



Chamber CHATTER

355 Gellert Boulevard, Suite 138, Daly City, CA 94015 | 650.755.3900 | dalycity-colmachamber.org

FALL 2012



Georgette Sarles
President/CEO

Thank you for your participation and support of the Daly City-Colma Chamber of Commerce.

We wish you a healthy and festive holiday season.

Event Photos are on the web at 222.dalycity-colmachamber.org



Aloha Golf Tournament

Building the Future

Growing Existing and New Businesses

The Daly City-Colma Chamber is your business partner in successfully growing your business. The staff and I are passionate in providing new and existing businesses the opportunity to grow the future.

Be engaged and partner with us to increase your visibility by being an active member of the Daly City-Colma Chamber of Commerce. I invite you to attend our networking events, sponsor events and programs. You can view photographs on the website at www.dalycity-colmachamber.org and inside this newsletter.

Chamber membership can also mean instant credibility for a business, increasing chances of success during difficult economic times. According to a recent independent study conducted by the Shapiro Group in Atlanta, 63% of consumers are more likely to buy from Chamber Members. I invite you to join the Chamber as it is the best way to keep you connected to the business community. To join the Chamber or to renew your membership, please contact the Chamber at (650) 755-3900 or e-mail staff@dalycity-colmachamber.org.

As this year comes to a close, we are reminded of the challenges that were met, the decisions that were made and our great



Business to Consumers Showcase 2012

American Spirit, that held us together. As for the Daly City/ Colma business sector, this was indeed a tumultuous time, filled to the brim, with ups and downs, ins and outs. But, we steadied the course, and I feel, will definitely come out ahead, through our journey. Please visit The Chamber's Website for information and photos, or give us a call (650) 755-3900.

At this special time of year, may you all discover the magic of the holiday season, when Dreams come True, Miracles happen every day and Love is the greatest gift to all. The Board of Directors and Staff Join me in wishing you a very Happy, Healthy and Prosperous New Year!!!

Georgette Sarles,
President/CEO

Daly City-Colma Chamber of Commerce 355 Gellert Blvd. Ste. 138 Daly City, CA 94015
e-mail: staff@dalycity-colmachamber.org website: www.dalycity-colmachamber.org

NEW MEMBERS

June 2012 - October 2012

A52 Signs & Graphics
 Auto Choice Dealership
 Chimped
 Daly City Chiropractic
 Daly City Public Library Associates
 HR Diva Solutions
 Law Office of Ken Linthicum
 Mancini's Sleepworld
 Legalmatch.com

MISSION STATEMENT



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.

RENEWING MEMBERS

First National Bank of Northern California	1975
Tronoff Engineering	1975
Val's Redwood Room	1975
Mc Donald's Serrmonte	1977
Woodlawn Memorial	1982
Woodlawn Memorial Park	1982
St. Francis Square Company	1984
Epitacio Sison, D.D.S	1988
Westlake Vision Center	1988
Jefferson Union High School Tom Minshew	1991
Roto Rooter Plumbing & Draining	1991
Wells Fargo Bank	1997
CSG Consultants, Inc.	1998
LBC Mabuhay	1998
Target colma	1998
Mission Villa	1999
Outback Steakhouse	1999
Astound Broadband Cable	2000
Patelco Credit Union	2000
Fiscaro Giusti	2001
Costco Wholesale	2002
Falcon Associates Inc.	2002
Peninsula Congestion Relief Alliance	2002
Southwood Plumbing	2003
Daly City Farmers Markets	2006
Monica Learning Center	2006
Noble Fields	2007
Comcast Business	2008
Aegis of San Francisco	2009
Law Office of Kenneth Linthicum	2009
Liberty Tax	2009
Mid Peninsula Boys & Girls Club	2009
Recology Peninsula Services	2009
In & Out Plumbing	2010
Sutton Financial	2010

BOARD OF DIRECTORS

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 Sales Director
 Olga Gonzalez
 Chamber Assistant
 Alison Wilson

Photographer. IT Consultant

MARK YOUR CALENDAR - JOIN US !*



ANNUAL HOLIDAY SOIREE / 59TH CYPRESS BUSINESS AWARDS & INSTALLATION CEREMONY

December 7th 5:00 - 9:30 pm

Lake Merced Golf Club 2300 Junipero Serra Blvd. Daly City 94015

STATE OF THE CITIES ADDRESS

January 24 11:15 am-1:15 pm

Colma Community Center

1520 Hillside Boulevard Colma, CA 94014

MAJOR EMPLOYERS' BREAKFAST BUSINESS SPEAK EASY

February 28 8:30 am - 11 am

Colma Community Center

1520 Hillside Boulevard Colma, CA 94014

ANNUAL CRAB FEED

March 21 5:30 - 8:30 pm

Colma Community Center

1520 Hillside Boulevard Colma, CA 94014



Check out the Daly City - Colma Chamber Website www.dalycity-colmachamber.org for more information, dates plus photographs of past events.

* All dates subject to change.

MEMBER TO MEMBERS

A benefit of membership is being featured in the Member to Members Column. The Daly City-Colma Chamber of Commerce encourages business development and networking, provides members with useful information and services to maintain economic vitality and quality of life.

A52 Signs & Graphics

A52 Signs & Graphics is your full service provider of indoor and outdoor signs. Whether your goal is to create a consistent brand identity, promote a product or better market your business, we are your one-stop shop for highly visible and effective signage. We offer creative and affordable solutions for your visual communication needs:



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Our goal is to help you create signage designs and displays that combine high impact looks and visual appeal for any business need. We will work closely with you to effectively convey your visual message and can develop a customized solution for you if you do not find a graphic layout that fits your requirements.

Strengthening the quality and effectiveness of the visual approach to your communications is an investment in your business. Contact us now to

discuss signage options by calling 415-235-8671 or emailing contact@a52signs.com. Site evaluations are free.

We are proud to be new members of the Daly City-Colma Chamber of Commerce. We look forward to participating in more chamber events and establishing relationships with other members.

Auto Choice

There is a bright, new sign hanging over the intersection of Collins and Serramonte in the Serramonte Auto Mall. It marks the location of Colma's newest automobile dealership, AutoChoice.

Autochoice specializes in selling and purchasing high-quality pre-owned cars, trucks and SUVs to customers from Colma and its surrounding areas.



1500 Collins Avenue,
Colma, CA 94014;
tel. 650.550.7200,
e-mail:
yamapopal@autochoice.com
website:
www.autochoice.com

Because AutoChoice is a member of the Price-Simms Auto Group, it has the strength and stability of a well-established, very successful company which is reflected in both the quality of the cars they sell and the 10 Point Value Guarantee they stand behind. As a sample of the strength of this guarantee, every vehicle sold by AutoChoice comes with a 90 day/3,000 mile warranty. Every vehicle.

>> Continued On Page 5

CHAIRMAN'S CIRCLE



Westlake Village Apartments

GOLD



SILVER



COPPER

- Evan Boyd..... Allied Waste
Jonathan Cano Comcast Business
John Hui..... Coldwell Banker
Rebecca Husted Better Homes and
..... Garden Real Estate
Mike Joseph..... Walgreens
Will Minnich..... De Vry University
Manny Reburiano..... Allstate Insurance
Melinda Scatena Joe's of Westlake
Ross Sit Achievers Real Estate
..... and Loans





Westmoor High School's Future Business Leaders of America (FBLA)



For years, Westmoor High School's Future Business Leaders of America (FBLA) chapter has been involved in a partnership with the Daly City-Colma Chamber of Commerce. This connection

has benefited both organizations in a multitude of positive and enriching ways. One aspect of FBLA that is emphasized to its members is community service. With the Daly City-Colma Chamber of Commerce, many community service opportunities have been provided for our members. Some events that FBLA members dedicate their time to and participate in yearly are the Daly City-Colma Chamber of Commerce's Business to Business event, Winter Soiree, Halloween, Business to Consumer's Showcase, Business to Business, Crab Feed, Golf, and the Bowling Tournament; and at the Bowling Tournament. The Chamber shows its appreciation for Westmoor FBLA's service by graciously donating a handsome check to the chapter. Westmoor FBLA enjoy participating in these events, as well as interacting with the Chamber members.

The Daly City-Colma Chamber of Commerce provides many of our Westmoor FBLA members with scholarships annually. Senior FBLA members who have shown exemplary service and academic achievement during their time in high school can be awarded a scholarship of up to \$1,000 from the Chamber. Each year, many Westmoor FBLA seniors are given these prestigious scholarships from the Chamber.

By aiding one another, the Daly City-Colma Chamber of Commerce and Westmoor FBLA have established, and continue to have, a beneficial and successful partnership with one another that benefits our student members and our community.

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Another aspect of being a Price-Simms dealership is that the entire corporation places a premium on community involvement. AutoChoice knows that its customers, staff and support come from Colma and to promote the best environment possible for our customers and ourselves, we must understand and be part of the community. To that end, we recently supported and attended the Colma Department of Recreation End of Summer Fiesta and sponsored the bike helmet giveaway at the Colma Bike Rodeo.

Come meet them in person at our **Open House scheduled for Friday, October 26 from 5:30-7:30 p.m.** Say hello to AutoChoice's friendly General Manager, Yama Popal, especially if you are looking for a new pre-owned car. He'll set you up with AutoChoice's no-cost CarFinder service to scan the Bay Area to find you the exact car you're looking for.

Law Office of Kenneth R. Linthicum

The Law Office of Kenneth R. Linthicum is a middle class oriented firm that serves the hardworking people living on the northern peninsula. It provides highly competitive pricing for its quality legal services so that local residents can have their legal needs handled by a competent professional.

The firm's primary focus is on family law, but is general in nature in that it also covers landlord/tenant law, estate administration, and debt collection issues.

What sets this family law practice apart from several other family law practices is its big-picture-practical approach that often gets lost by many parties during the highly volatile emotions that come into play during such events.

The general nature of this practice, along with its viable pricing, provides middle class persons with the opportunity to discuss their legal concerns with a professional and have

them handled in a practical and cost efficient manner.

The firm is conveniently located just off of the Manor Drive exit on Highway One next to the ocean. Plenty of parking is also available and it is just a fifteen minute drive from anywhere on the northern peninsula.

The attorney, as a resident of Daly City, is proud to be a member of the Daly City-Colma Chamber of Commerce that so wonderfully serves the community.



Kenneth R. Linthicum,
Attorney at Law

*Law Office of
Kenneth R. Linthicum, 15 West
Manor Drive, Pacifica, CA 94044
Tel. 650.355.8834
Fax. 650.355.7342
e-mail
klinthicum@linthicumlaw.com;
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- Anything else you need to make your experience as a business owner or partnership more relaxing and enjoyable...

Lori DeRenzo is a San Francisco Bay Area native, born and raised in Los Gatos, California. She holds a Master's Degree in Human Resources Management, a Bachelor's Degree in Literature and has earned the highly coveted Senior Professional in Human Resources (SPHR) designation from the Human Resources Certification Institute (HRCI).

HR DIVA SOLUTIONS

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www.hrdivasolutions.com
info@hrdivasolutions.com



Northern California Nursing Academy Congratulates Class 2012

Northern California Nursing Academy (NCNA) is a growing Postsecondary Educational institution in Northern California. With its main campus in Daly City, it has provided various healthcare programs to the community and the surrounding areas.

NCNA celebrated the Graduation of Class 2012 on September 1, 2012 at the SSF Conference Center. NCNA awarded diplomas to over 100 students,

Chief Academic Director, Dr. Efren N. Aquino. He shared his wisdom about the healthcare field, being a practicing professional in the industry for over 30 years. He has reached the point of self-actualization as he became an educator and co-founded NCNA. For all his students, he epitomizes the love for learning and relentless desire to become what you want to be.

The ceremony concluded with a speech from the Chief Administrative

Many students, parents and guests were overwhelmed with the graduation celebration. NCNA has made everyone feel the importance of completing their program. It will indeed be the start of a successful career in healthcare.

NCNA is formed by a group of experienced educators, who are at the same time, practicing professionals in the healthcare industry. They are Ms. E. Chan BSN RN, Ms. T Arafiles LVN MAEd, Ms. M Aquino BSN RN, Ms. C Estera BSN



Northern California Nursing Academy (NCNA)

355 Gellert Boulevard,
Daly City, CA 94015
Tel. 650.992.6262
Fax. 650.992.6263

e-mail:

info@ncnursingacademy.com

website:

www.ncnursingacademy.com

who completed programs in Nursing Assistant, Acute Care Nursing, Home Health Aide, Medical Assisting, EKG Technician and Dialysis Technician Training. Leadership Awards were presented to exceptional students who made a positive impact to their fellow students as well as contributed to NCNA's success in career training. The main speaker of the event is NCNA's

Officer, Kathrine D. Aquino. She shares a story about kindness, compassion and humility. These are a few of the many characteristics that NCNA focuses to teach their students in becoming a successful healthcare worker. She furthermore emphasized that NCNA will be with the students in search for their careers and will always be there towards their success.

RN, Ms. D Polglaze BSN RN and Dr. E Aquino. The educators have over 30 years of experience in their respective professions as Licensed Vocational Nurses, Registered Nurses and Medical Doctors. They are brought together by the passion for educating students and preparing students to obtain a successful and stable career in the healthcare industry.

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Daly City-Colma Chamber of Commerce Photo Gallery

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Pls contact:

Ross Sit, Associate

Cell: 650.302.1268

SitRossFamilyCare@yahoo.com

www.ross.awiscard.com



Thank You Daly City & Colma



For Keeping It Green & Easy

The community's participation in Allied Waste's curbside single-stream recycling program has been tremendous. On behalf of the Allied Waste team, thank you for working with us to increase diversion and reduce the volume of waste going to landfill. By recycling more, you're helping improve the environment and the health of our community.

If you need information on what can and cannot be recycled, or have questions about your curbside collection services, please visit alliedwastedalycity.com or call Allied's Customer Service Department at **650-756-1130**.



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“The holidays are coming! The holidays are coming!” ... What do we drink???

That's right! Between now and January 2nd we'll experience a possible 6 reasons to celebrate with loved ones, and possible revelers you barely know. You might ask, “But, what am supposed to serve?” or “If I serve (or bring) the wrong wine, will I be considered a troglodyte?” or, “Will I be banished to the children's table?”

Well I'm here to help you relax and make sure you find the right wine for the occasion.

First, lets start with the menu. In the time I've been a Sommelier (also known as certified wine snob) I hear on a regular basis, “Oh you know... we're having a 'traditional' (insert holiday here) meal.” This is trap. Whose 'traditions' are we talking about? I've spent several years abroad and have realized what you consider 'traditional' is far different than what I might consider as traditional. So for arguments sake, lets say we're having some form of fowl, with a possible second main course of something with hooves, and an alternate of a vegetarian offering. OK?

RULES:

1) *There are no rules! That's right.* Toss that Wine Bible out the window. Chuck the file of “Times” articles you got from your grandfather. Recycle all the wine mags that state categorically, “This wine is a MUST buy!” Nonsense. That said, there are guidelines. If you don't like it, you're not going to drink it! End of game. Most American's have been brought up drinking colas, cool-aids, or other soft drinks with their meals. When they drink wine, many times it's too acidic (sour) or tanic (bitter) to their liking. This is where a good advisor comes in handy.

2) *If the food has a salty edge* (Turkey, Chicken, Asian cuisine, German,

Austrian...) or is spicy, (Indian, Latin, Hungarian...) then it's best to lean toward the sweeter styles. Riesling, American Gewürztraminer, Chenin Blanc, or possibly a Torrontes. These whites that have a fruitier flavor than some of their snootier counterparts. If you KNOW there's going to be that pesky guest that insists on having a red wine, pick up a few bottles of Beaujolais Nouveau, Pinot Noir, a lighter style Zinfandel, or Shiraz. You can buy a Cabernet Sauvignon or Merlot. But **PLEASE** ask someone at the store you're purchasing at if the wine is a “Fruit Forward” style. That's Sommelier speak for it's a little lighter and has a slightly sweeter tinge to it. Please notice I'm leading you toward the lighter in character wines. What we're trying to do is balance the wine with the meal. If the wine is too strong, you never taste the food. The wine will burn the pallet. This will cause the chef to cry when they ask, “How was the meal?” and you reply, “I have no idea, but that wine is GRRRRREAT!”

3) *If you're going with a heavier, gamier 'bill-o-fare',* I'd suggest trying a few 'out of the ordinary' choices. If you have heavily spiced beef or lamb, venison, buffalo, elk, etc. try a Pinotage, Rioja, Bordeaux, Malbec, or Barolo. All of these are substantial, chewy red wines that help the meat go down with out over balancing the mouth. If you have a white drinker try a heavier Chardonnay, Roussanne, Marsanne or Gavi.

4) *If you are a vegetarian and want to celebrate all that is happy* this holiday season; look to your spicing,

the consistency of the base of the dish, and the traditional flavors that go with that. If you're doing a 'Tofurky' follow the guidelines in 2) above. If you're doing a moussaka think of the wines that go with your spicing and base. Remember, tomatoes = Chainti. Grilled portabella mushrooms? Think earthy. Possibly a Beaujolais, Malbec or American Sauvignon Blanc. Always look to what the carnivorous counterpart would be, then use the wine that goes with that meal.

5) *Remember salty or spicy foods = sweeter, fruitier wines.* Heavier and sweeter-meated meals = heavier and a bit more tannin filled wine.



“ASK BEN Q & A”

If you have anymore questions, here's your chance!

There will be a regular feature of “Ask Ben Q & A.” I will take the e-mails you send to me and give an answer to you either in the next printing, or by e-mail. Remember, there is NO SUCH THING AS A STUPID QUESTION! We're all learning at different paces. I could give you some brand names for your holiday gatherings, (and will if you e-mail me with your menu) but to be honest, it's much more fun experimenting and trying new things.

Have you figured out what the 6 holidays are? Contact me at: BenBongers@yahoo.com



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REBECCA Says.....

REGULAR REAL ESTATE TIPS, TIDBITS & RESOURCES PROVIDED BY REBECCA C. HUSTED, REALTOR/REAL ESTATE CONSULTANT WITH BETTER HOMES AND GARDENS REAL ESTATE, DALY CITY

This article is being provided as a benefit of my membership in RISMedia's TOP5 in Real Estate – while our local market is HOT, HOT, HOT – these tips will still help get TOP DOLLAR! Enjoy.

As a Member of the Top 5 in Real Estate Network®, I have a wealth of real estate and homeownership information like below that may be of help to you. Feel free to contact me any time to learn more and be sure to share this article with friends or family that may be interested as well.

GETTING YOUR PRICE IN AN IMPROVING MARKET

For the first time in several years, home prices are rising in many of the nation's metropolitan areas. Locally, due to a lack of inventory, we are experiencing both rising prices and very competitive, multiple offer situations. This is good news for homeowners who've been waiting to put their homes on the market. But competition can be stiff, and the savvy seller will put a few dollars and a little elbow grease into sprucing up his property to make it more attractive to potential buyers.

Curb appeal counts – A buyer's first impression is important. Be sure the lawns and landscaping are neatly trimmed, no toys or equipment clutter the lawn or driveway, and the front door and mat look fresh, clean, and

inviting. Painting or replacing a faded front door can vastly improve the look of the property. **Neutralize the rooms** – Especially if you have tended toward bright paint colors, it may be time for a coat of paint to neutralize the living areas of your home. Choosing a safe off-white or cream colored paint can improve the home's eye appeal for a greater number of buyers.

Brighten the bathroom – Tired-looking or outdated bathrooms are frequently a buyer turn-off. But you don't need to completely remodel. Replacing the sink and/or cabinet with a trendy new style or changing out the hardware for something snazzier can make a huge difference. Be sure the hanging towels and bath mat, and the shower curtain if you have one, are fresh and super clean. **Tidy the kitchen** – Here again, a fresh coat of paint can improve the look of your kitchen – and even older flooring or countertops will look better when cleaned to a shine. Removing clutter from the countertops – including canisters and some small appliances – will help create a feeling of space. Keep all sponges and towels out of view and be sure the sink is shiny clean and free



Rebecca C. Husted
Realtor/Real Estate Consultant
with Better Homes and Gardens
Real Estate, Daly City
Realtor, DRE#00974102

www.RebeccaHusted.com



of dirty dishes. **Let the light in** – Dark rooms are another turn-off. Especially when you know your home will be shown, open the drapes and curtains to let natural light in.

For more Info or Links to additional resources: Contact Rebecca C. Husted, Realtor/Real Estate Consultant with Better Homes and Gardens Real Estate, Daly City, 415.706.4722, husted@bhghome.com, www.RebeccaHusted.com

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Join the Chamber of Commerce

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Daly City-Colma Chamber of Commerce

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



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