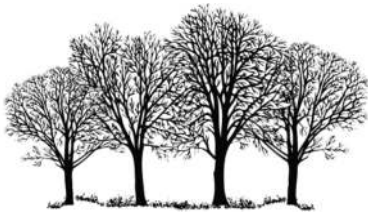




CASTRO VALLEY/ EDEN AREA CHAMBER NEWSLETTER



The mission of the Castro Valley/Eden Area Chamber of Commerce is to lead our community toward sustainable economic growth, to advocate a pro-business climate for our members, to honor the historical foundations and future promise of the Area, and to establish, advocate and execute the community's economic vision.

December 2018

3160 Castro Valley Blvd., Castro Valley, CA 94546 Suit #224

(510) 537-5300

CANCELLED: 2018 MEET IN THE STREET LIGHT PARADE

It was with much deliberation and great sadness that the annual Meet in the Street Light Parade was cancelled for 2018.

Community health and safety is our #1 priority and due to the poor air quality, the parade and festivities were shut down. The decision did not come lightly for the producers and participating agencies of the event, however, we are all optimistic for our state and will look ahead to next year's festivities!

Our office would like to thank the tireless efforts of all first responders all over the state. Many of our own Alameda County members have travelled all over the state to aid in relief efforts. Again, we thank you.



Business Card
\$100

Your Ad Here

BRAG ABOUT YOUR BUSINESS LIKE IT'S
YOUR BEST FRIEND

Visit EdenAreaChamber.com for more information

Chamber Member in the *Spotlight*



Sutter Health Eden Medical Center

We’re inspired by our Northern California community and work tirelessly to deliver top-rated, affordable healthcare. Doctors, hospitals, care teams and employees in the Sutter Health network are always looking for new, meaningful ways to care for you and your loved ones. We believe that every moment matters when it comes to helping you live a longer, healthier and happier life.

As a not-for-profit organization, we reinvest our resources back into the community. Our hospitals compassionately care for more low-income Medi-Cal patients in Northern California than any other health system. We proudly fund and partner with community programs to help ensure those in need have access to care and social services.

At Sutter’s Eden Medical Center, we strive to be an industry innovator by integrating physical and mental health to ensure care of the whole person. We combine compassionate, patient-centered care with state-of-the-art technology in a sophisticated, LEED-certified facility. The new medical center opened in 2012, replacing the original Eden building.

Sutter Health was named one of the nation’s top five largest health systems in 2016. An independent analysis by Truven Health Analytics found that Sutter Health and other top-performing systems save more lives, have fewer complications and spend less per patient episode of care.



Community Benefit

We invest millions of dollars in direct medical services for people in need because we care about the health of our entire community.



Our Culture

We treat our patients and colleagues with compassion and respect because everyone deserves to feel welcomed and supported.



Innovation

Northern California sits at a crossroads of the right place and the right time. Some of the great advancements that will define the future of our world are happening here.

2018 Castro Valley/ Eden Area Chamber Board of Directors

President

Tim Castle

Vice Presidents

Brian Morrison

Directors

Bill Mulgrew

Zelma Byrd

Julie Sumiki

Treasurer

Bryan Daylor

David Gehrke

Hans Cho

Kathy Anderson

Susan McCue

Parvin Ahmadi

Cindy Torres

Sandra Macias

Marty Neideffer



Monthly Mixer Info!



Chamber Holiday Mixer

Thursday, December 13, 2018
5:30 – 7:30 p.m.

Eden Medical Center
Medical Office Building Conference Center
20101 Lake Chabot Road, 2nd Floor
Castro Valley, CA 94546

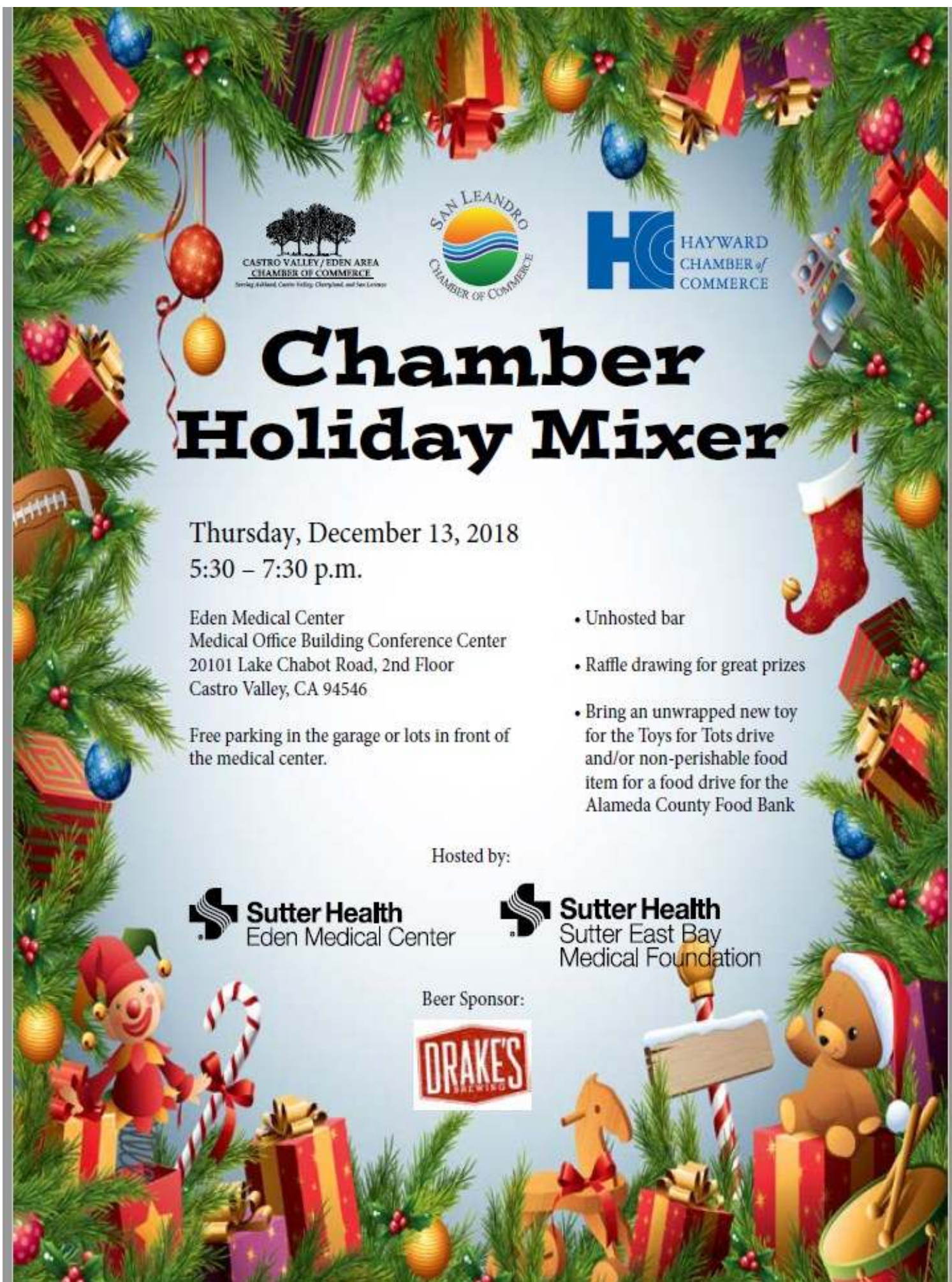
Free parking in the garage or lots in front of
the medical center.

- Unhosted bar
- Raffle drawing for great prizes
- Bring an unwrapped new toy for the Toys for Tots drive and/or non-perishable food item for a food drive for the Alameda County Food Bank

Hosted by:



Beer Sponsor:



ALAMEDA COUNTY

Resource Directory

Castro Valley/Eden Area Chamber of Commerce: (510)537-5300

DISTRICT 3 WILMA CHAN (510)272-6693

Alameda and San Leandro; a portion of the city of Oakland, including the Chinatown, San Antonio, a portion of the Fruitvale neighborhood and Melrose areas; the unincorporated communities of San Lorenzo and Hayward Acres; and a portion of the unincorporated community of Ashland .

DISTRICT 4 NATE MILEY (510)272-6694

Pleasanton, including the adjacent unincorporated Castlewood and Happy Valley Areas; the Lower Hills, South Hills, and Elmhurst areas of Oakland; the unincorporated communities of Castro Valley, Cherryland, and Fairview; and most of the unincorporated community of Ashland.

Alameda Zoning & Planning (510) 670-5400

Assessor’s Office (510) 272-3755

Auditor-Controller’s Agency (510) 272-6565

Child Support Services (510) 639-7299

Child Protective Services (510)259-1800

Clerk of the Board of Supervisors (510)272-6347

Community Development Agency (510)670-5333

County Administrator’s Office (510)272-6983

County Counsel (510)272-6700

District Attorney (510)272-6222

Fire Department (510)618-3480

General Services Agency (510)208-9700

H.A.R.D (510)881-6700

Health Care Services Agency

Behavioral Health Care (510)567-8100

Environmental Health (510)567-6700

Public Health (510)267-8100

Human Resources Services (510)272-6442

Information Technology Dept. (510)272-3600

Library-Fremont Main (510)745-1400

Probation (510)268-7050

Public Works Agency (510)670-5480

Building Inspection and Permits (510)670-5440

Flood Program and Road Program (510)670-5480

Flood Control and Road Maintenance (510)670-5500

Alameda County Family Justice Center (510)267-8800

Public Defender (510)272-6600

Registrar of Voters (510)272-6933

24-Hour Hotline (510)267-8683

Poll Workers (510)272-6971

Voter Registration (510)272-6973

AC Sheriff’s Department (510)667-7721

Social Services Agency (510)271-9100

Adult and Aging Services (510)567-8040

Children and Family Services (510)271-9100

Welfare to Work (510)268-2002

Workforce & Resource Development (510)259-3800

Treasurer-Tax Collector (510)272-6800

Violence, Abuse, or Neglect

Child Abuse Hotline (510)259-1800

Elder Abuse Hotline (510)577-3500

Toll-Free (866)225-5277





Photo taken by: Cathy Breslow

Grand Opening of the Bruce D. Johnson Gymnasium

Energy and joy filled the 20,520-square-foot facility at the grand opening of the Bruce D. Johnson Gymnasium at Redwood Christian Middle School and High School on Saturday. Furthermore, over 100 student and alumni athletes competed in the 40th Annual RCS Alumni Games.

Members of the public, city and elected officials, students, alumni, and their families were among over 500 people who heard speakers express their sincere thanks to the many contributors who helped to make the dream of building a home gymnasium a reality. Superintendent Al Hearne, Board Secretary Cathy Breslow, Superintendent Emeritus and gym namesake Bruce Johnson, and Athletic Director Jim Cleveland spoke.

All speakers credited community support in making the gymnasium a reality including many RCS alumni who used their professional skills to advise in the planning, construction, and finishing stages of the facility. Furthermore, Johnson gave heartfelt recognition for the support received since 1974 from 3Crosses Church and Redwood Chapel Community Church (both in Castro Valley) who opened their facilities for RCS to use. RCS is also very grateful for Castro Valley, Hayward, San Lorenzo, and San Leandro School Districts, Valley Christian School (Dublin), and Chabot Community College who have all shared their facilities for RCS athletic events.

"Today is a day 49 years in the making," Hearne said. "A day RCS has longed for since its founding in 1970. We now have a home court for the Eagle Nation." The new facility seats 600 fans, provides team locker rooms, and features high definition scoreboards and a state-of-the-art sound system. The moving of the athletic department into the gymnasium will open a new space on campus and enable further construction, such as a 21st century science lab to enhance the academic programs.

The gymnasium was named after Redwood's second superintendent, Bruce D. Johnson, by a unanimous vote of the Redwood Christian School Board. Johnson was honored for his 42 years of service to the school and was credited for the many roles he served in the school. "There was no job too big, no job too small," Hearne stated. Also honored on Saturday was the school's founding superintendent, Gus Enderlin, whose vision of "high academic standards, exemplary fine arts, and competitive athletics" is still living on in the culture of Redwood Christian Schools.

RCS has over 700 students in grades TK to 12. While the gymnasium will be the most used facility on the campus in San Lorenzo, it will also be a facility shared by the community at large.

"We look forward to offering invitations to our neighbors to join in the excitement on campus and build a stronger local community with the opening of the gymnasium. We also look forward to being able to offer a state-of-the-art athletic facility to San Lorenzo and the surrounding area," says Teresa Hendren, RCS Director of Marketing.

During the upcoming the winter season, the Bruce D. Johnson Gymnasium will serve middle school and high school basketball teams in the afternoons and evenings. The gymnasium will also host Crossover Youth Basketball games, and RCS looks to make more partnerships to welcome the community to its San Lorenzo campus.



Photo taken by: Cathy Breslow

Small Business Tips and Tricks

Strategies for Keeping Your Small Business Organized

1. Manage your office space and storage:

To get started, you need to make sure your physical surroundings are neat and organized.

This ensures that you're able to perform at your highest level. In many ways, the organization of your entire company is determined by how organized your desk is.

To start with, make sure everything has a specific place, even if that place is in a pile of papers on your desk.

2. Keep track of customer support:

Your loyal customers are at the heart of your business.

While they take up a lot of your time and resources, it's time well spent to keep them happy and pleased with the services you have to offer.

3. Plan your social media campaigns in advance:

If you're running a social media marketing campaign on a budget, you need to reduce the time you're spending keeping things online.

Instead of wasting time publishing posts every few hours, you should schedule things beforehand.

This simple organization technique will save you countless hours and help you improve your efficiency and productivity.

There's also another technique that can take things to the next level. Instead of just writing out social media posts for the next few days, why not let the system publish them for you?

4. Manage your expense receipts:

If you've been running your small business for any length of time, you know how frustrating it can be to manage all your expense reports.

They're a hassle to track and record, but they need to be managed so you can stay up to date with taxes and ensure your finances are in order.

5. Go paperless:

If you want to reduce the clutter and management that's associated with all the papers you need to keep up with, it might be time to go paperless.

This means instead of keeping track of dozens of files and folders all the time, you just reduce everything to digital scans of the most important documents.

If you're going to try this, you need a way to quickly scan documents on the fly so you don't struggle to keep up with the workload.

Small Business Tips and Tricks

Strategies for Keeping Your Small Business Organized

6.Organize your passwords:

If you're like most people, you have one of two systems for managing your passwords.

Either you use the same password all the time for different websites or you constantly forget the passwords you've set for each site.

Instead of either of these, I recommend a third system: letting an app handle your passwords for you.

Yes, you can do this automatically in a browser like Chrome. But unfortunately, this isn't completely safe, as anyone who has access to your computer can use them.

7.Improve your workspace for increased productivity:

If you're going to make progress with your business, you need to create an environment that supports that vision.

There are a few proven techniques that can help you get more out of your workspace.

Believe it or not, by adding a few plants around your office, you can increase productivity by 15% through improved concentration.

You'll also get a boost by using a standing desk and cleaning up your cables.

8.Keep track of notes in the cloud:

If you write notes, to-do items, ideas, and contact information on scraps of paper or whatever's closest, it's time to get more organized.

9.Keep your computer's desktop organized

Just like your physical desk should be clean and in order to help you stay organized and get work done, your digital desktop should be clean and organized, too.

A good rule of thumb is that if you can't see your desktop background, you should work to reduce and remove the items cluttering your computer.

10.Improve your scheduling system

If you have frequent meetings, video chats, or windows for others to schedule times to work with you, you need a way to manage those time blocks effectively.

Most people tend to use back-and-forth emailing and calendar invites to schedule events like this.

But the continuous adjustment of schedules can be taxing and a waste of time. Instead, find a perfect time to meet using a program like Calendly.

What's Happening in Your Area

Holiday Arts & Crafts Fair

Thursday, December 20, 2018

4:00 pm—8:30 pm

San Lorenzo Library

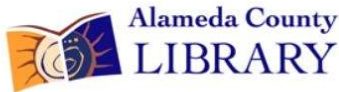
Come support your neighbors and shop local! Peruse gifts from local vendors and mingle with your community.

All ages are welcome.



Calling local artisans! We are seeking vendors to display and sell their wares. Tables are FREE!

Call the Castro Valley/Eden Area Chamber of Commerce to inquire about a table at 510-537-5300



SAN LORENZO LIBRARY
395 PASEO GRANDE
510-284-0640





1/4 Page

\$250

Your Ad Here

BRAG ABOUT YOUR BUSINESS LIKE IT'S YOUR BEST FRIEND

Visit EdenAreaChamber.com for more information

Community News and Info



Candy Cane Lane Holiday Wish List

For any questions and/or clarifications on making a donation, please contact Kyle Amsler, Child Life Coordinator, at kamsler@georgemark.org or (510) 346-1280
Thank you in advance for supporting our patients and families!

Please note that our **Holiday Donation Deadline is December 10th, 2018.**

An appointment is required for drop-off.

For the safety of the children, all donations **must be brand new** and **unwrapped**.

Infant Items:

Preferred brands: Fisher Price, Lamaze, Sassy, V-Tech, Baby Einstein
 - Brand name crib mirrors and mobiles
 - Brand name soothers (i.e. projection soother, nightlight soother)
 - Pop-up toys
 - Light-up/musical toys
 - Stacking/nesting toys/infant links
 - Board books/sound making books
 - Rattles/teething rings/infant crib links
 - Activity gyms and play mats



School Age:

- Barbies *multicultural
 - Hotwheels
 - Mega Tile/Stixs, Kin'ex, building toys
 - American Girl Dolls *multicultural
 - LOL Surprise!
 - Lego Sets
 - Building Sets
 - Remote control cars and helicopters
 - Nerf
 - Action Figures



Toddler Items/Preschool:

Preferred brands: Little Tykes, Fisher Price, Little People, V-Tech, Melissa & Doug, Leap Frog, B. Toys
 - All plastic/durable toys (i.e. pirate ship, garage, doll house, animals, dinosaurs, trucks, Little People)
 - Baby dolls *multicultural
 - Kitchen sets
 - Plastic play food
 - Tool kits
 - V-Tech toys- Cash registers
 - Musical toys
 - Thomas the Train
 - Puzzles



Adolescent/Young Adult Items:

- Playing Cards/UNO
 - Puzzles (25-500 pieces)
 - Board Games
 - Advanced Lego kits
 - Gift sets: manicure (Opi, Essie, Sally Hansen), make-up sets
 - Headphones:
 - Beats by Dre, Sony, Bos
 - Jewelry sets, watches, accessories
 - Advanced art kits
 - iPhone/Android/Samsung Accessories:
 - Cases, Earbuds, Docking stations



Art Supplies:

Preferred brands: Crayola, Play-Doh, Model Magic, Melissa & Doug, Craft Crush
 - Crayola-branded products: markers, Model Magic, colored pencils, markers
 - Popular character coloring books
 - Gel pens, Sharpies, Watercolor pens
 - Watercolor/Textile paper, sketch pad
 - Play-doh, Play-doh tools
 - Bead kits
 - Sticker scenes
 - Arts & Crafts kits
 - Craft Crush brand advanced art kits
 - Adult coloring books
 - Slime Kits



Sensory Friendly Items:

Preferred brands: Special Needs Toys USA, Lakeshore Learning, FlagHouse
 - Pop tubes, rain sticks, light Spinners
 - Sensory balls and tangles
 - Textured chewy toys
 - Gel tiles
 - Weighted animals and blankets
 - Musical and light up instruments and toys



Gift Cards (Increments of \$25):

Amazon, Visa, MasterCard, Starbucks, Target, Wal-Mart, GameStop, Best Buy



For infection control purposes and for the safety of our patients, we are unable to accept:

- Used toys
- Food
- Violent items
- Wrapped items



Full Page

\$500



Your Ad Here

BRAG ABOUT YOUR BUSINESS LIKE IT'S
YOUR BEST FRIEND



CASTRO VALLEY / EDEN AREA
CHAMBER OF COMMERCE
Serving Ashland, Castro Valley, Cherryland, and San Lorenzo

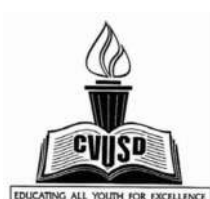
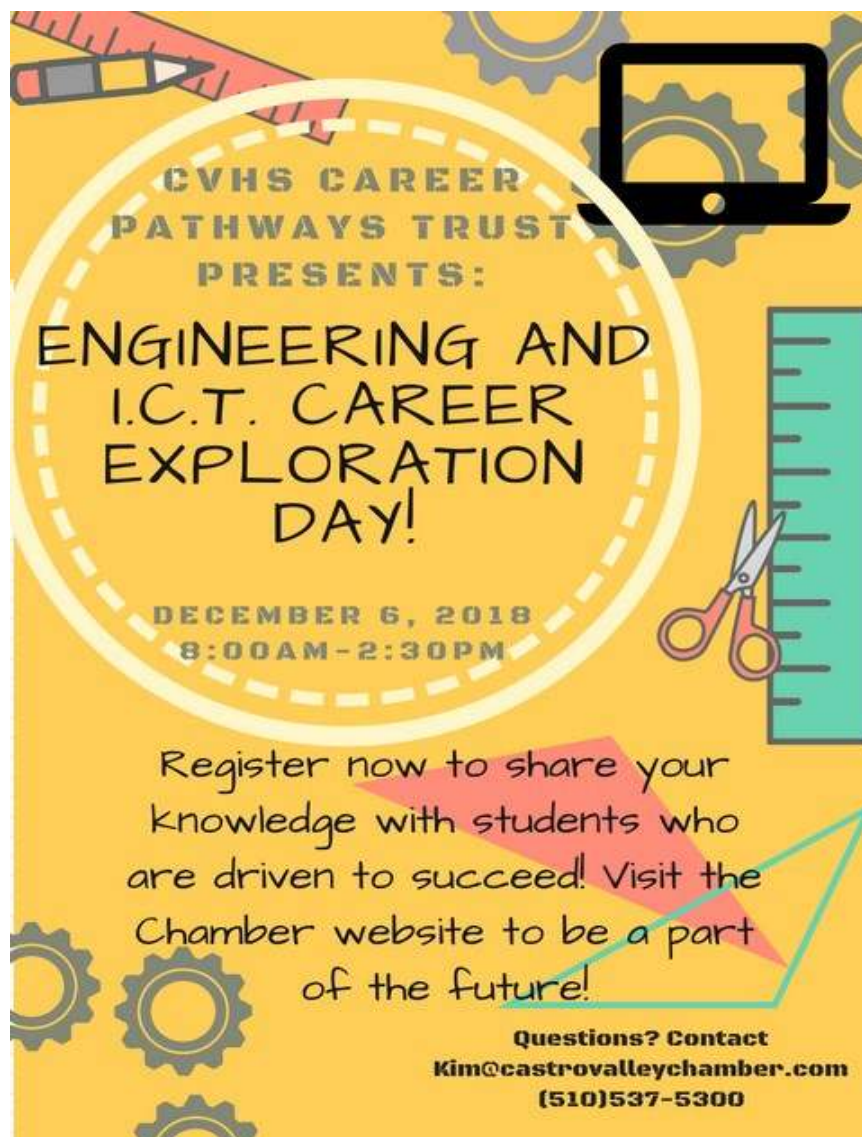
Visit EdenAreaChamber.com for more information

CAREER PATHWAYS TRUST

The annual Manufacturing Day event organized by the Eden Area Consortium was a day for the books! Students toured local Manufacturing companies like Coca-Cola and Oro Loma and finished with lunch and tours of Chabot College's facilities focused on the fields of advanced manufacturing and automotive.

The goal of the event is to highlight modern manufacturing and inspire the next generation of manufacturers. It gives an opportunity to address common misperceptions about the industry, and give local agencies the opportunity to open their doors to show just what manufacturing is today. The industry is wrought with possibilities for our future workforce. If you work for or know of a local manufacturer that would be interested in participating in an on-campus discussion or on-site field trip for our students, please contact Kim Hudson at the Chamber offices.

Looking for other ways to get involved? December 6th will bring the annual CVHS Engineering, ICT, and Graphic Design Career Exploration Day! This is an opportunity to table and chat with students about your niche of the industry and learn a little more about what our students are learning in the classroom.



“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.” -Malcolm X

MARK YOUR CALENDAR!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1 Cherryland Community Center Final Workshop
2	3 LeTip Mtg.	4 Kiwanis Mtg. Rotary Mtg.	5 Economic Development CV Lion's Club Mtg.	6 CVHS Career and Exploration Day Ambassador Mtg.	7	8
9	10 LeTip Mtg.	11 CV/EA Chamber Executive Board Mtg. CCA Mtg. Kiwanis Mtg. Rotary Mtg.	12 SCORE Counselling	13 Monthly Mixer Hosted By Eden Hospital CVEACC Board Mtg.	14	15
16	17 LeTip Mtg.	18 Kiwanis Mtg. Rotary Mtg.	19 CV Lion's Club Mtg.	20 San Lorenzo Holiday Arts & Crafts Fair	21	22
23	24 LeTip Mtg.	25 CV/EA Chamber Closed Kiwanis Mtg. Rotary Mtg.	26 CV/EA Chamber Closed SCORE Counselling	27 CV/EA Chamber Closed	28 CV/EA Chamber Closed	29
30	31 CV/EA Chamber Closed LeTip Mtg. Duetto's New Year's Eve	1	2	3	4	5