



Chamber CHATTER

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FIRST QUARTER 2011

Daly City Kicks-off Long Year Centennial Celebration

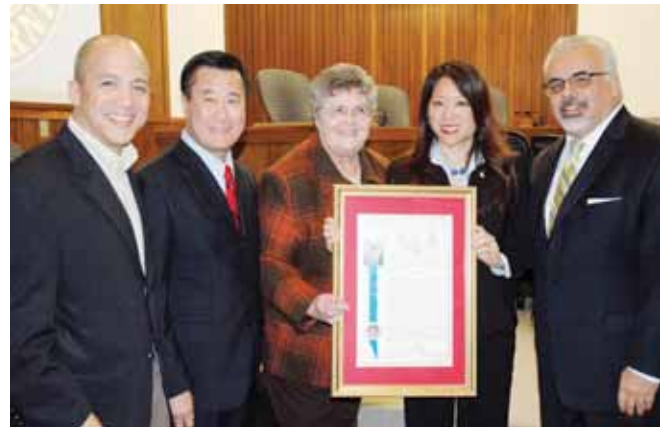
Daly City observed its 100th anniversary on March 22 with a centennial kick-off celebration at City Hall. Chamber of Commerce President/CEO Georgette Sarles was among those who attended the festivities to pay tribute to the City on this historic occasion. State Senator Leland Yee and Assemblywoman Fiona Ma presented Daly City Mayor Carol Klatt, Vice Mayor Sal Torres, and Councilman Mike Guingona with resolutions of the Senate and Assembly respectively. Brian Perkins, representing Congresswoman Jackie Speier, presented the mayor a handsomely framed copy of the Congressional Record recognizing Daly City's Centennial. Additionally, the City received resolutions and commendations from Vice President of the San Mateo County Board of Supervisors Adrienne Tissier, Colma Mayor Helen Fiscaro, and Brisbane Mayor Cy Bologoff.

Hundreds of residents, young and old, gathered at the event to commemorate this milestone in the City's rich history. Those in attendance included former Daly City Mayors Paul Hupf, Bill Schumacher, Al Teglia, and Adrienne Tissier. Mr. Teglia presented a stirring tribute to the City

and its former Librarian Sam Chandler. The Daly City All Stars provided the musical backdrop for the event by playing songs selected especially for the occasion. A color guard from the Daly City Police Department made

its debut, posting the flags of the United States, California, and Daly City to launch the celebration. And of course birthday cake was served to honor Daly City on its anniversary of incorporation.

Daly City was born out of a small town known as Vista Grande 100 years ago. The vote for incorporation on March 18, 1911 was close. According to the March 24, 1911 edition of the Colma Record, a total of 274 ballots were cast; 138 townsmen voted in favor of incorporation, 136 voted against it. The name Daly City was chosen to honor John D. Daly, a local farmer who opened his land to refugees of the Great San Francisco Earthquake and Fire of 1906. The vote was ratified four days later, and on March 22,



Left to Right: Councilman Mike Guingona, State Senator Leland Yee, Mayor Carol Klatt, Assemblywoman Fiona Ma, Daly City Vice Mayor Sal Torres,



John D. Daly

1911, Daly City became San Mateo County's newest city.

The late George Kirchhubel, a prominent Daly City businessman at the time, recounted the events of the contentious incorporation vote in an essay about the City's earliest days:

"Vista Grande at this time was a town of some two thousand people, made up mostly of refugees from the earthquake and fire. It consisted of the Crocker, Abbey, Hillcrest, Mission, Vista Grande #1, and Vista Grande #2 tracts. And so on this day of March 18th they started voting early, and it continued through the day, with the voting very heavy after working hours. When finally the polls were closed, nearly every registered voter had voted (note: this was before the suffragette movement, women were not allowed to vote)."

Daly City will continue to celebrate its Centennial throughout the year. A special Centennial Celebration Dinner is scheduled for Saturday, September 24. Mark your calendar and save the date for what is sure to be one of the highlights of the year.

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28 YEARS

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25 YEARS

Latchkey Alternative Center, The

22 YEARS

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21 YEARS

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19 YEARS

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17 YEARS

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12 YEARS

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11 YEARS

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Bon Vivant
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10 YEARS

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9 YEARS

Fiscaro Giusti
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8 YEARS

Costco Wholesale
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6 YEARS

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5 YEARS

California State Assembly
In-N-Out Burger

4 YEARS

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Seton Health Services Foundation

3 YEARS

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2 YEARS

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MISSION STATEMENT

DALY CITY-COLMA CHAMBER OF COMMERCE

The role of the Daly City-Colma Chamber of Commerce shall be to encourage business development and networking, providing members with useful information and services. The Chamber shall take a leadership role in promoting economic, professional, commercial and civic vitality for our communities, while seeking to preserve the unique qualities that are good for business and make Daly City and Colma very special places to live work and do business.



CHAIRMAN CIRCLE

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NEW MEMBER SPOT LIGHT!



Will Minnich
Dean



DeVry University was established in 1931 by Dr. Herman DeVry, who envisioned an innovative and forward-thinking solution to meet the educational demands of the day. The university's Daly City location is one of four locations in the Bay Area and one of more than 90 locations throughout North America. DeVry University is comprised of five distinguished colleges: Business & Management, Engineering & Information Sciences, Health Sciences, Liberal Arts & Sciences and Media Arts & Technology. The university offers certificate, associate, bachelor, and master programs through flexible

course delivery onsite, online or a mix of both.

While DeVry University is a large institution, its individual locations are designed to support the unique local community it serves. The university's faculty and staff are committed to our students' success, all the way from enrollment to graduation, and as they start or advance their career. Students get the benefit of a large university while receiving personal attention. Some of DeVry University's student-focused benefits include individual academic and financial advisors, small class sizes, real-world curricula and dedicated career services.

For 80 years, DeVry University's purpose has been to empower its students to achieve their educational and career goals. The university's commitment to preparing students for the in-demand career fields of the 21st century continues with the recent addition of new degree programs, including:

- Bachelor and Master degree program concentrations in Sustainability Management
- Bachelor of Science in Liberal Studies
- Bachelor of Science in Justice Administration

If you'd like to find out more about DeVry University, please contact 650-991-3520, visit our website at www.devry.edu, or just stop on by (free validated parking and close to BART). DeVry University is located at 2001 Junipero Serra Boulevard in Daly City.

Join the Chamber of Commerce

Your involvement gives the Chamber and you a stronger, more effective voice in the community. This is your opportunity to participate in city wide business activities and to contribute to the positive business climate



DALY CITY-COLMA CHAMBER OF COMMERCE

355 Gellert Boulevard, Suite 138
Daly City, CA 94015

(650) 755-3900 Phone
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staff@dalycity-colmachamber.org

* Introductory Special is \$99.00 for the first year with a two year membership commitment.

AVON Beauty Center

Open since April 2008, AVON Beauty Center, located in Westlake shopping center, has been bringing the AVON catalog to life, by having AVON products for sale in a retail environment. AVON Beauty Center offers customers quality products at affordable prices. Shop from our wide array of products such as cosmetics, skin care, fragrance and much more. AVON Beauty Center also carries the MARK line of products, a line of fresh, on-trend products inspired by the hottest runway looks of the season.



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Want to own the building you are renting or need new equipment to grow your business? The Small Business Administration 504 Loan Program has stepped up to help business owners purchase fixed assets (real estate) and machinery at below market rates. Borrowers must meet the SBA's definition of small business and must plan to use over half (51%) of the property for its own operations.

For a free detailed review of your needs, please call:

Ross Sit, Realtor, Achievers Real Estate
650-302-1268 sitross@gmail.com

Erin Villanueva, CEO, JMJ Financial
650-483-8498 ejvillan@aol.com



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Home-Based Businesses Need Business Insurance

The dream of owning a business is becoming a reality for thousands of people each year. For many of these would-be captains of industry, that means starting the operation at home. However, your enterprise may be in jeopardy if you don't have business insurance.

You need business insurance because most homeowners policies place limits on business-related exposures. For instance, a copier or fax machine used for business and damaged in a fire may not be fully covered because it is considered business property.

Also, the homeowners policy does not cover business liability, loss of income, exterior signs and many other important items. If a client were injured at your home while conducting

business, your homeowners policy would not apply. Anyone who operates a home-based enterprise and does not have the proper insurance coverage is putting his or her business and personal assets at risk.



Business insurance may provide many or all of the coverage listed below:

- Accidental direct physical loss coverage for business personal property.
- Broader off-premises property coverage Loss of income coverage
- Extra expense coverage
- Contractual liability coverage
- Liability of employees while acting within the scope of their employment.

Many entrepreneurs start their businesses on shoestring budgets and try to cut corners by keeping expenses at a minimum. But when you consider what you get, business insurance becomes a tool you can't afford to work without.

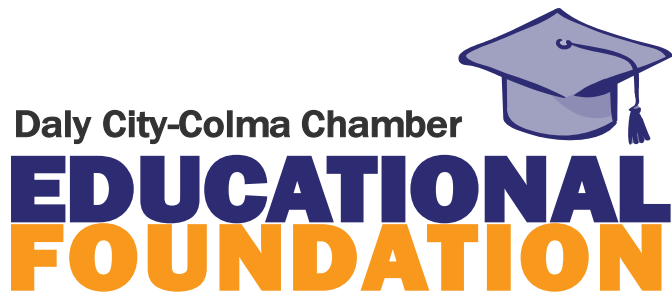
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As a member of our chamber, you have an opportunity to advertise your business in the Newsletter!
Please contact the Chamber office for more information (650) 755.3900



The Daly City-Colma Chamber of Commerce is proud to announce the 2011 Access to Higher Education Fund Drive. Last year, the Chamber experienced another successful fundraising campaign by awarding forty \$1,000 scholarships to our community's top performing seniors. We hope that you will be a part of the generous group of business sponsors participating in this year's Scholarship Fund.

Scholarships are awarded to graduating high school seniors who will be continuing their education. To qualify, students must be residents of Daly City or Colma, and must be able to offer proof of registration in a college or institution of higher learning. The Chamber's Scholarship Committee will review all of the candidate applications, and the winners will be recognized in May at an awards ceremony at the Daly City Hall Council Chambers. The recipients will then get their scholarships paid directly to their chosen college or institution. Candidates are judged in the following areas: academic and career goals, community service, extracurricular activities, hobbies, and an Essay.

We'd like to invite your company to join us in this year's efforts, and you may designate your sponsorship to help a student succeed in your field or trade. Again, this year's gifts of \$1,000 will fund a full scholarship, and will be named in honor of your business. Other sponsor levels at \$500, \$250, and \$100 are also greatly appreciated, as they add up to fund full scholarships. Sponsors will be invited to present their scholarship to the student recipient at the awards ceremony on May 19, 2011, as well as receive prominent recognition in all media releases and printed material related to the scholarship program. Donations are tax deductible and should be made payable to the Daly City-Colma Chamber Educational Foundation c/o the Daly City-Colma Chamber of Commerce (EIN 20-2654808), 355 Gellert Boulevard, Suite 138, Daly City, California 94015.

If you have any questions or require additional information, please call the Chamber office at 650.755.3900. On behalf of the Daly City-Colma Chamber of Commerce Board of Directors and the members of the Chamber Education Committee, we thank you for your thoughtful consideration of this request.

Sincerely yours,

Manny Reburiano
Manny Reburiano, Chair
Scholarship Committee

Georgette Sarles
Georgette Sarles
President / CEO



57th Annual Cypress Business Awards & Holiday Soiree
 Thursday, December 9, 2010
 at Basque Cultural Center



KIA Serramonte Dealership
 Grand Opening Ribbon Cutting Colma - Friday, February 4, 2011



3rd Annual Crab Feed Fundraising Dinner
Colma Community Center - March 10, 2011



State of Our Cities Address - January 27, 2011
With Special Guest Speakers:
Hon. Carol L. Klatt, Mayor of Daly City
& Hon. Helen Fisicaro, Mayor of Colma



JC Penney Grand Opening Ribbon Cutting
Serramonte Shopping Center
March 4, 2011



HEALTH MATTERS: A Message to Stroke Survivors

Keep Taking Your Medication!

by Jim Comstock
Community Development
Director Seton Hospital

According to a study of 21,077 Swedish stroke patients published last January in *Stroke: Journal of the American Heart Association*, between one quarter and one half of stroke survivors stop taking their preventive medication within two years after leaving the hospital. Lead researcher Eva-Lotta Glader, M.D., Ph.D., a stroke unit physician at the Umea University Hospital in Umea, Sweden, stated that she strongly believes the same problem exists in the United States. "To prevent new cardiovascular events after stroke, preventive drugs should be used continuously," Glader said.

If you are a stroke survivor, no matter how long it's been since your stroke, keep taking your medication as directed by your doctor. This should be an everyday habit, like brushing your teeth.

If you are experiencing side effects, or you have questions, talk to your doctor. If your doctor seems too busy to respond fully to your concerns, write down your questions before your appointment, and bring a friend or family member along to take notes and help you get answers.

Perhaps you have too many medications and cannot remember which ones you are supposed

to take when. In that case, ask your doctor or someone at the doctor's office to help you organize your medicines into a daily schedule, so that you can simply check them off each day as you take each required dose.

If you are unable to afford the price of your medication, try the Web site needyeds.com. This site has information about patient assistant programs offered by drug companies. Some of these programs will give you discounts on medication, and others provide medication for free to those who cannot afford to pay. You might also visit rxassist.org. Or, if you are 65 or over, try calling 1-800-633-4227 for Medicare assistance.

Simple comparison shopping can work too. You may find that different pharmacies charge different prices for your medicine.

If it is difficult for you to get to the pharmacy, you should know that most pharmacies now have Web sites from which you can order your medication. (If you cannot use a computer, you might ask a friend or family member to place your order for you.) Some pharmacies also take phone-in orders and deliver to your door. The American Association of Retired Persons (AARP) administers a mail-order pharmacy. Their Web site is aarp.org. There are other mail-order pharmacies too. Look online or ask your doctor.

If you are a friend or relative of a stroke survivor who has stopped diligently taking their medication, persuade them to continue. Gently remind them that their medicine is critical to avoid another stroke. If your loved one has memory problems that cause them to forget their medication, consider getting them a pager which will beep with the name of their medicine and instructions for taking it. If necessary, arrange for home health aides or other professional caregiving services to ensure your loved one follows doctor's orders.



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Daly City/Colma: Is Opportunity Knocking?

Historically low interest rates & bargain prices have made homeownership the most affordable it's been in 40 years! As proof - I've been working 24/7 for months due to high demand for homes in our area - it's not letting up. This trend suggests



that as demand for homes returns over the next couple years it could outpace supply in some places.

Keep in mind that all real estate is fundamentally local. If you're interested, I'd be happy to tell you more about the housing situation in our area. Don't hesitate to call and ask!



Rebecca C. Husted
Real Estate Consultant

Better Homes and Gardens Real Estate | (415) 706-4722 | Rebecca.husted@bhghome.com | www.RebeccaHusted.com

Latin Home Cooking with Al Fin

Al Fin Restaurant Latin Cuisine, what does the name mean? Many think it is the owners name but it is not. Al Fin means "finally". One of the reasons I decide to open Al Fin was to show people that there is more to Latin food than what we see around us. Since opening Al Fin, we have set out to explore new directions - freely blending the European techniques in which I was trained with familiar ingredients of Central and South America. The results are reflected in a contemporary style of cuisine; here at Al Fin we focus on four Latin countries, Mexico, El Salvador, Nicaragua, and Peru, besides these countries we also showcase fusion cooking. Growing up here in the bay area we are spoiled with the different types of cuisine that I have learned to incorporate in my cooking.



We have catering available and can also host parties, just give Chef Al a call or email him (650) 994-6142; alfinrestaurant@sbcglobal.net. Also download our application on iTunes and join our mailing list at www.alfinrestaurant.com

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Benefits Of Starting Walking Programs

By Jennifer Slovis, MD
Kaiser Permanente Northern California

Computers, e-mail, the Internet and smart phones have revolutionized the way America does business. Compared to manual typewriters and carbon paper, or pneumatic tubes that delivered handwritten messages between floors in air-propelled capsules, today's workplace is a technological marvel.

But that technological progress has come with a price. Today's workforce is far more sedentary than the workforce of generations past. Instead of walking down the hall to confer with a colleague, we send an e-mail or text message. Instead of walking to the reference shelf to look up an obscure fact or figure, we prefer to use the Internet.

The increasingly sedentary lives of our employees have produced a heavier and less healthy workforce. The combination of reduced exercise and increased weight often translates into higher health-care costs and lower productivity.

America's obesity epidemic has roots that extend far beyond our jobs, but in the workplace, owners and managers can make a difference and help turn the tide. It's as simple as putting one foot in front of the other.

By encouraging employees to walk—on breaks, at lunch, before or after work—you can help them become more fit. Walking outside or in the hallways, or using the stairs instead of elevators, are small efforts that make a big difference. The specific activity is not important. What matters is getting people up and moving.

As pounds drop off, overall health will improve, often including the ability to better manage chronic conditions such as high blood pressure and diabetes. With improved fitness and health comes increased energy—a powerful antidote to the mid-afternoon lethargy that often leads to a slowdown in productivity.

Many community groups, churches and schools offer group walking programs. Kaiser Permanente has established a program—“Every Body Walk!”—that encourages walking for better health. The website, <http://www.everybodywalk.org/>, is geared both for individuals and families. In addition, we encourage every business to implement a strategy to incorporate exercise in the workplace.

For example, businesses can set up a walking club and encourage employees to walk during their meals and breaks. Better yet, they can set up several clubs and promote friendly competition.

They can encourage employees who can do it to walk to work, and those who can't to park farther from the door every morning. For employees who take mass transit, is it feasible to get off a stop or two early on their commute and walk the rest of the way?

The “bottom line” is to make moderate exercise part of a regular routine, and realize the health benefits that come from as little as 30 minutes of walking three to four times a week. Employees do come in various shapes, sizes and physical condition, and we recommend that, before starting an exercise program, each employee check with his or her personal physician.

The benefits of participating in an exercise program extend beyond improved health and energy. Employees who walk together develop a camaraderie they might not have experienced otherwise. That camaraderie contributes to teamwork and unity of purpose—and physical fitness brings a more positive outlook on everything we do.

Improved health, camaraderie, teamwork, and a more positive outlook benefit the individual, the work unit and the business

– a true win-win for all.



KAISER PERMANENTE®

Dr. Jennifer Slovis practices internal medicine and is an Assistant Physician-in-Chief at Kaiser Permanente's Oakland Medical Center. She is active in Kaiser's regional “Healthy Eating, Active Living” campaign (HEAL), and in “Live Well, Be Well,” the health-care provider's internal workplace-wellness program.



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Serramonte Ford now enters our 40th year in business, with Jim Verducci as Dealer Principal, and Peter Verducci as General Sales Manager, it is now the largest Ford Dealership on the Peninsula. We pride ourselves on being family owned and operated.

Our family, along with our employees, make every effort to give each customer personal and professional service. We are all committed to providing the best product and the best service in the industry. Customers can always count on Serramonte Ford to pay attention to detail, provide quality workmanship, and give timely service at reasonable prices.



Along with Our Sales Department, and our Fleet Sales Department, we offer a state of the art Service Department, Body Shop and Collision Center, Parts and Accessories Department, Quick Lane Tire and Auto Center, Fleet Service Department, as well as, Ford Accessories Online Catalog. Serramonte Ford is one the best Certified Pre-Owned dealers in the state of California. Over the years Serramonte Ford has been the recipient of the prestigious Cypress Award.

Serramonte Ford is very excited about some of our new products. The new 2011 Explorer, which offers Intelligent 4-Wheel Drive with

a Terrain Management System. It was named North American Truck of the Year. We also have the new Fiesta, which offers compact luxury, as well as the Transit Connect, and the C-Max, which is dubbed the Multi Activity Vehicle.

With Jim and Peter Verducci leading us, we see our business growing more and more each day. With the ever-changing economy, and the signs of employment on the rise, we see the need for replacing aging vehicles, as well as seeing some first time buyers. The market is looking better everyday.

Serramonte Ford will be moving towards our 40th year here on Serramonte Auto Row.... We look forward to many more.

Register Your American Cancer Society Relay For Life Team Today



The American Cancer Society Relay For Life of Daly City is just around the corner! Register your team today by calling the American Cancer Society at 650-477-8879 or visiting www.RelayForLife.org/DalyCityCA. This "celebration of life" brings the community together in a unified effort to celebrate the lives of those who have faced cancer, remember loved ones lost and fight back against the disease. Former and current cancer patients and caretakers, those who have lost a loved one to cancer, families, businesses, civic organizations and the public are invited to take part in this exciting team event. Relay For Life takes place from 10am on June 25 until 10am on June 26th at Westmoor High School's new all weather sports stadium.

The American Cancer Society Relay For Life is a family-oriented event where participants enjoy the camaraderie of a team and also raise

funds to help eliminate cancer. Participants camp out at the Relay site, and when they are not taking their turn walking, they take part in fun activities and enjoy local entertainment and delicious food provided by sponsors like Rubio's Fresh Mexican Grill. Teams from companies, churches, organizations, businesses, hospitals and schools collect donations and can win individual and team prizes for their efforts. "Relay For Life brings the progress against cancer to the forefront," said Allison Mello, Event Chair. "Many participants are our family, friends, and neighbors who have dealt with cancer themselves. Their involvement is proof of the progress that has been not only reducing death rates, but also in the quality of life following cancer treatment."

Information about how to form a team or become involved in Relay For Life is available from the American Cancer Society at 650-477-8879 or online at www.RelayForLife.org/DalyCityCA

Allison Harrer | Relay For Life Manager

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www.cancer.org



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