website, which gives you even extra visibility. You can even have a flyer inserted for a nominal fee.

This really is the perfect chance to attract new clients or customers inexpensively. Just try comparing costs and see what it would cost if you were to do your own mailing. Call us at 909-592-3818 and sign up today.

Members Supporting Members
Shop Local
Shop Chamber Members First

San Dimas Chamber In the News



San Dimas Chamber CEO, Karen Gaffney, presents a plaque in recognition of McKinley Children Center's grounding breaking on a solar energy array installation.



Clayton Brewing Company hosted the September Chamber of Commerce Networking Mixer.

San

Dimas Chamber of Commerce members ride on pirate float during San Dimas Day at the LA County Fair.



San Dimas Mayor Curt Morris presents Community Heroes Dave and Kimberly Bratt with a plaque during San Dimas Day at the Fair.

Welcome!!! To Our Newest Members

Please help us welcome the following new members to the San Dimas Chamber of Commerce.

Seniors Helping Seniors (*In-Home Nonmedical Care*)
 119 E. Arrow Highway
 San Dimas, CA 91773 - (909)599-5551

JD Web Designs (*Website and Logo Designs*)
 John Davies - (626)539-3271

Chase (*Bank*)
 1001 Arrow Hwy.
 San Dimas, CA 91773 - (626)862-8723

My Gym (*Children's Fitness Center*)
 2416 Foothill Blvd.
 La Verne, CA 91750 - (909)593-1633

Silpada Designs (*Jewelry Sales*)
 Sharon Rogers - (909)896-4883

Evergreen Realty (*Real Estate*)
 Owen Matchell - (909)731-0407

Take a moment to send a note with your business card and introduce yourself to a new member today. Make plans to say hello at a Chamber Breakfast or Mixer. Making connections and helping other members helps everyone succeed.

Revamped & Reenergized Website

The San Dimas Chamber has been working with Bret Juliano of Dust Bunny Mafia to recreate the Chamber's website. Now you can find easy access and quick links to upcoming events in addition to the refreshed look. We still have lots to do on the website but we are getting there! Visit the website at www.sandimaschamber.com and let us know what information you would like to see included. Plans are in the works to add member testimonials, member tips, chamber how-to guide, economic development, tourism, business start-up and much more. Call us at 909-592-3818 or send us an email with your ideas to info@sandimaschamber.com.

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