

SACRAMENTO METRO CHAMBER

metrobusiness



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 Griselda's Catering & Event Planning
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August 2007 Vol. 113 No. 8

RAISING OUR VOICE IN THE STATE CAPITOL

Seventy-five business, civic leaders promote flood, transportation and land use priorities

NEARLY 75 BUSINESS AND CIVIC LEADERS from the Sacramento region visited the State Capitol June 20 to advocate strongly for flood and transportation funds and land use issues as part of the Sacramento Metro Chamber's State Advocacy Day.

This was the largest-ever regionally organized lobby effort among Metro Chamber businesses at the State Capitol. Mirroring the Metro Chamber's annual and highly attended Capitol-to-Capitol Trip to Washington, D.C., the State Advocacy Day focused on critically important issues to the region's economy—and how flood, transportation and land use issues are all interconnected to fostering regional prosperity.

Prior to meeting the dozen state legislators, participants heard from highly recognized State Capitol figures (see page 4), whose comments echoed the Metro Chamber's advocacy positions that the region's economy is strongly dependent on improving infrastructure. The day concluded with a dinner honoring the region's state elected officials and their ongoing bi-partisan cooperation on behalf of regional priorities.

Much of the Metro Chamber's advocacy day centered on securing the region's share of bond funding approved by voters in November 2006. The job of lobbying the region's legislators



Assemblyman and former Metro Chamber Chair Roger Niello, right, greets members of the Metro Chamber State Advocacy Day Flood Protection and Water Resource Team. Photo by Riverview Media Photography/phototia.com

to collectively act on the region's behalf is made easier because area businesses, local officials and the community-at-large have seen the benefits of collaboration, to whit extension of the Measure A transportation sales tax, the Blueprint land use planning strategy for smart growth and the formation of the SAFCA flood protection assessment—all driven heavily by the Metro Chamber.

"We've accomplished things in our region that others haven't," said Michael Faust, Metro Chamber senior vice president for public policy. "This increases our competitive advantage—for state and federal funds—and for attracting and retaining businesses."

MORE ADVOCACY NEWS, PAGE 4 >

PERSPECTIVES 2007 LINEUP

A day of bold, provocative and inspiring discussion about issues facing our world today



GEN. JOHN ABIZAID
 Former U.S. Commander



LAWRENCE SUMMERS
 Former Treasury Secretary



CHRIS GARDNER
 Millionaire, Author



RUSH LIMBAUGH
 Talk Show Host



COLIN QUINN
 Political Comic

ALL DAY • Friday, September 21 • Sacramento Convention Center • Register online at metrochamber.org



Matthew R. Mahood
President and CEO

CHAMBER VIEW

REGIONAL COOPERATION = A COMPETITIVE ADVANTAGE

The region's united on flood, transportation, land use, workforce and clean energy!

IF THE WORLD IS BECOMING FLATTER, as award-winning writer Thomas Friedman suggests, the Sacramento region must develop a competitive advantage that sets us apart from other regions, states and countries in order to protect and advance our regional economy.

For this reason, the Metro Chamber continually emphasizes the need for businesses, nonprofits and government to work together, collaboratively, in order to increase our competitive advantage. Much of our public policy and advocacy work has been on strengthening our infrastructure—flood protection, transportation and land use, economic development, education and workforce development.

In order for our economy to remain strong and vibrant, we must have an educated workforce, we must have a transportation system that moves people, good and services efficiently, and we must have public policy that supports sustainable growth and infill development while protecting against future flood risks. These are reasonable objectives on which our region must align, and to date we have demonstrated some impressive results.

Over the past decade, together with regional partners, the Metro Chamber has worked diligently at expanding our community colleges, keeping local government funding mechanisms intact, extending Measure A transportation funding, setting up and urging cooperation and adoption of the SACOG Blueprint land use planning strategy, initiating Partnership for Prosperity to develop a regional economic development strategy, and supporting the passage of the SAFCA flood protection assessment district.

This kind of regional cooperation and progress—plus activities

like the annual Capitol-to-Capitol Trip to Washington, D.C., are raising eyebrows across the nation and is quickly becoming our competitive advantage, empowering the advocacy of the Metro Chamber. And as we lobby at the state and federal levels of government to get our “fair share,” we can effectively leverage our demonstrated regional cooperation and funding mechanisms in order to ask state and federal legislators to act collectively, on behalf of the region, because our businesses and local officials have demonstrated they can act collaboratively. And with matching state and federal funds, we can continue to build the infrastructure that keeps our region attractive to outsiders, keeps graduating students here, and ensures our businesses are not lured away to a place where the grass appears to be greener.

And speaking of green—that’s the next great economic opportunity for our region. The green and clean energy technology sector can be a catalytic industry just as our region’s aerospace industry was three decades ago. Thanks to Partnership for Prosperity, we have a solid

foundation for a strategy. We must invest in the sector now as it has the potential for impacting every part of our economy in the future. The Metro Chamber is striving to make the Sacramento region the economic epicenter of clean and green energy technology—and that will be the next place for all to exercise regional cooperation propelling our competitive advantage.

No matter the subject, flood protection, transportation, land use, economic development, education, the Metro Chamber will continue to foster regional cooperation among business, elected officials, nonprofits and community leaders so that the Sacramento region strengthens our regional economy.

The Metro Chamber is striving to make the Sacramento region the economic epicenter of clean and green energy technology—and that will be the next place for all to exercise regional cooperation to gain a competitive advantage.

METRO BUSINESS

AUGUST 2007

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SACRAMENTO METROPOLITAN
CHAMBER OF COMMERCE

MOVING BUSINESS FORWARD

Metro Chamber's business retention expansion program has new manager, heads into second phase

AS THE SACRAMENTO METRO CHAMBER moves into the next phase of its business retention and expansion efforts, it announces a new manager who has joined the staff, Matt Yancey, director of business and economic development.

Yancey, who holds a bachelor's degree in economics from CSU Chico, formerly served as an associate project manager with the Sacramento office of Applied Development Economics (ADE). He is familiar with the Metro Pulse business retention expansion system, having sat on the steering committee as a representative of ADE, a sponsor of the program.

As Metro Pulse begins to assist regional businesses, Yancey and the steering committee will work to connect them with the appropriate resources for their specific growth/expansion needs. Businesses can take a self-assessment at metropulse.org.

"The Metro Chamber and participating jurisdictions are meeting regularly to review the program's performance and ensure that all businesses that have completed the self-assessment are being referred to the resources they need," Yancey said.

Focusing on business retention and expansion is a Metro Chamber priority.

Much is at stake as the Sacramento region has the opportunity



metropulse
metropulse.org

with forward thinking and regional cooperation, to claim the title as "the place" to operate and grow a business, Yancey noted. "And the Metro Chamber is leading the way with programs such as Metro Pulse."

Additionally, efforts to promote the development of the region's clean energy technology sector—part of the Partnership for Prosperity cluster of initiatives to grow and plan the economy in the six-county region—will frame many of the Metro Chamber's activities and events going forward, Yancey added.

"Businesses will find that the Metro Chamber has channeled its advocacy efforts at securing flood protection funding from state and federal sources, at ensuring we get our fair share of state transportation bond dollars and at proactively working to connect our businesses to the resources they need. This is all a long-view strategy that's going to make our region the best place to do business in California and a center for the emerging clean energy technology sector," he said.

ANNUAL BUSINESS WALK: 113 LOCATIONS

SACRAMENTO COUNTY is currently proactively engaged in making many renovations to the urban landscape in the district; that coupled with new construction to mitigate current traffic issues is impacting traffic patterns for the business community, walkers found during the June 8 Arden Arcade Business Walk.

The Metro Chamber will issue a full report on the important findings in the area. In the meantime, many of the concerns generated by business people will be reviewed by county officials for action, said Michael Faust, senior vice president of public policy for the Metro Chamber.

"By having county economic development staff and others on the walk, we can get many of the problems handled immediately," Faust said. The Business Walk is an activity of the Metro Chamber and the County of Sacramento.

For more information, contact Matt Yancey or Tim Cahill of Charles C. Bell, Inc., chair of the Arden Arcade Business Council.

Sponsors for this year's Business Walk include: Howe Community Center, Merrill Lynch, Chick-fil-a, Charles C. Bell, Inc., Fulton Avenue Association, Wal-Mart, Office Depot, RX Staffing, It's Just Lunch, and Emigh Hardware.



Randy Graham of Braley & Graham Buick meets with Business Walkers, from left, Rich Maddox of Sacramento County, AABC Chair Tim Cahill and Fulton Avenue Association's Melinda Eppler.

METRO CHAMBER HOSTS CONGRESSIONAL SPEAKER SERIES REP. MATSUI AND REP. LUNGREN

Sacramento Metro Chamber members can hear directly from the region's Congressional representatives this month when the Metro Chamber hosts Rep. Doris Matsui and Rep. Dan Lungren.

The members of Congress will provide an update on what's happening in Washington D.C. on international and national issues and delve into those that effect the Sacramento region.

Rep. Doris Matsui
Friday, August 10
11 am-1pm
Sutter Club
1220 Ninth St.
Sacramento



Rep. Dan Lungren
Friday, August 24
11 am-1pm
Rancho Cordova City Hall
2729 Prospect Park Drive
Rancho Cordova

Cost per event: \$55 member/\$85 nonmember
Register online at metrochamber.org

For more information: 916-552-6800 or
Lisa-Marie Allen at llallen@metrochamber.org

ADVOCACY DAY: KEEPING ECONOMIC PROSPERITY ALIVE

Special guests detail governor's, lawmakers' challenges

Continued from Page 1

SPECIAL GUESTS AT THE STATE ADVOCACY DAY were John Fillmore, Gov. Schwarzenegger's deputy director of the Office of Planning and Research; Jeff Randle of Randle Communications, who advises the governor; and Aaron Read of Read & Associates, one of the state capital's leading lobbyists.

In keeping with the Metro Chamber's priority issues, Fillmore underscored the Governor's major commitment to rebuilding the state's infrastructure so to keep the "California Dream" alive for the 12 million new people expected to take up residence in the state in the next 20 years.

California still attracts the "best and the brightest" but needs to remain competitive in the future, thus the need for repairing roads and highways and for making it easier for businesses to expand, Fillmore said.

China, India and even Vietnam are competing for the best minds—and since the "best and the brightest" are highly mobile, they can easily go somewhere beside California, he added.



John Fillmore



Aaron Read



Jeff Randle

Lobbyist Aaron Read noted that term limits are impacting the legislative process, creating a "brain drain."

The average representative has been in office for 2.5 years, he said. And after four to five years in office, legislators are starting to look for an "exit strategy." At the same time, because California is the sixth or seventh largest economy in the world, decisions made at the statehouse have excessive impact, where there's a continual collision of ideologies. "Everything we do is huge," Read said.

Communications expert Randle said that Schwarzenegger has evolved as a "megaphone" for important ideas—including making environmentalism among Republicans desirable.

"We lose perspective on how big and influential he is," Randle said, noting that Schwarzenegger is "driving the debate" on key policy issues. Both GOP presidential candidates Rudy Giuliani and John McCain embrace Schwarzenegger's work. The governor, he added, is using his star power and marketing skills developed as a bodybuilder and in Hollywood to sell his ideas to the voters.

State Advocacy Day will become an annual Metro Chamber event.



KVIE General Manager David Hosley, left, speaks with Assemblyman Ted Gaines, co-chair of the State Legislators Recognition Dinner. Photo by Riverview Media Photography/phototia.com

2007 REGIONAL PRIORITY ISSUES AT STATE ADVOCACY DAY

FLOOD PROTECTION—Secure real and immediate funding to provide 200-year flood protection for our region.

The Flood Team encouraged state representatives to fully fund the region's flood protection projects identified in the Department of Water Resources project list issued for early funding, and to work with elected officials to ensure that the Sacramento region receives its fair share in all future rounds of funding from Proposition 1E and 84 funds.

TRANSPORTATION—Advocate for balanced transportation solutions.

The Transportation Team sought support for priority projects from Proposition 1B funds already nominated by the California Transportation Commission for funding, and those that still remain to make the CTC priority list. The team also advocated for a series of projects from Proposition 1A and 1B funding.

LAND USE—Advocate for fair and effective land use policies at the state level.

The Land Use Team advocated for a series of integrated policies with the Flood and Transportation teams that seek to advance our region's competitive advantage over other parts of the state by leveraging our unprecedented "bottom-up" strategy which steers local land use decisions (i.e. SACOG's Blueprint). We asked legislators to carefully consider the economic impact of land use legislation related to flood protection and to regional Smart Growth and CEQA initiatives.



California State Capitol building
916-443-7313
griseldascatering.com
Number of employees: Twenty

Griselda & Michael Keolanuil

WE ARE A FULL-SERVICE CATERING COMPANY operating in the State Capitol building. We own and operate the Tex Mex at the Capitol restaurant, also located in the building and previously owned Texas Mexican Restaurant downtown. Griselda's Catering covers all types of events including corporate functions, private parties, weddings and, of course, the legislators and staff inside the State Capitol. Our food covers a wide range of ethnic cuisine.

In business for more than 15 years, we're one of the few small business catering companies that are union and proud members of HERE Local 49. We also own and operate Food on the Fly Aviation Catering, specializing in the growing aviation catering segment in Sacramento. Our clients include NBA teams, corporate charters and private jets.

Q: What was the one factor, event or thought that made you decide to open or purchase your business?

A: We began catering out of the demand for our food being served from our Texas Mexican Restaurant. We quickly realized the profit margin on catering was significantly higher than the day-to-day restaurant operations, so we focused on being one of the best and slowly expanded our cuisine selections and clientele.

Q: What are the challenges to your business?

A: We're only as good as our last catering job because

there are so many great catering companies out there. Staying consistent with our cuisine and developing relationships with clients contributes to our longevity and success. The Metro Chamber gives the resources to succeed within its membership—it's really how much your willing to put in by making the connections available to you through networking or attending the workshops and special events.

Q: What are aspects of the region that make doing business here successful?

A: There is a strong, growing private sector as well many corporate companies relocating here. That we operate out of the State Capitol building enables us to gain clients that represent every facet of business.

Q: What are some of your marketing strategies?

A: Word-of-mouth is our best weapon and doesn't cost us a penny. Staying focused on each and every event and following up with our clients enables us to stay on top the game.

Q: What benefits do you get from belonging to the Sacramento Metro Chamber?

A: Visibility to Metro Chamber members who represent all facets of business and are looking for a qualified caterer as well as a certain stature that comes with being a member.

Q: Are there things you have learned along the way that you would do differently?

A: I definitely would have become involved with the The Metro Chamber from the start. I also recommend that a start-up have a business plan that makes sense and to get as much advice from people within the same field as you can. Know your competition and stay focused on what will set you apart from them. Don't expect to make money from the get go—anticipate that you will lose money and that you better have the resources to cover those losses in the beginning.

JOIN THE AMBASSADORS for *Double-Edged* Networking

Meet New Contacts & Represent the Largest and only Regional Chamber in Northern California!

"The Ambassador program is your best way to maximize your membership investment.

For Lawnman, the Ambassador program is our way of giving back to the community



by helping new members actively engage and promote the Metro Chamber. Of course, the networking contacts and business-to-business referrals come as a result. Join us and help take your membership to the next level."

— Burnie Lenau, Lawnman, Inc

The Metro Chamber seeks successful business people as the Metro Chamber's volunteer representatives to other successful members

Ambassador Service Allows You To:

- Represent your business or employer before the region's premier companies
- Build your list of contacts
- Network regularly
- Become part of a group of highly motivated people like yourself
- Receive critical updates and information about the Metro Chamber and the region
- Participate in Ribbon Cuttings and mixers as a regional volunteer leader

For more information, contact Membership Services at 916-552-6800 or membership@metrochamber.org.

NEW METRO CHAMBER MEMBERS

ABRA Marketing

Kurt Hoffman

Adecco Employment Services

Lynda Sheppard

California Foliage Company

Bill Back

Capital Athletic Club

Kristi Kiely

Capital City Embroidery & Promotional Products

Scott Alley

Chevy's Fresh Mex

John Hall

Citifinancial

Karen Eastman

Coldwell Banker Commercial—Yuba City

Dan Flores

Computer Experts

Yasar Choudhary

Express Personnel Services

Pamela McArthur

Extra Space Storage

Jewel Cox

Farmers Insurance

Stephen Chaney

Garbeau's Dinner Theatre

Mark Ferrera

Green Sacramento

Ric Murphy

Haven of Hope—"City Within a City"

Leroy Adams

ISCAN Services

Hazzem Sikta

JC Academy

Lereca Monik

L Wine Lounge & Urban Kitchen

Marcus Marquez

Liberty Mutual

Karrin O'Dette

Local Government Commission

Vallia Dahdouh

Publication Printers

Tony White

Randstad Work Solutions

Rachael Weidner

Spicy Pickle

Donna Feeney

TB Enterprises

Terri Bianco

ADVICE TO NEW MEMBERS...



"Whether your business is large or small--there is only one organization that keeps you plugged into the action, gives you a powerful voice in shaping our future and opens the door to the people you need to meet. Metro Chamber membership is the best business development investment you can make and now that you have joined, you must involve yourself in Metro Chamber activities to get the full value of your membership."

—Bruno Cohen, General Manager, CBS 13-UPN 31,
Metro Chamber Vice Chair for Membership Development

Lanitech Web Design

Vanessa Lane

Law Office of Michael Rehm

Michael Rehm

Western Exhibitors

Stacy Heiss

World Financial Group

Gayle Rodgers

YB Marketing

Matthew Kernodle

UPCOMING METRO CHAMBER EVENTS

August-September 2007

CONGRESSIONAL SPEAKER SERIES

THE METRO CHAMBER'S Annual speaker series brings together business, community and government leaders to help Metro Chamber members stay connected to decision-makers in our nation's Capitol. This is your chance to hear Representatives Dan Lungren and Doris Matsui speak in their representative districts, offering an update on issues at home and in Washington D.C.

Advocacy

August 10

Congressional Speaker Series
Matsui - Sutter Club

August 24

Congressional Speaker Series
Lungen - Rancho Cordova City Hall

October 2-5

Study Mission
Charlotte, NC

Register online at metrochamber.org

Resources

August 24

Industry Breakfast on Green Business
Sheraton Grand Sacramento

September 21

Perspectives 2007
Sacramento Convention Center

Connections

August 15

Metro Chamber Orientation at
Sacramento Metro Chamber Offices