

Redlands Chamber Now

January 2011

Volume 8

Lehmann installed as new Chamber President



Peter Lehmann, General Manager of Krikorian Theatres Redlands, has joined the ranks of extraordinary leaders of the Redlands Chamber of Commerce assuming the role of President at the recent Installation Dinner of Directors and Officers held in conjunction with the Civic Awards Ceremony.

Lehmann has served as the Treasurer of the Chamber and has been a member of the Executive Committee for the past two years. Since his arrival in Redlands he has been active in a number of the Chamber programs including, hosting the Red Carpet Affair, acting as a product demonstrator for seven years on Redlands Chamber LIVE, working on membership retention and development.

"I am pleased to be taking over the reins of the office of President for the Redlands Chamber of Commerce for 2011. I am looking forward to the opportunity to lead our chamber board and our members to a year

of prosperity and success. There will be challenges and obstacles ahead, but we must keep our eyes on the ball and stay focused. The Redlands area is a premiere place to work, live, and prosper and I am proud and elated to have a chance to help accentuate our positives!" said Lehmann.

Invest in training and education

By; GEOFFREY H. HOPPER, AN ATTORNEY WITH THE LAW FIRM OF HOPPER & ASSOCIATES

A substantial portion of disharmony involving employees, as well as litigation, could be avoided simply by providing more training to supervisors. In particular, as to how to deal with people, as well as employment practices, laws and procedures. Such training oftentimes is ignored by employers, because the financial return on such an investment is not immediately ascertainable. Typically, the best employers are those that have been through the litigation process in one degree or another and understand that it is better to invest minimal amounts in training and education up front, versus significant amounts later in retraining replacements and/or retaining attorneys.

For the most part, bosses and supervisors training is either by word of mouth and/or on the job training, which is sometimes combined with a brief orientation process. This procedure is about as effective as bringing in a union to increase your employee's

productivity levels. Effective options for training and education (besides reading my book) include a formalized orientation program, seminars, a mentoring program (wherein one employee is designated as a type of big brother or sister to other employees), other books, videos, etc. The amount of training and education will of course vary with the various jobs involved. The weakest link typically in the employment chain, however, has been mid-management. These are usually individuals who have been rapidly transferred to supervisory positions with little or no training, and make big mistakes that are very costly for the employer, and then ask for a raise.

As it relates to education and training, as well as obtaining advice from "consultants" on human resource matters, **BE VERY CAREFUL**. These days there are a glut of so-called human resource consultants who frequently create more problems than they cure. There is little or no regulation or licensing in this area. Accordingly, most small companies hire employees to serve several functions including human resources, and then send these employees out for training. Larger companies will want skilled professionals with either college degrees in human resources, or years of experience, or both. Be leery of the so-called "Human Resource Consultants", without first checking out their credentials, references and experience in litigation.

Think SMALL in 2011



"Shop Redlands First"

Business to Business NETWORKING LUNCH

**Tuesday, January 25th
12:00 Chamber office
Reservations are Needed
Call the Chamber office
TODAY 793-2546**



Member Profile



Redlands Animal Hospital committed to providing quality veterinary services

Redlands Animal Hospital, Inc., located at 1093 W. Colton Ave. in Redlands, has been providing quality veterinary services, including diagnostics, wellness vaccinations, boarding, grooming and treatment of illnesses and injuries to pets of all types since 1961.

At Redlands Animal Hospital, Inc., we understand that your pet is more than just an animal – your pet is a part of your family and we are committed to providing them the quality care they deserve and you expect.

Their approach to veterinary medicine is based on their desire to help your pet live a long, healthy life. Whether your pet walks, swims, slithers or flies, they are a vital, irreplaceable part of your life and they are honored when you entrust them with their

care. The love of all animals motivates the staff to keep abreast of the latest advances veterinary medicine has to offer. From investing in state-of-the-art medical equipment to the caring, compassionate attitude of the entire staff, they strive to always deliver the best possible care for you and your pet, day or night.

Whether administering preventative vaccinations, diagnosing an illness, treating an injury or boarding and grooming your pet, you can trust Redlands Animal Hospital, Inc., for all your veterinary needs.

Call us at (909) 793-2181 to schedule an appointment.

Welcome New Members

BRAINS N BRAWN, LLC
David Raff
104 E. Olive Avenue, Suite 201
Redlands, CA 92373
Phone: 255-5954

LET'S TALK THERAPY
Elizabeth Casey
10 North Eighth Street
Redlands, CA 92373
Phone: 397-1499 Fax: 793-4344

RUBIE TUESDAY'S BOUTIQUE
Stacie Pitsley
415 East State Street
Redlands, CA 92373
Phone: 798-7000

THE GRAND TATTOO LODGE
John Montgomery
314 W. Colton Avenue
Redlands, CA 92373
Phone: 792-3366



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 12 (Saturday) **COMMUNITY SHRED DAY**

Sponsored by
A-SHRED AMERICA OF REDLANDS
AND THE REDLANDS CHAMBER OF COMMERCE

**Shredding location at
Redlands Mall
From 9:00 AM to Noon
5 Boxes with verification of
residency
10 Boxes per Chamber
Member**

Watch for more details !

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

UPCOMING EVENTS

**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**



Who: Cinda Baxter, 3/50 Project founder
When: March 2, 8:30 AM
Where: Krikorian Theatre
Cost: Free, but reservations are required.

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.

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, Krikorian Theaters Redlands, Redlands Daily Facts, Citrograph Printing Co., and the 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



Rise n Shine Redlands

**Casa Loma Room
University of Redlands**

**Friday, February 4, 2011
\$10 in advance \$20 at the door**

Member Profile



At Carlson Chiropractic you're the boss

The Carlson Chiropractic their philosophy is to treat the cause of pain not just the symptoms. When many people seek care they have one goal, relief.

During the initial stages of intensive care the caring staff at Carlson Chiropractic has several obligations:

- * Uncover the underlying cause of health problems
- * Suggest a treatment plan to produce the fastest results possible
- * Offer ways patients can participate in their recovery, including exercise, stretches, nutritional supplements and behavior modification.
- * Explanation of the value of post-symptom wellness care.

Once the pain is eliminated, patients are encouraged to achieve the highest levels of health they can, through ongoing chiropractic care. Abandoning the prevailing sickness care model of health (waiting for symptoms and then taking action), in favor of the emerging wellness model that helps prevent problems from occurring. At Carlson Chiropractic they believe you only have one body so it's important to take care of it!

Visit the friendly staff at Carlson Chiropractic at 529 Cajon or call 798-3330.

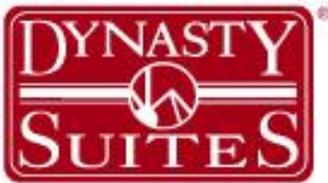
Grand Opening



Café Rio Mexican Grill opens in Citrus Plaza

Bob Nilsen President-CEO, along with Bob Baker CFO, Brenda Ricks Director Community Relations, Antyan Morales Director Operations California, and Claudio Salomone General Manager are joined by Chamber Ambassadors Bill Wright, Alan Ricard, Laura Greene, Judy Brandt and John Miechowicz to celebrate the opening of Café Rio Mexican Grill at 27510 Lugonia Ave.

Member profile



Dynasty Suites is raising the standard for business

Conveniently located between Los Angeles and Palm Springs, Dynasty Suites Redlands is a welcome oasis in the beautiful historic city of Redlands. Conveniently located off the I-10 and the newly completed 210 freeway, you'll be minutes away from the University of Redlands, ESRI Corporate Headquarters,

Loma Linda University Medical Center and the San Bernardino Convention Center.

The staff knows that even the best locations and offerings would be meaningless without outstanding guest service. Within a Dynasty Suites experience, every guest is offered a warm welcome and is made to feel special, valued and appreciated. Genuine hospitality is achieved when engaging service and attention to detail elevate each stay into cherished memory. The friendly staff assures you that you will find Dynasty Suites Redlands Hotel your 'home away from home....!'

Located at 1235 West Colton Ave. Dynasty Suites offers Tempur-Pedic beds in every room; a fireplace and flat screen TV in every room, deluxe continental breakfast, shuttle service to Ontario Airport with a minimum of four nights stay and much, much more.

For more information about the Dynasty Suites call 793-6648.

Grand Opening



Valiada's Boutique opens for business

Owner Valiada Isokpan celebrates with family, friends and

Chamber Ambassadors at the Grand Opening of Valiada's Boutique, 1915 Redlands Blvd. Suite 107.

Six reasons to Shop Redlands FIRST

- 1: **Convenience:** Doing business locally can save travel time, gasoline, traffic aggravation and searching for a parking space.
- 2: **Personal Service:** Redlands abounds with small, independent, family-run businesses. Doing business with people you know is one of the many nice things about shopping in Redlands.
- 3: **Value:** In Redlands, you're more likely to find "extras" that add value to your purchase, such as personal service from people who care.
- 4: **Community Support:** Countless Redlands businesses generously support organizations and events that are vital to your community, such as the fire and police departments, youth recreation programs and school activities.
- 5: **Multiplier Effect:** Purchasing locally re-circulates your money through your local community, maintaining jobs and keeping Redlands economy growing.
- 6: **Shop Redlands First Extra Benefit!** Sales tax revenues reduce what must be raised through property taxes. So it really does "pay" to shop Redlands first!



TOM BELL CHEVROLET

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