



April 2011

Business Review

"To Promote the Development and Prosperity of Business in the Community Through Civic Involvement."

64TH ANNUAL NORCO VALLEY FAIR "FIELD OF DREAMS"

Coming August 4 through 7, 2011



This year we plan to bring to the community a bigger and better fair than ever before. We are now in our second year at the new location; Raahauge's Sporting Enterprises, 14995 River Road (just across the Corona border) in a wide open space. We are actively seeking participation in the form of sponsorships. If you would like to get in on the action, consider sponsoring and event: maybe Fiesta Night or the Bullriding event for instance. See a Norco Chamber board member for details. Or if you'd simply like to help plan this awesome 4 day event, stop by the office and sign up to be a key player on the fair committee.

****Buttons, buttons, buttons...***

Fair Button Contest is underway: please pick up your entry form at the Chamber office or you will find the information you need posted at your schools' main office. The theme for the fair this year will allow you to be extremely creative if you so desire. Have fun with it!

As we prepare for the fair, we would like to invite you to get involved. You can make a difference in your community. There are many different committees to choose from. Stop by the Chamber office and sign up for one today. Our regular fair meetings are Monday nights at 7:00 p.m.. Location of these meetings may vary. However, the April 4th meeting will be held at Brunswick Classic Lanes on Hamner Avenue . Special thanks to Deborah and Mickie!

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President's Message by Tommy Vaughan:

The Chamber is currently working on our 64th Annual Norco Valley Fair, which we've titled "Field of Dreams." We have a button contest taking place and would like to take this opportunity to invite any and all students of CNUSD to enter their idea and possibly have your artwork displayed on the fair buttons, just like in the years past.

This year the Fair Committee Chairperson is Brent Sakamoto. Please join us at the next Fair Committee meeting which will be held at Brunswick Classic Lanes on April 4th at 7:00 p.m.. We hope to see you there. We're looking forward to our second year at Raahauge's with new and exciting events. This is a wonderful opportunity to advertise your business to locals and visitors alike. Become a sponsor. Get Your name out there!! You can pick up sponsorship forms at the Chamber office at 1204 6th Street in Norco. Thank you for your continuing support!!

National Pancake Day at IHOP Restaurants



Miss America Flips Over Opportunity to Help Raise Millions for Children's Miracle Network Hospitals as IHOP Prepares to Give Away Millions of Free Pancakes Nationwide March 1 And our own Kylie Campbell got to help.



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plus tin deposit
To Go

6⁹⁹ With Dine-In
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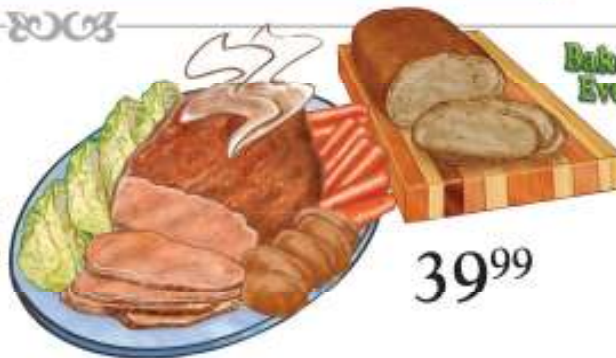
Pie Sale through March 31st



Corned Beef & Cabbage Family Feast To Go

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Feeds a family of 4-6



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Making Your Customers Love You!



If you can treat your customers like your friends, they won't forget it and they'll come back to you time and time again. Think of the things that are important to you on a personal level, and then start asking questions... If you ask personal questions conversationally, most people will warm up to you almost instantly. Where were you born? Where'd did you go to school? What year did you graduate? What's your favorite color? What breed of dog, cat or horses do you fancy? When's your birthday? Just be authentic and not quizitive. Over the course of time if they find that you remember their first name, or their buying habits, and some of the other personal info they shared with you, they'll feel valued as more than just someone buying your product or service, and you may just find you have a clients coming in just because they wanted to see you!

Make Your Relationship Public.

There's a good chance that most of your customers are on Facebook or other social media sites. And if they are, you should be right there with them. Listening is the foundation of a solid relationship.

If you have some spare time you may want to set up social media listening tools like Hootsuite to see what people are saying about your company. Don't be afraid to join the conversation, and correct any issues publicly to show that you care about your customers. The key is to be authentic and honest. Then eavesdrop on what people are saying about your your competitors.

Share the Love.

If your customers sing praises about your company, share it on your website. If you've made a customer happy, they'll have no problem putting their name online for you, customer testimonials are a great way to attract new customers. Determine how you will collect your testimonials... Maybe an open ended question on a client survey or an online form. Don't be shy, or afraid to ask. Testimonials are a true testament of your love.



WHAT is a Chamber of Commerce?

A Chamber of Commerce is a voluntary federation of the business community uniting the efforts of business, industrial and professional individuals to ensure an enhanced healthy economic and socioeconomic base to benefit the entire community. The Chamber of Commerce harnesses the tremendous potential of the private enterprise system and enables its membership to accomplish collectively what no one could do individually.

HOW does it work?

The policies and programs of the Chamber are determined by its Board of Directors, elected by the membership. They, in turn, employ a paid chief executive officer, whose basic responsibility is to organize and execute the Chamber's program and carry out its policies. Depending upon the size of the community, the executive's title may vary, from president to manager, and that person could be a full-time, part-time employee or unpaid volunteer.

WHAT does it do?

The variety and scope of Chamber activities is unlimited, depending on the needs of the community and the desire and ability of the Chamber to carry them out. The Chamber represents and promotes the area's economy, and encourages business and industrial investment, broadening the tax base and providing employment. To business prospects and newcomers, the Chamber represents the community's "front door." Contemporary Chambers of Commerce are increasingly involved in non-commercial areas, such as education, human relations, environmental, cultural, and governmental concerns. These challenges have cause Chambers of Commerce to become a viable force in seeking solutions of today's social problems. The ability of Chambers of Commerce to exert influence in national, state and local legislation affecting business is evidential now more than ever before.

WHO finances the Chamber?

The Chamber of Commerce is a "business" and it incurs costs of operation and expenses similar to any other type of business. Those expenses are apportioned among its members, individuals and firms, representing all types of business, industry and the professions. All share a mutual desire to achieve a better community for all its citizens,

thus making Chamber of Commerce membership a tangible investment in the present and future welfare of both the individual and their community.

WHY join the Chamber?

The Chamber of Commerce is the salesman for its community and businesses – increasingly promoting their products and services – and at the same time is their watchdog – protecting their interests, particularly in the political arena. The united voice of the Chamber of Commerce has often proven effective and beneficial to business where a single voice can go unheard. The rewards to belonging to the Chamber are full-time representation and year-round results.

YOU and your Chamber

Basic to all activities of the Chamber is its unifying influence. In serving on committees, coordinating activities and attending meetings, every Chamber member becomes involved in an organizational effort that is mutually beneficial to his community, his neighbors and to himself.

YOU and Your Chamber of Commerce

Partners for a better America

Over the years, Chamber of Commerce operations, attitudes and programs have changed to meet the challenges of today. However, one premise remains inviolate – the integral role of involved and concerned citizens to protect and preserve our free enterprise system.

Today, as it was in 1768 when the first Chamber of Commerce in America was formed 5 years before the Declaration of Independence, the basic concept of a Chamber of Commerce remains the same: a voluntary organization representing all segments of the business community with the potential for marshalling the energies and efforts of its membership toward the accomplishment of common goals for the betterment of community, state and country.

YOU and your CHAMBER OF COMMERCE

is produced by the California Association of Chamber of Commerce Executives, Inc., 1027 10th Street, Sacramento, California 95814. (Mailing address, P.O. Box 1736, Sacramento, CA 95808.



Make the Most of Your Chamber Membership

The Norco Chamber works daily to strengthen the local economy, promote our community, represent the interests of business with government, and provide our members with networking opportunities. **Make the most of your Chamber membership by becoming actively involved.**

- **Support your fellow Chamber members.** By choosing to do business with Chamber members first, you keep dollars where they are desperately needed – right here in our own community. Increasing your investment in the community through purchases helps to stimulate our local economy. Your sales tax dollars support vital City services that improve our streets and parks, as well as expand our fire and sheriff services.
- **Join a committee.** Your participation in the operation of the Chamber will enrich the services we provide our members. There are a wide variety of committees to choose from, including Ambassadors, Publications and Marketing, Events, Member Services, and Norco Valley Fair. Each committee also provides unique and invaluable networking opportunities for its members.
- **Stay informed.** The Chamber offers professional development workshops and forums to keep you informed of legislation relating to business. Our Annual Legislative Forum offers the general public an evening with national, state, county and city officials. After the presentation of annual briefings, a question and answer period is provided.
- **Promote your business.** Take advantage of the many advertising and sponsorship opportunities the Chamber offers. Our monthly membership meetings and mixers are great places to bring your marketing materials. Our annual events, such as the Legislative Forum, Business Expo and Norco Valley Fair, all have sponsorships that any business can afford. We also provide advertising opportunities in our monthly newsletter, Member Directory and web site, www.norcochamber.com, as well as event programs and tickets. Donate 250 items to our Welcome Wagon program and every new resident in town will know who you are. Realtors also request these "goody bags" from us to give to people thinking of locating to the area.
- **Network with other members.** Every event the Chamber holds is a chance to make a new business connection. Arrive a few minutes early to the next general membership or committee meeting and get to know someone new. Exchange business cards with everyone at your table during the Legislative Forum. Attendance is your key to success.
- **Want individual attention?** We can provide a grand opening or ribbon cutting ceremony. If you're an established business, you can host a "get to know us mixer". You take care of the food and drinks, and we'll handle the invitations and publicity. Need general help or assistance dealing with the City? Don't hesitate to call the Chamber office. **We're here for you.**

The Chamber is always working to increase the visibility of its members. Events, such as our Norco Valley Fair, entice people to Norco who normally don't come to our area. We urge our Members to "piggy-back" on our events and offer special sales to attract these people into your establishments. Many of these visitors come back to Norco over and over again because they need our businesses and enjoy our lifestyle.

1204 Sixth St, Norco, CA 92860
951-737-2531 phone 951-737-2474 fax



Norco Chamber of Commerce — 2010-2011 Membership Application

Member Information

Contact Name	
Title	
Business Name	
Business Address	
Mailing Address (if different)	
Phone	

E-Mail: _____ Include E-mail in directory listing: <input type="checkbox"/> Yes <input type="checkbox"/> No I would like to receive Chamber e-mail: <input type="checkbox"/> Yes <input type="checkbox"/> No	FAX: () _____ Include Fax in Directory Listing: <input type="checkbox"/> Yes <input type="checkbox"/> No I would like to receive Chamber faxes: <input type="checkbox"/> Yes <input type="checkbox"/> No
Alternate Phone: () _____	Web Address: _____
Number of Employees: _____ *Full time _____ Part time _____	Membership: Business <input type="checkbox"/> Individual <input type="checkbox"/> Non-Profit <input type="checkbox"/> Home Based <input type="checkbox"/>
Business Classification: (as listed in yellow pages)	Annual Dues: _____ \$ (to be billed in January of every year)
Business Description:	Prorated Dues: _____ \$ + \$20.00 enrollment fee \$ 20.00 <hr/> Total Amount Due \$
<i>*FTE=Number of full time employees, including working owners and management; every two (2) part time equals one (1) fulltime.</i>	Membership dues are deductible as an ordinary and necessary business expense for Federal Tax purposes.

Method of Payment

Check Cash Bill Me Credit Card: Visa Master Card
 Credit Card Number: _____ 3 Digit Code _____
 Exp. Date _____ Name on Card _____

ALL APPLICATIONS SUBJECT TO APPROVAL

For Office Use Only: Date Received: _____
 Access E-Mail Website QB Directory Plaque Welcome Letter



Please come and join us as we focus on the most unpredictable disease called diabetes at our 1st Annual KMJ Diabetes Fundraising Gala, Saturday, May 21, 2011 at the Fender Center Museum, Corona, CA. This exclusive ticketed only event is dedicated to raising money and educating people on this silent disease and killer, DIABETES.

This VIP Event will be emceed by, Del Breckenfeld, Director of Entertainment Marketing (Fender Musical Instruments Corporation). The elegant event will be like no other, featuring an incredible silent & live auction, 5-course dinner, fashion show, live music, and special guest speakers. We anticipate 200 people including press, public officials, celebrities, corporate sponsors, and individual donors to attend this exclusive event. Guests will receive a complimentary gift bag.

Tickets: \$125 each

Tables: \$1,250 (10 seats)

All proceeds will benefit The American Diabetes Association.

For tickets and information—

Call: Cynthia Becker - 951.522.5206

Email: events@beckerstyle.com

Visit: events.beckerstyle.com

Fender
CENTER

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events



A man in a dark suit, white shirt, and blue tie is smiling. He has three parrots on his shoulders: a green one on the left, a yellow and orange one in the middle, and a red and blue one on the right. He is holding a blue telephone receiver in his left hand and a microphone with a blue Nationwide logo in his right hand. The background is a bright yellow-green gradient.

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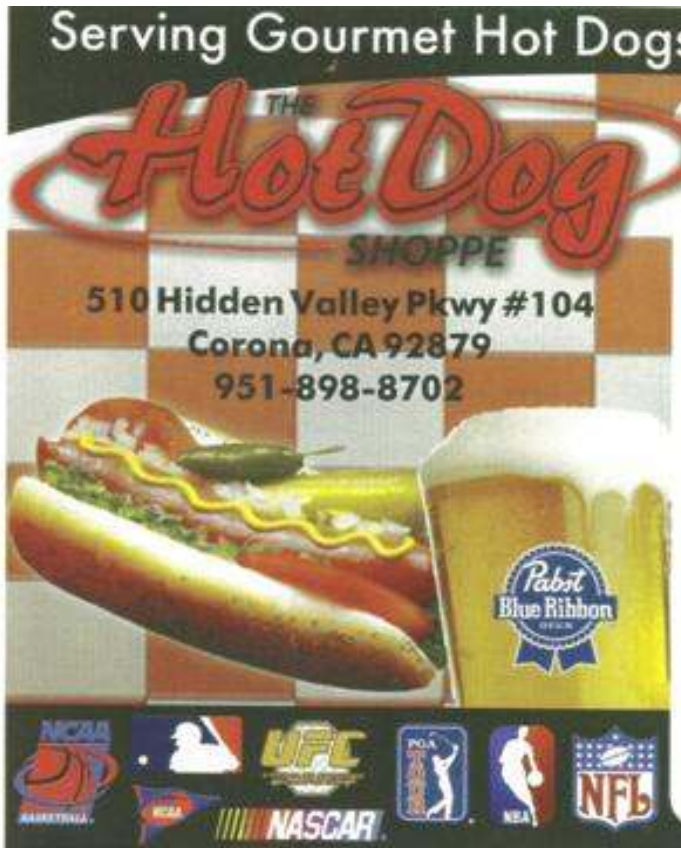
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Welcoming New members:

Nelly Menjivar, Granite Construction, Cara McCray, Seacret Direct, Silver Screen Savings, and The Hot Dog Shoppe!

The Norco Chamber of Commerce and would like to extend Congratulations to our new members, and wish them all much success!

We'd also like to welcome Alfonso Rodriquez of Global Self Storage who is replacing Tracie Frost. We look forward to your participation on the board.



Grand Opening

Join us THIS SATURDAY, APRIL 2nd, from 11:00 to 1:00 as we celebrate the Grand Opening of one of our newest members. The Norco Chamber of Commerce is proud to present one of its new members. Come join us at the Grand Opening Celebration of The Hot Dog Shoppe. Its going to be lots of fun. There will be music, and a jumper for the little ones, as well as face painting. Come join the fun and save \$1.00 on all hot dogs.

This is a great opportunity to mix and mingle with other local business owners. What better way top spend your Saturday than having fun, in the sun, with Hot Dogs!

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2011	April Community Events					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 *Grand Opening The Hot Dog Shoppe
3	4 *Fair Meeting 7pm *Historic Preservation Commission Meeting	5	6 *Norco City Council/ Redevelopment Agency Reg. Meeting	7	8	9
10	11 *Fair Meeting 7pm	12	13 *Planning Commission	14	15 *Family Rodeo Night *NORCO CCPRA RODEO	16 *Parade -6 th Street @ 10 am *NORCO CCPRA RODEO *Dance- Nellie Weaver
17 *Challenged Children's Rodeo 1pm *NORCO CCPRA RODEO	18 *Fair Meeting 7pm *Chili Cook-Off *Beard Contest	19 *Quarter Dip *Horseshoe Pitch	20 *Bingo – Nellie Weaver Hall	21 *Obstacle Course	22 *Adult Fun Night	23 *Pancake Breakfast *Youth Fun Day *Poker Ride *BBQ *PCJBRA
24 *Easter Sunrise Service	25 *Fair Meeting 7pm	26	27 *Member Luncheon @ Cowgirl Café 12	28	29	30

If you would like to have your event listed in our Monthly Community Event Calendar,
please email staff@norcochamber.com

Come to our Monthly Membership Meetings and you will be entered into a Drawing to WIN a FREE one page Ad in our monthly newsletter. *

**Member must be in good standing and provide ad copy in .pdf format.*



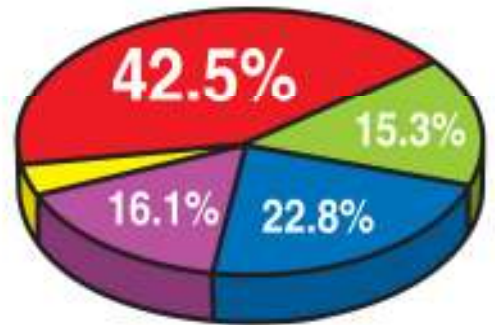
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42.5% of Those Surveyed Prefer to Use the Little Yellow Pages

**■ The Little Yellow Pages
Corona and Norco**

- AT&T - Corona-Norco
- Yellow Book - Riverside/Corona
- Yellow Book - Corona/Norco
- Other Directory



Verfast Corporation, one of the largest verification companies in the world making over 15 million calls annually, conducted a telephone directory usage study for the Little Yellow Pages between 7/02/09 and 7/08/09. The above survey was completed under the guidelines of the Newspaper Association of America, The Audit Bureau of Circulation, and the Association of Directory Publishers and has a confidence level of ± 5% points of the population.



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# NORCO LITTLE LEAGUE

**DATE:**

Saturday,  
April 16,  
2011



**FROM:**

6AM- 10PM

**LOCATION:**



**OPEN DAILY**

6:00 AM to 10:00 PM

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Norco, CA 92860

(951) 340-0188

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Questions? Contact: Cara McCray @ (951) 310-8489

*Norco's Best Burger is proud to support Norco Little League and the community.*



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## Chamber Officers

### Executive Directors

#### PRESIDENT

*Tommy Vaughan - Vaughan Rentals*

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Board of Directors

***Brent Sakamoto - Miracle On Sixth Street*

Donnie Gouthro - Southern California Alarm

Keri Abbott - Nationwide Insurance

Deborah Bell - Brunswick Classic Lanes

Teresa Dayton - Norco Lioness

Alfonso Rodriguez - Global Self Storage

Ambassadors

Cara McCray

Kylie Campbell

Suzan Taylor

Volunteer Office Staff

Corey Iannello

Erika Miller

*** FAIR CHAIRMAN*

This is the Real Deal!!!

Meet, Greet, Mix and Mingle!

Join us at our monthly chamber luncheon meetings.
every 4th Wednesday of the month...Noon to 1:30 pm....

Our meeting location for January is the COWGIRL CAFÉ.

Join us to find out what we're up to and so that we can learn about you
and your business.

Harvey Sullivan, from the Norco City Council will be our guest speaker.

SHOP NORCO