

CALABASAS POST

Mission Statement:
The purpose of the Calabasas Chamber of Commerce™ is to enhance and support our members' business success.

SEPTEMBER 2011

A CALABASAS CHAMBER OF COMMERCE™ PUBLICATION

WWW.CALABASASCHAMBER.COM

Calabasas Chamber of Commerce Announces New President/CEO



Bridget Karl posed with Chamber Chair Brenda Johnson

“We welcome Bridget back to the Chamber and look forward to her professionalism, energy and talent,” said Brenda Johnson.

After leaving the Calabasas Chamber in 2008, Bridget

Brenda Johnson, Chair of the Board, Calabasas Chamber of Commerce, is pleased to announce that Bridget Karl has been named as President/CEO of the Calabasas Chamber of Commerce. Having previously served as Membership Director of the Chamber, Bridget began her new leadership position on September 1st.

“We welcome Bridget back to the

worked in environmental sustainability, helping businesses and organizations discover how being environmentally friendly and using renewable resources help their community and benefit the bottom line. Bridget guided businesses to make a successful transition toward a sustainable economy. Her hope is to spread the same philosophy throughout the Calabasas Community. Bridget is delighted to be representing the Calabasas Chamber and it's members, once again.

Maureen Whalen, recent Chamber President/CEO has made a career change. Brenda Johnson added, “We appreciate Maureen's dedication to the Calabasas Chamber of Commerce and wish her success in her new business venture.”

The Board of Directors welcome Bridget back to the Chamber and looks forward to working together to promote the Chamber, our Members and your businesses.

It's Time for the Calabasas PUMPKIN FESTIVAL!!

Become A Corporate Sponsor Or Showcase YOUR BUSINESS In The Business Expo!



The Calabasas Chamber of Commerce has created various levels of sponsorships and exhibiting opportunities for companies to gain valuable exposure while supporting a great community event! As a “Pumpkin Partner” you can stand out as an exclusive sponsor of a high profile area within the festival or join other organizations in Business Expo and Fun Zone. (Note: Business Expo Sponsorship Includes 10 x 10 Canopy Tent, Table, 2 chairs and a Banner with Company Name). For a complete List of Sponsorship Opportunities Including The Business Expo and Fun Zone, Click Here and then Click Again on “Get Involved”.

Official Pumpkin Festival Website goes live!

Visit www.calabasaspumpkinfestival.com

for the very latest on this year's fun!

Sign up to volunteer!

Calabasas Pumpkin Festival Kick-Off Mixer!

Thursday, September 15th!

Raising Punky to his Rooftop Perch!

Acura 101 West

24650 Calabasas Road, Calabasas

5:30 p.m. - 7:00 pm



Refreshments and Networking

Admission: FREE Members; \$10 Non-Members

RSVP Preferred

Please call the Chamber Office at 818.222.5680

or email, info@calabasaschamber.com

The **CALABASAS POST** is a publication of the Calabasas Chamber of Commerce, 23564 Calabasas Road, Suite 101 Calabasas, CA 91302 818.222.5680 / Fax 818.222.5690 E-mail: info@calabasaschamber.com Office Hours: 9:00 a.m. to 5:00 p.m., M - Th 9:00 a.m. to 1:00 p.m., Friday www.calabasaschamber.com

2011 Board of Directors

Chairman of the Board

Brenda Johnson (2006)
Calabasas Pharmacy, 818.223.8656

First Vice Chair

Elena Yasno (2008)
Lenka Traveler, 818.222.0252

Vice Chair Finance

Matthew Pime (2006)
New England Financial, 818.999.2800

Vice Chair Governmental Affairs

Martin Seda (2005)
AXA Advisors, LLC, 818.587.4297

Vice Chair Chamber Development

Michelle Paquette (2009)
All Ways Consulting, 310.429.7117

Vice Chair Membership

Trevis Rucci (2008)
New England Financial, 818.264.0347

Immediate Past Chair

Kimberly Bordonaro (2006)
ProStyle Image, 818.468.4670

Amanda Beck

(2011)
Hub Int'l Insurance Services, Inc.,
805.435.3112

Jeff Blum

(2007)
Raymond James & Associates, Inc.,
805.218.8914

Jeff Morton

(2007)
AmeriFund Lending Group,
818.621.0308

Sue Orgen

(2011)
SRO Business Solutions, Inc., 818.591.2222

Doug Ridley

(2006)
Adelman Enterprises, 805.436.0410

Dana Rolland

(2011)
Atmosphere Events and Catering,
310.403.1214

Nate Smith

(2011)
Caruso Affiliated, 818.222.3444

Howard Sommers, Esq.

(2011)
Attorney at Law, 818.222.5439

Chamber Staff

Bridget Karl, President/CEO

Cheryl Frotton, Administrative Assistant/
Membership Coordinator

Newsletter Design

Diana LaPointe
DJW Design, 818.730.7215

CHAIRMAN'S MESSAGE

By Brenda Johnson, Calabasas Pharmacy

Although it still feels like summer, school has started and we all know fall is right around the corner. To the Calabasas Chamber of Commerce, fall means that the **PUMPKIN FESTIVAL** is also right around the corner. This year, the Calabasas Pumpkin Festival will be held October 15th & 16th, once again at DeAnza Park. The Festival is another great example of your City and Chamber working together to produce a fun event for the citizens of Calabasas, and it provides great exposure for our Chamber businesses. We expect over 15,000 people to attend the Festival over the 2-day event. What an opportunity to get the word out about your business! Our popular Pumpkin Festival **Business Expo**



is a fantastic opportunity for you to put together a fun booth about your business and talk to the thousands of people who come out to De Anza Park in October. The booths are very reasonable, especially considering the large attendance you can expect. You can also get larger visibility by sponsoring an entire section such as the **Beer Garden** or **Contest Stage**.

The Festival would not be possible without our Chamber volunteers. Our event cochairs are seasoned veterans of the event. Both have chaired the festival before, so we are in the very capable hands of **Jeff Morton of AmeriFund Lending Group**, and **Sue Orgen of SRO Business Solutions, Inc.** There are ample opportunities for you to get involved in this fun, family event. Whether you want to be involved in the advance planning, coordinate an activity area, or just volunteer a few hours at the event, we have a place for you. It is a great opportunity to meet more Chamber members by working together on our signature event. We REALLY appreciate the people that help make this event successful!

Hope to see you all at the **Festival Kick-off Mixer** on September 15th at Acura 101. Join us as we raise our giant mascot, Punky, up on the roof once again!

LEGISLATIVE UPDATE

By Martin Seda, Economic & Governmental Affairs Committee Chair

The Committee has taken a break for the summer but is back to work on September 12. If you are interested in joining this exciting and vibrant committee, plan on joining us at our **next meeting on September 12th at 12:00 Noon at the Riviera Restaurant in Calabasas**. If you need further directions, or if you are interested in joining the EGAC Committee, please call the Chamber Office at 818-222-5680.

Dear Calabasas Chamber of Commerce Members,

It is with mixed emotions that I announce to you my departure from my position of President / CEO of the Calabasas Chamber. I never expected to be leaving just six months after starting here; however I have received the proverbial "offer I couldn't refuse." This month I will be returning to the world of business development and management with the Association for Corporate Growth's (ACG) 101 Corridor. Though it is the end of my formal relationship with this Chamber, I will always treasure the many friendships I have made during my short tenure here and look forward to remaining in touch with many of you! I'd like to extend a particularly heart-felt thank you to three particularly great women: To Carol Washburn, Brenda Johnson, and the "rock" of the Calabasas Chamber, Cheryl Frotton: Each of you made the transition into my position seamless, and were just a phone call away if I ever needed anything. Thank you.

Fondly,
Maureen

GOOD MORNING, CALABASAS!

Elena Yasno of Lenka Traveler will moderate September's **Good Morning Calabasas!** On Thursday, September 8, we'll gather for breakfast and networking at 7:15 a.m. at the Hilton Garden Inn – Calabasas. The topic will be, **"Your Business – It Is Personal!"** Make your reservation today and bring plenty of business cards to share...and don't forget company brochures for the Marketing Display table. Why not highlight a new feature or service this month with a new 30-second business introduction?



Thank you to Bob J. Epstein, Attorney at Law for moderating the August Breakfast program. Special thanks to the following people for their generous door prizes at the August Breakfast: **Kari Finnegan, Hilton Garden Inn; Fred Gaines, Calabasas City Councilmember; Dennis Karlin, Patch.com; Hank Yuloff, Send Out Cards.**

Did you know that bringing a door prize to the Breakfast is a great way to publicize your business!

Chamber members and the general public are invited to attend the monthly Breakfast program. **The cost is \$20 Members; \$25 for Non-Members.** Please call Cheryl Frotton at 818.222.5680, or e-mail your reservation to September Breakfast. No shows will be charged.

September Breakfast Sponsor:

THE LAW COLLABORATIVE
LOS ANGELES



RONALD SUPANCIC, CFLS, ROBERT BORSKY, ESQ
POURYA KESHAVARZI, ESQ & TY SUPANCIC, ESQ

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CALL US TODAY FOR A FREE PHONE CONSULTATION

(888) 852-9961

OR VISIT US ONLINE AT
www.TheLawCollaborative.com

Thank You to our August Breakfast Sponsor!

Forestar Real Estate Group

John Polito

960 Westlake Blvd. #202
Thousand Oaks, CA 91362
(805) 390-2886
politoland@aol.com

Table Top Networking Breakfast!

People buy from people they know and like! Networking is not just a word, it's an art. People who have mastered the art of networking know that networking is personal. Come learn how to powerfully communicate the YOU in your business and in networking.

Your Business - It Is Personal!



**Thursday, September 8, 2011
7:15 a.m.**

**Hilton Garden Inn
24150 Park Sorrento
Calabasas, CA 91302**

Members: \$20.00 Non-Members: \$25.00

Reservations strongly suggested, as we will seat only one business category at each table.

Order Your Personal Magnetic Name Badge

Your Name Here

Your Business Here

For the low price of \$12, receive a distinctive green magnetic badge with engraved white lettering to publicize your business at functions you attend. You may place your badge order through the Chamber

office at 818.222.5680.

WELCOME, NEW MEMBERS

FLORENCE HOME HEALTH CARE – We at Florence Home Health Care Agency are committed to a variety of high quality health care services, (skilled nursing, physical therapy, wound care, etc.)

Rahim Bidgoli

2521 E. Thousand Oaks Blvd
Thousand Oaks, CA 91362
(888) 868-8687
www.fhhcare.com

M H FINANCIAL CONSULTING - Working with individuals and business owners to help achieve their financial goals.

Michael Higginbotham

(818) 206-5838
Michael.Higginbotham0@gmail.com

HEALING TOUCH ACUPUNCTURE – Acupuncture without needle insertion. Identify and correct malfunctions of hormones, digestion, immunity and detoxification systems. Restore the body back to health with herbs, nutrition and lifestyle.

Lorrie Bailey

23945 Calabasas Road #105
Calabasas, CA 91302
(818) 601-2027
www.nopunctureacupuncture.com

GOLDEN SPOON FROZEN YOGURT - When people think frozen yogurt, they think Golden Spoon!® That's because we offer the ultimate frozen yogurt experience. We were there at the beginning, helping invent one of the coolest trends in food history. Many other companies have learned that all the marketing in the world can't build the cult of personality brands like ours. Golden Spoon® has spent years cultivating a close relationship and earning the trust of our customers. As a result, we are now the premier brand of soft-serve frozen yogurt in Southern California, Arizona, Nevada, and Southern Utah and sell more yogurt here than any other frozen yogurt or ice cream chain.

Adam Smith, Owner

Gelson's Village
22259 Mulholland Hwy.
Calabasas, CA 91302
(818) 222-5260
www.goldenspoon.com

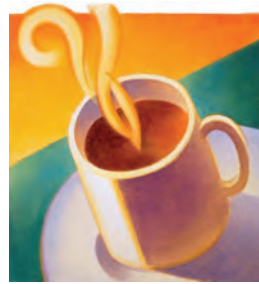
ACURA
101 West

24650 Calabasas Rd., Calabasas, CA 91302

Asim Ali
General Manager



(818) 222-5555
Fax (818) 222-6847
www.acura101west.net



A MORNING WITH BRIDGET

A monthly meet and greet at the Calabasas Chamber of Commerce office where members can come and discuss their business with our President and CEO, Bridget Karl and members of our Deputy Committee. Together, we will help you find ways to best utilize your membership and help you succeed with your business goals. We encourage you to write out your business goals for this year and bring them with you.

Advance reservations are required and space is limited to foster an intimate atmosphere where everyone will be able to discuss their needs. **Next "Morning" is on Tuesday, September 13th at 9:00 a.m.**

Reserve your spot by calling (818) 222-5680 today!



Board Members, Deputies and Staff Welcome New Member **Step It Up Today! Friends of Calabasas High School Football** to the Chamber. (l-r) Marie White, Money Mailer; Saleem Saleem, RMS Direct, Inc., **Ronit Levy, Step It Up Today! Friends of Calabasas High School Football**; Elena Yasno, Lenka Traveler; Marcey Verity-Viner, American Cancer Society and Cheryl Frotton, Chamber Membership Coordinator.



The August Breakfast program held at the Hilton Garden Inn Calabasas was the setting for introducing the Calabasas Chamber's newest members who received their Member Plaques. (L-r) **Garineh Nersisyan, O.D., Wink Optometry**, Brenda Johnson, Chamber Chairman and **Ronit Levy, Step It Up Today! Friends of Calabasas High School Football**.

THANK YOU, RENEWING MEMBERS

1983
RJR Wireless

1985
Viewpoint School

1996
Temple Aliyah

1997
Congregation Or Ami

1998
Fred and Jill Gaines

2003
Volvo of Calabasas

2009
David Brass Rare Books

MEMBER NEWS

New Chamber Member **Mike Martinek** of **State Farm Insurance** will be officially opening his office in Calabasas on September 1st. It will be located at 5000 N. Parkway Calabasas, Suite #109, Calabasas. His phone number is (818) 714-7000. **Congratulations Mike!**

CITY NEWS

The **2011 Calabasas Fall Recreation** brochure has been mailed to all Calabasas residents. The brochure features detailed information about adult and youth classes, senior citizen programs, community news and information, sports activities and much more. Please look for Enrichment classes and other after school programs in the Recreation Brochure. The 2011 Fall Calabasas Recreation Brochure is also available online and additional paper copies are available at City Hall, the Agoura/Calabasas Community Center and the Calabasas Tennis and Swim Center. Classes run until December 2011. For more information about Calabasas recreation opportunities or for help with class registration, please call the Recreation department at (818) 880-6461.

The 2011-2012 **Calabasas Study Buddies Program** begins on September 20, 2011. The program helps Calabasas elementary and middle school students to get free assistance with homework at the Calabasas Library. High school students are available to help elementary and middle school students with their homework and study skills. Study Buddies is available on most Tuesdays and Thursdays from 3:30p.m. to 4:30p.m. in the Calabasas Library meeting room. The library is located at 200 Civic Center Way in Calabasas. For more information about the Study Buddies, please contact the library at (818) 225-7616.

Business Mixer

Omega Boutique

Westfield Shopping Center
6600 Topanga Canyon Blvd., Canoga Park
(Lower Level, next to Neiman Marcus)

Thursday, September 22

5:30 p.m. - 7:00 p.m.

Refreshments and Networking

Admission: FREE Members; \$10 Non-Members

RSVP Preferred

Please call the Chamber Office at 818.222.5680
or email, info@calabasaschamber.com

**Do you need a comfortable space
for a small-group meeting
or client conference?**

Consider the Calabasas Chamber of Commerce!

- **Conference Table with Seating for up to 10**
- **Light refreshments and/or catering available**
- **Pre-Arranged Parking Arrangements**

**Call for availability and pricing
818-222-5680**



Calabasas Chamber members join members of the West Hills / Canoga Park Chamber to welcome **Payam Samouhi, D.D.S.** (holding scissors) and **West Valley Oral & Maxillofacial Surgery Center** to their Chambers.

CALENDAR

SEPTEMBER 2011

- 8 Thursday, 7:15 a.m. – 8:45 a.m.
**Good Morning Calabasas!
Chamber Networking Breakfast**
Hilton Garden Inn – Calabasas
24150 Park Sorrento, Calabasas
- 12 Monday, 12:00 Noon
EGAC Committee Meeting
Riviera Restaurant
23683 Calabasas Rd., Calabasas
- 13 Tuesday, 9:00 a.m.
Morning with Bridget
Chamber Conference Room
23564 Calabasas Rd. #101
Reservations Required!
- 13 Tuesday, 5:00 p.m. - 6:00 p.m.
Deputy Committee Meeting
Chamber Office
- 15 Thursday, 5:30 p.m. - 7:00 p.m.
**Calabasas Pumpkin Festival
Kick-Off Mixer**
Acura 101 West
24650 Calabasas Road, Calabasas
- 20 Tuesday, 9:00 a.m.
**Education/Green Task Force
Committee Meeting**
Chamber Office
- 21 Wednesday, 5:00 – 6:00 p.m.
**Chamber Public Relations
Task Force**
Chamber Office
- 22 Thursday, 5:30 p.m. - 7:00 p.m.
**Business Mixer
Omega Boutique**
Westfield Shopping Center
6600 Topanga Cyn. Blvd.,
Canoga Park, First Floor next to
Neiman Marcus
- 27 Tuesday, 5:00 p.m.
Board of Directors Meeting
Acura 101 West

KAY'S Korner

Tips for on-line marketing success from Kay Wallace, Founder of Tools 2 Connect



About 65% of the population is a visual learner (see) while approximately 25% are auditory (hear) leaving only 10% learning kinesthetically (doers). What on earth does this mean? Keeping these statistics in mind, video has quickly become the leading way to get your marketing message in front of your target audience; whether by email, You Tube and even your website. Don't let this idea scare you into thinking you have

to hire an entire multi camera production crew to achieve this goal, the simpler the better. The goal should be the education and content. Videos describing your product or service as well as educating your

audience should be short and to the point. Multiple videos that are 2-3 minutes each packed with value are more likely to be watched over a 10-minute video with long drawn out explanations. Also, keep it fun and simple. Remember your goal is to answer questions about your business and solve potential clients' problems, not to bore them.

Get you a You Tube channel, a web cam or even use your smart phone and start filming. If you are uncomfortable in front of the camera you have 2 options; get over it (which is my suggestion) or have someone else be your spokesperson. People do business with people and want to hear your give your own message. Think of what your audience wants to learn, start filming and post as many places as you can on all your social media sites. Getting video testimonials from your clients also gives you the validation you need to grow your business.

If you're still uneasy check out my own You Tube channel for more tips. <http://www.youtube.com/user/Tools2Connect>

Charitable Works

Bringing you news of people and organizations dedicated to making our world a better place. By Laura Levinsky, Non-Profit Consultant

How do you know if the money you donate to charity is used for the purpose you intended? Do your homework. The internet is a great tool for finding out what you need to know before you donate. Websites like Charity Navigator (www.charitynavigator.org) or Guidestar (www.guidestar.org) can provide all the information you need to make an informed decision.

With all the information provided, how do you know if you are seeing a well-run organization? For starters, look at the percentage going to programs. That is how much of every dollar raised goes into the services the organization provides. You have to decide for yourself what you consider reasonable, for me it is 80% and more. My exception to that rule is an organization that has taken on the financial responsibility of hiring professional staff or consultants to grow the fundraising and program delivery. Sometimes, you really do have to spend money to make money.

Look at the growth of programs and fundraising. Fundraising should out-pace program growth, but only marginally. Charity Naviga-

tor puts this in an easy-to-read chart format. Check out what fundraising events are held and the percentage of funds raised used to put on the event (all in the 990).

Research the accountability of the organization: do they pay their board members (they shouldn't); if they have a conflict of interest policy (they should); do they disclose their 990 information; and for organizations in Los Angeles, do they have a Notice of Intent to Fundraise from the Charitable Services Section of the Los Angeles Police Commission.

It sounds like a lot of work just to give money to charity. But once you have done it a few times, you'll see how quickly you can find all you need. And you'll be able to make intelligent, informed decisions about your donations.



CALABASAS

OCTOBER
15TH & 16TH
10AM - 5PM

PUMPKIN

FESTIVAL

\$5 ADMISSION / KIDS UNDER 2 FREE
AT JUAN BAUTISTA DE ANZA PARK

ADMISSION PRICE INCLUDES:
INFLATABLE RIDES, HALLOWEEN CARNIVAL GAMES
PIE EATING & SEED SPITTING CONTESTS
BUSINESS DISTRICT FUN ZONE & SUNDAY CAR SHOW
PLUS REPTILES & NATURE PROGRAMS
& LIVE MUSICAL TRIBUTES TO NO DOUBT, U2 & MORE!



The Hometown Event With BIG Time Fun!

YOU'LL FIND PLENTY OF PUMPKIN PIE, SEEDS, ALE
& OTHER TREATS FOR PURCHASE
PLUS DON'T FORGET TO PICK YOUR
HALLOWEEN PUMPKIN IN THE PUMPKIN PATCH!
ENTER AT LOST HILLS & AGOURA RD OFF 101 FREEWAY
TO FREE & EASY PARKING & SHUTTLES



PLAN YOUR PUMPKIN FESTIVAL VISIT AHEAD OF TIME
AT WWW.CALABASASPUMPKINFESTIVAL.COM

**Calabasas Pumpkin Festival Partners
2011 Sponsorship Opportunities**

Welcome Station	\$5000	Be the <i>Premier Sponsor</i> to be seen by all the patrons as they arrive at the park. This GRAND location is the gateway to the Pumpkin Patch. It's where all families gather to choose that perfect pumpkin. A booth will be provided for you and your staff to greet the thousands who are entering and leaving the Festival.
Main Stage	AVAILABLE Call for Details 818.222.5680	Be the "Rock Star" of the event and Sponsor the Main stage with all the live musical entertainment. It's where the crowd gathers to listen and dance to their favorite bands.
Event and Contest Stage	\$2500	Sponsor the event where the crowds gather to cheer on their family and friends as they attempt to eat a pumpkin pie the quickest, spit seeds the farthest, and race miniature pinewood cars the fastest.
Beer Garden	\$2500	Sponsor the place "Where Everybody Knows Your Name." The Beer Garden is the venue to relax and enjoy a cold refreshing beer. Best seats at the festival to sit and watch the bands on the Main Stage.
Pumpkin Carver	\$1500	Sponsor the Pumpkin Carver and have the crowds be amazed and recognize your company's name as it's displayed by this creative crafter in the premier location, "The Pumpkin Patch", a family favorite!
Balloon Artist	\$1000	Excite the crowds with this talented balloon artist. Your company's name will be prominently displayed with the artist's creations. Both children and adults clamor for these wonderful works of art.
Business Expo Booth	\$600 <i>Available to Calabasas Chamber Members:</i> \$750 <i>for Non-Members</i>	Have a professional presence at the festival in the Business Community. Business Expo Sponsorship Includes: 10 x 10 Canopy Tent, Table, 2 chairs and a Banner with Company Name. Non-Members will be placed on the waiting list.
Corporate Pumpkin Partner	\$350	Be a supporter of the Chamber by having your Company's name on a banner prominently displayed at the event.
Pumpkin Painting	\$1000	The Pumpkin Painting "Gallery" is always one of the most popular activities of the weekend! Inspiring artists (and full-fledged artists!) young and old try their hand at turning a regular old squash into a work of art. The results are downright inspirational! As the sponsor of the Pumpkin Painting Gallery, your name will appear on a banner proudly displayed for all to see.
Face Painting	\$1000	Sponsor the Face Painting Arena and you will have the opportunity to put a smile on the faces of kids and their parents! Your company name will be displayed on a banner over the Face Painting Arena in the Arts & Crafts area.
Hair Painting	\$1000	New this year! The Hair Painting Salon will be THE place for kids to go who want to see their parents' hair stand on end!! Whether they choose to have their hair painted pumpkin orange or goodness-gracious green, mom & dad will heave a sigh of relief when they learn that the color comes out with one (two at the most) shampoos! Sponsor this area and you – and the kids – will surely receive tons of attention!
Fish Pond	\$1000	FISH POND – Back by Popular Demand! Kids line up by the dozens to cast their line into the pool o'prizes and they never walk away with out a catch "this big!" A great opportunity to put your name on one of the most exciting games of the festival.

**2011 CALABASAS PUMPKIN FESTIVAL
PUMPKIN PARTNER RESERVATION FORM**

CONTACT
NAME _____ **PHONE** _____

COMPANY _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

EMAIL ADDRESS _____

Please make your reservation ASAP (first come, first serve) for the **2011 Calabasas Pumpkin Festival** to be held **Saturday, October 15 – Sunday, October 16, 2011 at De Anza Park in Calabasas**. Enclose a check payable to the **Calabasas Chamber of Commerce**. (The Calabasas Chamber of Commerce is a non-profit organization pursuant to I.R.C. section 501.C3. Tax ID# 23-7291271)

I WOULD LIKE TO BE A PUMPKIN PARTNER IN THE FESTIVAL IN THE

AREA OF: _____

in the amount of \$ _____.

Enclosed is a check made payable to the Calabasas Chamber of Commerce in the amount of \$ _____.

Please charge my Mastercard/Visa or American Express in the amount of \$ _____.

Name on card _____

Card Number _____ Exp. _____

Signature _____

Please send the Reservation Form to: Calabasas Chamber of Commerce
23564 Calabasas Road #101
Calabasas, CA 91302
Phone: (818) 222-5680
FAX: (818) 222-5690
EMAIL: mwhalen@calabasaschamber.com
Website: www.calabasaschamber.com

Calabasas Pumpkin Festival
Saturday, October 15 and Sunday, October 16, 2011
De Anza Park, 3701 Lost Hills Road, Calabasas

CALABASAS PUMPKIN FESTIVAL
VOLUNTEER SIGN-UP APPLICATION
(PLEASE PRINT)

The exciting Calabasas Pumpkin Festival is just around the corner!
We are in need of volunteers to assist with the various activities at the Festival.
If you would like to help, please complete this application.

Name: _____ **Age if under 21:** _____
Address: _____
City: _____ **Zip** _____
Daytime phone #: _____ **Evening phone** _____
Email Address: _____

AVAILABILITY

Saturday, October 15 () 9:30 am – 1:30 pm () 1pm – 5:30 pm
() All Day 9:30 am – 5:30 pm
Sunday, October 16 () 9:30 am – 1:30 pm () 1pm – 5:30 pm
() All Day 9:30 am – 5:30 pm

**You may email, fax or send this form to: Calabasas Chamber of Commerce,
23564 Calabasas Road #101, Calabasas, CA 91302 Fax: (818) 222.5690
Email: mwhalen@calabasaschamber.com**





**ADVERTISE ONLINE WITH THE
CALABASAS CHAMBER OF COMMERCE!
CONNECT WITH BUSINESS, COMMUNITY...
THE WORLD!**

Calabasas is an affluent area with savvy consumers and progressive businesses. Don't miss the opportunity to reach this upscale community and offer your products or services to the many consumers, business owners and visitors who utilize our Web site to find what they're looking for. Online advertising is quick, easy and effective!

We offer three different sizes of banners with three month, six month and one year terms so finding a program that fits your budget is easy. Link your banner to your Web site or e-mail address. Sample banner ads are shown below. Please fill out the attached Website Advertising Insertion Order and get started on increasing your exposure and building your business today!

Have questions? Contact Cheryl Frotton at (818) 222-5680 or send an e-mail to info@calabasaschamber.com



HEADER BANNER
(468 x 60 pixels)



FEATURE BANNER
(242 x 120 pixels)



STANDARD BANNER
(120 x 60 pixels)



CALABASAS POST RATE SHEET

With a monthly circulation of 1,000 subscribers and additional newsletters distributed throughout the community, the Calabasas Post is an excellent way to attract customers for your business or event.

- **Ads must be received by the 15th of the proceeding month your ad is to appear.**

CAMERA READY ARTWORK MUST BE PROVIDED

Format: Digital files needed, PDF, JPG or TIFF accepted.

BUSINESS CARD SIZE

Size: 1/8 page, 3.8" x 2.3"

1 month	\$ 50.00
6 months	\$220.00
1 year	\$400.00

HALF PAGE

Size: 7.75" x 4.75"

1 month	\$ 140.00
6 months	\$ 770.00
1 year	\$1,400.00

QUARTER PAGE

Size: 3.8" x 4.75"

1 month	\$ 75.00
6 months	\$412.50
1 year	\$750.00

FULL PAGE

Size: 7.75" x 9.7"

1 month	\$ 275.00
6 months	\$1,512.50
1 year	\$2,750.00

ADDITIONAL ADVERTISING OPPORTUNITIES

***Website banner** advertising on our award winning website
www.calabasaschamber.com

***Mailing Labels** for your direct mail pieces or announcements
\$50 per set

*Flyers can be electronically inserted in the Calabasas Post for \$150 per month
Artwork must be received by the 15th of the month proceeding the month in which
the flyer is to appear.

(Format: 8.5" x 11", PDF file)

**Questions? Contact Cheryl Frotton at the Chamber office
(818) 222-5680 – Email: info@calabasaschamber.com**

MEMBER-TO-MEMBER TRADING POST

The following discounts are provided by Calabasas Chamber members as a service to other members. Discounts apply only to current members of the Calabasas Chamber of Commerce and are nontransferable. Business owners may post their own member-to-member discounts in the *Calabasas Post* by contacting the Calabasas Chamber at (818) 222-5680.

A Rental Connection

Les Sumpter, (818) 883-7368
10% discount on stock items

Acura 101 West

Asim Ali, (818) 222-5555
Call for special fleet pricing

All Animals Medical Center

Kerry Milliken, DVM & Attila Molnar, DVM, (818) 591-2773
10% off medical service for new clients

All Ways Consulting

Michelle Paquette, (310) 429-7117
20% off first coaching session

Ameriprise Financial Services, Inc.

Christopher C. Soulios, (310) 944-2488
1-hour complimentary consultation

Atmosphere Events and Catering

Dana Rolland, (310) 403-1214
5% off for new clients!! (first time only)

Autism Care and Treatment

Nancy Alspaugh-Jackson (818) 705-1625
Buy 2 tickets to Denim & Diamonds, receive 2 tickets half off

Barry's Ticket Service

Joe Page, (818) 990-8499, ext. 1156
10% off everything

Beauty Collection

Lucinda Maestas, (818) 225-9424
10% off to Chamber Members

Bella Skin Institute

Anna Guanache, M.D., (818) 225-0117
10% off (not good with any other offer)

Berkner Mobile Notary Service

Phil Berkner, (818) 591-7445
\$5.00 off notarization

Alan Berkowitz, Ph.D.

(818) 223-8670
10% off psychological services

BetterMen.org

Wayne M. Levine, M.A., (818) 879-1600
20% off individual coaching services

Blue Table

Gina Marcione, (818) 222-5195
10% discount

Matt Bogosian, Family Law Attorney

(818) 319-2339
Free initial consultation to Chamber members & referrals

C-Zero Consulting

Richard Blackledge, (310) 808-4916
Free initial consultation & Recommendations thru 2009-10

Calabasas Air Conditioning & Heating

Gordon Webb, (818) 222-9236
10% off all services

Calabasas Pharmacy

Brenda Johnson R. Ph., (818) 223-8656
5% off all merchandise & prescriptions

Calabasas Self Storage

Leann Miller, (818) 880-6060
One month free

Canoga Park Heating & Air Conditioning, Inc.

(818) 348-4765
10% off parts, installation & service

Canon Business Solutions

John Malone, (818) 871-6714
10% off all systems and solutions

Carnahan & Associates

Tom Carnahan, (818) 884-1500
Donation to charity of your choice

Celebration Portraits

Stephanie Miller, (310) 210-9560
20% off all purchases

Chase Bank, Calabasas

Pooran Safavi, (818) 222-1012
Annual fee waived for 1st year on business line of credit

Consolidated Disposal Service

General Manager, (818) 341-4746
10% off all new customers

Crumbs Bake Shop

Harley Bauer, (818) 225-9013
15% off

Courtyard Salon

23645 Calabasas Road
Ashraf Rezaie, (818) 222-9252
10% off products and services

Diamonds and Champagne Wholesale Jewelers

Grandma Sharon Rose, (805) 660-9336
Special pricing on jewelry repair

DJW Design

Diana LaPointe, (818) 730-7215
20% off, one-time only

Drivers Ed Direct

Eric Creditor, (800) 728-1048
\$15 off online drivers ed. or drivers training;
use code "CALCHAM"

Eden Surgical & Wellness Center

Board Certified Plastic Surgeons, (818) 444-4244
Free consultation

Florentyna's A Fine Flower Company

Shirin Paidar (818) 222-2446
10% off any arrangement or gift item

Foreclosure Express

Eric Mirzaian, (818) 878-0254
50% off trustee fees / 20% off other services

Good Nite Inn

Randall Boyd, (818) 880-6000
Special Rate Code GNICORP

Graphic Sales West, Inc.

Randall H. Pelter, (818) 704-0234
10% off first order

Greathouse Law Firm

Janet Greathouse, (818) 735-0626
20% off all legal services

Greg's Handyman Service

Greg Rader, (818) 340-8284
20% discount off hourly rates

Healing Touch Acupuncture

Lorrie Bailey, (818) 601-2027
First visit - \$50.00

Hidden Chateau & Gardens

Jill Milligan, (818) 610-3228
10% off any purchase

Huntington Learning Center

Mike Kent, (818) 716-0050
\$50 off a Diagnostic Evaluation

In & Out Painting

Joseph Balsano, (818) 880-1447
10% discount

Inner-I Security In Focus

David Scola, (818) 704-1337
10% off any new security system

Jersey Mike's Subs

Lisa & Joe Sutter (818) 880-2600
10% off all purchases

Kevin Lubera Photographer

(818) 679-9768
10% discount

LA Pro Forms Printing

Marc Covert, (818) 775-9500
10% off first order

Law Offices of A. Singer & Associates

Anne Singer, (818) 597-7700
Reduced hourly rate

Leading Edge Cosmetic Laser Surgery

Mitra Tahvildarian, (818) 223-9803
10% off all services (procedures)

Lewis R. Landau, Attorney at Law

(888) 822-4340
Complimentary initial consultation

Leonis Adobe Museum Gift Shop

Doris Butler, Manager, (818) 222-6511
10% off all purchases

Masterpiece Dance Theatre

Golden Koscuik, (818) 257-2001
10% off "series" purchases, per person

McAllister Office Pavilion

Sally Desmond, (818) 591-3200, x 117
Promo price for Herman Miller Aeron and Mirra chairs

MMP Printing & Digital Graphics

Pamela Berg, (818) 891-8282
10% off all products & services

Montessori of Calabasas

Dehini Wiratunga, (818) 222-0232
\$100 discount on registration fee for chamber members

New England Financial, A MetLife Affiliate

Matthew Pime, (818) 999-2800, ext. 363
Complimentary retirement income analysis

NOW Messenger Service

Jeff Sommer, (818) 774-9111
First local delivery free (up to \$50 value); open an account
& receive a 15% discount for 60 days and 5% thereafter

On Graphics Design Associates

Jeff Oliver, (818) 591-0033
One time discount on creative services

Denise Payne, LMFT

(805) 501-4598
10% discounted fee for services

Payroll Plus

Jim Meadville, (818) 772-4530
No set-up fee

PGM Technical Services

Michael Ebbeson, (818) 887-2406
10% off hourly rates

PHILLIPS Law Office

Carolyn Phillips, (818) 331-1700
One-hour consultation for Chamber members at no charge

Pierce Brothers Valley Oaks-Griffin Memorial Park

Erin Hickey, (818) 889-0902
10% off any services

Preferred Searches

Michelle Rubin, (818) 880-5775
10% off standard fee

Quality Parking Service

Ben Akbary, (818) 382-6699
10% discount on valet parking

Anita Rathee, D.D.S., M.P.H.

(818) 348-8898
"Get to Know Us Special"

Raymond James & Associates, Inc.

Jeff Blum, RPC, (805) 373-5682
Complimentary business needs analyses

RC Digital Design

Richard Chudy, (818) 702-0879
20% off design services, first order only

Renewal Spa & Nails

Mary Ha & Kirstie Ngo, (818) 223-8696
10% off on services over \$35

RMS Direct, Inc.

Saleem M. Saleem, (818) 707-2625
Special Discounts for Chamber Members

Royal Service Air Conditioning & Heating

Noam Sharf, (626) 281-8848
10% discount for Chamber members

Send Out Cards

Hank Yuloff, (818) 705-4265
Free Box of Brownies with trial discount

Silverstone Consulting

Robert Silverstone, (310) 359-8482
20% discount on initial transaction

Lawrence G. Simons, O.D.

(818) 871-9898
10% off eye examinations and eyewear

Souza & Associates, Inc.

Jacqueline Souza, (818) 223-9647
Free consultation

SRO Business Solutions, Inc.

Susan Organ, (818) 591-2222
1st hour free bookkeeping services

Tapis Rouge Events

Erika Wirkkala, (818) 425-0998

15% reduced fee

Team Play Events

Jamie Rose Plum, (818) 889-3336

10% discount on all event equipment

Torgan-Beard-Fernandez Dental Group

Nancy Davis, (818) 225-0046

10% courtesy discount

Trinity Salon & Spa

Sophia Corbett, (818) 340-6693

10% off to members

White House Properties

Deanna Shapiro, (818) 222-2424

Call for member discount

Wilmes-Reitz Psychological

Joyce Wilmes-Reitz, (818) 591-8270

One free session for Chamber Members

Wink Optometry

Matthew Alpert & Josh Corben, (818) 222-9465

10% off all services and eyewear

Malibu/Lost Hills Sheriff's Station

LEROY D. BACA, Sheriff

Community Crime Prevention Tips

Parents: ONLINE SAFETY TIPS

Talk with your children about the benefits and risks of internet and wireless phone use.

Ask your children what they do online, what games they play, and what web sites they visit. Make sure they aren't playing violent video games.

Go online with your children. Have them show you what they do online.

Make a list of any web sites you find that you think your children will enjoy, and share the list with them.

Make a list of any web sites you think are inappropriate, and tell your children not to visit them or purchase parental control software from a commercial vendor.

Agree with your children on rules about what they can and cannot do online, when they can go on the internet, and how long they can stay. Keep the computer in a central area of the house where you can observe your child's behavior.

Agree to a contract for family cell phone use with your child.

Ask your children whom they

visit online and whom they email or text.

Set limits on how many messages or how much money children can spend on their wireless use each month.

Tell your children never to give out personal information, such as their real names, school names, or their home or school address.

Tell your children never to harass anyone online.

Being bullied online or in a text message is serious; make sure your children know they can come to you for help if this happens to them.

Tell your children never to send a picture of someone to another person by email or text message without the prior permission of that person.

Make sure your children know that if anything online or in a text message makes them feel uncomfortable, they can come to you and tell you about it.

Make sure your children know that if they feel uncomfortable with something they receive online or by text message, or that they are in trouble because of something that happened online, that they can come to you for help. Remember, your children

may need help, and penalties such as removing the computer or restricting access to a wireless device can be counterproductive. If your children come to you, listen to them and don't judge them.

If you have any questions, please contact Deputy Shawn Brownell at (818) 878-5506.

A Tradition of Service