

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.

January 2019

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

(510) 537-5300

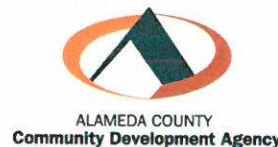
THE CASTRO VALLEY/EDEN AREA CHAMBER OF COMMERCE PRESENTS: LUNCH & LEARN!

Lunch & Learns are seminar-based meetings where business community members can discuss common questions and topics. These lunches are open to the public, Chamber members and non-Chamber members, and only require a small fee for attending. Each month, there will be a different location hosting and a different guest speaker leading the conversation. We encourage all who attend to participate and share their own information or experiences with each topic. Starting January 31, 2019, Lunch & Learns will be on the last Thursday of every month from 11:30am-1:00pm. January's Lunch & Learn will be lead by Frank Mellon at Pete's Ace Hardware in Castro Valley on the topic of Harassment & Labor Laws. We hope to see you all there!

Community Sponsors



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Chamber Member in the *Spotlight*



Hayward-Castro Valley Moose Lodge #1491

The Loyal Order of Moose is a fraternal and service organization founded in 1888 with nearly 650,000 men in roughly 1,600 Lodges in 49 states and four Canadian provinces, plus Great Britain and Bermuda. Along with other units of Moose International, the Loyal Order of Moose supports the operation of Mooseheart Child City & School, a 1,000-acre community for children and teens in need, located 40 miles west of Chicago; and Moosehaven, a 70-acre retirement community for its members near Jacksonville, FL. Additionally, members of the Moose conduct approximately \$70 million worth of community service (counting monetary donations and volunteer hours worked) annually. The Loyal Order of Moose organizes and participates in numerous sports and recreational programs, in local Lodges and Family Centers in the majority of 44 State and Provincial Associations, and on a fraternity-wide basis. Lodges across the Fraternity are known for creating life-long bonds between members through activities and a shared concern for children in need, seniors and the communities in which they live.

The Women of the Moose, established in 1913, is a unit of Moose International. Our members work in harmony with the members of the Loyal Order of Moose to provide a helping hand to those in need. Our members dedicate countless volunteer hours each year to over 1,400 Chapters across the United States and Canada as well as their communities. More importantly, the Women of the Moose is one of the largest contributors to the support and maintenance of Mooseheart Child City and School and Moosehaven Retirement care facility. On an annual basis, the Women of the Moose throughout the fraternity donate more than one million dollars to support programs and activities at these two campuses.

The Women of the Moose provides social, educational and community service opportunities to its members, as well as sporting events and activities geared toward the entire family. Our members are enthusiastic; they bring a special passion and commitment to the Moose fraternity. But don't think the Women of the Moose are all work and no play – they also bring a unique brand of fun and energy to their meetings and functions.



2019 Castro Valley/ Eden Area Chamber Board of Directors

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Tim Castle

Treasurer

Bill Mulgrew

James Phillips

Zelma Byrd

Pat Hodges

Josh Hunter

Vice Presidents

David Gehrke

Peter Rosen

Cindy Torres

Directors

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Kathy Anderson

Julie Sumiki

Susan McCue

Parvin Ahmadi

Marty Neideffer

Stephen Gray



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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



Business Card

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Visit EdenAreaChamber.com for more information

Monthly Mixer Info

January Installation Mixer!

Hosted by Moose Lodge #1491

Installation of the 2019 Board of Directors

When: January 17, 2019

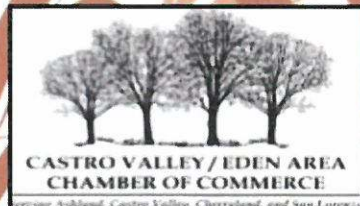
Where: The Moose Lodge

20835 Rutledge Rd

Castro Valley, CA 94546

Time: 5:30pm-7:30pm

GREAT FOOD, FULL BAR & TONS OF PRIZES!



Monthly Mixer Info

WANTED

SPONSORS & HOSTS FOR MONTHLY NETWORKING MIXERS

Host

-Will provide the location

Opportunity to:

- Showcase your business and products
- 5 minute presentation on your business

Sponsors

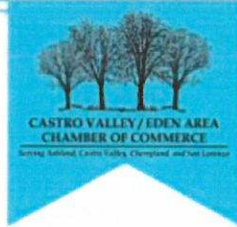
- Display table to promote your business
- 5 minute presentation on your business

To be involved with our monthly mixers, contact the Castro
Valley/Eden Area Chamber of Commerce

(510) 537-5300

info@castrovalleychamber.com

Monthly Lunch & Learn



LUNCH & LEARN

LAST THURSDAY OF EVERY MONTH
11:30-1:00PM

JANUARY **31** 2019

SEMINAR ON HARASSMENT & LABOR LAWS
PRESENTED BY FRANK MELLON

LOCATED AT PETE'S ACE HARDWARE
2569 CASTRO VALLEY BLVD.
CASTRO VALLEY, CA 94546

The First Holiday Arts & Crafts Fair!

Last Thursday was our very first Holiday Arts & Crafts Fair held at the San Lorenzo Library! Thanks to the Library Manager Danielle Wilson directing such a welcoming library and our incredibly talented artisans creating such beautiful items, the event was a hit! You could find something for every member of your family, including hand-sewn bandanas for your dog and cat by Luck Bug Bows! Every vendor specialized in a different art, whether it be sewing, stained glass, jewelry-making, home-made scrubs, and more. The time, effort, and creativity spent on creating these items clearly showed. If you're interested in any of these amazing pieces, check out the Castro Valley/Eden Area Chamber of Commerce Facebook Page and view our Facebook Live Video where you can see close-ups, interviews, and more information on how to get in touch with these lovely artisans!

M & C

Sugar Scrubs
By Tricia

Kim Rios Sewing



Genevieve Yow with Usborne

Stained Glass By Christine



Mama's Friends

Angelina Schwark, Designer Seamstress



Lucky Bug Bows

Lion and Lamb Studios



Aprons by Suzanne Sabanal



Small Business WORKSHOPS

Alameda County-funded SBDC Workshops

Social Media/Marketing Workshop

Mobile Tips and Tricks for your Facebook and Instagram Business

Friday, January 18, 2019 • 2pm - 5pm

San Lorenzo Library Community Room 395 Paseo Grande, San Lorenzo

If you've logged into Facebook or Instagram via your laptop and mobile phone, you already know that the laptop/mobile experience can be very different!

In this class we will include tips on how to use the iPhone to post, read insights and encourage better engagement on both Facebook and Instagram. We'll share tips directly from an iPhone so you can follow along. Android users welcome, too. **Sign up Today!**

Please keep in mind that if you have an Android phone, your device may operate differently.



Cynthia Mackey: Cynthia is an SBDC consultant and the principal of Winning Strategies LLC, a digital marketing agency that creates online campaigns and tools to grow customer's internet sales and services. Cynthia's 20+ years' experience span the entire supply chain lifecycle: from manufacturing, product and technology management, and enterprise sales, to customer support, call center and customer training. This experience gives her hands on know how to assist small businesses in tactics to market using social media, the web and mobile apps.

Register for workshop here: <http://bit.ly/2quffnp>

Questions? Contact Client Services
(707) 809-5640 | seminars@acsbdc.org



Reasonable accommodations for persons with disabilities will be made if requested two weeks in advance. Please email seminars@acsbdc.org



ALAMEDA COUNTY
Community Development Agency



AMERICA'S
SBDC
CALIFORNIA
NORTHERN CALIFORNIA NETWORK
ALAMEDA COUNTY

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or USC Small Business Administration.



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CASTRO VALLEY / EDEN AREA
CHAMBER OF COMMERCE
Including Oakland, Castro Valley, Fremont, and San Francisco



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- PHONE NUMBER
- WHERE YOUR COLLECTION IS LOCATED
- A DESCRIPTION OF YOUR ITEMS


HISTORY




James J. Phillips*

Father — Daughter
Estate and Trust Law Firm
Three Generations in Castro Valley

Phillips & Phillips

A Professional Corporation

Practice Areas

- Trust & Estate Planning
- Trust Administration & Probate
- Conservatorship & Elder Law



Katelyn M. Phillips

James J. Phillips & Katelyn M. Phillips

Residents & Natives of Castro Valley

*Certified Specialist in Estate Planning, Trust, and Probate Law
State Bar Board of Legal Specialization
LL.M. in Taxation

2807 Castro Valley Blvd., In the Breilh Bldg. • (510) 886-2120
4900 Hopyard Rd., Suite 260, Pleasanton • (925) 463-1980
www.phillipslaw.us

Community News and Info



VETERANS OF FOREIGN WARS POST 9601
20050 Diamond Court
Castro Valley, CA 94546

Dear Merchant,

It is with much thanks and gratitude that we the Veterans of Foreign Wars Post 9601, would like to thank you for your help, and support with the your generous donation and help in making our event such a huge success in raising the funds needed in building the Memorial expansion.

With all the things the way they are in our great country, we the Veterans appreciate all the help from our local business's large and small.

Again I would like to say thank you for your support, and I hope we may be able to ask for your help again in the future.

All donations are tax deductible as we are a 501 (c) (19) nonprofit organization.

God Bless America!

Sincerely,

Member,VFW Post 9601Castro Valley

Contributions are tax - deductible in accordance with section 501 (c) (19) of IRS code (Exemption # 94-6101583) Thank you for your support!!



PATRICK "FATHER" FLANAGAN
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510.583.5400 BUSINESS
fatherflanagan@coldwellbanker.com

21060 Redwood Rd, Suite 100
Castro Valley, CA 94546



Pat Flanagan
Past Commander
VFW Post 9601

Moose Lodge
20835 Rutledge Road
Castro Valley, CA 94546

Post = 510.459.6177
We meet every 2nd Tuesday
at the Moose Lodge at 6:30 P.M.

Small Business Tips and Tricks

Set the Conditions for Anyone on Your Team to be Creative

One of the most damaging myths about creativity is that there is a specific “creative personality” that some people have and others don’t. Yet in decades of creativity research, no such trait has ever been identified. The truth is that anybody can be creative, given the right opportunities and context. If you don’t believe me, take the least creative person in your office out for lunch — someone who doesn’t seem to have a creative bone in their body. Chances are, you’ll find some secret passion, pursued outside of office hours, into which they pour their creative energies. They just aren’t applying those energies to their day jobs.

The secret to unlocking creativity is not to look for more creative people, but to unlock more creativity from the people who already work for you. The same body of creativity research that finds no distinct “creative personality” is incredibly consistent about what leads to creative work, and they are all things you can implement within your team. Here’s what you need to do:

Cultivate Expertise

One of the things that creativity researchers have consistently found for decades is that expertise is absolutely essential for producing top-notch creative work — and the expertise needs to be specific to a particular field or domain. So the first step to being creative is to become an expert in a particular area.

The reason expertise is so important is that you need to be an expert in a specific field to understand what the important problems are and what would constitute an important new solution. Einstein, for instance, studied physics intensely for years to understand the basic physical model for time and space before he understood that there was an inherent flaw in that model.

So how do you cultivate expertise? Performance expert Anders Ericsson has studied that problem for decades and found that the crucial element is deliberate practice. You need to identify the components of a skill, offer coaching, and encourage employees to work on weak areas. That goes far beyond the intermittent training that most organizations do.

For example, one skill that Amazon has identified as crucial to performance is writing. Employees need to constantly write six-page memos, even for introducing small product features throughout their careers at the company. They consistently receive coaching and feedback and need to write good memos in order to advance within the company.

Any company can replicate Amazon’s memo-writing policy. What’s not so easily replicated is the intense commitment to cultivating writing expertise that the company has prioritized for years.

Encourage Exploration

While deep expertise in a given field is absolutely essential for real creativity, it is not sufficient. Look at any great body of creative work and you’ll find a crucial insight that came from outside the original domain. It is often a seemingly random piece of insight that transforms ordinary work into something very different. For example, it was a random visit to a museum that inspired Picasso’s African period. Charles Darwin spent years studying fossils and thinking about evolution until he came across a 40 year-old economics essay by Thomas Malthus that led to his theory of natural selection. The philosophy of David Hume helped lead Einstein to special relativity.

More recently, a team of researchers analyzing 17.9 million scientific papers found that the most highly cited work is far more likely to come from a team of experts in one field working with a specialist in something very different. It is that combination of expertise, exploration, and collaboration that leads to truly breakthrough ideas.

Small Business Tips and Tricks

Set the Conditions for Anyone on Your Team to be Creative

(Continued)

Empower Your People with Technology

In Walter Isaacson's recent biography of Leonardo da Vinci, he recounts how the medieval master would study nature, from anatomy to geological formations, to guide his art. Now Leonardo was clearly a genius of historical proportions, but think about how much more efficient he would have been with a decent search engine.

One of the most overlooked aspects of innovation is how much technology can enhance productivity. Part of the reason is because it makes the two factors noted above, acquiring domain expertise and exploring adjacencies, so much easier. However, another reason is because it frees up time to allow for more experimentation.

You can see this at work at Pixar, which was originally a technology company that began shooting short films to demonstrate the capabilities of its original product, animation software. However, as they were experimenting with the technology, they also found themselves experimenting with storytelling, and those experiments led them to become one of the most highly acclaimed studios in history.

As Pixar founder Ed Catmull put it in his memoir, *Creativity Inc.*, "Every one of our films, when we start off, they suck...Our job is to take it from something that sucks to something that doesn't suck. That's the hard part." It is that kind of continual iteration that technology makes possible, and that makes truly great creative work possible.

Reward Persistence

Far too often, we think of creativity as an initial, brilliant spark followed by a straightforward period of execution, but as Catmull's comment above shows, that's not true in the least. In his book, he calls early ideas "ugly babies" and stresses the need to protect them from being judged too quickly. Yet most organizations do just the opposite. Any idea that doesn't show immediate promise is typically killed quickly and without remorse.

One firm that has been able to buck this trend is IBM. Its research division routinely pursues seemingly outlandish ideas long before they are commercially viable. For example, a team at IBM successfully performed the first quantum teleportation in 1993, when the company was in dire financial straits, with absolutely no financial benefit.

However, the research wasn't particularly expensive, and the company has continued to support the work for the last 25 years. Today, it is a leader in quantum computing — a market potentially worth billions — because it stuck with it. That's why IBM, despite its ups and downs, remains a highly profitable company while so many of its former rivals are long gone.

Kevin Ashton, who first came up with the idea for RFID chips, wrote in his book, *How to Fly a Horse*, "Creation is a long journey, where most turns are wrong and most ends are dead. The most important thing creators do is work. The most important thing they don't do is quit."

Yet all too often, organizations do quit. They expect their "babies" to be beautiful from the start. They see creation as an event rather than a process, don't invest in expertise or exploration, and refuse to tolerate

Full Page

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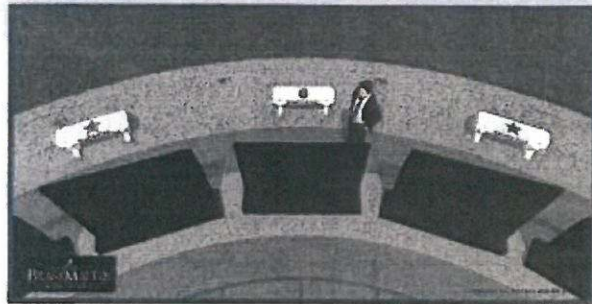
Visit EdenAreaChamber.com for more information

What's Happening in Your Area



Veterans Helping Veterans

Castro Valley Veterans Memorial
Expansion Project
Fundraiser



pre-sale Tickets only - \$50/person

(reserved seating available for parties of 8 or more only)



No Host Bar from 5p to 6p

Doors Open at 6p

Dinner starts 6:30p



Spaghetti
Salad
Garlic Bread

To purchase tickets:
Kasey Warner 530.391.3330
Pat Flanagan 510.459.6177

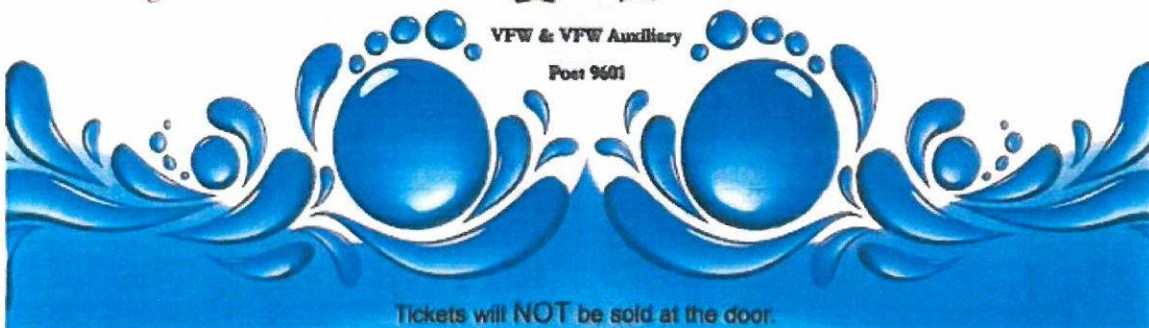
Sponsored by:



VFW & VFW Auxiliary

Post 9601

RAFFLE PRIZES



Tickets will NOT be sold at the door.

What's Happening in Your Area



CASTRO VALLEY
UNIFIED SCHOOL DISTRICT



You're Invited!

Measure G Community Update



**Please join us as we share
information about the bond
measure projects.**

**January 14, 7:00 p.m.
in the
Castro Valley High School Cafeteria**

Visit the Measure G website for information: <http://bit.ly/cvUSD-measureg>

What's Happening in Your Area

Texas Hold'em Fundraiser



12th Annual Tournament & Dinner Dance
Sponsored by the Rotary Club of Castro Valley



Music * Dinner * Dancing * Drinks * Professional Dealers

Saturday Evening - March 9, 2019

Great Prizes for the TOP 10 Finishers!

Vacation Package * Sports Packages * Big Screen TV & More

\$200 Entrance Fee | \$100 Re-Buy Options | \$60 Dinner only

*****Must be 21*****

Limited Seating REGISTER EARLY

Registration closes February 28, 2019

*****Early Bird Special: Start your game with \$20 more chips if paid by 2/1/19*****

To Register:

Call: 510-402-5123

Email: michaelakt121668@gmail.com

Go to: www.castrovalleyrotary.com (Click on the registration button.)

For folks that don't play poker, join us for dinner and dancing
\$60 Dinner-only option

Our Lady of Grace Church — Stack Center
3433 Somerset Ave, Castro Valley, CA 94546
Doors open at 5:00 p.m. * Play begins at 6:00 p.m.**



CAREER PATHWAYS TRUST

Dear CVEA Membership,

It is with a heavy heart that I say farewell to you, my members. Effective 12/31/18, I will be leaving the Chamber offices to pursue other professional opportunities.

My time with the Chamber, representing the Eden Area has been one of the happiest times of my professional career and I will forever look back fondly on my time with you and this office.

Having held the position of Work Based Learning Program Director, I have been lucky enough to help place more than 70 students in internships with more than 30 different local businesses, brought more than 20 guest speakers to classrooms, and helped facilitate several field trips.

In addition to my work with the schools, it was my great pleasure to get to know so many wonderful and welcoming local businesses and business owners. Since day one, Castro Valley has felt like a second home to me and I will forever come back to visit!

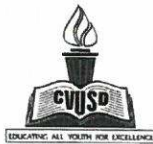
While I may be moving on, the program will be passed into the capable hands to Mr. Abraham Mendoza with the Eden Area ROP. Abraham is the standing Work Based Learning Specialist for the ROP and an incredible ally for education. Having an unparalleled ability to make an impact and give our students quality real-world experiences, I am confident that the program will continue to grow.

If you have any questions about the program or would like to welcome Abraham to the team, please feel free to reach out to him directly: amendoza@edenrop.org

Again, it has been a pleasure to serve this community and I wish you all a very Happy New Year.

With sincere thanks,

Kim Hudson



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



Business Card: \$100

1/4 Page: \$250

Full Page: \$500

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MARK YOUR CALENDAR!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	1 Kiwanis Mtg. Rotary Mtg.	2 CV Lion's Club Mtg.	3	4	5
6	7 LeTip Mtg.	8 CV/EA Chamber Executive Board Mtg. CCA Mtg. Kiwanis Mtg. Rotary Mtg.	9 SCORE Counselling	10 CV/EA Chamber Board of Directors Mtg.	11	12
13	14 LeTip Mtg.	15 Kiwanis Mtg. Rotary Mtg.	16 CV Lion's Club Mtg.	17 2019 Installation Mixer	18	19 James Garther's Tribute to Johnny Cash
20	21 LeTip Mtg.	22 Rotary Mtg. Kiwanis Mtg.	23 SCORE Counselling	24	25	26
27	28 LeTip Mtg.	29 Rotary Mtg. Kiwanis Mtg.	30	31 Lunch & Learn	1	2

The Castro Valley/Eden Area Chamber of Commerce is a member-driven association of businesses and community organizations that work together for the betterment of our communities through the promotion of economic and civic health. Established in 1937, the Chamber serves the communities of Ashland, Castro Valley, Cherryland, and San Lorenzo.