

# Redlands Chamber Now

February 2011

Volume 9

## Cinda Baxter founder of 3/50 program comes to Redlands



What three independently owned businesses would you miss if they disappeared? That is the first question that will be

asked by 3/50 Project founder Cinda Baxter when she comes to speak at Redlands March 2, bringing with her answers to saving locally owned business through her grassroots effort of 3/50.

What is 3/50? It is a simple concept. Pick those three businesses you would miss if they disappeared. Spend \$50 in each of them each month; knowing that it is customer dollars like yours keeping that business alive. And not only did you support that specific business with your dollars, but you supported the local businesses in your community. \$68 out of every \$100 spent at locally owned businesses goes back into the community. Win-win.

Wondering how the 3/50 Project can benefit you and your business? Wondering how working the 3/50 Project principles into your consumer habits will benefit the

community and the economy? The answers to those questions and more will be offered by Baxter during her only Southern California speaking engagement.

Who is Cinda Baxter? She is a retail consultant and motivational speaker who took what started as a blog post and turned it into a nationwide movement to save small business. Baxter will share the history of the project, how it grew and what it could mean to the Redlands business community.

Sponsored by Redlands Community Hospital, Epic Management, Redlands Daily Facts, Citograph Printing Co., Redlands Chamber of Commerce, this event is free but will fill up quickly. Reserve your seat by calling the chamber office at (909)793-2546.

## Chamber introduces President's Circle

The Redlands Chamber of Commerce introduces a new program composed of a select group of business and community leaders who believe in the important mission of the Chamber as an invaluable business resource and marketing conduit as well as an agent of economic development and business advocacy. The program called **The President Circle**, allows business to augment their marketing plan with the important components of

community involvement, target advertising and unique visibility and recognition.

## Through annual investment members receive;

- *Name and company name listed on Chamber Letterhead*
- *Name and Company logo listed in the Directory and on the chamber website*
- *Private President's Circle social networking event*
- *Logo on Redlands Chamber LIVE Tote Board*
- *VIP name badge*
- *Name on plaque proudly displayed in Chamber office*
- *Name in each edition of chamber electronic newsletter*
- *1 E-blast semi annually*
- *2 tickets to each Chamber mixer*
- *2 tickets to State of the Community luncheon*
- *2 tickets to Annual Installation Dinner*
- *Press release announcing President's Circle appointment*

To become a member of this very prestigious group of business leaders contact the Chamber President Peter Lehmann at 793-2546

## President Circle Members

### Paul Barich

Barich & Associates  
408 East State Street  
Redlands, CA 92373  
909-793-0385

## President Circle Members

### Gregory Brittain

Gregory Brittain, Attorney at Law  
707 Brookside Avenue  
Redlands, CA 92373  
909-335-7335

### Jeff Thalmayer

Arrow Staffing  
499 W. State Street  
Redlands, CA 92373  
909-792-1252

### Alan Ricard

Alta Vista Credit Union  
1425 W. Lugonia Avenue  
Redlands, CA 92374  
909-809-3643

### Dan Scherneck

Safeway Electric Company  
1474 No. Miller Drive  
Colton, CA 92324  
(909) 824-6075

### David Thayer

Eadie & Payne LLP  
300 E. State Street Suite 350  
Redlands, CA 92373  
(909) 793-2406

### Member Profile



**Michael Burke Design sustainable architecture and design come together**

Michael Burke Design is a full service Architectural Corporation specializing in educational and cultural facilities, commercial buildings and interiors, residential design and the adaptive re-use of existing buildings. The office is committed to the delivery of intelligent, sustainable and well-crafted building projects. The firm is a proud member of the U.S. Green Building Council. Our sustainable design commitment is an inherent philosophy and a guiding principle in all of our work. The firm's goal is to deliver a cleaner, healthier and more energy efficient environment for our clients that will improve their overall quality of life.

The office was established in 2004 and provides a broad experiences range from dense infill projects in New York City and Boston to large-scale campuses in Los Angeles and Texas.

Their primary responsibility is to understand the needs and aspiration of their clients, and use their vast expertise to create unique, integral and timeless design solutions. They are committed to create environments consistent with the physical and regional parameters of the property, as well as the financial parameters of the budget.

To contact Michael Burke Design call 798-2748 or email at [info@michaelburkadesign.com](mailto:info@michaelburkadesign.com).

### Ten tips toward successful networking

In today's fast paced information age people are constantly bombarded with messages and requests. However the bottom line still remains that people like to do business with those that they know. The trick is

to be known by a lot of people. Networking is using your contacts to get what you want.

Successful networking requires you to keep yourself in regular contact with your customers and potential customers so they remember you at the right time, when they are ready to buy. Following are 10 working tips;

#### 1 Collect business card of others and distribute yours.

Distribute your cards freely, even to friend and business associates. Write notes on the backs of cards you collect.

#### 2 Keep your telephone and mailing lists up to date.

Update lists weekly

#### 3 Use your list to make calls and send post cards.

Make personal calls or comments as often as possible.

#### 4 Talk to everyone.

Regularly introduce yourself both in personal and professional settings. Mingle at all events.

#### 5 Get others to talk.

Ask questions and try to get to know the person you're speaking with. Find common areas of interest and definitely obtain a clear idea of his/her line of work.

#### 6 Be helpful and offer advice.

Be a mentor and confidant. Be willing to offer help even to a competitor. Your good turns will be returned.

#### 7 Visit new organizations regularly.

Become actively involved in at least one civic or professional organization.

#### 8 Stay informed of local happenings in your industry.

#### 9 Be memorable and concise.

Say something funny, clever or different that helps people remember you but keep it short.

#### 10 Make networking a priority.

It requires you to leave your office or store. Set aside time to build your network.

The Chamber of Commerce offers many opportunities to network, Rise n Shine Redlands, Business to Business, Business After Hours, participate on a committee, volunteer for an event, use the membership to your advantage, the opportunities are endless.

## Welcome New Members

ACN

Raul R. Morales  
Rialto, CA 92376  
Phone: 645-2127  
Web Site: [raulem.acnrep.com](http://raulem.acnrep.com)

BARCHIELLI CLOTHING  
Pierre Barkovic  
200 E. State Street  
Redlands, CA 92373  
Phone: 798-0071  
Web Site: [www.barchielli.net](http://www.barchielli.net)

CAFÉ RIO MEXICAN GRILL  
Brenda Ricks  
27510 Lugonia Avenue  
Redlands, CA 92374  
Phone: 801-6900  
Web Site: [www.caferio.com](http://www.caferio.com)

CURRY IN A HURRY  
Kishore Bhat  
1150 Brookside Avenue, Suite I  
Redlands, CA 92373  
Phone: 748-5799

YELLOW BOOK USA  
Rudy Navarrette  
800 So. Barranca Avenue, 500  
Covina, CA 91723  
Phone: 626-549-2400 Fax: 626-  
549-2420  
Web Site: [www.yellowbook.com](http://www.yellowbook.com)

## CALENDAR OF EVENTS FEBRUARY 2011

February 2 (Wednesday)  
Government Review Committee

4:00 PM  
Chamber Office  
February 4 (Friday)  
RISE N SHINE REDLANDS  
Casa Loma Room, University of  
Redlands  
7:00 AM

February 9 (Wednesday)  
Executive Board Meeting  
Chamber Office  
7:30 AM

February 16 (Wednesday)  
Board of Directors  
Chamber Office  
7:30 AM

February 17 (Thursday)  
Ambassador Meeting  
Chamber Office  
8:00 AM

February 22 (Tuesday)  
BUSINESS TO BUSINESS  
NETWORKING  
11:30 AM – Lunch  
12:00 Noon Meeting  
Chamber Office

March 2 (Wednesday)  
3/50 Program presented by  
Cinda Baxter  
Krikorian Premiere Theatre  
340 No. Eureka Avenue  
Redlands, CA  
9:00 AM  
**NO CHARGE TO ATTEND**  
**RESERVATIONS NEEDED**  
Please call Chamber (909)  
793-2546

March 2, (Tuesday)  
GOVERNMENT REVIEW  
COMMITTEE  
4:00 PM  
Chamber office

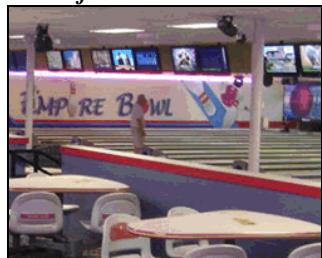


**Rise n Shine Redlands**  
**Casa Loma Room**  
**University of Redlands**  
**Friday, March 4, 2011**  
**\$10 in advance \$20 at the door**  
**793-2546**

**Business to Business**  
**NETWORKING LUNCH**  
Tuesday, February 22  
12:00 Chamber office  
**Reservations are Needed**  
Call the Chamber office  
**TODAY 793-2546**



**Empire Bowl entertainment**  
**for the whole family**  
*Member Profile*



Empire Bowl provides a fun, welcoming and friendly atmosphere of bowling for all ages. Bowlers of all ages are invited to visit and experience the ultimate in family entertainment with 24 automatic scoring lanes, the latest in video arcades, a full service pro shop, and snack bar.

Empire is also perfect for corporate gatherings, league play and children's birthday parties. For your

convenience, we also offer the widest range of bowling options, bumpers and lighter balls to maximize the fun for all skill levels.

Stop by the cozy sports lounge the "11th Frame Lounge" to watch your favorite sports teams on one of our 11 HIGH DEFINITION PLASMA TVs, or play a game of pool. They also offer Karaoke, Wednesday, Friday and Saturday nights. See you soon...at 940 W. Colton Ave. in Redlands. For league information or operating hours, to learn more about specials, parties or Glow-n-Bowl call, Empire Bowl at 793-2525.

#### *Grand Opening*



#### **Curry in A Hurry**

Curry In A Hurry, an Indian cuisine restaurant celebrated its Grand Opening at 1150 Brookside Avenue, Suite I on January 26, 2011. Pictured are Kishore Bhat, Anumala Bhat, Anand Bhat and Chamber Ambassadors



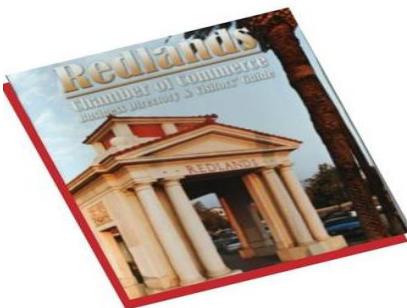
**A-Shred America and the Chamber offered free Shredding to members and Community**

## **2011 Chamber of Commerce Business Directory & Visitors Guide 2011**

Make the Directory Really Work for Your Business....

Advertise in the Redlands Directory for as little a \$1.30/day.

**10,000 directories distributed!**



**Call Jay Brand at;  
888 503-8389  
Or the Chamber office at;  
793-2546  
Or email at;  
[RedlandsDirectory@Gmail.com](mailto:RedlandsDirectory@Gmail.com)**



**Redlands Chamber calls for action**

The Redlands Chamber of Commerce has joined the coalition

of hundreds of cities, chambers, redevelopment agencies, development commissions and more opposing the proposed shutting down of local redevelopment agencies in the State. The proposal represents more of the misguided State budget raids of local government funds that voters have repeatedly sought to end, costing thousands of jobs, billions in local economic activity and destroying a key tool to meet the state's infill land-use objectives.

The State's own numbers have shown that killing redevelopment will bring very little financial relief for the State. In fact, after this budget year, the State Department of Finance acknowledges zero State savings from shutting down redevelopment. According to the State Controller's Office, redevelopment agencies have more than \$87 billion in bond and other contractual obligations that legally must be repaid before revenues are available to any other purpose.

The chamber urges all members to contact our local state legislators and Governor Jerry Brown and them to reject the proposal and focus on proposals that offer real solutions to California's budget problems.

