

Tustin is Orange County's Housing Hot Spot

Construction Industry Research Board figures show that Tustin still leads other Orange County cities in the construction of single family homes and side-by-side condominiums.

So far this year, Tustin has issued permits for 151 single family homes and condos, most located at Tustin Legacy, the undeveloped area formerly known as MCAS Tustin.

The next highest level of permits issued was 100 permits by the county for development in unincorporated areas.

Residential construction still is at its lowest level in at least two decades. Building permits, an indicator of future construction, fell countywide to 919 single family homes so far this year, compared to a 20-year average of nearly 3,800 permits for the January-July period.

The Research Board also reported that Irvine continues to lead the way in construction of multi-family units consisting of apartments and multi-story condos. As of July, Irvine issued 850 multi-family permits.

Following Irvine is Anaheim with 408 permits issued. San Juan Capistrano followed with 46 permits, then by Newport Beach and Aliso Viejo at 26 permits each.

The county and all the cities combined issued 1,426 multi-family



permits so far this year compared to a January-July average of 2,900 units.

Overall in Orange County, home construction fell 42 percent in July from the same month in 2007, and was down 69 percent from July 2006.

According to the U.S. Commerce Department, it reported that U.S. building permits fell 32.4 in July. This drop was the biggest since a drop of almost 24 percent in February 1990.

Reuters reported that building permits dropped to an annual rate of 937,000 units, the lowest numbers since March 1991.

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Upcoming Chamber Events

OCTOBER 6 & 20 (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.

OCTOBER 8 (Wednesday)
7:15 - 9:00 a.m. - Monthly Membership Breakfast and Police Officer of the Month Program, Tustin Ranch Golf Club. Advance reservations recommended.

OCTOBER 11 & 12
10:00 a.m. (Saturday) - 10:00 a.m. (Sunday)
Support Carol Davison and the Tustin Chamber Team on the 24-hour walk, Relay for Life.

OCTOBER 22 (Wednesday)
7:00 p.m. - City Council Candidates Forum, Council Chambers at City Hall (300 Centennial Way, Tustin). Open to the public.

OCTOBER 23 (THURSDAY)
5:30 p.m. - Monthly mixer hosted by City of Tustin, 300 Centennial Way, Tustin. Special presentation will be made to the City of Tustin.

OCTOBER 31 (Friday)
Happy Halloween!

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.



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 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

Your chamber has been hard at work since my last monthly message. It gives me great pleasure to thank my fellow board member, Jon Kimbrell, for chairing the chamber's 23rd Annual Golf Tournament Committee. I want to also recognize the golf committee, volunteers and the staff for all their hard work in making this a very enjoyable event.

Additionally, I would like to acknowledge the tournament's Gold Sponsor, Dave & Busters, and our two Silver Sponsors, Optimum Audio Video Design and Farmers & Merchants Bank-Tustin Branch. I also want to give special thanks to Tustin Ranch Golf Club, one of the chamber's Pillar sponsors, for providing an incredible facility for our tournament...I think I patched up all my divots!

Tustin Tiller Days has passed before this article went to press, but we are expecting another record turn-out for this 3-day celebration. The Tustin Chamber again hosted its traditional pancake breakfast, and will potentially serve over 1,000 breakfasts again this year. Several board members could also be found on our parade float, each dressed in farmer's regalia, honoring this year's theme and having a good time.

On October 22nd, the Governmental Affairs Council will host the 2008 Candidates Forum. All candidates for City Council have been invited. So please plan to attend this informative event beginning with a 6:30 reception, with the Forum starting at 7:00 at the Tustin Civic Center/Council Chambers.

Another upcoming program of interest

is the 2009 China Tour. The 2008 tour proved to be a huge success, and nothing less is expected for the 2nd Annual China Tour. If you want to see one of the world's more intriguing countries, give the chamber office a call and learn more details about this trip. Also, each member of the Board of Directors and chamber staff are selling raffle tickets to China. A \$25 dollar ticket could win you a free trip to our 2009 tour event, or you could choose the other winning option of \$1,500 cash. Contact any of us for the raffle purchase. And if you contact me directly for the purchase of a ticket, I will add a special incentive. *(Editor's Note: By the way, a similar offer is available from the President/CEO).*

The Tustin Chamber provides members with many opportunities to market themselves in a very cost effective manner. During the challenging economic environment we all find ourselves in, many businesses are exploring ways to make their advertising/marketing dollars stretch more than ever before. A chamber membership provides an excellent opportunity to reach your local Tustin marketplace, meet other businesses, and allow you to create potential centers of influence to help increase sales. If you know of a potential referral to the chamber, please contact one of our account executives.

We look forward to seeing you soon at a chamber event. Please stay in touch, let us know how we are doing, and help us by getting involved.

*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."

Different Ways for Doing Well in an Economic Downturn

What does it take to do well in a struggling economy? During a year of economic weakness, that's been the question for businesses around the world, but especially in the United States and Europe.

The answers are becoming apparent now, and they're not all about oil and gas. The companies that have done well during the downturn fit into three categories: (1) those naturally suited to an adverse climate, (2) those that made specific decisions to cushion the blows, and (3) those that are simply managed well all of the time.

Category 1. Those that make stuff that you buy come hell or high water are in pretty good shape. Think of the Procter & Gambles of the world. Everybody, it seems, still needs to buy toothpaste, shampoo and soap.

Yet even a product like insurance can be profitable now for a company with branches all over the world. If you're selling overseas, you're making a lot of profits in a currency that's now worth more. In March, the yen had strengthened to 97 to the dollar, versus about

117 a year previous.

Companies with diverse lines of business, not solely in the geography of their markets but also in their mix of products, were more likely to survive the tough times. For an American or European company, a combination of exportable goods (like washing machines) and non-exportable goods (like repair services) would spread its exposure to risk between local and overseas markets.

Category 2. Companies that made good decisions also include a group you might not have expected--those that raised their prices during the downturn in the United States and Europe. Raising prices as demand slackens isn't usually a recipe for higher profits, but the current situation has offered up some exceptions.

There's clear evidence that some companies are passing through cost increases quite successfully. A prime example is Unilever. Unilever's experience with raising prices has been successful and while they were able to get those higher prices to stick, their

customers were graduating from their more expensive brands to their cheaper brands.

The catch was that prices were higher on the cheaper products, too. Higher prices helped Unilever to deal with inflation in its raw materials, and they didn't necessarily lead to lower sales in booming markets outside the United States and Europe

Category 3. There are those companies that do well all of the time. Southwest Airlines has earned plaudits for its successful hedging of jet fuel costs, another feather in the cap of the managers who have guided it clear of the financial problems that constantly plague its competitors.

Summary

But even a motor vehicle company can navigate a downturn with good management--think of the woes facing Detroit's Big Three--which means there's an awful lot of that going on, which suggests there's an awful lot of bad decisions rather than good decisions.

* * *

Sales Tax Enforcement Targets Two Zip Codes in Orange County

Last month, sales tax enforcers began knocking on doors to make sure the state gets all the sales-tax money that's due. The state tried a pilot program in San Francisco and the Norwalk area in which tax officials personally visited businesses. Now, the Board of Equalization is taking the program statewide, prompted in part by a tight budget year.

There will be seven statewide teams visiting businesses. B of E spokesperson Anita Gore estimates that there are between 3 percent and 5 percent noncompliance rate of businesses in California." That means an estimate 33,000 businesses, perhaps more, are

not forwarding the sales taxes they collect to the state. This is the first step in a three-year plan to maximize tax collections at a time when the state budget is \$15.2 billion in the red. The state has nearly a million businesses. Each team has eight members, which means their work is cut out for them.

While a full time team is assigned to the Norwalk area, a densely populated area, state inspectors are also targeting retailers in Santa Ana and other key area in Orange County. Inspectors began knocking door-to-door in retail areas of Santa Ana zip codes 92701 and 92705. They are asking to see the appropriate permits or licenses that allow for

collection of sales and use tax as well as other taxes and fees.

In addition to Norwalk and Santa Ana, other target zip codes include Perris (92570), Lake Elsinore (92530), Torrance (90505 and 90504), and Van Nuys (91406).

The penalty for selling without a license is a \$1,000 fine and six months in jail. Penalties can include an assessment on back taxes of up to 10 percent, plus regular future audits.

* * *

Welcome New Members

CONREY BUSINESS BROKERS

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

DIVINE CHOICES

Claire Heath, President
13702 Malena Drive
Tustin, CA 92780
TEL. 949-940-8991
FAX N/A

FARMERS INSURANCE

Misty Campos, Agency Producer
1046 N. Tustin Avenue, Suite H
Orange, CA 92867
TEL. 714-769-1027
FAX 714-289-0773

GRANADA PLAZA/ARNEL

Diane Baesman, Property Manager
505 N. Tustin Avenue, Suite 185
Santa Ana, CA 92705
TEL. 714-480-7910
FAX 714-480-7916

MCN MINISTRIES/BIBLE WAY ORANGE

Dr. Bryant Hewitt, CEO/Senior Minister
215 N. Grand Street
Orange, CA 92866
TEL. 949-892-9384
FAX N/A

NR COMPUTER LEARNING CENTER

Vazi Okhandiar, Director
702 El Camino Real
Tustin, CA 92780
TEL. 714-505-3475
FAX 714-505-3476

PACIFIC COAST TITLE

Wayne Diaz, Senior Vice President
14211 Yorba Street
Tustin, CA 92780
TEL. 714-665-1800
FAX 714-665-1850

REPICCI'S ITALIAN ICE #115

Kenny Paine, President/CEO
13802 Tustin East Drive, #B43
Tustin, CA 92780
TEL. 818-481-0252
FAX N/A

Workers' Comp Rates May Rise

Workers' compensation has been a bright spot for cost-conscious California businesses in recent years, with rates dropping 65 percent since 2003. Those days may be over.

The Workers' Compensation Insurance Rating Bureau recently filed a proposal for a 16 percent increase in the pure premium rate, an advisory figure used by insurance companies in determining how much to charge employers. Bureau officials said that most of the proposed increase comes from rising medical costs related to workers' compensation claims.

"Medical costs were declining for several years in a row due to the workers' comp reforms that went into effect in 2004," said Jack Hannan, a spokesman for the bureau. "This increase is primarily based on increasing medical costs for claims from the years 2006 and 2007."

The proposed 16 percent boost doesn't

mean that every California business will see an increase of that amount, or any amount. First the California Department of Insurance must hold a hearing on the proposal which was scheduled for September 15. Then Insurance Commissioner Steve Poizner has about 45 days from that day to either accept or modify the proposal. (Poizner turned down a proposal by the bureau for a 4.2 percent increase last winter.)

Finally, once the new rate takes effect in January 2009, insurance companies can choose whether or not to apply it to their own customers.

"I wouldn't expect everyone to file a 16 percent increase," said Hannan. "We'll see numbers all over the map." But even if companies don't raise their rates immediately, the proposed increase is a signal that the days of plummeting workers' compensation costs are probably over.

* * *

Top Ten Tips to Recognizing Burnout

There are people we know who have a passion for their jobs, are experts at managing their time, and are energized by a busy schedule. These Type A personalities will rarely experience burnout with their fast-paced, energy-driven lifestyle--in fact they thrive on it.

On the other hand, the majority of us are just not that driven and would prefer a less hectic lifestyle. We find it difficult to juggle too many things at once and the pressures of life can be overwhelming. If your personality falls in this category, then you are more susceptible to burnout. Burnout of course can lead to illness and unhappiness.

Recognizing burnout can help you manage your stress level and allow you to live a healthier life. Here are some tips that will allow you to recognize burnout.

1. You spend so much energy on work that you constantly feel rundown.

2. You feel constantly overwhelmed by the responsibilities of work, not to mention your family.
3. You constantly feel that something is missing, but you can't seem to put your finger on what.
4. You don't have enough time for the things that you value most in life. (ie: family, friends, hobbies, etc).
5. You can't even remember what you used to find joy in doing outside of work.
6. You constantly think about your business from morning til night.
7. You don't feel productive unless you are busy, and you feel guilty for relaxing or taking a break.
8. You need the adrenaline rush of a new client or deadlines pending to keep you motivated.
9. You rely on Artificial Sources of Energy, such as caffeine or junk foods, to get through the day.
10. You desire to focus your energy on something you love, but you just can't find the time.

* * *

Fighting the Entitlement Mentality

Every organization has a few employees like this-those who think their benefits are an entitlement. Even so, you hope to retain them because they're often reasonably productive employees. Here are three groups that often give Benefits/HR fits, and the keys to turning around their attitudes.

Deadline? What Deadline?

Some employees seem to think you've nothing better to do than nag them to turn in benefits paperwork. They act annoyed when you send repeat reminders (forgetting you are actually doing them a favor). Others ignore you until it's too late, then ask for an extension. To stop such situations from becoming chronic, consider adding a benefits paperwork policy to your employee handbooks. The policy should warn employees that deadlines are non-negotiable. You may also want to mention in the policy that most federal and state benefits laws - ranging from ERISA to FMLA - say you've done your duty by sending out just one announcement.

From there, compliance is up to the employee as long as the original notice contains two things: (1) the date you needed all completed paperwork turned in by, and (2) a clear indication of the consequences (e.g., late fees or coverage denial) if they miss the deadline. Most employees fall in line if their employer consistently enforces this policy. The key is to not give in to the whiners and excuse-makers.

Generation 'Why?'

The youngest employees in the workforce - the 18- to 25-year-old group known as Generation Y - have proven especially challenging to deal with. Statistics show 54% of these employees leave within a year of hire. Their attitudes toward benefits, salary, recognition programs and advancement in the organization can often be summed up this way: "I want it all now. Otherwise, I'll put on my MySpace page how horrible it is to work here. Then I'll quit." How are some firms retaining their more

productive Gen-Y employees? Three ways that work:

1. Immediate rewards. Young workers live in the moment, so empowering supervisors to give out small rewards on the spot (e.g., a \$10 gift card or a comped work day) often goes over better than a larger holiday bonus;
2. Equal flex time. First make clear if, when and how flex-time is given. Then offer it on the same basis to the recent grad as the soccer mom; and
3. Education. Creating Gen Y-specific education messages often pays off in better participation. For example, when doing 401(k) or HSA education, hammer home the fact that participants own these accounts and control the money in them.

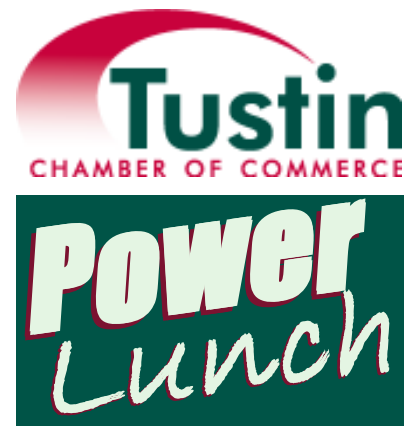
The 'Grass is Greener' Group

A third group that makes life tough on Benefits/HR are employees who grumble how inadequate their benefits and pay are compared with other firms. "Salaries are too low here," they moan. "The health coverage stinks." "The copays and deductibles are too high."

The most common way to prove such notions wrong is to issue yearly total compensation statements. But you may also want to hold a benefits focus group.

Changing Employee Attitudes

Benefits package are often expensive to the employers and not all organizations can afford them, even the minimum. With that understanding, do invite your workers to present specific ideas for improving the benefits package that's cost effective and affordable to the employer and beneficial to the employee.



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.

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 & Economic Development Council

City Will Host Community Outreach Workshops

On Monday, October 6, the City of Tustin will be hosting three (3) one-hour community outreach workshops to discuss revitalization of three neighborhoods in Tustin: the Center City, Southern Gateway, and West Village neighborhoods. The workshops are part of the city's effort to revitalize and improve older portions of Tustin that has been labeled "Tustin Town Center, a New Beginning." The location of the workshops is at the Tustin Community Center, 300 Centennial Way, Tustin. The workshops are open to the public

Schedule

- 4:30 - 5:30 p.m. - Center City
- 5:45 - 6:45 p.m. - Southern Gateway
- 7:00 - 8:00 p.m. - West Village

California-Friendly Landscape Workshop

The City of Tustin is sponsoring the "California-Friendly Landscape Workshop" on Saturday, October 11. The topics include (1) Landscape Design Basics, (2) California-Friendly and Native Plants, (3) Landscape Sprinkler Systems, and (4) Soils, Watering & Fertilizers.

This workshop is free to all City of Tustin residents but pre-registration is required due to limited space. For registration and further information, contact the city's Water Services Department at 714-573-3375 or e-mail to abarber@tustinca.org.

There will be another workshop covering the same topics scheduled for Saturday, January 31 from 8:00 a.m. until noon.

Educational Opportunities at Tustin Legacy

When the Tustin Marine Corps Air Station closed in 1999, the Department of Navy appointed Tustin as the lead agency in allocating and developing the land. Because of its commitment to building and maintaining a strong community, and since excellent schools are a priority for community satisfaction, the City of Tustin set aside 153 acres to several educational agencies valued at over \$300 million.

The City of Tustin has listed the educational facilities at Tustin Legacy:

- ♦ Irvine Unified School District K-8 Campus
- ♦ South Orange County Community College District's Advanced Technology & Education Park (ATEP)
- ♦ Tustin Unified School District will have two new elementary schools
- ♦ TUSD will have the opportunity for a new high school



Registration Now Open for Adult Education School Enrollment

The Tustin Unified School District's Adult Education School is offering a variety of business, computer and personal development courses during the fall semester, from September 8 through January 30. Many classes are free and will be held at various locations in Tustin.

Registration will be conducted in the classroom on the day the class is scheduled. The classes include English as a Second Language (ES), citizenship and beginning and intermediate computer. There is a fee for the computer classes.

As part of the high school diploma program, Tustin Adult Education School has an individualized learning center where students can work at their own pace with teacher assistance. Individuals may enroll anytime; however, a counseling appointment is necessary. The adult school is offering GED test preparation and Adult Basic Education for adult students who need to brush up on their reading, writing and math skills.

Painting (oil and watercolor) and drawing classes will be offered at the Tustin Area Senior Center, 200 South C Street. The cost is \$10 per semester, plus supplies. There will be a six-week computer workshop and the cost is \$55. Additionally, there will be several computer courses including "Computers for Scaredy Cats," "Keyboarding on Computers," "Quickbooks Pro, Quicken Home & Business, and beginning Excel and Intermediate Excel.

For more information, contact the Tustin Adult Education Office at 714-730-7395 or check out their website at www.tustin.k12.ca.us.

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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

Tustin Chamber Announce November Ballot Positions

The following measures were reviewed by our Governmental Affairs Council and approved by our Board of Directors. Board members and Council members are leaders in the Tustin community and represent small, medium and large businesses.

Oppose Proposition 1A: High Speed Passenger Train Bond Act. California will need to invest at least \$50 billion to complete a statewide high speed rail system. There are other projects that mitigate congestion that should be a higher priority.

Oppose Proposition 2: The Standards for Confining Farm Animals Act. This measure would increase costs to consumers and reduce competitiveness of California's farmers and ranchers. Further, it would severely damage commercial egg production in California which will result in the loss of thousands of jobs, hurt school lunch programs and businesses like restaurants and grocery stores.

Oppose Proposition 3: Children's Hospital Bond Act. As recent as 2004, Proposition 61 was passed for improvements and expansions of children's hospitals. While expanding and improving children's hospitals is an important health care issue, the state is already heavily in debt and cannot absorb another \$980 million bond that will cost the state \$64 million a year for 30 years. Adding bonded indebtedness for anything but the most essential infrastructure is unwise.

Oppose Proposition 5: Nonviolent Offender Rehabilitation Act. This measure would reduce penalties for crimes against business and would limit the ability of judges to hold parole violators accountable. Property and white collar crimes are costly for businesses and consumers.

No Position Proposition 6: Safe

Neighborhood Act.

Oppose Proposition 7: Renewable Energy; Solar & Clean Energy Act. Proposition 7, paid for by an Arizona billionaire with no energy expertise, is deeply flawed and would substantially drive up energy prices in the state. This initiative would devastate California's small solar businesses by forcing them out of the market, eliminate a major source of clean power and loss of thousands of jobs. It will unnecessarily increase electric bills and taxpayer costs by hundreds of millions of dollars without achieving its stated goals.

Oppose Proposition 10: Renewable Energy & Clean Alternative Fuel Act. Although reduction of greenhouse gases is a priority of our state, this measure is not the most cost-effective way to achieve reductions. Further, this measure does not allow all technologies to compete for taxpayer dollars.

Support Proposition 11: The California Voters First Initiative. We believe that fair redistricting is key to a meaningful political reform. This initiative will allow California citizens, rather than the legislature, to create legislative districts that will require elected officials to be accountable to the voters.

Support Proposition 12: Veterans Bond Act. California's business community supports our military men and women. This initiative would make today's wartime veterans eligible for the Cal-Vet program, enabling more of them to purchase homes at low interest rates.

Oppose Measure L: Tustin Unified School Facilities Improvement Bond. We do not question the need for excellent school facilities and we will continue to support quality education. However, when our state is already deeply in debt and our residents' ability to pay off bonded debt is questionable, adding another \$95 million bond in debt is not prudent during these hard economic times. If Measure L passes, both commercial and residential

Tustin Chamber Will Host Candidates Forum October 22

Last month, filing came to a close for the race for City Council. There are five candidates running for three seats: Tustin Mayor Jerry Amante, Deborah Gavello, Rebecca Gomez McKeon, John Nielsen and Jeff Thomas.

We will be hosting the Tustin City Council Candidates Forum on Wednesday, October 22 from 7:30 - 8:30 p.m. All the candidates have been invited to attend. If you have questions for the candidates, please submit your questions for consideration by October 17 to info@tustinchamber.org.

The Candidates Forum is open to the public and is presented as a service to the community of Tustin.

Although the Tustin Chamber does not endorse candidates, we do sponsor public forums in order to promote a more informed electorate. Remember, be informed before casting your vote!



Election Day is November 4

If you want to be a part of the decision making in running this country, don't forget to vote on November 4th!

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.

Prices for Goods Shows Sharpest Increase Since 1981

Prices for goods purchased by American businesses surged more than expected in July and have jumped by nearly 10 percent over the last years, the sharpest increase since 1981.

The data released last July by the Labor Department underscored how rising prices have seeped into much of the economy, led by higher costs for food and energy.

Businesses have been absorbing some of the higher costs themselves while passing much of the increase to consumers, intensifying the strain on households just as joblessness expands and spending power shrinks.

Many economists assert that inflation is already being choked off by a slowing global economy. Oil prices have sharply fallen in recent weeks, filtering through the economy in the form of lower prices for gasoline and heating oil.

Economic weakness has spread beyond the United States to Europe and Japan, diminishing demand for basic commodities from iron ore to lumber while taking the edge off lofty price increases.

Since last fall, when the economy offered its first clear signs of slowing, the Federal Reserve has operated at the cusp of these two alternatives, initially lowering interest rates to spur economic activity, and more recently holding steady out of concern that more easing would exacerbate inflation.

As inflation fears have taken hold, a minority chorus of economists has intoned that the Fed must lift rates or risk runaway prices.

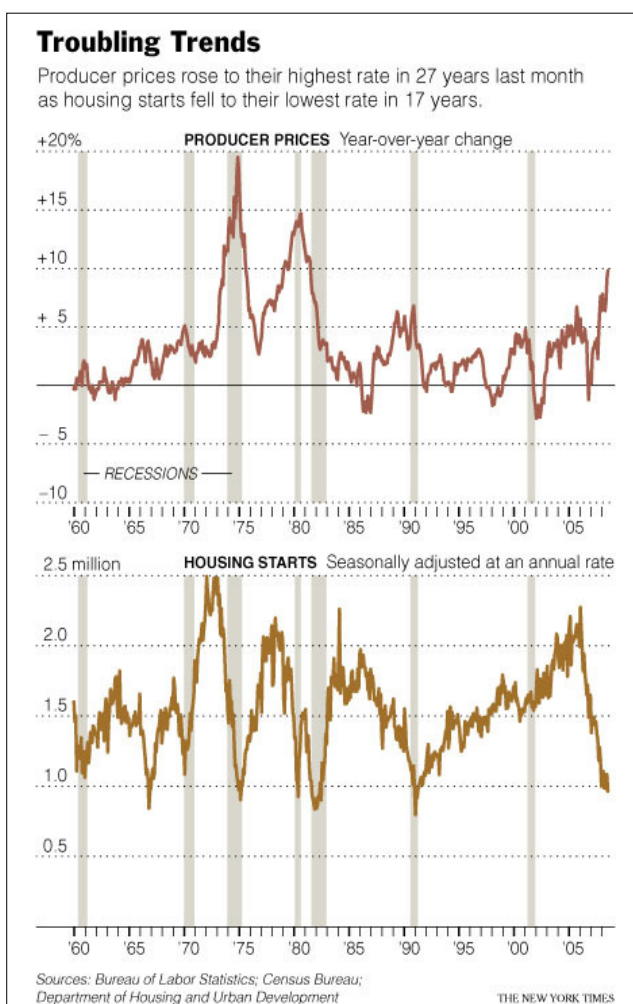
So-called producer prices--those charged to businesses for wholesale goods--increased by 1.2 percent in July, or roughly twice as fast as most economists had forecast.

Core producer prices, which do not include food and energy, rose by 3.5 percent between July of this year and July 2007, the largest annual increase since 1991.

That data followed reports released last month showing that consumer prices also expanded at the fastest pace in 17 years.

But most economists assume the Fed will again hold the line on rates when it next convenes. They say the Fed is likely to lean toward the view that the economic deterioration in Japan and Europe, combined with weak growth in the United States, will crimp inflation. The price of oil has plunged from a high of more than \$145 a barrel in July to \$114.53 on Tuesday.

Economists, meanwhile, construed another batch of data released as a



sign that a weakening economy remained a greater risk than rising prices. Housing starts, the beginnings of new home construction, were running at an annual rate of 965,000 in July, the lowest level since 1991.

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October Membership Anniversaries

28 YEARS

HMWC CPAs Business Advisors

23 YEARS

Blue Buoy Swim School

13 YEARS

Draper's & Damon's

9 YEARS

Creekside Meadows

First Baptist Church of Irvine/Tustin

Richard L. Hale, CPA

Studio 17 Salon & Day Spa

8 YEARS

Whole Foods Market

7 YEARS

Mitchel, Smith & Associates

Transportation Corridor Agencies

Tustin Unified School District

6 YEARS

HND Computer Services

Mark Hill State Farm Insurance

5 YEARS

Legacy Park Partners/Shea Properties

4 YEARS

Citizens Business Bank

Signature Celebrations

2 YEARS

Candlewood Suites

Fairmont Private Schools

Red Hill Consulting Group

The Harrisburg Corp./The Source

Z Pizza

1 YEAR

Assemblywoman Mimi Walters

Automax Service Center

Ben & Jerry's

Best Buy - The District

Blind Children's Learning Center

DSW Shoes

Joey's Smokin' BBQ

Miss Tustin Scholarship Program

RA Sushi

Sky Lending Group

Tilly's

Van's #206

Restaurants to List Calorie Contents

The proposed law, SB 1420, would require chain restaurants with 15 or more outlets in California to list the calorie content for each item on their menus and menu boards. The menus would also include other nutritional information, such as grams of fat and carbohydrates.

Advocates believe such a "menu-labeling law" could help to halt, or at least slow, the trend that has led to 3 out of 5 Californians being overweight or obese. The new study, by the Dr. Robert C. and Veronica Atkins Center for Weight and Health at UC Berkeley, is the latest evidence suggesting they may be right.

By the researchers' calculations, if the law were in effect, adult fast-food customers might, on average, end up weighing nearly 3 pounds less after a year, thanks to having eaten 9,300 fewer calories. Even if only 80% of the customers see the calorie information, That adds up to 40 million pounds in the state of California. says Dr. Harold Goldstein, executive

Other health experts are less sure what the law would do to Californians' waistlines. On the one hand, they say, a hefty number of studies augur well for

the law's success: studies that show just how much fast food people eat, and studies that show how badly people, even nutrition mavens, underestimate calorie content when left to do the math themselves.

Still, there's no definitive proof that the law will make people cut calories -- the kind of proof that could only come from a controlled study of what happens after a law of this sort goes into effect.

Where's the data saying it might work? Anecdotal evidence gleaned from New York City, where a similar law has been in effect for about a month, is pretty dramatic, says Amanda Bloom, policy director at the California Center for Public Health Advocacy. "Diners are shocked at what they're seeing. And restaurants say they're selling out of their lowest calorie choices when they never were before."

Last year, before that law was in force, researchers analyzed the purchasing patterns of more than 7,000 customers at 11 fast-food chains in New York City for a study appearing this month in the American Journal of Public

Health.

Then, only one of the 11 chains offered calorie-content information in a way that customers could easily see and use it. That was Subway, which provided the information on the splash guard between customers and the ingredients that go into their sandwiches--customers could refer to it when they placed their orders. By the way, calorie information at other chains was provided in less in-your-face locations such as in brochures or on websites.)

When surveyed, 32% of Subway's customers said they saw the calorie information, and of those, 37% said the information affected their orders. That means about 12% of all Subway customers said the information affected their orders.

Statistically speaking, the difference between those who saw information but ignored it and those who didn't see it at all is too small to count. Essentially, those who said it didn't affect them ordered like customers who didn't see the information.

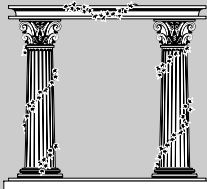
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Pillars of the Chamber

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:

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Tustin Ranch Golf Club Earns "Course of the Year" Award

In September, the Board of Directors of the California Golf Course Owners Association (CGCOA), elected Tustin Ranch Golf Club as their 2008

"CGCOA Course of the Year."

Tustin Ranch will now compete for the National Golf Course Owners Association (NGCOA) title and will be considered along with other facilities across the country for NGCOA's Jemsek Award for "National Course of the Year". Winners of the National Award will be announced later this year.

"I want to thank the CGCOA and the Board of Directors for bestowing such an honor on our facility," stated Steve Plummer, General Manager. "So many people put forth great resources and effort to provide our members and guests with an overall excellent golf experience. It is truly a great honor for all of our staff to be recognized as 'Course of the Year' by the CGCOA."

Designed by Ted Robinson, the 18-hole, par-72 Tustin Ranch course is a resort-style public facility. The walkable, all-grass course features breathtaking scenery, sparkling lakes and cascading waterfalls making for a classically traditional golf round. In addition, Tustin

Ranch is the only public course in the county to offer a complete caddie program, adding to this unforgettable golf experience.



Above photos courtesy of Rhonda Weiderhaft

Club facilities include a magnificent clubhouse, a driving range, a golf school, an award-winning pro shop, and a restaurant that serves breakfast and lunch daily, including a full Sunday brunch. Not only is the club a popular site for creative and imaginative golf tournaments, but it is also a sought-after setting for special events

including business meetings, wedding receptions and banquets.

Tustin Ranch is managed by Championship Golf Services, Inc., a local golf management company focused on "Championship Service".

To learn more about this four-star, #1 golf facility, to make golf reservations or discuss tournament possibilities, call (714) 730-1611. Tee times are also available online at www.tustinranchgolf.com.

* * *

POLICE OFFICER OF THE MONTH AUGUST 2008 Police Officer Hardacre



Photo courtesy of JDP Photography

Pam Hardacre was born in Bellflower, CA. She graduated from Villa Park High School. She attended Goldenwest College and obtained an AA degree in 1984. She began her law enforcement career at Anaheim PD as a Police Cadet and Police Communications Clerk. She later attended the Goldenwest College Police Academy and was hired by Tustin Police in 1986 as a Police Officer.

During her 20+ years of service with Tustin PD, Pam has served various assignments which include the following: Patrol Officer, K9 Handler, Field Training Officer, and Regional Narcotics Detective. Her current assignment is in General Investigations as a Detective. She also assists as an Assistant Reserve Officer Coordinator, Explorer Advisor and Tustin Police Peer Support member.

On April 5, 2008, a businesswoman arrived at her optometry business in Enderle Center and found the front window smashed out. Thousands of dollars worth of expensive sunglasses and glasses had been stolen during the night.

A police report was taken and the security camera video was collected as evidence. A cigarette was also located outside of the business and collected as evidence. Detective Hardacre read the report and watched the security video. Upon careful examination of the video it appeared as if the suspect dropped his cigarette outside the business just before

smashing the window. Detective Hardacre recognized this small clue as a major lead in the investigation and rushed the cigarette to the Orange County Sheriff's Forensics Lab to see if DNA could be extracted.

Detective Hardacre was very persistent and continuously telephoned the lab for DNA results. Within a few weeks, the Sheriff's Department had analyzed the cigarette and successfully matched the DNA to a parolee of Santa Ana. Detective Hardacre had enough evidence to quickly arrest this suspect; however, she decided to track his movements and put a GPS unit on his car. After several weeks of surveillance, she coordinated a parole search of the suspect's home.

Detectives from Tustin PD, Fountain Valley PD and the Los Angeles County Sheriff's Office all converged on the suspect's home under Detective Hardacre's direction. They recovered the stolen property from Enderle Center along with stolen property from other burglaries in various Orange and Los Angeles County cities. The suspect was connected to over 100 commercial burglaries.

Collecting all the stolen property and tracking down the rightful owners was a massive undertaking, and the detective work leading up to the discovery was extremely well coordinated.

Therefore, in recognition of Police Officer Pam Hardacre for her determination and keen investigative skills to apprehend a serial commercial burglary criminal, it is with great pleasure we honor Pam Hardacre as the Tustin Chamber of Commerce Police Officer of the Month.

* * *

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

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Tustin Chamber of Commerce

Tustin Community Bank

Tustin Ranch Golf Club

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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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Ribbon Cuttings & Grand Openings



Cranbrook Senior Living of Tustin's grand opening and ribbon cutting celebration was on September 4th. Cranbrook is located at 1262 Bryan Avenue, Tustin.



On September 11, Prospect Village developer John Tillotson (center) cuts the ribbon surrounded by community leaders. Prospect Village is at 272 S. Prospect Avenue in Old Town Tustin.

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.