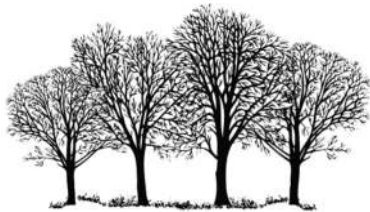




CASTRO VALLEY/ EDEN AREA CHAMBER NEWSLETTER



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.

October 2018

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

(510) 537-5300

Fall Festival 2018 Recap:

The 46th Annual Castro Valley Fall Festival was an incredible success! Not only was the weather perfect, but the food, vendors, and entertainment the best year to date!

Our offices would like to send a special thanks to our volunteer Fall Festival Committee who aided us in the organization, execution, and tear down of the event; we could not have done it without you all.

We would also like to thank our sponsors for their continued support in the community. Your contributions allow us to do what we do with confidence and pride.

Was there a vendor you would like to revisit? An organization's booth you would like more information on? Please contact the Chamber and we would be happy to point you in the right direction!

Thank you to all who patronized and aided in the overwhelming success of the 2018 Fall Festival! Mark your calendars for the 2019 Fall Festival happening September 14-15, 2019!

Thank you to our sponsors:



Sherwood & Company



B.A. MORRISON
GENERAL CONSTRUCTION
HVAC • REMODELING • PROPERTY MGMT



**ALAMEDA COUNTY
Community Development Agency**



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

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

Sheriff’s Department (510)272-6878

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

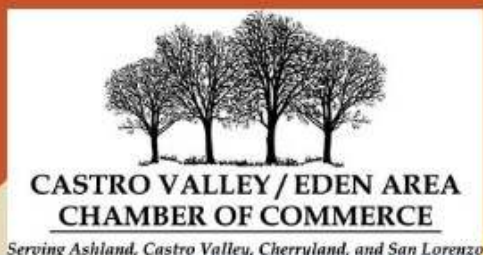


Monthly Mixer Info!

OCTOBER NETWORKING MIXER

Thursday, October 18, 2018
Moose Lodge
20835 Rutledge Rd.
Castro Valley, CA 94546
5:30 pm - 7:30 pm

For more information contact
Castro Valley/Eden Area Chamber of Commerce at
510-537-5300 info@castrovalleychamber.com



What's Happening in Your Area?

20 Cherryland Book Exchange 18

Cherryland Place

Presents

Community Book Exchange

C. AND Kid's Clothing Swap Event

Please bring books or children's clothing you'd like to share!

Coffee and Pastries Available

October 6th

FREE ENTRY

10:30am - 1:30pm!

+ Paradise Community Gardens Presents: Open House and Raising Quail talk at 11am!

20095 Mission Boulevard, Hayward CA 94541

Parking Provided Onsite

We're looking forward to seeing everyone there!

For Additional Information or with Questions

Cherryland Place Finn Magoon | 510.227.0983 | Finn@bau-dev.com

Have information that you want to share with our membership? Contact the Chamber of Commerce today: (510)537-5300 or info@castrovalleychamber.com

What's Happening in Your Area?



Eden Health District
presents



CVSF RUN 4 SPORTS



2018 5K/10K TRAIL RUN
21 October 2018

With the support of Eden Health District and other local sponsors, Castro Valley Sports Foundation invites you to join the Run 4 Sports fundraiser. All proceeds goes directly to our grant program that provides charitable assistance for youth sports and athletics in our community. Support a great cause!

Location: Chabot Staging Area (CV Christmas Tree Farm), 7000 Miller Road, Castro Valley, CA 94546

Race Start: 5K/10K at 8:30am, 21 Oct 2018. Bib pick-up and race day registration at 7:30am

Pre-register online at <https://runsignup.com/run4sports>

Registration Fee: 5K = \$35 | 10K = \$45 before October 5th, 2018 and be guaranteed a t-shirt. Finisher medals to all. Placement medals for the top 3 finishers in each 10-year age division

Course: 5K: Flat & Fast | 10K: Hill climb up to the turnaround

Challenge local businesses to support our cause and sponsor the event. Email teamlunt07@gmail.com for details. SPONSOR TODAY!



DOLPHIN GRAPHICS
VISUAL COMMUNICATIONS



Have information that you want to share with our membership? Contact the Chamber of Commerce today: (510)537-5300 or info@castrovalleychamber.com

What's Happening in Your Area?

The Ashland Cherryland Healthy Community Collaborative Presents



Plan your walking route

Bike skills and safety course

Free bike repair and education

Delicious food

Kids' bike raffle

EDEN WALK AND ROLL FEST

THURSDAY, OCT. 4, 5:00-7:00 PM

Walk and Roll to School Day is October 10! Get ready with free bike repair, a bicycle skills course, and community resources for being safe, active, and healthy.

REACH ASHLAND YOUTH CENTER
16335 E. 14th Street
San Leandro, CA

Contact: Susie Hufstader
510-845-7433 ext. 1009
Susie@BikeEastBay.org



Have information that you want to share with our membership? Contact the Chamber of Commerce today: (510)537-5300 or info@castrovalleychamber.com

What's Happening in Your Area?

News From Our Members!

ATTN: 4R STAR BUSINESSES

CVSan is hosting its 5th Annual Employee Recognition Event.



On Friday, October 26th from 10:45 a.m. to 12:00 p.m. all current 4R Star businesses are invited to attend the 5th annual recognition event at CVSan offices, located at 21040 Marshall Street. **If you are a current 4R Star business, please think of which employees you would like to send to the event and RSVP by October 19th.** All employees will receive thank you gifts and a free brunch. Some will receive certificate awards as well!

To find a listing of all 4R Star businesses, please visit www.cvsan.org/4RStarDirectory.

For more information on this event or to RSVP, please call 510-537-0757 ext. 117 or email purvi@cvsan.org.



CASTRO VALLEY SANITARY DISTRICT

Effective Environmental Services since 1939

510-537-0757 | www.cvsan.org

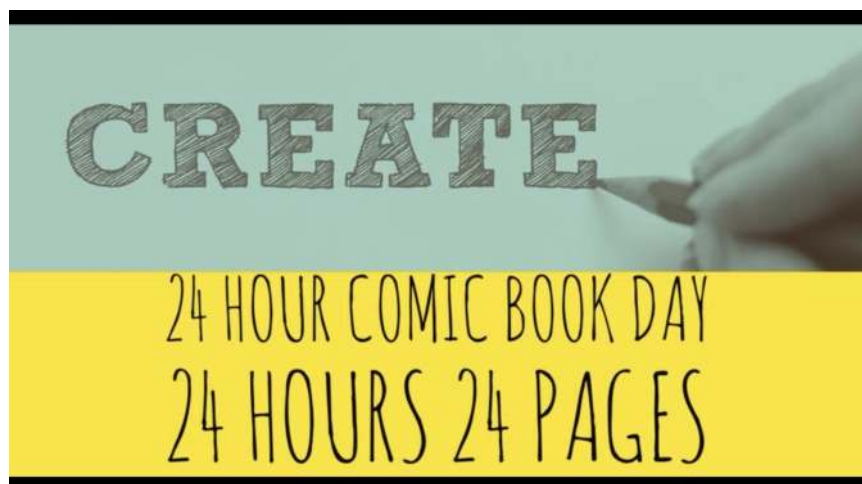
This ad was funded by WM Pub Ed



What's Happening in Your Area?

Crush Comics has a fun-filled October planned!

October 6th, starting at 11:00AM!



24 Hour Comic Book Day, here's the deal: create a 24 page comic in 24 hours. I'm looking at all you artist out there, are you up for the challenge? We will start the clock at 11 a.m. on Saturday October 6th and we will stay open as long as people want to work! Bring your supplies, we will be selling blank books (Batman, Superman, and Wonder Woman) for you to use. All ages are welcome to participate, come hang out and draw or just come and watch the artist at work!

October 13th, Walking Dead Day



Walking Dead turns 15 this year and we're celebrating here in the shop! Be one of the first fans to get a hold of the Walking Dead #1 Anniversary Edition Crush Comics Variant cover! We'll have zombies, a photo booth, Walking Dead merchandise and a super secret item that we can't announce just yet! You can pre-order the comic on our website for pickup in the shop on October 13th! (Please be aware: Zombies will be in full costume and character and may frighten children.)

October 27th, Halloween Comic Fest

Come join us at Crush Comics to celebrate all things spooky at Halloween Comic Fest on October 27, 2018! This event is fun for all ages, FREE COMICS, a Costume Contest, Candy, and Spin of the Prize Wheel with a minimum purchase of \$20! So throw on your costume and come down to your Friendly Neighborhood Comic Shop, Crush Comics!

Small Business Tips and Tricks

5 Things Every Small Business Owner Should Do...

1. Keep Your Finances up To Date

Work on your accounting on a weekly basis so you can keep a finger on the pulse of your finances at all times. Knowing your numbers in real-time can help a small business realize if they are in good shape or flag issues. Waiting until the end of the year, quarter or even month is too long to find out that the business needs to make changes.

2. Implement a System for Managing Tasks

While your business is still new and/or things haven't quite picked up, implement systems to manage tasks. It will be much more difficult to get your to-do list under control once business picks up and you're busy, putting you at risk for losing customer, vendors or even your mind!

3. Get Ahead of Taxes

As an individual, you know that tax day arrives in April. But as a small business owner, you're probably aware that there are tax deadlines you must meet well before the April 17 deadline. Start preparing for tax filing *now*, and you'll meet these deadlines with ease, and save yourself a headache in a few months.

Here's a quick rundown of how to get the process moving:

- Pick a strategy. Will you use an accountant, do it all yourself, or something in-between (like doing it yourself with the help of a CPA advisor on-demand during tax season or a ProAdvisor for help throughout the year).
- Mark your calendar with important tax deadlines to ensure you file on time. You can sign up for email reminders directly from the IRS.
- If you have employees, they need a W-2 from you; independent contractors get a 1099. They'll both needed to be sent to recipients *and* submitted to the IRS by January 31.
- Collect all necessary tax forms for the type of business entity you have established.
- Organize your business-related expense records and receipts that are critical for maximizing write-offs.

4. Finalize Your Staffing Plan

One of the biggest business decisions you'll have to make is whether or not to hire employees in the coming year. Consider your new goals, expectations for customer demand, and current staff level to project your 2018 staffing needs.

If you're on a limited budget or only need intermittent help, consider leveraging freelancers or other on-demand talent who can assist with projects as-needed. If you do plan to staff up, just make sure your budget and business plan support the additional headcount.

5. Beware of Competing on Price

There will always be someone willing to do things cheaper so be careful about competing on price. Instead, compete on your service level or something else that makes your business unique. Price shoppers always will leave for the cheaper price, but customers that truly value your unique offering or service are more likely to stick around.

In an ideal world, we'd all have our to-do lists checked well *before* the beginning of the year to guarantee a solid start to the new year. But regardless of when you plan, the point is to get it done.

If you're like the many small business owners who find themselves late to the game, don't fret. Use this time as a catalyst to kickstart the planning process and get it back on track. Remember: the more organized you stay throughout the year, the easier this process will be by year's end.

Community News and Info:



Work Smarter, Not Harder -- Classes at Castro Valley Adult & Career Education

Castro Valley Adult & Career Education (CVACE) has something for everyone. Take a class this fall.

Get money smart! Dev Mahadevan, former CEO and CFO of Eden Hospital and Kaiser Permanente, is teaching a 3 session workshop on “Taking Control of Your Finances” that will cover important aspects of financial health even down to whether you should buy or lease your car. CVACE also offers an estate and trust planning class taught by James Phillips.

Smarten up your skills--or your employee's skills! CVACE offers a variety of reasonably priced computer classes from basic to advanced Microsoft Essential Skills, Excel and keyboarding. Online certificate courses are offered in Project Management, Data Analysis, Accounting and Finance, Video Marketing and Workplace Conflict Resolution.

Start a new career! CVACE offers short-term certificate programs in Clinical Medical Assisting, Healthcare Administration and Modern Wastewater Treatment. Additionally, there are short courses to become or renew as a notary public or to make extra money as a loan signing agent.

Take a break from work and have some fun! CVACE also offers language, exercise, art and even bonsai classes to pursue a new interest and make connections in the community.

Go back to school! CVACE has strong academic programs such as English as a Second Language, Citizenship, High School Diploma, GED and Career Technical Education.

Find a loyal, enthusiastic employee! The Strides Adults with Disabilities Program places students all over Castro Valley. Employers love them and the support the school offers their employees. Interested in hiring a Strides student? Contact Nguyen Lam at (510) 886-1000.

Whatever your interest or motivation visit www.cvadult.org or contact Castro Valley Adult & Career Education at (510) 886-1000 to learn more or sign up for classes before they fill.

Community News and Info:



AC Transit wants you to know where your tax dollars are going for SB1!

TRANSPORTATION E-NEWS

ALAMEDA CTC REPORTS

PLAN | FUND | DELIVER

AUGUST 2018

Senate Bill 1 Will Generate Over \$480 Million for Road Repairs in Alameda County Over the Next 10 Years; Proposition 6 Puts Road and Transit Projects At Risk



Senate Bill 1 reduces gridlock, transit overcrowding and potholes by providing funding for repair and maintenance of local streets, roads and transit, reducing congestion and increasing mobility options.

In April 2017, Governor Jerry Brown signed into law Senate Bill (SB 1), the Road Repair and Accountability Act of 2017. This landmark funding program increased the gas tax, diesel tax and vehicle registration fees to invest approximately \$5.4 billion annually in state and local roads, goods movement, public transit and active transportation programs. There hasn't been an investment in transportation like this in more than two decades.

SB 1 provides funding for every community to rehabilitate, repair, and maintain local streets and roads, make critical, life-saving safety improvements, repair and replace aging bridges and culverts, reduce congestion and increase mobility options including bicycle and pedestrian facilities. More than \$58 million is estimated in FY2018-19 in state transit funding for Alameda County transit operators including over \$34 million per year in new transit operations and maintenance funding. There are 96 projects in Alameda County that have been approved by the California Transportation Commission: 87 city projects and 9 county projects. These projects are at risk with Proposition 6, a measure on the ballot that Alameda CTC took an oppose position on in July 2018.

SB 1 gives cities and counties an opportunity to catch up on years of unfunded maintenance needs that have plagued our roadways and cost drivers for years and allows local Measure BB dollars to have more buying power. SB 1 funding expands the buying power of local voter-approved transportation dollars (Measure BB) to deliver projects faster. Alameda CTC has already identified a list of projects that will benefit from SB 1 funding by leveraging Measure BB dollars as shown on the Table below.

SB 1 will also put people to work. The White House Council of Economic Advisors found that every \$1 billion invested in transportation infrastructure supports 13,000 jobs for a year. With the \$5 billion annually planned from SB 1, this measure will put 650,000 people to work rebuilding California over the next decade.¹ Collectively the jurisdictions in Alameda County alone will receive a 70% increase in NEW money each year, which is almost half a billion dollars in 10 years that will evaporate if SB 1 is repealed.

MODE	EXAMPLES OF PROJECTS THAT CAN LEVERAGE SB 1 FUNDING
Bikeways	East Bay Greenway (Lake Merritt to South Hayward)
Express Lanes	I-680 Express Lanes from SR-84 to Alcosta Boulevard I-680 Sunol Express Lanes (Phase II)
Goods Movement	Go Port: 7th Street Grade Separation and Port Arterial Improvements
Interchanges and Highways	I-80 Ashby (SR-13) Interchange Improvements
	I-80 Gilman Interchange Improvements
	I-580/I-680 Interchange Improvements
	I-880 Interchange Improvements (Whipple Road/Industrial Parkway Southwest and Industrial Parkway)
	I-880 Interchange Improvements (Winton Avenue/A Street)
Rail	SR-262 (Mission Boulevard) Cross Connector
	Countywide Alameda County Grade Crossing Program
	Interregional Rail Services: ACE, Capital Corridor
Multimodal Arterial Corridors	Dublin Boulevard Extension
	East 14th Street/Mission and Fremont Boulevard Multimodal Corridor
	Oakland/Alameda Access Project
	San Pablo Avenue (SR-123) Multimodal Corridor
	Telegraph Avenue Multimodal Corridor
	University Ave Multimodal Corridor
	West Grand/Grand Avenue/MacArthur Boulevard Multimodal Corridor

- Funding Safeguards**

Proposition 69, which was approved by voters in June 2018, ensures that all SB 1 funding is secured for transportation and cannot be used for other purposes. SB 1 establishes an independent Inspector General appointed by the Governor to oversee programs to ensure all funds are spent as promised and to report annually.
- Proposition 6: Project Funding at Risk**

A measure to repeal SB 1 through a constitutional amendment will be on the November 2018 ballot as Proposition 6. If successful, this proposition will:

 - Eliminate SB 1 funding sources and reduce transportation funding in the cities, Alameda County and throughout the state
 - Require legislation to submit any measure enacting specified taxes or fees on gas or diesel fuel, or on the privilege to operate a vehicle on public highways, to the electorate for approval
 - Potentially lower future transportation tax revenues

Community News and Info Cont...



**JOIN US AT THE
FAMFEST 5K
FUN RUN!**

**RACE AT 9AM
SATURDAY
OCTOBER 13TH**

**REACH ASHLAND
YOUTH CENTER
16335 E. 14TH ST.
ASHLAND, CA 94578**

FOLLOW US ON



REGISTER NOW: WWW.ACFAMFEST.ORG

Volunteers Wanted

at the 4th Annual FamFest 5K Fun Run



**JOIN US AT THE
FAMFEST 5K
FUN RUN!**

**RACE AT 9AM
SATURDAY
OCTOBER 13TH**

**REACH ASHLAND
YOUTH CENTER
16335 E. 14TH ST.
ASHLAND, CA 94578**

FOLLOW US ON



REGISTER NOW: WWW.ACFAMFEST.ORG

Receive free Volunteer t-shirt and snacks

**Volunteer Registration at
acfamfest.org/volunteer**



PosterMyWall.com

Contact:

Paul Sanftner, Race Director
Supervisor Nate Miley's Office
E: paul.sanftner@acgov.org
P: 510.670.5967

FamFest Information Continued...

Scholarship application deadline has been extended to 10/8/2018.



Ivan Cruz Memorial Scholarship Fund

Deadline: Friday, September 28, 2018 by 5 p.m.



In November of 2014, Ivan Cruz, a 14-year old boy riding a scooter, passed away after being struck by a hit-and-run driver in Ashland. This scholarship is in honor of Ivan Cruz. He was known and loved by many people in the Ashland and Cherryland communities. He is remembered as a happy teenager who was always riding his scooter, or skateboard. He especially liked to do this at the Jack Holland Sr. Park, which is next to the REACH Ashland Youth Center. He loved being at the Ashland Youth Complex and benefited from all the people and services that supported him. Ivan reminds us that youth are our community's greatest asset. Their hopes, needs, creativity and dreams should serve as our compass. We believe that when youth thrive, so does our future.

This scholarship is for juniors in high school to young adults who are planning on or are currently attending college/vocational school (16-24 years old) and have a minimum of a 2.0 GPA. Applicants are required to participate in the Ashland Cherryland FamFest 5k FunRun and have performed some community pride/service volunteer hours. The Ivan Cruz Memorial Scholarship will be awarded to three winners. Each scholarship is \$500 and can be used toward tuition and textbooks.

Applicant Information:

First Name: _____ Last Name: _____

School: _____ Grade: _____

Email Address: _____ Phone #: _____

Street Address: _____ City/Town: _____ Zip Code: _____

Community Pride/Services Hours and Locations:

1. _____ Hours at _____ Date: _____

2. _____ Hours at _____ Date: _____

☐

Yes, I have registered for the FamFest 5k Fun Run (Please check the box)

School planning to attend (List up to 3 locations):

1. _____ 2. _____ 3. _____

Please write a one page essay answering the following questions:

1. Please list two activities that you are involved in the community.
2. Where do you see yourself in one year?
3. Name one person that you admire and why.
4. What is your career goal?
5. Please list the ways you are planning to fund your college/vocational education.

How will this scholarship aid your pursuit in achieving your college/vocational degree?

Submit applications to the FamFest 5K Fun Run – Race Committee:

Paul Sanftner — Office of Alameda County Supervisor Nate Miley

paul.sanftner@acgov.org – 510.670.5967

20980 Redwood Road Suite 250, Castro Valley, CA 94546

Cover letters and resume submissions are encouraged but not required.



Registration for Vendors Now Open!

Celebrate the 7th Annual

Meet in the Street!

Alameda County
invites you to a street party!

Saturday, November 10, 2018

3:30-9pm • Castro Valley Boulevard

Live Music • Entertainment

Prizes • Food Trucks

Merchant Discounts

plus the eclectic, electric

LIGHT PARADE

PARADE STARTS @ 5:30PM

Castro Valley Blvd will be closed between

Lake Chabot & Redwood from 3-9pm

For Info and Light Parade Entry Form, visit

www.CVMeetintheStreet.org



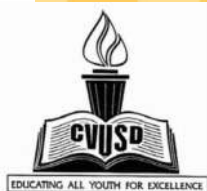
If you're interested in participating as a vendor, contact the Castro Valley/
Eden Area Chamber of Commerce: (510)537-5300,
www.edenareachamber.com

CAREER PATHWAYS TRUST

On Thursday, November 8th, CVHS will be hosting businesses from all walks of the “Health and Wellness” industry to table at our expo-style event. This event gives professionals the opportunity to chat with and educate students about their business; it’s also an opportunity to meet the future workforce!

Here are a few of the Chamber businesses we’ve hosted in the past: Eden Medical Center, Crisis Support Services of Alameda County, Castro Valley Adult School, Office of Alameda County Supervisor Nate Miley, National MS Society, Lalanne Bootcamp, CVSan, and the list goes on!

If you would like to be a part of the future of education, please contact the Chamber offices today and speak with Kim Hudson: (510)537-5300, kim@castrovalleychamber.com



“When educating the minds of our youth, we must not forget to educate their hearts.” -Dalai Lama

MARK YOUR CALENDAR!



SunMonTueWedThuFriSat

30	1	2 CVEACC Executive Board Mtg.	3	4 CVEACC Board Mtg. Bagels w/ The Board	5	6
7	8 Columbus Day Chamber office CLOSED	9 Economic Development Committee CV Street Eats	10 SCORE Counselling	11	12	13
14	15	16 CV Street Eats!	17	18 Monthly Net- working Mixer hosted by, The Moose Lodge	19 CVSan 4R Star Employ- ee recogni- tion luncheon.	20
21	22	23 ACBC Mixer CV Street Eats!	24 SCORE Counselling	25	26	27
28 HAHS Exhibit closing day.	29	30 CV Street Eats! Barks and Boo's!!	31	1	2	3

Thank you to our October Newsletter Sponsor:

FRANK MELLON
MEMBER, BOARD OF DIRECTORS



375 ELEVENTH STREET
OAKLAND, CA 94607-4240
PO BOX 24055
OAKLAND, CA 94623-1055
TEL: 510.287.0404 FAX: 510.287.0555
EMAIL: fmellon@ebmud.com

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.