

## An End to California's Longest Budget Stalemate

On September 23rd, Governor Arnold Schwarzenegger signed the 2008-09 \$145 billion state budget, concluding a very difficult budget year. The state's budget was approved 85 days after the constitutionally-mandated deadline of June 30, thereby ending the longest budget stalemate in the state's history.

The approved budget addresses California's \$15.2 billion budget shortfall with a combination of cuts and increased revenues. According to the governor's office, this historic budget reform package includes a strong rainy-day fund aimed at helping to smooth out the unpredictable highs and lows in revenues that plague our state and create massive deficits. However, some legislators feel that only a few budgetary reforms were passed to address the root of California's budgetary problem, and next year, we may likely see another large deficit and another legislative stalemate.

Throughout California's history, numerous attempts have been made to reform our state's broken budget system. When the Governor was elected, he committed to finally end California's feast and famine budget cycle. In 2004, the Governor worked with the legislature to pass Proposition 58, which took the first step toward budget reform. In 2005, the Governor attempted the next step in budget reform with Proposition 76, which was defeated.

This past September, the Governor used his veto pen to make an additional \$510 million in General Fund reductions, reflecting the Governor's determination to reduce spending to the maximum extent possible. The state also captured \$340 million in savings due to the delay in enacting the budget

and the effect of the Governor's executive order.

At the budget signing, the Governor delivered on his commitment with reforms to address two major flaws in the state budget system--wildly volatile revenues and over spending. Over the past several years, the state's income has increased steadily, however, spending has significantly outpaced revenue. In fact, had these reforms been in place over the past decade, this year's budget problem would have been approximately \$10 billion smaller and California would have benefited from \$8 billion in additional funding available for infrastructure and other one-time purposes. The proposal will now go before voters on the next statewide election ballot.

### Bringing In Revenue

Governor Schwarzenegger has a plan to bring in outstanding tax revenue owed to the state by increasing penalties on corporations that under-report by more than \$1 million what they owe the state. This plan imposes a 20 percent penalty on the under-reporting of tax owed to the state and applies to any corporation that under-reports by more than \$1 million. This will apply to taxable years beginning in 2003 in which the statute of limitations is open and allows taxpayers an opportunity to file an amended return by May 31, 2009, to avoid the penalty.

The Franchise Tax Board estimates that the state will bring in \$1.51 billion over the 2007-08 and 2008-09 budget years. California has had success with this kind of tax collection program before. The similar tax amnesty program the state conducted in 2005 brought in an additional \$3.6 billion, according to the Department of Finance.

## Upcoming Chamber Events

**NOVEMBER 3 & 17 (Mondays)**  
**11:45 a.m. - 1:30 p.m.** - Members Power Lunch at Tustin Ranch Golf Club. The cost is \$20.00/ chamber members and \$22.00/ first-time guests with advance reservations.

**NOVEMBER 4 (Tuesday)**  
Election Day. Don't forget to vote.

**NOVEMBER 12 (Wednesday)**  
**7:15 - 9:00 a.m.** - Monthly Membership Breakfast and Police Officer of the Month Program, Tustin Ranch Golf Club. Advance reservations recommended.

**5:00 p.m.** - Stop by our booth at Network Orange County. Location is Dave & Buster's at the Irvine Spectrum (71 Fortune Drive, Irvine).

**NOVEMBER 21 (Friday)**  
**11:30 a.m.**  
Election Wrap-Up Luncheon at Doubletree Hotel, 100 The City Drive, Orange. Speaker is Kenneth L. Khachigian. Hosted by the Orange Chamber in partnership with the following chambers of commerce: Anaheim, Fullerton, Newport Beach, Tustin and OCBC.

**NOVEMBER 27 & 28 (Thursday & Friday)**  
Thanksgiving Holiday. The chamber office will be closed.



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*Editor: Marisa L. Charette  
 The Business Advocate is the official  
 monthly publication of the  
 Tustin Chamber of Commerce.*

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**Chairman of the Board's  
 Message**  
*"Creating Opportunities Through Involvement"*

*By Scot Proud*

Hello again. The Tustin Chamber has been hard at work during October. Events such as the Tiller Days Pancake Breakfast, Tiller Days Parade Float, New Member Reception, several ribbon cuttings and the City Council Candidates Forum have kept the Board of Directors and the staff very busy this past month.

The Pancake breakfast was again a memorable occasion for the community. Nearly 800 pancake breakfasts were served by volunteers. Those hardy souls began the day at 5 a.m. to setup and prepare for the event. Cheers to all those involved. Additionally, several board members adorned the chamber's float dressed in farmer-themed clothing, definitely a sight to see, even more so because our float won 3rd place in the float decoration competition! Thanks to Tracy Zimmerman and Audra Miller for decorating a winning float.

At our October 23rd mixer hosted by the City of Tustin, the chamber dedicated a Terra Cotta Soldier. The 6 ft. replica was a gift to the chamber from China and Citsline International, the company assisting the chamber with the 2008 and the upcoming 2009 China tours. The chamber gave the City this beautiful statue, and it now proudly greets visitors upon entering the main lobby at City Hall.

On October 22nd, the chamber hosted the City Council Candidates Forum. The forum, which aired on local cable TV, provided City Council candidates the opportunity to respond to current

issues facing the city and businesses. It also gave the audience a chance to hear their individual platforms. All five candidates vying for the 3 open seats were invited to participate in this forum. The three candidates who attended were Jerry Amante, Jeff Thomas and John Neilsen.

As we head into the final two months of 2008, the chamber is in various stages of planning for several upcoming events. One of the more exciting events being planned is the Taste of Tustin. With its strong grass roots support, the revitalization of the Taste of Tustin should prove to be a terrific event for the community. Stay tuned.

As I wrap up this month's Chairman's letter, let me say that during these difficult economic times when businesses are looking for ways to maintain visibility, chamber membership can be a very cost effective way to gain an upper hand against your competition. It can provide numerous benefits, and we would appreciate the opportunity to discuss those benefits with you. Just call the chamber and ask for one of our account executives.

Stop by the chamber office when you're in the area and let us know how we are doing. We would appreciate hearing from you. And don't forget to vote on Tuesday, November 4th.

*Warm Regards,*

*Scot Proud  
 Chairman of the Board  
 Farmers & Merchants Bank*

**Mission Statement**

*"To preserve the free enterprise system; to preserve and expand the potential of all business and professional enterprises; and to promote the civic, cultural and social well-being of the City of Tustin and surrounding community."*

# Economic Impact of Tourism in California

Tourism is big business for California. The multi-billion dollar travel industry in California is a vital part of the state and local economies. This industry is represented primarily by retail and service firms including lodging establishments, restaurants, retail stores, service stations and other businesses that sell their products and services to travelers.

Tourism in our state generates \$93.8 billion in direct travel spending, producing \$5.6 billion in direct state and local tax revenues during 2006. Tourism supports nearly 929,000 jobs. In addition, tourism helps diversify and stabilize California's rural communities. On the average, each California county earns approximately \$1.4 billion per year in direct tax expenditures by visitors.

## Visitation in California Compared to Other States

California is the number one travel destination in the United States, with 335.4 million domestic visitors and approximately 14.4 million visitors from other countries, including 4.8 million day visitors from Mexico.

The California tourism economy is 1 ½ times the size of Florida's tourism economy, 2 ½ times the size of the New York tourism economy and 5 times the size of the Hawaii tourism economy.

International visitors represent 4.3 percent of all California travelers in terms of volume, but generate 9.1% of



travel and tourism spending impacts. Approximately two-thirds of California's international market comes from neighboring Mexico and Canada, totaling nearly 9.6 million, and one-third from overseas at 4.8 million.

There were approximately 778,000 visitors from the United Kingdom to California in 2005 (the latest figures available). California's share of U.K. travelers to the U.S. rebounded from 16.1% to 17.9%. New York reported a similar increase in U.K. market share while Florida's market share remained unchanged for 2005. In 2005, New York City was the top U.S. city destination for U.K. travelers (26.9%). San Francisco (9.4%) is the top California destination for U.K. travelers, followed by L.A. (8.3%).

The U.K. market is very important to California--the state's number four

international market. Visitors from the U.K. spent an estimated \$591 million in California, ranking fourth among all international markets.

1. Mexico \$1.64 billion
2. Canada \$961 million
3. Japan \$864 million
4. United Kingdom \$591 million
5. Germany \$360 million
6. South Korea \$333 million
7. Australia \$309 million

About 18% of U.K. visitors to California are business travelers and 74% are leisure travelers. The average length of a leisure stay in California is 7.5 nights, with 88% staying in paid accommodations. The average leisure travel party size is 1.9 persons. Travel agents are used by 41% of U.K. visitors for their flight arrangements, and by 27% to make lodging reservations. About 24% of visitors from the U.K. book their flights online.

Main travel purposes and activities for U.K. visitors to CA are: vacation, visiting friends and relatives, shopping, dining, and sightseeing.

## Tourist Activities

For other travelers, dining, shopping and entertainment-based activities are the most popular expenditure-based activities. Sightseeing, followed by visiting theme and amusement parks and beach/waterfront activities are the most popular recreational pursuits.

\* \* \*

## "Free Trip to China" Raffle Ends November 30

<p><b>224</b></p> <p>BUSINESS TOUR TO CHINA 2009</p> <p>Name _____</p> <p>Address _____</p> <p>Phone No. _____</p> <p>Stock No. _____</p> <p>Drawing will be on November 12, 2008</p>	<p>Presented by TUSTIN CHAMBER OF COMMERCE</p> <p><b>WIN AN ALL-EXPENSE PAID TRIP TO CHINA - MARCH 2009</b></p> <p>TICKET COST:</p> <p>1 Ticket for \$25.00</p> <p>5 Tickets for \$100.00</p> <p>12 Tickets for \$200.00</p> <p><b>224</b></p> <p><small>Winner(s) will be selected by random drawing at the Tustin Chamber Membership Breakfast on November 12, 2008 starting at 7:15 a.m. at Tustin Ranch Golf Club</small></p>
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We've extended raffle sales until November 30th. The drawing will be at our December 10th membership breakfast at Tustin Ranch Golf Club. By purchasing raffle tickets, you have a chance to win a free trip to China in 2009, valued at \$1800 or \$1500 cash. Grand prize will be the Tustin Chamber's tour package for one (1) to its business tour to China, March 19-27, 2009.

This past March, 146 passengers joined us for our inaugural China tour, and they are still talking about the fantastic trip--definitely an opportunity of a lifetime.

## Welcome New Members

### CONREY INSURANCE BROKERS & RISK MANAGERS

Jerry Conrey, Agency Principal  
17821 E. 17th Street, Suite 100  
Tustin, CA 92780  
TEL. 714-838-5835  
FAX 714-838-8166

### HR NOW!

Judy Mina, Owner  
1231 E. First Street  
Tustin, CA 92780  
TEL. 714-393-9270  
FAX 714-242-1870

### MEDICAL CAPITAL CORPORATION

Beth Paul, National Sales Manager  
15101 Red Hill Avenue  
Tustin, CA 92780  
TEL. 800-824-3700  
FAX 714-258-7242

### SHUTTERACTION

Rhonda Weiderhaft, Owner  
1011 Hyde Park Drive  
Santa Ana, CA 92705  
TEL. 714-838-2997  
FAX N/A

### THE SCHRENKER LAW FIRM

Henry & Teresa Schrenker, Attorneys-  
Corporate Secretary  
13522 Newport Avenue, Suite 201  
Tustin, CA 92780  
TEL. 714-731-9500  
FAX 714-730-1578

### THE UCARD

Bill Daniels, Business Development  
Specialist  
11892 Gladstone Drive  
No. Tustin, CA 92705  
TEL. 714-809-3706  
FAX N/A

### TOTAL WINE & MORE

Travis Dawson, Store Manager  
2952 El Camino Real  
Tustin, CA 92780  
TEL. 714-665-4257  
FAX 714-665-5998

## 18 Random Rules of Life

1. Find the lesson in every failure, and you'll never fail.
2. The likelihood that you're right is not increased by the intensity of your conviction.
3. Real friends help you feel worthy and make you want to be better.
4. When you're in a hole, stop digging.
5. Don't confuse fun with fulfillment or pleasure with happiness.
6. Refusing to let go of a grudge is refusing to use the key that will set you free.
7. Hating hurts you more than the person you hate.
8. Counting on luck is counting on random chance; your odds are much better when you plan and work.
9. It's better to be kind than clever.
10. Don't underestimate the power of persistence.
11. The easy way is rarely the best way.
12. It's much easier to burst someone else's bubble than to blow up your own.
13. You can't avoid pain, but you can avoid suffering.
14. Self-pity is a losing strategy; it repels others and weakens you.
15. Shortcuts usually produce short success.
16. Control your attitude or it will control you.
17. It's more important to be significant than successful.
18. The world is waiting for you to heal it.

\* \* \*

## Household Expenditures for Transportation

According to the U.S. Census Bureau, the latest data compiled in 2005-2006 showed the amount spent on transportation. Transportation spending includes vehicle purchases, gasoline and motor oil, other vehicle expenses and public transportation.

<u>Area/Region</u>	<u>Average Annual Amt.</u>	<u>% of Total Expenditures</u>
<b>Northeast</b>		
Boston	\$9,170	17.1
New York	\$7,792	14.1
Philadelphia	\$7,093	15.4
<b>South</b>		
Houston	11,636	20.7
Dallas/Ft. Worth	\$9,002	18.1
Miami	\$8,186	19.3
<b>Midwest</b>		
Minneapolis/St. Paul	\$8,915	14.5
Detroit	\$8,652	17.2
Chicago	\$8,453	15.4
<b>West</b>		
San Diego	\$11,115	17.8
Phoenix	\$10,964	20.5
Los Angeles	\$10,716	18.3

# AQMD's Healthy Hearths Affects Fireplaces, Woodstoves

The Air Quality Management District has developed the Healthy Hearths initiative to reduce smoke from fireplaces and woodstoves, which is a significant source of air pollution.

The smoke contains gases and tiny particles known as PM 2.5 which stands for "particulate matter less than 2.5 microns in diameter. These particles are so small that the body's natural defense mechanisms can't keep them from entering deep into the lungs where they can harm us by reducing lung function. Further, pollutants from fireplaces and stoves can also cause indoor air quality problems.

Because this area does not meet State and federal health-based air quality standards, AQMD was required to adopt a wood burning rule. AQMD's Rule 445-Wood Burning Devices are applicable to the South Coast Air Basin portion of the South Coast Air Quality Management District. AQMD Rule 445 was adopted on March 7, 2008 and includes the following key components:

**On or after September 8, 2008**, a permanently installed indoor or outdoor wood burning device can only be sold or installed in existing homes or businesses if it is one of these cleaner burning options:

- ♦ U.S. EPA Phase II-certified fireplace insert or stove;
- ♦ Pellet-fueled wood burning heater;
- ♦ Masonry heater (not an open hearth wood burning fireplace); or
- ♦ Dedicated gaseous-fueled fireplace.

**On or After March 9, 2009**, no permanently installed indoor or outdoor wood burning device can be installed in new developments. Open hearth fireplaces with a gas log set or other design feature that precludes wood burning are acceptable.



**Beginning November 1, 2011**, establishes a mandatory wood burning curtailment program on high pollution days during November through February. This would apply to specific areas where PM 2.5 levels are forecast to exceed 35 micrograms per cubic meter. Based on current air quality conditions, there may be 10 to 25 mandatory curtailment days in specific areas, but as air quality improves there may be fewer or no curtailment days.

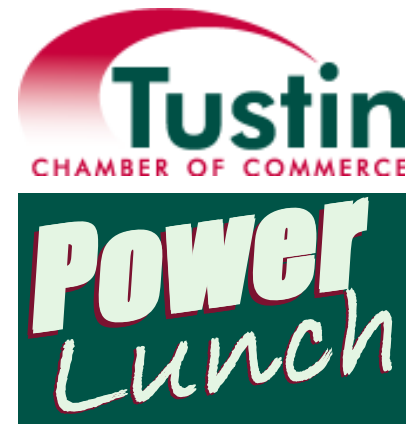
Currently, one cannot burn anything not intended as fuel (e.g., trash) in a wood burning device. Also, commercial firewood facilities may only sell seasoned (less than 20 percent moisture content) firewood from July 1 through the end of February each year.

### Exemptions

- ♦ Wood burning cookstoves are exempt from this regulation.
- ♦ New developments above 3,000 feet in elevation may install a wood burning device if it is a cleaner unit as listed in the rule for existing developments.
- ♦ New developments above or below 3,000 feet in elevation that do not have access to natural gas within 150 feet of the property line may install a wood burning device if it is a cleaner unit as listed in the rule.
- ♦ If mandatory wood burning curtailments are issued on high pollution days in 2011, households where wood is the sole source of heat, or low income households, or households with no natural gas service will be exempt, as will the use of ceremonial fires.

For more information on Healthy Hearths, go to [www.aqmd.gov](http://www.aqmd.gov).

\* \* \*



**WHEN:** The first and third Mondays of each month (excluding holidays).

**WHERE:** Tustin Ranch Golf Club  
12442 Tustin Ranch Road, Tustin

**COST:** The cost is \$20.00 for chamber members and \$22.00 for first-time guests with advance reservations. Price at door slightly higher.

**RSVPS:** For reservations or information on how you can be a keynote speaker, call the chamber office at 714-544-5341 or e-mail us at [info@tustinchamber.org](mailto:info@tustinchamber.org).

USE YOUR power cards  
to earn rewards

**Power Card #1.** Attend 9 consecutive Power Lunches, and receive your 10 lunch for FREE (value of \$20.00)

**Power Card #2.** Have three guests attend a Power Lunch, and you will receive two (2) passes to the mixer (value of \$20.00).

### Valuable Benefits of Chamber Membership:

*Chamber members may attend membership breakfasts, luncheons and mixers; may serve on committees and councils; may attend fundraisers and special events.*

*Non-chamber members may attend one (1) chamber event only; they must be chamber members to attend additional events.*

# Business and Economic Development & Education and Workforce News

## Tustin Information Center Expanding Its Services

Thanks to the generous donation from Optimum Audio Video Design, the Tustin Information Center will soon have the capability to have its calendar of events displayed on a 37 inch monitor located in our lobby. We also have a 42 inch monitor that will display advertising--available to chamber members only at a nominal fee.

This new and exciting advertising program will be available to members very soon.

## Tustin Dining Guide

Announced several months ago, the Tustin Information Center and the City of Tustin have collaborated to publish the "Tustin Dining Guide" that lists all of the restaurants in Tustin.

We're very excited that this guide has been completed and will be mailed with the city's quarterly newsletter, "Tustin Today," around mid-November/December and will reach about 32,000+ businesses and residents of Tustin. Our community-wide distribution will undoubtedly provide the restaurants with the maximum exposure they need, especially during these hard economic times and just in time for the holidays.

The "Tustin Dining Guide" does not contain any editorials or advertising. The cost to produce this guide in its entirety will be paid for by the Tustin Information Center and the City of Tustin as a joint community service project.

## 241 Toll Road Completion Update

The U.S. Department of Commerce conducted another hearing on September 23rd at the Del Mar fairgrounds. It was to be a great day for 241 supporters. Supporters and outside experts presented a steady stream of facts providing that the route for the 241 is safe for the environment, watershed,



wildlife, campers, surfing and the beaches, countering the emotional appeals from the anti-road factions.

*In Toll Road*

*News*, Tustin Mayor Jerry Amante said, "Orange County and San Diego residents who live closest to the project area are clearly united in their support for traffic relief alternatives including the completion of the 241 Toll Road." Amante is also the chairman of the Foothill/Eastern public toll agency building the road.

Public opinion polls of Orange County and San Diego residents have shown overwhelming support for the extension of the toll road by 2-1 margins. The Secretary of Commerce is expected to issue a decision near the end of 2008.

## TUSD Holds Annual College Night

The Tustin Unified School District is hosting College Night 2008 for high school students and their parents from Beckman, Foothill, Hillview and Tustin High Schools on Monday, November 3rd. The 23rd annual event will be held from 7 p.m. to 9 p.m. in the Beckman High commons area and gymnasium (3588 Bryan Avenue).

More than 100 representatives from California colleges, out-of-state colleges and military academies will hand out literature and answer questions about their institutions. Students and parents will be able to gather information on campus locations, curriculum, admissions, requirements, tuition and living expenses. There will also be workshops on financial planning and other related topics.

For more information on College Night 2008, contact Mark Eliot at the TUSD office, 714-730-7339.

## 6th Annual School Supply Kit Drive

The Tustin Chamber's annual school supply kit drive begins November 1 and will conclude December 23. Donations may be dropped off at the chamber office during office hours. For those who don't have time to shop, for a donation of \$15.00, we will do the shopping and assemble the kit for you.

For donations received before December 15, you will receive a **free pass valued at \$10.00** to our December 18th Holiday Mixer hosted by AMC at The District at Tustin Legacy.

For each SCHOOL SUPPLY KIT, we recommend the following items:

- Ream of college-ruled paper
- Ruler
- Pens
- Pencils
- Pencil Holders
- Erasers
- Pencil Sharpeners
- Glue Sticks
- Scissors
- Crayons or Colored Markers
- Recordable CDs
- Folders
- Notebooks



*Chaired by David Ward/Patriots Federal Credit Union.*

*The Business & Economic Development Council (BEDC) is open to all chamber members. Meetings are on the second Thursday of each month, 8:00 a.m., Tustin Chamber Board Room.*

# Governmental Affairs Council

## California's Unemployment Fund Going Broke

As California's jobless rate soars, unemployment offices are running out of money. The fund could go broke in months and benefits are drying up. Solutions include a hike in payroll taxes, and cutting benefits and eligibility.

In this tough economy, so many more Californians are relying on unemployment offices and the benefits they provide. However, financial help is dwindling. With the state's jobless rate approaching a 12-year high of 8 percent, California's Unemployment Insurance Fund is paying out as much as \$27 million in benefits each day. Labor officials are warning the fund could be in the red by January.

"It is running low. We are projecting that the fund will go broke in early 2009," said Michele Sutton-Riggs, California Unemployment Insurance Program. The money is rapidly running out because the unemployment rates are much higher than projected and eligibility requirements have been relaxed in recent years.

Lawmakers are already looking for ways to restore the fund's financial health. One idea is to boost the payroll taxes on companies. The vicious cycle of another burdensome cost to employers in this state will certainly hurt businesses; another increase in payroll taxes will continue to force companies out of California; forcing businesses out of California means less jobs; and the cycle goes on and on.

Already struggling, businesses don't like the idea because in addition to being heavily taxed, this is one more reason that prevents them from having the ability to expand, grow and provide jobs.

Another option is to cut benefits or eligibility to shrink payouts. The average weekly benefit is \$307 but can run as high as \$450. Because the state's fund is now entirely funded by employers, some legislators are saying

it's high time that workers should now contribute a share of their earnings.

In the meantime and until the fixes are made, California is seeking a loan from the federal government to help balance the fund through September 2009. In the past, the U.S. government has loaned California money for its unemployment insurance fund. If the state does not make the fund solvent within a couple of years, the U.S. government can remove a federal tax credit for California companies and use the extra cash to balance it.

## GA Council Hosted Tustin City Council Candidates Forum

The Tustin Chamber's Governmental Affairs Council hosted the Tustin City Council Candidates Forum on October 22nd. Below are excerpts from Statements of Candidates as printed by the Orange County Registrar of Voters.

**Jerry Amante:** "As your Mayor and City Councilmember, I am proud of what has been accomplished in Tustin during my term. We have reduced crime rates and response times. We have had four balanced budgets and built our prudent reserves to 29%. We have completed construction on thousands of new homes, planned new parks, added millions of square feet of retail and commercial space, and improved our roads and intersections to relieve traffic."

**Deborah Gavello:** "I am running for City Council because I believe in giving back to my community. With your support on November 4th, I pledge to focus on the 'quality of life' and the priorities that matter to all Tustin residents--public safety, parks and recreation, smart planning, and better traffic flow throughout. I want to bring a positive perspective to the City Council. As a marketing professional, I look forward to working in collaboration with civic, education and business leaders."

**Beckie Gomez McKeon:** "With my work as a volunteer leader in Tustin

schools, local civic groups and sports organizations, I have learned to respect and work with diverse groups of people and governmental organizations. As your City Councilwoman, I will listen to the concerns of all citizens and act in your best interest. My extensive business and volunteer experience will bring much needed common sense and fiscally responsible, nonpartisan leadership to city government."

**John Nielsen:** "I have the financial expertise to understand and direct Tustin's budget. I will watch tax dollars as if they were my own, spending only where necessary. I will strongly oppose new taxes and fees while striving to improve the overall lives and property values of Tustin citizens. I am proud of my accomplishments as a member of the Tustin Planning Commission by turning our former Marine base into a thriving Tustin Legacy and helping preserve Tustin's past in Old Town."

**Jeff Thomas:** "When I first ran for Tustin City Council in 1992, the country was in a recession, the housing market was depressed, businesses were closing, and Orange County was just two years away from bankruptcy. Today, events are eerily similar. Tustin is also again investing in the Orange County Investment Pool. For these reasons and after a four year absence, I am running for Tustin City Council where my financial background can assure a sound fiscal policy. Every aspect of our community depends on it."



**Election Day is November 4.  
Don't forget to vote.**

*Chaired by Bob Stiens/Southern California Edison.*

*The Governmental Affairs Council is open to all chamber members. Meetings are on the last Wednesday of each month, 7:30 a.m., Tustin Chamber Board Room.*

# 2009-2010 Orange County Grand Jury Recruitment

The Orange County Superior Court is launching its annual Grand Jury Recruitment Drive. The upcoming Grand Jury's term will begin July 1, 2009 and end June 30, 2010. The recruitment period for the 2009-2010 Grand Jury is October 1, 2008 through January 9, 2009. Shortly before the beginning of the term of service, a training program is conducted.

A rigorous and widespread recruitment process is necessary to ensure excellence in the applicant pool. Superior Court judges and current Grand Jurors will be speaking to many community organizations and forums.

Applicants are judged on the knowledge, skills and abilities required for successful performance as a grand juror. This screening process will identify approximately 90 applicants for further consideration.

The 30 persons selected will constitute the grand jury panel and are summoned to appear in court where all names are placed in a lottery draw. The first 19 names chosen become the next Orange County Grand Jury. The remaining 11 names are drawn to provide alternates.

The major functions of a grand jury are divided into criminal indictments and civil indictments. While both functions are executed by the same panel in Orange County, the civil investigation portion requires the majority of the jury's time.

Jurors are provided with meeting facilities and secure, adjacent parking, as well as \$50 per day not to exceed \$250 per week. Reimbursement for the mileage to and from meetings is allowed at the regular county rate.

## Grand Juror Qualifications

The law states grand jury applicants must have these qualifications:

- ◆ Citizen of the United States, 18 years of age or older;
- ◆ Resident of state and county for at least one year prior to being selected;

- ◆ In possession of natural faculties, ordinary intelligence, sound judgment, and fair character;
- ◆ Possess sufficient knowledge of the English language.

Applicants are disqualified if any of the following apply:

- ◆ Presently serving as a trial juror in any court in the state;
- ◆ Presently serving as an elected public official;
- ◆ Discharged as a grand juror in any court in the state within one year;
- ◆ Convicted of malfeasance in office or any felony or other high crime.

Beyond the legal requirements, several other qualifications are desirable for a grand juror:

- ◆ General knowledge of the functions, authorities, and responsibilities of county and city government and of other civil entities;
- ◆ Research abilities, including ability to read and comprehend complex material, a background in accessing/analyzing facts and experience in report writing;
- ◆ Substantial background in group/committee work;
- ◆ Good to excellent health;
- ◆ Respect and objectivity concerning the positions and views of others;
- ◆ Be able and available to serve for a commitment of one full year.

For more information or for a grand jury application, please write or call:

Superior Court of California  
County of Orange  
Office of the Jury Commissioner  
700 Civic Center Drive West  
Santa Ana, CA 92702-1970  
Grand Jury Hotline: 714-834-6747  
Website: [www.ocgrandjury.org](http://www.ocgrandjury.org)  
E-Mail: [feedback@occourts.org](mailto:feedback@occourts.org)

\* \* \*

# Managing Winter Gas Bills

With cooler weather just around the corner, The Gas Company would like to give us a few tips so we know what to expect from winter natural gas bills.

Customers of The Gas Company can expect natural gas bills to be about the same or slightly lower this winter versus last winter. Mild weather, adequate inventories of natural gas in storage and minimal production losses from hurricanes have helped natural gas prices to decline from historical peak prices in July 2008.

You should be aware, though, that extreme weather anywhere in the U.S. can increase natural gas prices, resulting in higher bills. Hurricanes that disrupt natural gas production in the Gulf of Mexico, which provides about 15 percent of the nation's natural gas, can also result in decreased supplies and higher prices nationwide.

## Sam's Club Membership

In partnership with Sam's Club, the Tustin Chamber of Commerce is presenting an exclusive membership offer to its members. Members will receive a \$10 gift card when they sign up for a new Sam's Club membership or renew an existing membership by December 1st.

Business membership includes three annual membership cards. Annual membership is \$35 and includes a personal card for you, one for a household member over 18 years of age, and a company card.

For more information on this partnership program, contact Verna Bennett at Sam's Club, 949-756-2550.



# November Membership Anniversaries

## 17 YEARS

Tustin Lexus

## 15 YEARS

Cox's Market Place

## 14 YEARS

Barnes Accountancy Corporation  
Orange County Rescue Mission

## 10 YEARS

Deva's  
HealthSouth Tustin Rehabilitation  
Hospital

## 8 YEARS

AA Jewelbox, Inc.  
Carlson Accountancy Corporation

## 7 YEARS

i initial

## 6 YEARS

Camp Fire USA, O.C. Council  
Make-A-Wish Foundation OC/  
Inland Empire

## 4 YEARS

Best Buy for Business  
Systems Technology Associates, Inc.

## 3 YEARS

Kimbrell Insurance & Financial  
Services  
Trader Joe's  
Tustin Cadillac

## 2 YEARS

INS-USA  
Morgan Stanley  
North Hills Realty-Al Ricci  
Quik Drop

## 1 YEAR

Company Videos.Net  
Kinecta Federal Credit Union  
Legacy Cleaners  
Masala Bowl  
Mathnasium  
Print Management Group, Inc.  
The Lost Bean  
The Sunglass Hut  
Venture Marketing Solutions

## O.C. Has More Issues With West Nile Virus

The Orange County Vector Control has reported more issues with West Nile Virus (WNV).

As of this writing, Orange County has had 661 dead birds and 68 human cases with two fatalities. The agency has found 284 mosquito-breeding pools. In the City of Tustin, 47 dead birds were found with WNV.

West Nile Virus (WNV) is endemic in Orange County and is expected to be a public health concern indefinitely. WNV first reached Orange County in 2003 when a few dead birds tested positive.

In 2004, Orange County had its first human cases with 64 confirmed human WNV infections. Since 2004, there have continued to be human WNV infections reported each year. Because it is not possible to accurately predict the impact WNV will have on people in Orange County each year, all residents and visitors are urged to continue to take precautions against WNV infection every year.

### How to Reduce Your West Nile Virus Risk

1. Avoid mosquito bites. Apply insect repellent containing DEET (N,N-diethyl-metatuamide), picaridin, oil of lemon eucalyptus, or IR3535 (3-[N-Butyl-N-acetyl]-aminopropionic acid, ethyl ester) to exposed skin whenever you go outdoors. Be sure to follow the product directions for use.

2. Wear long-sleeves, long pants and socks when outdoors, whenever possible. Spray thin clothes with repellent to provide extra protection but do not spray repellents containing permethrin directly on the skin and do not spray DEET under the clothing.

3. Avoid outdoor activities from dusk to dawn, which are peak mosquito biting times. If you must go outdoors in the evening and early morning, be sure to use repellent and protective clothing as described above.

4. Mosquito-proof your home. Drain standing water (which serves as

mosquito breeding sites) around your home. This includes empty containers, flowerpots, bird baths, and pet dishes. Install or repair tight fitting screens on your windows and doors to keep the mosquitoes out.

5. Help your community. Arrange or participate in neighborhood clean-up days to pick up empty containers, tires, and other standing water sources to eliminate mosquito-breeding sites in your community.

### Who to Contact

The reporting of dead birds can provide important information about WNV activity and is part of the overall WNV surveillance process. Report dead birds (if they have been dead less than 24 hours) to Orange County Vector Control (714) 971-2421 or to the State of California 1-877-WNV-BIRD. Some birds may be tested for WNV infection. Dead birds may indicate that WNV is circulating in the area.

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## Pillars of the Chamber

The "Pillars of the Chamber" sponsorship program is for active Chamber members who take pride in being identified as general sponsors for all Chamber events and activities conducted throughout the year. Special on-going recognition and additional benefits are received in return for this one all-inclusive subscription. Thank you to our Pillar Sponsors:

- ◆ AmanteLaw
- ◆ AT&T California
- ◆ CR&R, Inc.
- ◆ Farmers & Merchants Bank
- ◆ Kimbrell Insurance Agency
- ◆ Optimum Audio Video Design
- ◆ Patriots Federal Credit Union
- ◆ Sky Lending Group
- ◆ The Market Place/The Irvine Company
- ◆ Tustin Ranch Golf Club
- ◆ Union Bank of California/Tustin Ranch Branch
- ◆ The District at Tustin Legacy/Vestar Development

For more information regarding Pillar Sponsorship, call Marisa Charette at 714-544-5341.

## Vestar's Gift Card Promotion Will Benefit CHOC

Vestar Development has launched the "Give the Gift of Hope" holiday gift card promotion benefiting Children's Hospital of Orange County (CHOC). The program will be facilitated at The District at Tustin Legacy.

Vestar will match one dollar of every CHOC branded District gift card sold and will donate the proceeds to CHOC. The gift cards are available for purchase now. Customers wishing to purchase a District gift card are encouraged to "Give the Gift of Hope" by purchasing the special CHOC branded gift card for one dollar more, which directly benefits CHOC.



Gift cards may be purchased at the Valet/Guest Services booth located adjacent to Bluewater Grill Seafood Restaurant or online at [www.vestargiftcards.com](http://www.vestargiftcards.com). The gift card is issued by U.S. Bank and is a Visa branded gift card.

\* \* \*

## What Documents to Shred

You may shred junk mail and old papers that include your birth date, signature, account numbers, passwords, PINs, or social security number--but don't shred your social security card.

Destroy deposit slips and credit card receipts right after you get your monthly statement. Shred used airline tickets, old medical bills, pre-approved credit card applications, expired IDs such as driver's licenses and passports, and cancelled checks you don't need for tax purposes.

## Tustin Has Solicitation Laws

The City of Tustin has a Charitable and Commercial Solicitation Ordinance in place. It is TCC5913-Manner of Solicitation-Prohibitions.

In order for a solicitor to conduct business in the City of Tustin, the solicitor needs to have a business license and a solicitation permit if it is for profit. If it is a non-profit, they need to apply to Business Licensing for a permit and provide exemption status along with their application. If marketing or sales material is left on one's doorstep, it is not considered solicitation since there is no personal contact.

Solicitors are to abide by a sign that is affixed to a home or other dwelling indicating "No Solicitors."

A homeowner's association which maintains private streets and wishes to prevent solicitation within the private

property it covers may do so by posting a notice at each entry way to the subdivision. The notice may state that solicitation or peddling within the area is prohibited and subject to criminal prosecution and a fine up to \$1000.

This time of year will bring more solicitors to your doorstep offering to make roof repairs, driveway repairs, any type of construction repairs, etc. to your home or businesses. Some of these people operate as licensed contractors and some do not. It is strongly recommended not to make a commitment upfront, but to ask for their contractor's license number, ask for their City of Tustin business license, and references to be contacted. Do contact the State Contractor's Licensing Board at 800-321-2752, or go online at [www.cslb.ca.gov](http://www.cslb.ca.gov).

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# POLICE OFFICER OF THE MONTH SEPTEMBER 2008

Police Officer John Alvarado



John Alvarado was born in Orange, CA. He graduated from Saddleback High School and attended San Antonio College. Prior to law enforcement, he worked with the Alpha Beta grocery store chain for close to ten years. He attended the Orange County Sheriff's Academy and in 1990 was hired as a Police Officer by Tustin Police. John has worked the Patrol division and is currently assigned to the General Investigations Unit as a detective. For three years, John investigated Juvenile Crimes and Child Abuse. For the past two years, he has handled Crimes Against Persons. John also serves as a certified First Aid / CPR Instructor. He is married to his wife Cynthia and they have two children. In his spare time, he enjoys traveling in his motor home and camping.

On September 15, 2008, a 24-year old woman was brutally stabbed to death in her apartment after an intruder broke in by smashing out the front window. Patrol officers immediately responded to the scene as quickly as possible. Upon arrival, the woman had approximately 30 fatal stab wounds and could not be saved. Within minutes, patrol officers had located and arrested the 20-year old suspect who was found nearby covered in the victim's blood. Detective John Alvarado was called out from his home to begin the investigation on this case.

Over the next 48 hours, John worked continuously without breaks, without

sleep or seeing his family. He was determined to put together a strong and solid criminal case. John's exemplary investigation allowed the District Attorney's Office to confidently file first degree murder charges against the suspect with several enhancements to keep him off the streets forever. The following week, John coordinated a "trauma counseling session" for the neighborhood. He personally attended, staying late into the night to answer questions, calm the traumatized residents and help them to deal with this tragedy.

Days after completing the murder case, John was again called by patrol officers to investigate the rape of an 18-year old high school student. Again, John responded from home to lead the investigation. After numerous hours of interviews, search warrants, evidence collection, and surveillance, John successfully located the 23-year old rapist. The suspect had convinced the young woman to heavily drink Tequila until she passed out from the alcohol. He then raped her while she was blacked out. During the long investigation, John was able to obtain valuable evidence corroborating the victim's statement. The suspect was arrested and booked into Orange County Jail with a \$500,000 bail.

Frequently police officers are given accolades for making great arrests and doing great police work. In less than two weeks Detective John Alvarado put massive criminal cases together to keep both a murderer and a rapist behind bars.

Therefore, in recognition of Police Officer John Alvarado for his tenacity and exemplary efforts to remove a murderer and a rapist from the streets of Tustin, it is with great pleasure we honor him as the Tustin Chamber of Commerce Police Officer of the Month for September 2008.

\* \* \*

## Donors List OCTOBER BREAKFAST "Police Officer of the Month" Gifts & Services

Enderle Center

Extreme Boot Camp

Farmers & Merchants Bank

Flavio's Italian Kitchen

Francis Chiropractic Services

Help-U-Sell Carr Realty

JDP Photography

Kimbrell Insurance

Mary Kay - Tana Jimenez

New York Life - Pamla Manazer

Patriots Federal Credit Union

Jack & Kay Shafer

Sky Lending Group

Sport Clips

The Market Place/The Irvine  
Company

The Toll Roads

Time Warner Cable

Tustin Chamber of Commerce

Tustin Community Bank

Tustin Ranch Golf Club

Union Bank-Tustin Ranch Branch

Westven Wireless

*Our deepest appreciation to the above businesses for their generous contribution and support of the Police Officer of the Month Program. Please remember to patronize the above businesses. Thank you!*

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Tustin Chamber of Commerce  
399 El Camino Real  
Tustin, CA 92780

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## Ribbon Cutting at



**DCH TUSTIN ACURA**



General Manager Dick Hsu and DCH Tustin Acura launched the new 2009 TL with a ribbon cutting on October 2nd. Guests were treated to hors d'oeuvres, test drives and personal demonstrations. DCH Tustin Acura has been a Tustin Chamber member since 1986.



*Maximize your business's exposure with a ceremonial ribbon cutting. Ribbon cuttings are generally held Mondays, Wednesdays or Thursdays in the afternoon or after work for maximum attendance. Ribbon cuttings are generally attended by members of the Tustin City Council, Chamber board members and staff. For more information, call the Chamber office at (714) 544-5341.*