

# Redlands Chamber Now

May 2011

Volume 12

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## President's Circle Members

Paul Barich, Barich & Associates, Gregory Brittain, Attorney, Jeff Thalmayer, Arrow Staffing, Alan Ricard, Alta Vista Credit Union, Dan Scherneck, Safeway Electric Co. David Thayer, Eadie & Payne LLP. Jeff Sceranka, Enterprise Funding Corp. Peter Lehmann, Krikorian Premiere Theatres, Daney Bachiu, Redlands Blueprint Co., Dave Maupin, Maupin Financial Services, Jennifer Dobbs, University of Redlands

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### Chamber to launch new site

The Redlands Chamber of Commerce is excited to announce the planned launch of its new comprehensive website, scheduled to debut in the next few weeks.

"We decided that it was time to completely redesign the website and provide a new current interactive site." said Kathie Thurston, Executive Director, of the Chamber. "We've been wanting to do this for a long time and we were thrilled when Whitefrog offered to work with us to revamp and rebuild."

The new site offers the chamber a much-needed vehicle to inform and educate members, and acts as the face of the chamber to those seeking information about Redlands online.

The new site is a major part of the chamber's new communications plan, which will also employ social media, video and an e-newsletter.

"Communication has changed, and we realized we have to change how we communicate. We have to reach out on all platforms to best reach our membership, and the general public. This site is the catalyst for that

change. We are excited about the opportunities it presents."

Development of the new site comes courtesy of White Frog, a locally owned and operated branding, design, marketing and website development firm headquartered on Citrus Avenue. The firm recently developed new sites for the Redlands Bicycle Classic and the Lincoln Memorial Shrine. Owner Matthew Leeds and his team then put their energy into development of the new site for the chamber.

Intuitive navigation, a well-organized member directory and dramatically improved aesthetics are just the beginnings of what the new site has to offer.

"I am excited about the launch of our newly updated website." said Chamber President Peter Lehmann, "It will be an excellent communication tool that will help us reach out to the membership and the community in general. The website has been transformed into an interactive site that will have web links, our newsletter, and various bells and whistles that will make you say "WOW"! Please join me in enjoying and utilizing our new, state of the

art, online wonderland- the new Internet face of the Redlands Chamber of Commerce!"

The site will debut in June, watch for more details.

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### Redlands Police discover new technology to track thieves

The Redlands Police Department (RPD) has taken a proactive approach to solving the robbery, commercial burglary, vehicle burglary, theft problem that has not only plagued our city, but the entire region. Recently the police department acquired a GPS tracking device sold by 3SI Security Systems on a trial basis. While the device was originally designed to fit inside a wad of United States currency, the police department removed the device from the currency and installed it in a broken laptop computer which was then placed in an unmarked vehicle and strategically placed throughout the city. During the first week of deployment, several items including the laptop computer were stolen from the locked vehicle. Once the computer was stolen, through the

GPS tracking device an alert was sent directly to the Redlands Police Department's dispatch center and officer's cell phones. Dispatch was able to guide responding officers to the suspect's location, and within five minutes, officers had arrested two people for vehicle burglary and recovered all of the stolen property.

RPD prides itself in collaborating with the business community. As a result, RPD wants to inform the businesses of Redlands about this new technology. If a business chooses to purchase the system, the GPS tracker will automatically link to the police dispatch center. If the business becomes a victim of robbery during the day or a burglary during the night and the suspect takes the "bait money", police will instantly receive alerts indicating the theft. The chance of police tracking the suspects, making arrests, and recovering all of the stolen property greatly increases. The GPS tracker can be attached to safes and ATM devices, cash registers or any valuable piece of equipment that might be a target.

The Redlands Police Department has decided to purchase two tracking devices and has already received enthusiastic commitments from other organizations and businesses to purchase their own devices. The company selling the trackers has offered businesses in the Redlands that decide to purchase a law enforcement rate of \$425.00 for the initial purchase and \$30.00 per month service fee thereafter making the device affordable and effective. The service fee covers the cell phone connection for the GPS device. The police department is committed to solving crime when it occurs. As partners in that

effort; the more businesses that possess the tracking devices the better the chances of apprehension, arrest and recovery. If you have any questions regarding the police department's use of this technology, please feel free to contact Lt. Travis Martinez at (909)557-6583 or [tmartinez@redlandspolice.org](mailto:tmartinez@redlandspolice.org). If you would like more information about the devices, visit 3SI Security's website at [www.3sisecurity.com](http://www.3sisecurity.com) or call Scott Cade at (949)584-0415.



*Member profile*

**Barchielli Fine Clothing brings custom design and tailoring to your closet**

Barchielli Fine Clothing carries a wide selection of fine clothing for men, including suits, shirts, ties and other accessories.

Barchielli Fine Clothing wants you to look and feel your best. With an exclusive custom Master Tailor, Pierre, on the premises, you will experience personal and professional skills to help your clothing enhance your body type or figure. Whether you purchase a suit at the store, or bring in your favorite pair of jeans, Barchielli Fine Clothing guarantees satisfaction and fair pricing on every tailoring job. Not just for men, tailoring and alterations are available for women and children too.

Stop by and visit at 200 E. State Street or call, 798-0071 for an appointment.



**Rise n Shine Redlands  
Casa Loma Room  
University of Redlands  
Friday, June 3, 2011  
\$10 in advance  
\$20 at the door  
793-2546**

**Grand Opening**



*Stacie Pitsley, with daughter Rubie Tuesday, husband John Pitsley and Snow White join Chamber Ambassadors as they celebrate the grand opening of Rubie Tuesday's Boutique located at 415 E. State St.*

**CALENDAR OF EVENTS  
MAY 2011**

**May 6 (Friday)**

**Rise N Shine Redlands  
Casa Loma Room, University of  
Redlands  
7:00 AM**

**May 11 (Wednesday)**

**Executive Board Meeting  
Chamber Office  
7:30 AM – 9:00 AM**

**May 11 (Wednesday)**

**Free Marketing Workshop  
How to Implement E-Commerce  
Redlands City Hall Council Chambers  
35 Cajon St.**

**Think SMALL in 2011**



**"Shop Redlands First"**

Registration 798-7629  
8:00 AM – 10:00 AM

**May 18 (Wednesday)**  
Board of Directors  
Chamber Office  
7:30 AM – 9:00 AM

**May 18, (Wednesday)**  
Free Marketing Workshop  
Low Cost Marketing- Networking  
Redlands City Hall Council  
Chambers  
35 Cajon St.  
Registration 798-7629  
8:00 AM – 10:00 AM

**May 19 (Thursday)**  
Ambassador Meeting  
Chamber Office  
8:00 AM

**May 24 (Tuesday)**  
BUSINESS TO BUSINESS  
NETWORKING  
11:30 AM – Lunch  
12:00 Noon Meeting  
Chamber Office

**May 26 (Thursday)**  
Ribbon Cutting/Grand Opening  
The Unforgettable Foundation  
345 W. Pearl Avenue, Ste 230  
5 PM – 7:00 PM



*Member profile*

**Subway #23694 ...good food  
fair prices**

Subway located at 1971 W Redlands Blvd., Suite D has been catering events for local businesses in Redlands for the last 6 years. Subway offers catering with 3 or 6 party subs and also party platters. Members of the

Redlands Chamber will receive 15% off all catering orders and free delivery for orders above \$50.

Subway prides themselves on a friendly and clean environment for the residents of Redlands to enjoy with a bonus of fair prices you can afford!

From the franchisees, to manager and crew leaders...they go the extra mile to make sure the customer leaves the store with a smile. Come in and treat your taste buds today!

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**Grand Opening**

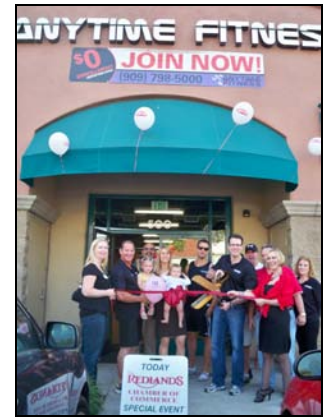


*There was a great "Fiesta" in celebration of the Grand Opening of North of Cabo Restaurant 11 E. Vine Street. Pictured cutting the ribbon are owners Jackie Mortenson, Mike Mortenson and manager, with friends family and Chamber Ambassadors*



**INLAND COMMUNITY BANK**

**Grand Opening**



*Owners Andrew Arturi and his wife Kristin, along with staff members Todd Bickers, Loren Middag, Daniel Reyes and Judy Murphy celebrate the Grand Opening of Anytime Fitness at 500 N. Orange St. along with Chamber Ambassadors friends and fitness enthusiasts.*

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**The Unforgettables Foundation  
- 3-Scissor Ribbon Cutting and  
Grand Opening**

Celebrating the opening of their new Redlands office, The Unforgettables Foundation, a 10-year non-profit will have a ribbon cutting ceremony/Grand Opening on Thursday, May 26 from 5-7 pm. The event will be held at Gateway Plaza, 345 W. Pearl Street, suite 230, above Eureka Burger and Mikan Restaurants. Three Chambers of Commerce - Redlands, Highland, and Loma Linda are collaborating.

The Unforgettables Foundation (TUF) serves grieving Inland Empire families by providing assistance for a dignified burial for their children. During the past 10 years they have assisted over 3,000 families.

The event will offer complimentary sushi, burgers, pizza,

and taco samples as well as sodas. A no host bar will be available.

In attendance will be California State Assemblyman Mike Morrell, Redlands city council members, chamber leaders and other local dignitaries.



**Business to Business  
NETWORKING LUNCH**  
Tuesday, May 24<sup>th</sup>  
12:00 Chamber office  
**Reservations are Needed!**  
Call the Chamber office  
TODAY 793-2546

## Welcome New Chamber Members

BARICH & ASSOCIATES-  
MEGAN BARICH  
Megan Barich  
408 E. State Street, Suite C  
Redlands, CA 92373  
Phone: 793-0385 Fax: 335-8230  
Web Site:  
[www.barichandassoc.com](http://www.barichandassoc.com)

GENERAL TECHNIQUE  
COMPUTERS  
Tamara Kawas  
1426 Industrial Park  
Redlands, CA 92374  
Phone: 793-7400  
Web Site:  
[www.generaltechnique.com](http://www.generaltechnique.com)

JACKSON PENDO  
DEVELOPMENT  
HIGHLAND ESTATES  
Liz Jackson  
P. O. Box 1260  
Bonita, CA 91908  
Phone: 619-267-4904  
Web Site:  
[www.jacksonpendo.com](http://www.jacksonpendo.com)

PAUL PRADO PHOTOGRAPHY  
Paul Prado  
Redlands, CA 92374  
Phone: 816-0318  
Web Site:  
[www.paulpradophotography.com](http://www.paulpradophotography.com)

REDLANDS EAST VALLEY HS  
GRIDIRON CLUB  
Cat Pritchett  
P. O. Box 7720  
Redlands, CA 92374  
Phone: 528-9148  
Web Site: [www.revfootball.org](http://www.revfootball.org)

STATE FARM INSURANCE  
Evan Dieterich  
1150 Brookside Avenue, Suite J4  
Redlands, CA 92373  
Phone: 307-2160 Fax: 307-2162  
Web Site:  
[www.evandieterich.com](http://www.evandieterich.com)

UNITED MOVING & STORAGE  
Jeremy Williams  
5015 Hallmark Pkwy  
San Bernardino, CA 92407  
Phone: 880-8284  
Web Site:  
[www.united-moving.com](http://www.united-moving.com)



## Be prepared to talk about yourself

We've all heard the term "Elevator Speech" before but what exactly is that speech and when do we use it? It's not confined to that three story or better ride in an Otis mechanical box but rather an opportunity to sell yourself, your business, service or product in a brief moment of time, it's an

opportunity that presents its self without notice.

It should be a window to your personality, and shouldn't sound canned, it should sound conversational. The key to a successful "Elevator Speech" is simple; make it sound effortless, memorable and sincere. You need to sound confident and enthusiastic. Don't rush through it and remember to smile. Don't confuse your "audience" with industry jargon they may not understand and watch for clues that it's time to wrap up before the listener "glazes over."

If you are nervous about your "Elevator Speech" you might want to think about joining a public speaking group such as Toastmasters that will help you overcome the fear of public speaking whether to a crowd of hundreds or just one in an elevator.

## Chamber to present State of the Community Luncheon

The Redlands Chamber of Commerce will sponsor the Annual State of the Community Luncheon, Wednesday, July 20th, 12:00 PM at the Orton Center, University of Redlands. Mayor Pete Aguilar will address the community explain the budget, council focus, plans for the future and take questions from the floor.

"This event is an excellent opportunity for our Mayor and civic leaders as well as city staff to meet with the citizens and business leaders of Redlands and share their collective vision both immediate and long term." said Peter Lehmann, Chamber President. "Following the adoption of the City's 2011/2012 budget it is of particular interest to learn how our city leaders will meet the fiscal challenges that lie ahead."

The cost of the luncheon is \$30 per person, reservations are needed. For more information call 793-2546.