

## Members Say



*It wasn't until I became involved myself with the Chamber that I realized the value of contributing time and supporting the Chamber functions. Our business has grown in the*

*Conejo Valley even through a down economy. Get involved. Participate. Enjoy building relationships with other local Chamber members. We are all promoting community and a stronger local economy. The technology committee in particular is way cool, and has been a very good source of leads for my business.*

**Bill Poulos, Senior Account Executive  
Coastal Copy**

## Events

**Breakfast:** Fri., Sept. 10, 7-9 a.m.  
School-to-Career. Los Robles  
Greens Banquet Center.

**Mixer:** Wed., Sept. 15, 5:30-7 p.m.,  
Catering Celebrations by the Plug  
Nickel, Westlake Village.

**Breakfast:** Fri., Oct. 1, 7-9 a.m.  
Economic Update. Los Robles  
Greens Banquet Center.

**Taste of Conejo:** Tues., Oct. 12,  
4:30-7 p.m., Four Seasons Hotel  
Westlake Village.

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Online at [www.conejochamber.org](http://www.conejochamber.org)

Year-to-date website hits: 3,011,827  
Year-to-date business & community  
referrals: 791,445

## We Create Opportunities for Business Success by

- Creating a strong local economy
- Promoting community
- Providing networking opportunities
- Representing the interests of business with government
- Taking political action
- Supporting a sustainable future

**BUY LOCAL**  
THOUSAND OAKS · WESTLAKE VILLAGE · AGOURA HILLS

UNITED STATES CHAMBER OF COMMERCE

**ACCREDITED**

CALIFORNIA CHAMBER OF COMMERCE  
Helping California Business Do Business™

## GOVERNMENT REPRESENTATION

# City of Agoura Hills Mayor Pro Tem Addresses Chamber Membership

Mayor Pro Tem Harry Schwarz, the guest speaker at a recent Governmental Relations Meeting, provided an in-depth report on current and future items of interest to the city. He stated that Agoura Hills has grown significantly since incorporation in 1982.

Intelligent planning has played a key role in the continuing development of the city and the surrounding area. With the Kanan Road overpass expansion completed several years ago, work has begun on expanding the Reyes Adobe Road interchange, including an expansion from three to six lanes. Sidewalks and bike lanes will also be enhanced. Not only will this greatly increase traffic and pedestrian safety, but it will also increase access to the Reyes Adobe Historical Site which is a quarter-mile north of the

interchange.

The city of Agoura Hills will be working in partnership with the city of Westlake Village to improve Thousand Oaks Boulevard, which connects their two cities.

He also noted that a new form of recycling will be used for the filling of potholes and resurfacing. Construction has been initiated for the addition of new bus shelters which should be completed by the end of summer.

Recent growth in the city has necessitated the need for improvements along Agoura Road which will include two additional lanes. Funding for this project will come from Measure R.

Economic development is expanding with the recent purchase of the proposed Herschel West school property. The development for



Governmental Relations Committee Chairman Ryan VanOmmeren (left) with Mayor Pro Tem Harry Schwarz at the July GRC meeting.

this property is currently in the planning stages. The Shops at Oak Creek are finished and beginning to open for customers.

The city has recently made some additional changes to their banner and sign ordi-

nance in order to assist local businesses in this economic downturn. Banners are now allowed on a temporary basis with proper permits.

The Agoura Hills Recreation Center is in the process

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## PROMOTING BUSINESS AND COMMUNITY

# Taste of Conejo Promises the Best from Local Wineries and Restaurants

The Greater Conejo Valley Chamber of Commerce invites you to the Taste of Conejo to experience a true taste of the Conejo Valley at the Four Seasons Hotel Westlake Village on Tuesday, October 12, from 4:30-7 p.m.

The local Conejo Valley business community will be working together to create an unforgettable evening of exceptional food and wine tastings, music and entertainment, raffles and giveaways, networking and more. Chamber members and non-members alike are encouraged to participate as vendors.

The Taste of Conejo, drawing more than 800 local professionals and residents, will serve as an outstanding forum to showcase food, wine, services and/or products. This is a unique opportunity for guests to experience your business value, quality and customer service in person, in the beautiful surroundings of the Four Seasons Hotel Westlake Village.

Register to host your booth now by visiting the Chamber website and submitting your completed vendor application to Director of Community Relations and Events, Kelli Lighthizer. You won't want to miss this one-of-a-kind

exposure opportunity! Pre-register online to attend the event at the discounted rate of \$35 for members and \$40 for non-members. Tickets will be available at the door as well, \$45 for members and \$50 for non-members.

Take advantage to be showcased as a key ingredient making up what the Conejo Valley has to offer. Participants (as of print deadline) include: ZPizza, Nate N' Al, Vom Fass, Mama Rita's Authentic Mexican Cantina, Mastro's Steakhouse, Wolfgang Puck L.A. Bistro, Onyx, Hampton's, Togo's, Valley Bakery, Sweet Arleen's, Wades Wines, Malibu Sundowner Wines, Mulholland Highway Wines, Triunfo Creek Winery, Cantara Cellars, AB Caffe Services, Montecito Bank & Trust, Ventura County Star, Jill FM, Four Seasons Hotel Westlake Village, The Spa at Four Seasons, California Health & Longevity Institute, Conejo Deals, BOGPOD, Specialized Marketing Solutions, NAWBO-VC, Society Social Calendar Magazine, Pacific Aire, Inc., Waddell & Reed Financial Services.

## ADVANCING BUSINESS

# Chamber Updates Its Website

*New Calendar Section Allows for Easy Event Sign-Up*

The Chamber's website—[www.conejochamber.org](http://www.conejochamber.org)—has recently been revamped with more information and enhanced event management, making event sign-ups even easier for Chamber members.



Some of the site still has the familiar look and navigation of the original website, but the Chamber has added

information and links for our newest city, Agoura Hills, and simplified some of the lists and choices available so users can more easily find out information about our community.

The updated site has everything the original site had and more. New additions to the site also include member testimonials and online registration for more events. Thanks to web developer Lynch Interactive for customization that is unique to our Chamber website.



## Greater Conejo Valley Chamber of Commerce

600 Hampshire Road, Suite 200  
Westlake Village, CA 91361  
805.370.0035 • Fax 805.370.1083  
[www.conejochamber.org](http://www.conejochamber.org)

(Formerly the Thousand Oaks-Westlake Village Regional Chamber of Commerce)

### EXECUTIVE COMMITTEE

- Pete Turpel, Chairman**  
Phone On-Hold Marketing Systems
- Jill Lederer, President/CEO**  
Greater Conejo Valley Chamber of Commerce
- Madeline Hess, Chairman-Emeritus**
- Phillip A. Koonce, Chairman-Elect**  
Sun Country Mortgage
- Kristen Davis, Treasurer**  
Amgen, Inc.
- Tammie Helmuth, Secretary**  
Conejo Awards
- John LaRocca, Director-at-Large**  
Sage Bankcard
- Rick Lemmo, Director-at-Large**  
Caruso Affiliated
- Susan Murata, Director-at-Large**  
Silver Star Automotive
- DIRECTORS**
- Rodd Feingold, Conejo Valley Florist**
- Dave Friedl, CR Print**
- Betsy Friedman, NAI Capital, Inc.**
- Leonard Greenlee, Baxter Healthcare**
- Mary Guy, First California Bank**
- Steven Guzzo, Ventura County Star**
- Robert Hagelberg**  
Four Seasons Hotel Westlake Village
- Peggy Hinz**  
Anthem Blue Cross, Wellpoint
- Matthew Huss**  
Renaissance Agoura Hills Hotel
- Greg Kaapuni, Attorney at Law**
- Matthew Midura, Pepperdine University**
- Jacqueline Pick, Doctor of Chiropractic**
- Yavar A. Rafieha**  
Power of Home-Agoura Design Center
- Angel Robertson, Dallas Capital**
- Marcia Sutton, Dole Food Company, Inc.**
- Greg Taylor, Hub International**
- Ryan VanOmmeren**  
California Lutheran University
- Gary L. Wartik, City of Thousand Oaks**
- Nicole Winner, WinnerQuotes Insurance**

### CHAMBER STAFF

- Jill Lederer**  
President/CEO
- Sue Tuttle**  
Controller
- Jan Smith**  
Director of Governmental/Economic Affairs
- JoLynn Hinger**  
Director of Marketing/Communication  
Managing Editor
- Sarah Ekeberg**  
Communication & Special Projects  
Manager  
Assistant Editor
- Suzanne Sommer**  
Regional Membership Director
- Deborah Rutz**  
Regional Membership Representative
- Kelli Lighthizer**  
Director of Community Relations & Events
- Barbara Brown**  
Community Coordinator

## PRESIDENT'S MESSAGE

# A Time of Renewal and Growth

By the time you read this, much of the summer will be behind us. I hope it was a productive and refreshing time for each of you. Perhaps because of its association with a new school year, I have always welcomed the fall as a time of renewal, growth, learning and optimism. This fall, those things are exactly what your Chamber has planned for you.

As you know, this Chamber takes pride in standing out from the rest of the crowd and moving ahead. We know chamber membership is considered a vital and necessary cost of doing business but we never take that conventional wisdom for granted. We believe in generations of businesses working together, constant change and completion of initiatives.

Visibility is power and we are here to connect you with the right audience at the right price, to keep you from over-buying. One of our jobs is to put you in front of people who will potentially do business with you—many of whom will only do business with Chamber members. Whether you are an emerging professional



Jill Lederer  
President, CEO

or an established one, the Chamber is the face of the business community with a compelling commitment to excellence that reflects that of the business corridor we represent.

One of the ways that this Chamber maintains our focus and clarifies our results is by seeking accreditation from the United States Chamber of Commerce every five years. Our Chamber has been accredited since 1974 and is one of fewer than 300 Chambers of Commerce in the entire United States to be currently accredited.

Since there are over 7000 chambers nationwide, that is a very elite group to be a part of.

You recognize the accreditation seal on our website, letterhead, newspaper, etc., but what it means to you as members is that we are undergoing continuous analysis and re-assessment of our objectives, resources, program of work, procedures and achievements.

The US Chamber establishes criteria for judging the quality of our performance to help us continually create and maintain positive change for your business' present and future.

The accreditation process breaks down our performance in nine areas: Governance of the Chamber, Finance, Human Resources, involvement in Government Affairs, Program Development, Technology, Communication, Facilities and Benchmarking.

In future messages, I will be sharing some of the specifics of each of these sections and their distinct applications to your business.

Please take the time to check out our beautiful new website and consider lead-

**... the Chamber is the face of the business community with a compelling commitment to excellence.**

ership in the Chamber by applying for the Board of Directors. You can download an application from the website.

I always love to hear your suggestions, so please feel free to contact me or just drop by the Chamber. If you have referred a new member to us and not been awarded your Chamber bucks, just contact Suzanne Sommer at [ssommer@conejochamber.org](mailto:ssommer@conejochamber.org) or Deborah Rutz at [druz@conejochamber.org](mailto:druz@conejochamber.org).

As we move into the fall, hold your vision close because "the soul never thinks without a picture." ~Aristotle

## LEADERSHIP OPPORTUNITY

# Chamber Accepting Nominations for Board of Directors Elections: Deadline September 10

The Chamber is currently seeking a limited number of nominations for candidates representing businesses in Thousand Oaks, Westlake Village and Agoura Hills for the 2011 Board of Directors.

Interested members who would like to donate their time and provide leadership to a premier organization with an outstanding reputation should contact the Chamber at 805.370.0035 for a form, or download an online version from the Chamber's website at [www.conejochamber.org/board.aspx](http://www.conejochamber.org/board.aspx).

Selected candidates will serve a three-year term of office and only those members who have a history of good standing in the Chamber and have been a member for more than 90 days prior to the election are eligible for nomination as a Director.

The nominating committee is in the process of developing a slate of candidates to run for

the 2010 Board of Directors. Applications must be returned to the Chamber office by Friday, September 10, 2010.

### Past Chairmen of the Board

#### Conejo Valley Chamber

1960 Paul Noel  
1961 Marvin Burow  
1962 Leo Gold  
1963-64 Fred Stannard  
1965 Rex Fairless  
1966 Jim Quin  
1967 Ben Cranmer  
1968 Dick Rosiejka  
1969 Milton Towle  
1970 Fred Raio  
1971 Leonard Alexander  
1972-73 Philip Ozab  
1973-74 D. H. Needham  
1974-75 Jim Ackroyd  
1975-76 Daniel Friedman  
1976-77 Warren Sparks  
1977-78 Hugo Roche  
1978-79 Dodd Leanse  
1979-80 Earl Meek  
1980-81 Dan Overton  
1981-82 John Kohlbrand

1982-83 George Gibb  
1983-84 Bill Hamm  
1984-85 Bill Peterson  
1985-86 Joan R. Young  
1986-87 John J. Crossan  
1987-88 Terry Moerler  
1988-89 Ike McDonald  
1989-90 Carol Larson  
1990-91 Glenn Morris  
1991-92 Walt Schaedle  
1992-93 Jill Lederer  
1993-94 Gary Heathcote  
1994-95 Dennis Gillette  
1996-97 Woodrow Brokenburr  
1995-96 Judy St. John  
1997-98 Jerry Gross

#### Westlake Village Chamber

1974-77 Walter G. Carlson  
1978 Guy C. Evans  
1979 Brian Collier  
1979 Barbara Schwartz  
1980 Herb Stout  
1981 John M. Seal  
1982 Stephen J. Fiske  
1983 John M. Seal  
1984-85 Mary Elva Anderson  
1986 Barbara J. Lindsay  
1987 Albert Simon  
1988 John Moyer

1989 James E. Emmons  
1990 Ward A. Fredericks  
1991 Kris Carraway-Bowman  
1992 David L. Ludwig  
1993-94 David Melton  
1995 Richard Werner  
1996 Gwyn Petrick  
1997 Lyn Perry  
1998 Scott VandenBerg

#### Thousand Oaks-Westlake Village Regional Chamber

1999 Larry Carignan  
2000 Lawrence Blonquist  
2001 Lawrence Blonquist  
2002 Rick Lemmo  
2003 Susan Murata  
2004 Robert Cabral  
2005 Judi Irwin  
2006 John Dokken  
2007 Ken Doyle  
2008 Mark T. Jessee  
2009 Madeline Hess

#### Greater Conejo Valley Chamber

2010 Pete Turpel



**CHAMBER STAFF**

## Communication and Special Projects Manager Keeps Membership Informed



Sarah Ekeberg

In this and future issues of the Conejo Business Times, we will present a member of the Chamber staff. Each staff member's dedication and diligence contributes to the overall success of our Chamber.

A native Californian, Sarah Ekeberg relocated

to New York for four years to attend Columbia University, where she graduated with a bachelor's degree in art history and psychology. Upon returning to California, Ekeberg searched for a career in the non-profit sector. She joined the Chamber over a year ago and now acts as the Communication and Special Projects Manager.

In that role, Ekeberg manages Chamber advertising opportunities, database entries and various special projects. She manages and carries out special projects for the

cities of Thousand Oaks, Westlake Village and Agoura Hills. Ekeberg currently serves as the staff liaison for the Chamber trips abroad.

She acts as assistant editor for the Conejo Business Times, providing support with layout, design and editorial content. She is the editor for the Tuesday Email Update. She manages, prepares and approves advertising submissions for Tuesday Email Update, Monthly Mailer, Phone On-Hold and job postings. She also assists with updating the Chamber website.

### Chamber to Participate in Thousand Oaks Street Fair October 17, 2010

Visit the Chamber's booth at the Thousand Oaks Street Fair on Moorpark Rd., Thousand Oaks. Sponsored by the Rotary Club of Thousand Oaks.

**SUPPORTING EDUCATION**

## Teacher of the Month Program Participation Kicks Off Another Year

Have you seen the monthly photo of Chamber businesses honoring a Teacher of the Month in our Conejo Business Times and have always wanted to participate in this worthwhile program through the Chamber's Education Committee?

Generate visibility for your company and give back to your local teachers from Conejo Valley Unified School District and Las Virgenes Unified School District by joining the Teacher of the Month Program and supplying a gift with a minimum amount of \$25 to 13 deserving teachers. (There may be

an additional three teachers to honor from schools in Agoura Hills. The gift must be a stand-alone gift.)

The presentations are usually one time per month during school hours. After your presentation, a group photo with the honored teacher will be taken which will appear in the Chamber's Conejo Business Times.

To join other community businesses and to participate again this year, contact the Teacher of the Month Chair Tania Garcia at Tania.garcia@csuci.edu or contact Jan Smith at the Chamber at jsmith@conejochamber.org.

**REPRESENTING BUSINESS**

## Manufacturing Committee Debuts September 21

The Chamber announces its inaugural meeting of the newly-organized Manufacturing Committee on Tuesday, September 21, 2010, 11:45 a.m. - 1 p.m. at the Janet Levett Chamber Conference Center.

The purpose of the Manufacturing Committee is to advance the interests of local and regional manufactur-

ing companies, especially to local and state government.

All Chamber businesses are welcome to attend. Please RSVP to Deborah Rutz at the Chamber, 805.370.0035 or the Chamber's online event calendar at www.conejo-chamber.org.

The conference center is located at 600 Hampshire Rd., Suite 202, Westlake Village.

**SUPPORTING COMMUNITY**

## Nominations Sought for Recognition Gala

The Chamber Board of Directors is seeking nominations from the Chamber membership for the following prestigious awards to be presented at their annual recognition dinner:

**Business of the Year**—This distinguished award is presented to a local Chamber member business that demonstrates advanced business practices, provides superior customer service, and exemplifies outstanding service to the community.

**Man of the Year**—This distinguished award is presented to an outstanding gentleman who demonstrates ethical behavior, maintains standards of excellence, and selflessly serves the Chamber and his community.

**Woman of the Year**—This distinguished award is presented to an outstanding lady who demonstrates ethical behavior, maintains standards of excellence, and selflessly serves the Chamber and her community.

**Volunteer of the Year**—This distinguished award is presented to an individual who has devoted unmatched energy, time and talents through his/her service to the Chamber and the community.

Deadline for Nominations is Friday, October 15, 2010. Nominations will only be accepted if submitted on the nomination form. Forms are available at www.conejochamber.org.

The 2011 Recognition Dinner and Gala is Friday, January 28, 2011, at the Four Seasons Hotel, Westlake Village.

# Meet the Chamber Board Members

The Chamber continues in this and subsequent issues of the Conejo Business Times, to introduce readers to members of the Chamber's Board of Directors. Board members devote significant time to the Chamber, attending monthly meetings and Chamber functions.



Kristin Davis

Kristen Davis is a senior manager of corporate communications at Amgen. She joined Amgen in 2003 and manages community relations and communications for the Amgen Foundation.

Prior to joining Amgen, Kristen worked in community relations and marketing at St. John's Regional Medical Center in Oxnard and public relations at Kinko's Corporate Office. In 2002, she received the PR Week "Cause-Related PR Campaign of the Year" for Kinko's "Put a Face with a Name" campaign. Kristen earned a bachelor of arts degree in public relations from Pepperdine University in Malibu. She has been a member of the Chamber Board of Directors since 2008. Kristen and her husband Robert reside in Camarillo with their son.



Madeline Hess

Madeline Hess, Chairperson Emeritus of the Greater Conejo Valley Chamber of Commerce and Chairperson of the Greater Conejo Valley Community Foundation, retired

from Sage Publications in 2009 after an 18 year career there.

She represented Sage as a board member of the Chamber of Commerce, becoming the Chair of the Chamber in 2009. She was the Education Committee Chair from 2004 through 2007 and a committee member for over 13 years. In 2007, she joined the United Way of Ventura County board and is currently their chairperson.

Hess received the Secretary of the Year award from the Chamber in 1997 and Administrative Assistant of the Year in 1998 from the Arthritis Foundation. She was the Chamber's 2006 Woman of the Year and Volunteer of the Year in 2008.

A native of Philadelphia, Hess has been a California resident since 1968 along with her husband of 50 years. They have four children and nine grandchildren. In her spare

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**Lynch Interactive is Proud to be the Official Web Developer for the Greater Conejo Valley Chamber of Commerce!**

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## Thank You for Renewing

Exceptional businesses invest in the Chamber because they recognize the value of membership.

<b>43 Years</b> Janss Marketplace	<b>9 Years</b> Arndt Technologies, Inc.
<b>36 Years</b> Kiwanis Club of Thousand Oaks Rotary Club of Thousand Oaks	Hoefflin & Associates, A Law Corporation The Benefit Center, Insurance & Financial Services
<b>31 Years</b> NBS Financial Services, Inc.	<b>8 Years</b> Employer's Legal Advisor, Inc. Prudential Realty / S. Ulbrich & P. Moran
<b>28 Years</b> Gelson's Market	Selvin Properties Woskow & Witte Properties, LLC
<b>26 Years</b> Ormsby, Bradford S., CPA	<b>7 Years</b> DWP Information Architects, Inc.
<b>25 Years</b> Heathcote & Associates Las Virgenes Unified School District	<b>6 Years</b> American Cancer Society - Central & Greater Ventura County Oakview Apartments One Team Global Nu-Skin
<b>23 Years</b> Anthem Blue Cross / WellPoint	<b>5 Years</b> California Strawberry Festival Conejo Valley Florist Inside Auto
<b>22 Years</b> Jack's Shoes of Westlake Kohlbrand Law Office	<b>4 Years</b> Computer Power Unlimited Seeger Benefits & Insurance Services Silverado Senior Living
<b>21 Years</b> Foreign Carriage Service, Inc. McDonald's - Westlake Village	<b>3 Years</b> AB Caffe Services AIE Design Studio, LLC Keystone Business Brokers
<b>20 Years</b> Emmons Company, The	<b>2 Years</b> AIM Resources Conejo Tankless Water Heaters MB2 Race Way Nordstrom Paraiso Town Center Total Body Fitness, Inc. WSI ePro Marketing
<b>19 Years</b> Westlake Golf Course	<b>1 Year</b> A. Singer & Associates Inc. Aviisha Medical Wellness Institute Dennis Rehm Insurance Agency Digestive Health Center of Thousand Oaks Ferguson Case Orr Paterson LLP
<b>15 Years</b> Law Offices of Mark T. Jessee Thousand Oaks Republican Women Federated Westlake Lake Management Assoc.	<b>4 Years</b> Four Friends Gallery Fox Sports Grill Hampton Inn & Suites - Thousand Oaks Lavaggio - The Art of Auto Detailing Nasch Properties, LLC Sinclair Company Solar Universe
<b>13 Years</b> Job and Career Center North Ranch Self Storage	
<b>12 Years</b> Conejo Rental Center Money Mailer of Conejo The Tree Trimmer	
<b>11 Years</b> Oaks Christian School	
<b>10 Years</b> AXICOM, Inc. Conejo Sobrinos Termite & Pest Control Hogan Family Foundation United Way of Ventura County	

### PROMOTING BUSINESS

## Meet the New Members

### VIP Takes Stress Out of the Equation

Verica Weikal, luxury event and wedding planner, is the owner of VIP Enterprises Event Production Company.

Weikal is a great visionary of cutting edge classics to small and intimate events.

Tiffany Weikal, Managing Partner, has expertise in budgeting and accounting, and she can accommodate any need, everything from VIP dinners and meetings to large scale client appreciation events.

VIP Enterprises Event Production Company offers a wide range of services, which include consulting, venue scouting, thematic concep-

tion, budget and itinerary planning, catering and staffing, set and floral design.

VIP Enterprises provides planning and servicing for all social and corporate events.

The secret of any memorable event lies in the seam-



Verica



Tiffany

less combination of sensational food, exceptional design and impeccable service. As party planners, VIP Enterprises gladly takes all stress away from you.

For more details about VIP Enterprises, call 805.991.6387.

### Reverse Mortgage: Would Now be a Good Time?

A higher home value produces a larger reverse mortgage payout.

Knowing this, some may feel that if they hold off for several months their home value will increase and the resulting reverse mortgage will be greater than if they applied for a reverse mortgage today.

Your home value today is probably the highest value for many years to come.

Home value deterioration may compel you to consider a reverse mortgage today instead of putting it off until tomorrow.

There are four additional reasons why now would be an excellent time to consider a reverse mortgage: interest rates are the lowest in 50 years; reverse mortgages now offer a fixed rate; "maximum claim amount" may be reduced again this year and reverse mortgages allow you to purchase a home with no monthly payments.

Tomorrow's reverse mortgage may not be as attractive as today's reverse mortgage. Today may be the best time for you to look into the benefits of a reverse mortgage.

For more details about reverse mortgages, call London Funding Corporation at 818.597.8656 or visit [www.londonfunding.com](http://www.londonfunding.com).

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### PROMOTING BUSINESS

## Welcome New Members

### Twenty-two Businesses Invest in Their Success

We welcome 22 new members. Be sure to check out their services and products, and use them whenever possible. Learn more about them at [www.conejochamber.org](http://www.conejochamber.org). Year-to-date we have had 3,011,827 hits to our website and gave 791,445 business and community referrals. There's strength in our numbers!

Accord Management Systems

Advanced Business Technology, Inc.

Air System Solutions, Inc.

Arboresque Coaching

CJ the DJ Mobile Music

Classic Wings Inc.

Crazy California Clowns

Dr. Pharmacy

J Raw Fitness

New Life Day Spa

Regional Art Museum

Saffron Indian Cuisine

Scanlon-Guerra-Burke Insurance

Sign Solutions

Six Star Promotional Solutions

The Big Picture

The Coffee Bean & Tea Leaf

Thousand Oaks Fireside Design Center

Twyla K

United Systems of America

US Data Corporation

WD Tax Service



## Networking at Night Mixer

# Hidden Garden Networking

**Wednesday**  
**Sept. 15, 2010**  
**5:30 - 7 p.m.**

Hosted by:

## Catering Celebrations by the Plug Nickel


717 Lakefield Road, Ste. 1  
Westlake Village, 91361

*Come celebrate the Plug Nickel's 35th anniversary and enjoy mingling with local professionals, delicious food by new Executive Chef Ray Swanson, exciting raffle prizes and tunes by Cover2Cover Music in a beautiful patio setting.*

*Simple to elegant. Corporate to social. Unforgettable occasions for any reason.*  
[www.cateringcelebrations.com](http://www.cateringcelebrations.com)

**Chamber Members: \$5 Non-Members: \$15**  
For more information, call or visit:  
**805.370.0035 • [www.conejochamber.org](http://www.conejochamber.org)**  
Join us on Facebook

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## Networking Breakfast of Champions

**Friday,**  
**September 10, 2010**  
**7 - 9 a.m.**

## School-to-Career Business/Education Mini Conference

Our objective is to establish active educational partnerships between educators, businesses, parents and community organizations to enhance students' college and career preparation. Come learn how you and your business can make a difference by creating opportunities for local students to experience the relevance of their education in the working world.

**Los Robles Greens Banquet Center**  
**299 S. Moorpark Road, Thousand Oaks**  
Emcee: Dave Burns of Cover 2 Cover Music  
Sponsor: Sun Country Mortgage

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**Pay by 10 a.m. Thursday, Sept. 9, & save!**

**Members: \$20, and listing on the Networking HOT SHEET!**  
**Non-Members/Guests: \$30**  
**Walk-In Members: \$27**  
**Non-Members/Guests: \$37**  
**Please no refunds or transfers**  
*Greater Conejo Valley Chamber of Commerce*



### New Members

—Cont. from page 4

#### The Big Picture Preserves Priceless Memories

The Big Picture is a unique family photo business. The Big Picture takes pictures that you already have and creates beautiful pieces of art to display all over your home.

The Big Picture uses pic-



tures that live in shoe boxes, in old slide carousels, and on computer hard-drives to deliver custom pieces for coffee tables or wall display.

The Big Picture proudly offers vintage photograph and slide restoration, custom picture framing, and photo album design, all designed to work together.

“The Big Picture” is a reminder to continually look at life from a certain perspective and focus on what’s really important. For The Big Picture, that’s family.

To find out more about The Big Picture, visit [www.celebratelifeandfamily.com](http://www.celebratelifeandfamily.com) or call 800.280.1855.

#### Blizz Frozen Yogurt Offers a Healthy Selection

Blizz goes way beyond the self-serve frozen yogurt concept by offering a wide selection of healthy frozen yogurt creations, smoothies, shakes, waffles, crepes and much more.

Blizz yogurts are of the highest quality and are naturally high in probiotic content with a selection ranging from 100% natural, nonfat, low fat, gluten-free and kosher.

When you visit Blizz, you not only treat yourself

to their delicious products, but an incredible experience that will keep you coming back for more.

Blizz is more than just another yogurt shop, it’s a dessert destination.



For more information, call 805.494.3535, go to [www.blizz yogurt.com](http://www.blizz yogurt.com) or visit Blizz Frozen Yogurt at 2200 E. Thousand Oaks Blvd., Thousand Oaks.

#### Civic Arts Plaza to House New Art Museum

The Regional Art Museum (RAM) is a non-profit 501(c)(3) organization to be located in downtown Thousand Oaks to provide a permanent location to house visual arts, highlight local artists, provide educational art programs and accommodate international traveling shows and exhibits.

A vital resource for the city of Thousand Oaks, its neighboring communities, and visitors to our region, RAM is the fulfillment of a study initiated by the Conejo/Las Virgenes Future Foundation, which determined the need for a visual arts museum in the region.

Visit [www.regionalartmuseum.org](http://www.regionalartmuseum.org) or call 805.409.3598 for charter membership and volunteer opportunities.

#### Six Star Grants Companies Promotional Solutions

Six Star Promotional Solutions helps businesses grow through highly focused creative promotional solutions.

In this economy, targeted marketing is extremely important to your survival and your bottom line.

Six Star helps you create specific promotional and marketing solutions to keep your

company name in the forefront of your clients’ minds.

While your competitor may be cutting back on their marketing budget, if you market more and focus your promotions you will stand out in the crowd.

Remember: if you want to go far, call Six Star. For a free consultation, call Susan Feder at 805.410.0239 or email [susan@sixstarpromo.com](mailto:susan@sixstarpromo.com).

Visit Six Star’s website at [www.sixstarpromo.com](http://www.sixstarpromo.com).

#### EMS Training: Full-Service American Heart Association Training

EMS Training Institute, Inc. is a full-service American Heart Association Training Center offering CPR and first aid courses in your home, office, school or other venue.

EMS Training also holds both initial and refresher

Emergency Medical Technician (EMT) courses. They provide classes in person, online, and hybrid (classroom and online).

EMS Training also offers sales of first aid kits, Emergency Preparedness kits, CPR masks, and Automatic External Defibrillators (AED).

EMS Training will cater to your needs. Call 805.581.2124 or visit [www.emstraininginstitute.com](http://www.emstraininginstitute.com).

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Advertise for as little as \$51 a month! Reach more than 5,000 readers throughout the Conejo Valley. Call the Chamber for details. 805.370.0035

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#### Stylish Boutique Celebrates Women’s Fashion

Twyla K is a playful boutique that celebrates women, life and romance. Celebrate you!

Twyla K offers a full range of clothing, lingerie, swimwear and accessories. Come enhance, create, explore and embrace your personal beauty, allure and style.

Lines featured include T-Los Angeles, Goddis, Pink Rock, Tart, Felina, Jezebel, Despi, Vix, Vitamin A, Elegantly Waisted, La Mer, Love Sam, Dish, Black Orchid and Mike Lane Jeans.

Giving back is also a top priority of Twyla K. A portion of all proceeds go to benefit Owie BowWowie and Hospice of the Conejo.

Stop by Twyla K at 3739 E. Thousand Oaks Blvd. Twyla K is open Tuesday through Saturday from 10 a.m. to 6 p.m.

Visit [www.TwylaK.com](http://www.TwylaK.com) or call Twyla K at 805.496.0010 for further information.

## Ambassadors Spotlight



Jeff Sommer Now Services

Jeff Sommer joined the Chamber of Commerce in 2002 and has

been an Ambassador for more than a year, welcoming new members to the Chamber and helping them to network their business and to be successful. Sommer says, “It is another way of giving back to the community.”

He is a Los Angeles native who lived in the San Fernando Valley for 30 years. Within six months of joining the Chamber he moved to Thousand Oaks. Sommer says, “This is the best place to live in Southern California.”

In 1980 he founded his company Now Services on the principle of consistently delivering prompt, courteous, reliable and cost effective service. To date his company has made more than 1,250,000 deliveries. Originally offering letter and package delivery, the company has expanded to include mobile notary, service of process, court services, small claims assistance and to provide services throughout the United States.

Some of Sommer’s goals are to participate and enjoy all the Chamber events, help other members succeed and to continue to provide prompt, efficient and reliable service for clients of Now Services.

Jeff can be reached at his office at 805.777.7170, his cell phone 805.231.9007 or at [jeff@nowservices.com](mailto:jeff@nowservices.com).



Debbie Soden Coldwell Banker

Debbie Soden is a Realtor with Coldwell Banker in Westlake Village. She is

a certified Short Sale and Foreclosure Specialist (SFR) which is the only short sale designation recognized by the National Association of Realtors. SFR is a framework for negotiating with lenders and for directing distressed sellers to finance, tax and legal professionals to limit risk, and for protecting buyers.

Living and working in the Conejo Valley for over 10 years, Soden has built her successful business on referrals and repeat business from clients who consider her their resource and adviser. Her experience in analyzing, pricing and marketing are essential in today’s real estate atmosphere.

Following a 30-year career in broadcast advertising with KABC-AM, KIIS-FM, KTLA-TV among others, Soden offers a unique, result-oriented approach to real estate. She has won numerous awards including the CB Interna-

—Continued on page 7


**BUSINESS EDUCATION**

## Free Lunch and Learn Business Seminars Slated for September

Learn from peers and pros at the Chamber's free lunchtime education series. Bring your own brown-bag lunch and join fellow Chamber members at the Chamber Conference Center, 600 Hampshire Rd., Suite 202, Westlake Village.

This free series is open to the first 30 respondents and advance reservations are required.

You must be a Chamber member to attend. Call the Chamber at 805.370.0035 to reserve your place.

**Wed., Sept. 1, 12-1:30 p.m.**

### Online Social Networking for Business: Focus on LinkedIn

**Moriah Harris-Rodger**, Symbiocracy.com



Online social networking provides a simple and affordable method to facilitate small business marketing. This presentation will briefly cover strategies, with an open forum for questions from the audience.

**Wed., Sept. 8, 12-1:30 p.m.**

### Get New Clients in 2010! Improve Your Sales and Marketing

**Janette Kinnally**, MA, PCC, JKA Executive Coaching Services



A simple system designed to help businesses overcome the most challenging issue in building a business: landing new clients with a minimum of time and effort.

- What really works in this economy.
- Effective marketing strategies that work in any economic climate.
- Success ingredients to eliminate common blocks.

—Continued on page 7

**NETWORKING AT NIGHT**

## Mixer at the Mall Livens Summertime Festivities

Janss Marketplace in Thousand Oaks was rocking with live music and scores of enthusiastic guests at the July Networking at Night Mixer.

The mixer crowd enjoyed an evening of music and samples of pasta from Buca di Beppo restaurant. Also on hand were Janss Marketplace tenants and Chamber member United Studios of Self Defense.

Chamber mixers are a great way to make new contacts to enhance your business. For information on future events visit [www.conejochamber.org](http://www.conejochamber.org).

The evening featured a multitude of terrific raffle prizes, including:

- Gift basket of gourmet goodies, donated by From Margo's Kitchen,
- \$30 gift card for Armstrong Garden Centers, donated by Armstrong Garden Centers,
- La Quinta overnight stay, donated by La Quinta Inn & Suites,
- \$25 gift certificate to Dress Barn, donated by Dress Barn, Janss Marketplace,
- Gift certificates and t-shirts, donated by United Studios of Self-Defense,
- \$50 gift certificate to Sunset Terrace, donated by Janss Marketplace,
- Tourmaline ceramic Nano styling iron from Thousand Oaks Beauty donated by Janss Marketplace,
- \$25 gift card to Kids Club donated by Janss Marketplace,
- \$100 gift certificate, donated by Buca di Beppo,
- Fine art print, donated by Dan Madson Photography, and
- Complimentary precision tune-up for home air conditioning system, donated by Aladdin Air Conditioning & Heating.



Buca di Beppo employees served delicious pasta for mixer attendees.



New Chamber members in attendance were introduced to the mixer guests.



A jubilant crowd of mixer guests enjoyed the food, wine and music of the evening.



Chamber Board member Rodd Feingold, Ambassador Sal Sandovol, and Chamber member Malia Rivera.

## Reach the Business Community Advertise in the Conejo Business Times

The Conejo Business Times offers:



Official publication of the  
Greater Conejo Valley  
Chamber of Commerce

- Affordable rates
- Direct-mailed to all Chamber members each month
- Available at nearly 50 locations throughout the Conejo Valley: realtor offices, civic centers, restaurants, banks, hotels etc.
- Online 40,000 visits per month
- The only business publication in the Conejo Valley
- Rate discounts for Chamber members

For rates and details, visit the Chamber Store at  
[www.conejochamber.org](http://www.conejochamber.org)  
or call the Chamber at 805.370.0035  
or Direct Access Int'l at 805.405.2011



**BREAKFAST NETWORKING**

# Guests Share 30-Second Business Commercials at Chamber's Pass the Mic Breakfast

How much about one's business can be said in just 30-seconds? Actually, plenty—as Breakfast of Champions guests experienced at the Chamber's August *Pass the Mic* networking breakfast.

Each guest was given 30-seconds to stand up and talk about their business. With a crowd of more than 80 people, a timekeeper was assigned to keep the presentations to the allotted time limit.

It was a great opportunity for business representatives to meet one another and learn about services and products.

Breakfast sponsor was Don Phillipson of WSI ePro Marketing and emcee was Dave Burns of Cover 2 Cover Music.

The business card door prize winner received a lunch-for-two gift certificate donated by Los Robles Greens.

Raffle prizes included:

- 12-point oil change, donated by Curt's Mobile Lube,
- Fine art print, donated by Dan Madsen Photography,
- Complimentary precision tune-up for your home air conditioning and heating system, donated by Aladdin Air Conditioning & Heating, Inc.,
- CD set, donated by Hypnovitality,
- Two chiropractic gift certificates, donated by Conejo-Malibu Chiropractic, and
- Professional leather padfolio, donated by Specialized Marketing Solutions.



Don Phillipson, WSI ePro Marketing.



Fifteen new Chamber members attended the Pass the Mic networking breakfast.

## Lunch and Learn

—Cont. from page 6

Wed., Sept. 15, 12-1:30 p.m.

### Be the Best Networker You Can Be: Learn the Art of Business Networking

Same day as the Mixer. Learn at lunch, practice that evening at the Networking at Night Mixer.

**John LaRocca**, Sage Bankcard



**Marie White**, Money Mailer of Conejo



Discuss how to meet, greet, network and get qualified leads at the evening's Mixer. Currently open to those members who have not attended a previous "Best Practices" session.

- Five biggest networking mistakes.
- How to feel comfortable with cold introductions.
- How to manage leads.
- Choosing your power partners.
- Critiquing your result.

Thur., Sept. 23, 12-1:30 p.m.

### Target Marketing: Why should I buy from You?

**Harriet Cohen**, Training Solutions



Do you know your target market and can you reach them before your competition?

Do you know what a target market is? Many business owners don't and that can hurt them.

Target marketing is more than demographics. At this Lunch and Learn you will identify your business' target market and the key benefits you offer compared to your competition.

Benefits fill a need. Benefits are the key sell to buyers and enable you to improve your marketing. You will be able to capitalize on the benefits to attract more customers. Please bring any collateral material you have for your business to help you with the process.

- Identify your business' target market.
- Identify the benefits you offer as compared to your competition.
- Capitalize on your benefits to attract more customers.

## GRC

—Cont. from page 1

of reviewing new sites. Their contract with the current site is set to expire in 2014. Sumac Park, located at 6000 Calmfield Avenue, has also recently installed new state-of-the-art playground equipment.

Another exciting new development is the proposed construction and operation of a campus headquarters for the Conrad N. Hilton Foundation. The project site is located at 30440 and 30500 Agoura Road west of the Agoura Road/Reyes Adobe Road intersection. The city of Agoura Hills will prepare a Draft Environmental Impact Report to evaluate the potential environmental effects of the proposed project.

The Mayor Pro Tem, in his closing remarks, praised city staff for a balanced budget. Revenue is down as in other cities, but the city's financial picture remains solvent.

## Hess

—Cont. from page 3

time, she and her private-pilot husband also are avid aviations buffs and enjoy flying to destinations in their private airplane.

## Soden

—Cont. from page 5

tional President's Circle Award, and is recognized by her peers as extremely knowledgeable and a pleasure with whom to do business.

Soden can be reached at 805.300.0936, www.DebbieSoden.com and www.Thousand-Oaks-Properties.com.



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www.KeepingVenturaCountyClean.com



Think Green:



# Business Briefs: Announcements and Successes

## East County Job & Career Center Announces September Career Workshops

East County Job & Career Center presents September 2010 Career Shops.

September 7: *Computer Basics for Job Seekers*, 9 a.m.-1 p.m., become familiar with Windows desktop programs to enhance your job skills.

September 14: *Power of VOS (Virtual OneStop)*, 9 a.m.-12 noon, learn about the Virtual OneStop website and how you can use the various tools in the system to build your resume and customize your job search to a specific location and occupation. Basic computer skills are required.

September 16: *Resumes that Sell*, 9 a.m.-4 p.m., hands-on workshop providing assistance in completing a resume, cover letters and thank you letters.

September 23: *Winning Interviews*, 9 a.m.-4 p.m., supplies the tools to make a lasting first impression when interviewing.

September 28: *Power of VOS (Virtual OneStop)*, 9 a.m.-12 noon, learn about the Virtual OneStop website and how you can use the various tools in the system to build your resume and customize your job search to a specific location and occupation. Basic computer skills are required.

Career Shops are offered at no cost to job seekers. Space is limited. **Prior registration required by calling the East County Job & Career Center at 805.955.2282 to enroll.** Auxiliary aids and services are available upon request to individual with disabilities.

Career Shops are located at East County Job & Career Center, 980 Enchanted Way, Simi Valley.

## YMCA Unveils New Look and Community Focus

The national YMCA of the USA unveiled a new look and message to better reflect how YMCAs are making a positive impact in their communities.

The changes will soon begin showing up at Southeast Ventura County YMCA branches (such as Conejo Valley YMCA, Miller Family YMCA and Triunfo YMCA).

A forward-looking logo reflects the vibrancy and diversity of the organization, and a new Y framework refocuses resources on three core areas: youth development nurturing the potential of every child and teen, healthy living improving the nation's health and well-being and

social responsibility giving back and providing support to YMCA's neighbors.

"The Southeast Ventura County YMCA (SEVYMCA) is truly excited about the opportunity to engage more people in these areas," said Rick Politte, president/CEO of the SEVYMCA.

"You'll see the Y out in the community more, bringing our programs to as many people as we can."

Some aspects of the Y will not change. "For more than 100 years, YMCA programs have provided opportunities that build self-confidence, develop positive values and healthy lifestyles," says Politte.

**For more information about the SEVC YMCA, call 805.497.3081 or go to [www.sevymca.org](http://www.sevymca.org).**

## Dressbarn Style Experts Offer Tips to Travelers

More than 47 percent of more than 1,000 people from 70 countries who responded to an online survey said that Americans are the world's worst-dressed tourists.

Americans who are planning a late summer vacation still have time to make a good impression on their fellow travelers. Dressbarn style experts offer some simple fashion rules to help shoppers pack some style into their vacation wardrobes.

Rule 1: leggings are not pants. Cover your leggings up with a lightweight tunic or longer shirt that falls below your derriere.

Rule 2: never pair sneakers with a summer dress. Anchoring your breezy look with clunky shoes or sneakers is a

fashion faux-pas.

Rule 3: leave your fanny pack with your hiking gear. Wrapping one of these around your waist highlights an area you probably don't want to draw attention to.

Rule 4: don't let summer breezes blow your style away. Take along a crop cardigan or shrug that blends with the colors of your outfit. Don't cover up with an out-of-date poncho or out-of-season sweater.

Rule 5: leave your favorite pair of "holey" jeans at home. What's acceptable to your friends may come off as offensive or unwelcoming to others.

Dressbarn associates can help you put together head to toe, stylish looks at a budget-friendly price.

**For more information about Dressbarn, located at Janss Marketplace, call 805.494.3039.**

## Century 21 Recognizes Rosemary Allison

Rosemary Allison, Century 21 agent, ranks in the Top 10 nationally for the first half of 2010.

"Century 21 America is pleased to recognize Rosemary Allison with this honor. Rosemary is a leader and innovator, empowering local homebuyers and sellers with valuable information, helping them to make informed real estate decisions," said Richard L. Quinn, broker/owner of Century 21 America.

Allison has 34 years in the real estate industry and has been with the Century 21 System for 26 years. She is a graduate of the Brokers Program at USC and resides in Santa Rosa Valley with her husband Jim and her children Jennifer, Cristina and Joseph.

Century 21 America, located at 2801 Townsgate Road, Westlake Village, has been a leader in Conejo Valley Real Estate since 1984.

**For more information about Century 21 America, call 805.495.2181.**

## Ride On Hosts Annual Fundraising Event

Ride On Therapeutic Horsemanship hosts their annual fundraising event on Saturday, September 25, at 3 p.m. at El Campeon Farms in beautiful Hidden Valley.

During this prestigious event, Ride On will be honoring the Conejo Recreation and Park District for their continued support and the unique opportunities that they have provided the community through their wonderful partnership with Ride On.

Please join them from 3 p.m. onwards and enjoy cocktails and a silent auction.

The highlight of the evening will be therapeutic riding demonstrations performed by Ride On students and horses. All proceeds from the event will go directly to support Ride On and the programs offered to children and adults with disabilities.

Ride On teaches therapeutic horseback riding to children and adults with physical and mental disabilities.

Therapeutic riding combines instruction in traditional horsemanship skills with concepts of physical therapy which improve the strength, balance and self esteem of individuals with disabilities.



Tickets are \$150 per person and will be available for purchase online closer to the date at [www.rideon.org](http://www.rideon.org). Corporate and table sponsorships are available.

**Please contact Sara Jones at Ride On Therapeutic Horsemanship at 805.375.9078 or visit [www.rideon.org](http://www.rideon.org).**

## Advantra Graphics Provides High Quality Commercial and Digital Printing

Advantra Graphics LLC is the next generation of west coast reproduction. While Advantra Graphics has a new name, a new toll-free telephone number and a new address, their commitment to providing cost effective and high quality commercial and digital printing remains unchanged.

Advantra Graphics prides themselves on reaching and touching people with high quality offset and digital printed messages. While printing is the

core of Advantra Graphic's business, their newly expanded services enable them to offer you more options than they have in the past.

Advantra Graphics is grateful to their loyal customers over the last twenty years for their trust and business. They appreciate your referrals and they always welcome new customers.

From design to printing to fulfillment, Advantra Graphics is your commercial and digital print solution.

Advantra Graphics looks forward to working with you to help you reach your marketing objectives. **Call 866.333.7900 or visit [www.advantra-graphics.com](http://www.advantra-graphics.com) for more information.**

## HOW TO GROW YOUR BUSINESS WITH NO MONEY

Presented by Amy Applebaum and NAWBO-VC

Thursday, September 23rd, 2010  
LOS ROBLES GREENS GOLF CLUBHOUSE

5:30 pm Networking

6:30 pm - 8 pm Dinner and Program

Learn valuable information on how to grow your business from Amy Applebaum, prominent Success Coach, author and consultant who has helped thousands of women entrepreneurs accomplish goals they never imagined possible. Her success has led to high-profile appearances on ABC News, CNN, TLC, LX New York and Martha Stewart, plus she serves as an expert to publications including The NY Times, Cosmopolitan, Woman's World and others. Join us for an energetic, uplifting evening.

**Register Now:** Visit [www.nawbovc.org](http://www.nawbovc.org)

**EARLY BIRD REGISTRATION** thru September 17th

**MEMBERS \$35; NON-MEMBERS \$40**

**AFTER September 17th and at the door: \$45 for everyone.**

**Los Robles Greens Golf Clubhouse**

299 S. Moorpark Road, Thousand Oaks, CA 91361

**Phone:** 805-495-6421



National Association of Women Business Owners - Ventura County  
[www.NAWBOVC.org](http://www.NAWBOVC.org) 877.NAWBOVC

Register today at [www.nawbovc.org](http://www.nawbovc.org)



To be included in Business Briefs or Meet the New Members, Chamber members can submit 100-word articles by the first working day of the month preceding the publication date (i.e., deadline for the November issue is October 1). Articles may be edited or held for future editions. Call the Chamber for details.



**Business Briefs**

—Cont. from page 8

**Announcing the Release of Presenting Magazine**

*Presenting Magazine* is the traveler's "What To Do...Where To Dine" publication that is placed free of charge in over 8,000 top hotel rooms and relocation apartments from Ventura to Agoura Hills.

Partners Pat Swanstrom and Rick O'Bryant have been told that their magazine often becomes a take-home souvenir for visitors to this area because of the wealth of tourism information it contains.

This issue features the Ronald Reagan Presidential Library and its stunning cover displays the incredible Air Force One Exhibit, as well as a feature

promotion on page 27 of the magazine. "History Comes Alive at the Ronald Reagan Presidential Library & Museum" with new exhibits and other timeless attractions.

If you are interested in obtaining copies of *Presenting Magazine* to distribute to visitors to our area or wish your information or business to be included in the magazine, contact Pat Swanstrom at 805.558.0971 or Rick O'Bryant at 805.405.2011.

For more information on the Ronald Reagan Presidential Library and Museum, visit [www.reaganlibrary.com](http://www.reaganlibrary.com).

**For more information and an online view of Presenting Magazine, visit [www.presentingmagazine.com](http://www.presentingmagazine.com).**

**CI Named A 2010 Great College to Work For**

California State University Channel Islands (CI) is one of the best universities in the nation to work for, according to a new survey by *The Chronicle of Higher Education*.

The results, recently released in *The Chronicle's* third annual report on The Academic Workplace, are based on a survey of more than 42,000 employees at 277 colleges and universities.

In all, only 97 of the 277 institutions achieved "Great College to Work For" recognition for specific best practices and policies.

Results are reported for small, medium, and large institutions, with CI included among medium campuses that have between 3,000 to 9,999 students.

CI was recognized in the category

of Collaborative Governance.

"This award further demonstrates the uniqueness of our campus, but our real goal is not recognition – it is evidence of how our Channel Islands community values the needs and contributions of every individual. As we focus on our mission to serve students, everyone at CI helps to make this a great place to work," said University President Richard R. Rush.

The survey results are based on a two-part assessment process: an institutional audit that captured demographics and workplace policies from each institution, and a survey administered to faculty, administrators and professional support staff.

The primary factor in deciding whether an institution received recognition was the employee feedback.

**Veteran Business Litigator Andrew W. Zepeda, Esq. Joins The Alvarez Firm**

The Alvarez Firm today announced the addition of Andrew W. Zepeda, Esq., a veteran business litigator, to the firm.

Zepeda is a leading practitioner, whose experience advising corporations and individual clients on real estate and business litigation will add significant depth to the firm's capabilities.

The Alvarez Firm offers business, estate planning, and real estate legal counsel to entrepreneurs and other private individuals.

Zepeda brings to the firm more than 25 years of business litigation experience in state and federal courts at both the trial and appellate levels. He is a member of the U.S. Supreme Court

Bar and has successfully represented a client before that Court.

Zepeda has represented a spectrum of businesses including real estate developers (both commercial and residential), apparel manufacturers, building contractors, real estate professionals, lawyers, and various small businesses from catering companies and golf club manufacturers, to non-profits and computer service firms.

Zepeda earned his bachelor of liberal arts degree from Thomas Aquinas College in Santa Paula, and his J. D. from the University of Notre Dame Law School where he was awarded the Justice William J. Brennan Scholarship.

**For more information, contact The Alvarez Firm by phone at 818.224.7077, fax to 818.224.1380 or email [jalvarez@alvarezfirm.com](mailto:jalvarez@alvarezfirm.com).**

**International Training Program Helps Ventura County Businesses Go Global**

It was recently reported in the news that sales abroad are helping drive the nation's economic recovery. Conejo Valley businesses can learn how to access these global trade opportunities through Global Entrepreneur Training in Trade (G.E.T. Trade), a program of the Economic Development Collaborative-Ventura County.

Launched in 2009, the program includes 36 classroom hours of instruction and 10 hours of one-on-one specialized counseling on strategic plan development.

A majority of the students from the previous two G.E.T. Trade sessions are now actively engaged in importing and/or exporting goods or services.

The next 12-week G.E.T. Trade session begins Tuesday, September 14 at Oxnard College, 4000 South Rose Ave., Oxnard.

Information meetings will be held at EDC-VC, 1601 Carmen Drive, Suite 215, Camarillo, from 12 noon-1 p.m. on September 1 and September 9.

For more information or to RSVP, contact Mary Anne Rooney, program director, at 805.384.1800 ext. 25 or [gettradeinfo@edc-vc.com](mailto:gettradeinfo@edc-vc.com).

**For more information about EDC-VC or the G.E.T. Trade Program, visit [www.edc-vc.com](http://www.edc-vc.com).**

**TV Viewing Made Easy**

Varna Electronics is in the business of sales and installation of audio and video systems in all business and home environments, with special care in focusing on each individual's TV viewing needs.

Elliot Ross is the President and CEO of Varna Electronics in Agoura Hills.

Varna Electronics is an authorized DirecTV sales and service dealer for installations in banks, financial institu-

tions, medical offices, office buildings, board rooms, bars, restaurants, lodging and institutions.

Varna Electronics has sold and installed DirecTV in many Wells Fargo Bank lobbies, Morgan Stanley-Smith Barney, Merrill Lynch and more.

Varna Electronics is a California licensed low voltage contractor with heavy liability insurance and bonded.

**Please call Varna Electronics at 818.707.0854 for a free site survey-consult and written estimate.**

**California HR Rescue: Full-Time Expertise, Part-Time Costs**

California HR Rescue, a division of TalentWealth, provides a unique solution for businesses of all sizes that need access to strategic human resources management advice, but which may not be able afford a full-time HR professional on staff or only need occasional help to shore up an in-house HR department.

California HR Rescue gives you the expert counsel you need, only when you need it, without the ongoing cost of regular HR employee salaries and benefits.

They work on an hourly rate, retainer or project basis—you choose the approach that works best for your company.

**For more details about California HR Rescue, visit [www.californiahrrrescue.com](http://www.californiahrrrescue.com) or call 805.377.6773.**

**Meet the President of Cornerstone Capital Business Partners**

Rosalynn Gelfo, President and Founder of Cornerstone Capital Business Partners (CCBP), has been in the commercial lending arena for over 29 years.

She started CCBP to provide financial consulting to businesses that are in need of specialized financing.

Gelfo has developed a network of commercial finance lenders that are diverse in every area of lending.

She will review your business financing request and find you the best source for your cash flow needs.



During the last 14 years, she has been specializing in Accounts Receivable Financing. Gelfo has successfully initiated and operated factoring departments for three banks, as well as managed

two other private factoring companies. She enjoys helping businesses to grow, prosper and stay in business.

Gelfo was raised in southern California and is involved in her community.

**You can contact Gelfo at [rgelfo@cornerstonecapitalbp.com](mailto:rgelfo@cornerstonecapitalbp.com) or by calling her office at 818.865.9200.**

**Lucas, Olson Elected Directors of Senior Concerns**

Kim Lucas, director of regulatory affairs at Baxter Healthcare Corp., and Bonnie Olson, president of Buena Vista Hospice Care, Inc., have been elected to the Board of Directors of Senior Concerns, the major private, non-profit social service agency that has provided critical quality-of-life services for aging seniors and their family caregivers in Ventura and western Los Angeles counties since 1975.

Both will serve initial three-year terms. Lucas is a Somis resident; Olson lives in Agoura Hills.

Lucas has served on Senior Concerns Love Run committee to benefit Meals on Wheels.

For the past five years Olson has served on Senior Concerns committee managing its major annual fundraiser, the Ultimate Dining Experience.

Based in Thousand Oaks, Senior Concerns operates a professionally-managed adult day center for elderly participants, manages Meals on Wheels in Thousand Oaks and Newbury Park, runs a family support services program, manages the Senior Advocates information and referral service, conducts evening informational programs for caregivers, manages Ventura County's Financial Abuse Specialist Team, Alzheimer's Day Care Resource Center, and operates Senior Concerns Bargain Boutique & Thrift Shop.

**For additional information about Senior Concerns, call 805.497.0189 visit [www.seniorconcerns.org](http://www.seniorconcerns.org).**

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# September 2010 Calendar of Chamber Events

Monday	Tuesday	Wednesday	Thursday	Friday
		<b>1</b> Westlake Leaders Conejo Connectors Educ. Committee 3:45 - 5 p.m. Lunch & Learn Online Networking 12 noon - 1:30 p.m.	<b>2</b> Business Breakfast Network Preferred Referral Alliance	<b>3</b> SCORE Counseling
<b>6</b> Closed for Labor Day	<b>7</b> Conejo Professional Alliance Nightlite Networkers	<b>8</b> Westlake Leaders Conejo Connectors Lunch & Learn Sales and Marketing 12 noon - 1:30 p.m.	<b>9</b> Business Breakfast Network Preferred Referral Alliance	<b>10</b> Networking Breakfast School-to-Career Mini Conference 7 - 9 a.m. SCORE Counseling
<b>13</b> New Referral Group (NRG)	<b>14</b> Conejo Professional Alliance	<b>15</b> Westlake Leaders Conejo Connectors Lunch & Learn Art of Networking 12 noon - 1:30 p.m. Networking at Night Mixer 5:30 - 7 p.m.	<b>16</b> Business Breakfast Network Preferred Referral Alliance Technology Committee 11:45 a.m. - 1 p.m.	<b>17</b> SCORE Counseling
<b>20</b> New Referral Group (NRG)	<b>21</b> Conejo Professional Alliance Nightlite Networkers Agoura Hills Small Bsn. Seminar 8 - 11 a.m. A.H. Civic Center Manufacturing Committee 11:45 a.m. - 1 p.m.	<b>22</b> Westlake Leaders Conejo Connectors Govt. Relations Committee 11:45 a.m. - 1 p.m.	<b>23</b> Business Breakfast Network Preferred Referral Alliance Lunch & Learn Target Marketing 12 noon - 1:30 p.m.	<b>24</b> SCORE Counseling Taste of Conejo Vendor Applications Due
<b>27</b> New Referral Group (NRG) Monthly Mailer Flyers Due by 12 Noon	<b>28</b> Conejo Professional Alliance	<b>29</b> Westlake Leaders Conejo Connectors	<b>30</b> Business Breakfast Network Preferred Referral Alliance	



## Networking at Night Mixer

### A Muvico Networking Premier



Wed., October 20, 2010  
5:30 - 7 p.m.


Hosted by:  
**Muvico Theaters**  
**Thousand Oaks 14**  
166 W. Hillcrest Drive  
Thousand Oaks, 91360  
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## NETWORKING BREAKFAST OF CHAMPIONS

### Economic Update


Friday, October 1, 2010  
CLU Center for Economic Research and Forecasting presents

**Ventura County Outlook:  
What you need to know.  
What you need to do.**



*Dr. Bill Watkins*  
CERF Executive Director

Dr. Bill Watkins, CERF Executive Director, provides the latest information about the United States economic recovery and discusses California's economy and the unique economic challenges facing business. Watkins presents the most up-to-date economic data about Ventura County to help you assess the trends that are going to affect your business in the coming months and to help you prepare for the news, whatever that may be.



**Los Robles Greens Banquet Center**  
299 S. Moorpark Rd.  
6:45 a.m. Registration,  
Networking & Breakfast  
7 - 9 a.m. Program

Thanks to our sponsor:  
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**Pre-register by 10 a.m. on Thursday, Sept. 30, and SAVE!**  
**Chamber Members \$20 Non-Members \$30**  
**At the door Members \$27 Non-Members \$37**

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# Chamber Promotes New Member Businesses at Ribbon Cuttings



**The Benefit Practice** welcomed Chamber Ambassadors to its ribbon cutting ceremony at the Chamber. For more information about The Benefit Practice at 920 Hampshire Rd. # A-16, Westlake Village, contact 805.496.6190.



**Designs of the Interior** opened its doors to Chamber Ambassadors for its ribbon cutting. Visit Designs of the Interior at 960 South Westlake Blvd. #6, Westlake Village. For further information, call 805.418.1890 or visit [www.InteriorDesign-Westlake.com](http://www.InteriorDesign-Westlake.com).



**World Financial Group** hosted its ribbon cutting at the Chamber. To find out more about World Financial Group, located at 360 Mobil Ave. #102-K, Camarillo, please contact 805.669.8382 or visit [www.worldfinancialgroup.com](http://www.worldfinancialgroup.com).



**Corrigan's Steakhouse** at 556 East Thousand Oaks Blvd., Thousand Oaks, celebrated their ribbon cutting with Chamber Ambassadors. To make a reservation, contact 805.495.5234.



**Benny Sommerfeld Business Consultant** invited Chamber Ambassadors to celebrate his ribbon cutting at the Chamber. Contact Benny Sommerfeld at 805.794.0580 or visit [www.bensomconsulting.com](http://www.bensomconsulting.com) for more details.



**Chili's Grill and Bar** hosted its ribbon cutting at its Newbury Park location on 1700 Newbury Road, Newbury Park. To find out more information, call 805.214.9947 or visit [www.chilis.com](http://www.chilis.com) to view their menu items.



**Acute Care Chiropractic** celebrated its ribbon cutting with Chamber Ambassadors. For further details about Acute Care Chiropractic, contact 805.379.1644 or visit their office at 3180 Willow Lane #204, Thousand Oaks.



**StorQuest Self Storage** welcomed Chamber Ambassadors to its ribbon cutting at its location on 100 North Skyline Drive, Thousand Oaks. For more information, visit [www.storquest.com](http://www.storquest.com) or contact 805.494.4747.



# FREE Small Business Seminar

The City of Agoura Hills  
And

The Business Task Force  
In Collaboration with

Greater Conejo Valley Chamber of Commerce  
Valley Economic Development Center

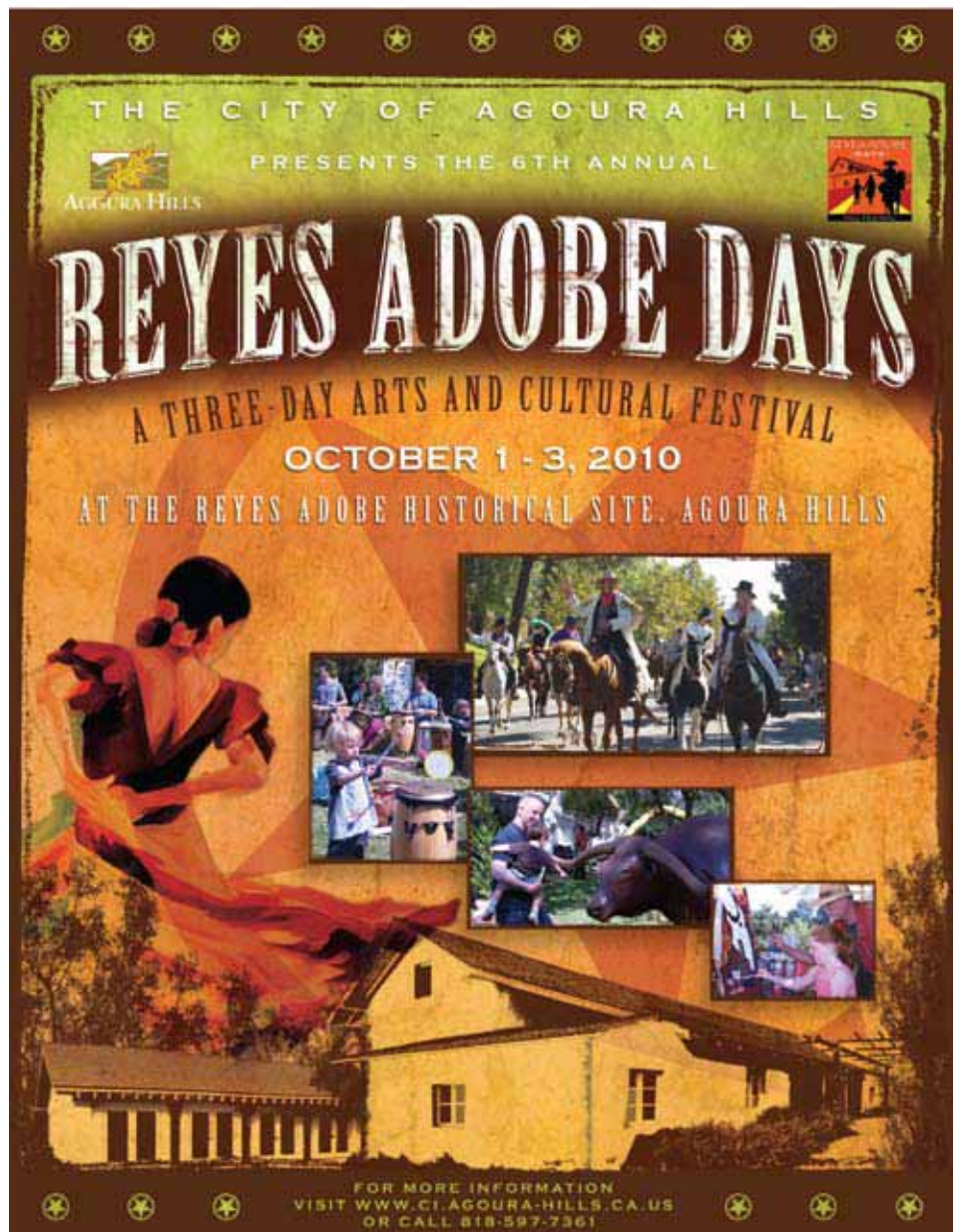
## 5 Speakers • 5 Topics

- Access to Capital
- Strategic Marketing and Advertising
- Social Media
- Health Care Reform
- Maintaining the Morale & Motivation of Your Employees

### TUESDAY SEPTEMBER 21, 2010

8:00 a.m. to 11:00 a.m.  
City of Agoura Hills Civic Center  
30001 Ladyface Court

Continental Breakfast Included  
RSVP Required to Sheila Keckhut by phone, fax or e-mail. Phone (818) 597-7316 Fax: (818) 597-7341 or E-mail: skeckhut@ci.agoura-hills.ca.us



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Greater Conejo Valley  
Chamber of Commerce presents



A true taste of the Conejo Valley

Tuesday, October 12, 2010  
4:30 - 7 p.m.  
Four Seasons Hotel  
Westlake Village

For information and tickets, contact  
the Chamber at 805.370.0035 or visit  
[www.conejochamber.org](http://www.conejochamber.org)

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