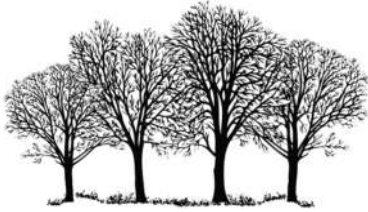




CASTRO VALLEY/ EDEN AREA CHAMBER NEWSLETTER



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.

September 1, 2018 3160 Castro Valley Blvd., Castro Valley, CA 94546 Suit #224 (510) 537-5300

Fall Festival 2018



46th Annual
Castro Valley
FALL
Festival

CASTRO VALLEY / EDEN AREA CHAMBER OF COMMERCE

Saturday & Sunday • 10am - 6:00pm
SEPTEMBER 8 & 9, 2018
Castro Valley Boulevard
www.edenareachamber.com

PRESENTED BY
CASTRO VALLEY/EDEN AREA CHAMBER OF COMMERCE
Serving Alameda, Castro Valley, Fremont, and San Lorenzo

SPONSORED BY
Sutter Health Eden Medical Center We Plus You
CVSan 75
Sutter Health Sutter Medical Foundation We Plus You
KAISER PERMANENTE
WM WASTE MANAGEMENT
ALAMEDA COUNTY Community Development Agency
B.A. MORRISON
REDWOOD CHRISTIAN
The National Low Cost for the Children You Love
ACE

For any questions or if you're interested in becoming a volunteer or sponsor, call the Castro Valley/ Eden Area Chamber of Commerce office: (510)537-5300

Thank you to our sponsors:



Chamber Member

in the *Spotlight*

Desserts First



Desserts First was started by Amanda Rose in 2012 when she realized her lifelong dream of opening her own baking and catering company. Amanda is a trained pastry chef as well as a culinary arts teacher. Amanda’s grandfather who taught her how to make her very first sweet treat, peanut butter fudge, was a big believer in eating cake for breakfast and that’s how the name Desserts First came about.

Desserts First loves to provide treats for all occasions including birthdays, showers, gender reveals and weddings. They can also provide goodies and trays for meetings or corporate events. Desserts First can be found weekly at the Tuesday night Castro Valley Street Eats and other food truck events. You can find them in their pink pop up tent or their new food trailer!

Contact Desserts First: dessertsfirst.ac@gmail.com
www.dessertsfirstbakingandcatering.com



2018 Castro Valley/ Eden Area Chamber Board of Directors

President

Tim Castle

Treasurer

Bryan Daylor

Vice Presidents

Brian Morrison

David Gehrke

Peter Rosen

Cindy Torres

Directors

Bill Mulgrew

Hans Cho

Kathy Anderson

Sandra Macias

Zelma Byrd

Julie Sumiki

Susan McCue

Parvin Ahmadi

Marty Neideffer



CASTLE
IT Services
Peace of Mind for Your Technology
Tim Castle
510-329-6374
tim@timcastle.net
www.castleitservices.net

A logo for Castle IT Services featuring a stylized castle and palm trees.

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!

FOR MORE INFORMATION CONTACT CVEA
CHAMBER AT 510-537-5300

SEPTEMBER NETWORKING MIXER

Hosted by

Pete's Hardware and
Vanderbilt Family Builders

Where: 2569 Castro Valley Blvd

Time: 5:30 pm - 7:30 pm

When: Wednesday Sep. 19, 2018



Once again, Pete's Hardware will be filling buckets for the Children's Miracle Network, benefitting the Oakland Children's Hospital. The mystery buckets are filled with great gifts and are available at the mixer for just \$30 each! The value of the prizes inside the buckets range from \$35-\$100 in value! Cash or checks welcome— please have checks made out to The ACE Foundation.

How to Get Involved!



CALLING ALL HELPERS!

**DO YOU WANT TO BE INVOLVED
WITH THE FALL FESTIVAL?**

**HAVE YOU THOUGHT ABOUT
POURING WINE AND BEER WHILE
PROMOTING YOUR BUSINESS?**

**The Chamber is looking for
volunteers!**

Talk up your business while taking a shift
in the membership booth or one of 3 beer
and wine booths during the Fall Festival!

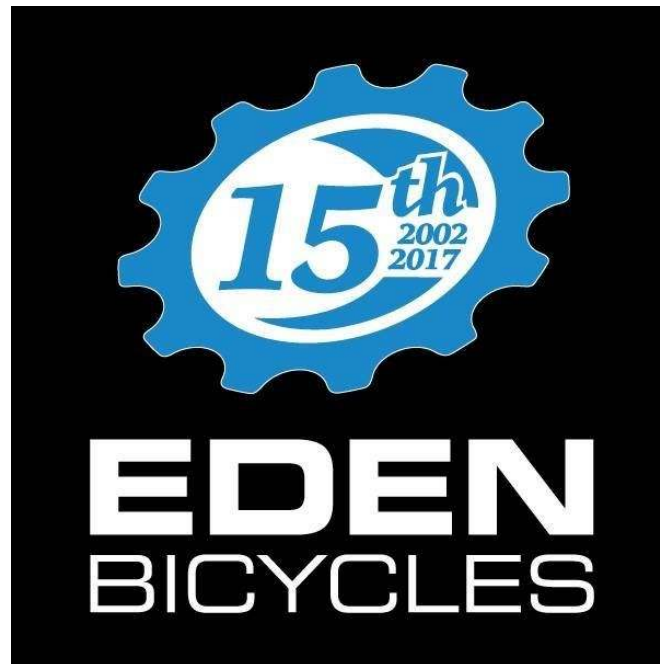
Join us Sept. 8-9!

Interested? Contact the Chamber Today:
(510)537-5300-- info@castrovalleychamber.com

We are looking for volunteers to help us make this year just as amazing as the past 45 years. This event would not be what it is without the community, and what better way to get involved than the fall festival than to volunteer? Come out, enjoy the sun, and share about your business with Festival Patrons. For more information contact the Castro Valley Eden Area Chamber of Commerce at 510-537-5300

Good News From Our Members!

Congratulations to Chamber member, ***Eden Bicycles*** on being voted one of America's Best Bike Shops for the 6th year in a row! Visit their shop in the Castro Village today to celebrate with them!



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

Good News From Our Members!

Redwood Surgery Center Wins StopWaste Award

Redwood Surgery Center in Castro Valley received a 2018 Business Efficiency Award for Excellence in Recycling & Composting from StopWaste, the public agency in charge of reducing the waste stream in Alameda County. Redwood, an independent outpatient surgery center started by Dr. Douglas Abeles & Dr. Ravi Panjabi in 2010, is one of five Alameda County businesses that were recognized for outstanding environmental performance and business efficiency this year.

Recycling can be challenging in the medical industry, with unique materials and standards, but Dr. Abeles and Dr. Panjabi were open to change and savings when Jessica Nusse from Castro Valley Sanitary District came by for a waste audit in June of 2017. Jessica saw an opportunity to decrease garbage, increase recycling, and add organics collection, resulting in a cost savings for the surgery center.

Castro Valley Sanitary District provided recycling and organics containers and Jessica helped Redwood Surgery Center set up a new three-bin system with clear signage and staff training. In addition to the new set-up, Liz deOcampo, Office Manager at the surgery center, said the staff training was critical. "The training that Jessica did for the staff and the new recycling and organics receptacles were really helpful and key to the success of the program."

Since they set up their new recycling stations, Redwood Surgery Center has decreased their garbage by 63%, increased recycling by 50%, and added organics collection for the first time. Truly impressive, Redwood Surgery Center cut their garbage bill in half and moved their overall waste diversion from 33% to now recycling and composting 70% of what gets thrown away.

The new system made it easy for staff and they're now teaching visitors how to recycle and compost. "Redwood Surgery Center was excited to make the changes - the staff have taken ownership of the recycling and organics program and even oversee proper separation when there is a guest surgeon, nurse, or anesthesiologist who isn't familiar with three-bin sorting," said Jessica.

For more information about the 2018 StopWaste Business Efficiency Awards, visit www.StopWaste.org/business-awards.



Redwood Surgery Center received a 2018 StopWaste Business Efficiency Award on June 27, 2018. From left to right: Jessica Nusse, Solid Waste Specialist, Castro Valley Sanitary District; Juanita Munoz, Administrative Assistant, Redwood Surgery Center; Dr. Douglas Abeles, General Partner/Medical Director, Redwood Surgery Center; Liz deOcampo, Office Manager, Redwood Surgery Center; David Sadoff, Castro Valley Sanitary District Board Secretary and Alameda County Waste Management Authority Board Vice President

Good News From Our Members!



Flex makes it easier for riders in Castro Valley to get to and from their destinations.

One call or click will take you to a bus stop within the service zone, on demand.

AC Transit Flex connects stops in Castro Valley, including service along Redwood Road between Somerset Avenue and Castro Valley BART, as well as Redwood Road between Seven Hills and the Aitken Community and Senior Center.

SERVICE HOURS

Monday – Friday, 6 a.m. – 8 p.m.,
excluding holidays.

FARE

The cost to ride Flex is the same as any other AC Transit local service:

Adults	\$2.35
Senior/Youth/Disabled*	\$1.15

*Seniors over 65, Youth ages 5-18

Discounted Clipper fares and day passes apply.

HOW TO USE FLEX

1



BOOK A TRIP

Visit actransit.org/flex or call
(510) 891-5470 to reserve your ride.

2



CATCH THE BUS

Arrive at your chosen bus stop by the scheduled time.

3



ENJOY YOUR RIDE

Don't forget to book your next trip.



Alameda-Contra Costa Transit District
1600 Franklin Street
Oakland, CA 94612
Call 15101891-4777

(510) 891-5470 / Free language assistance / Asistencia gratuita en el idioma / 免費語言協助 / 無料言語支援 para sa wika / H91 tra gong / 免費協助免片 / 無料 언어 지원 / मुफ्त भाषा सहायता / مساعدة لغوية مجانية / زياره من مختلف لغات /
Assistance linguistique live / 在线语言帮助 /
Assistenza linguistica / Бесплатная языковая помощь /
உதவி மொழி உதவி / 免費語言協助 /
H91 tra gong / 免費協助免片 / 無料 언어 지원 / मुफ्त भाषा सहायता / مساعدة لغوية مجانية / زياره من مختلف لغات /
Assistance linguistique gratuite



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AC Trowell's union print shop

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Reach your destination with Flex

**AVAILABLE IN
CASTRO VALLEY**

HOW DO I USE FLEX?

You don't have to stand and wait for Flex; Flex will come when you schedule it. And scheduling is easy. You'll be asked to create an account using an email address or a telephone number so we can confirm your reservation and let you know when your bus is on its way.

- Book from your desktop, tablet or mobile phone, or
- Call (510) 891-5470 to schedule a ride.
- We recommend you book trips 30 minutes before you want to depart.
- You can even book recurring trips up to three months in advance.
- This makes your daily commute so much easier. Just remember to cancel if you find you won't be using the service on any given day.
- You can also book the same trip for members of your family or other traveling companions at the same time. Simply enter the number of passengers traveling together.

REMINDER: If you choose to call (510) 891-5470 for help from customer service, keep in mind that they are available Monday through Friday, 6 a.m. to 7 p.m.; Saturday and Sunday, 9 a.m. to 5 p.m. Closed major holidays except Presidents Day, MLK and Veterans Day.

For more information on using the new AC Transit Flex system, visit their website:

www.actransit.org/flex

Good News From Our Members!

2ND ANNUAL "DAY ON THE GREENS" GOLF FOR LOCAL COMMUNITY ORGANIZATIONS REDWOOD CANYON GOLF COURSE SATURDAY, SEPTEMBER 15TH, 2018

7AM CHECK IN REGISTRATION

8AM SHOT GUN START

SCRAMBLE FORMAT

GIFT BAG, CART, BREAKFAST

POST TOURNAMENT AWARDS DINNER,

SILENT AUCTION

Castro Valley Sports
CVSF
Foundation



ALL PROCEEDS GO
TOWARDS SUPPORTING
LOCAL AND COMMUNITY
ORGANIZATIONS

REGISTER & CORPORATE SPONSOR LEVELS

COST: \$150.00 Per Person / \$550.00 Foursome

INCLUDES:

GIFT BAG, GOLF CART,
BREAKFAST & DINNER

CORPORATE SPONSOR LEVELS:

GOLD: \$1750.00

SILVER: \$1000.00

BRONZE: \$750.00

OTHER SPONSORSHIP OPPORTUNITIES:

TABLE: \$200.00

DRINK: \$200.00

TROPHY: \$250.00

GIFT BAGS: \$300.00

PRINTING: \$500.00

AUCTION ITEMS

BECOME A PREMIER SPONSOR & SUPPORT YOUTH SPORTS IN THE COMMUNITY!

Castro Valley Sports
CVSF
Foundation



GET INVOLVED!

For sponsorship opportunities, or to donate to our
Silent Auction contact:

George Pacheco 510-772-3395

Cal Sakamoto 510-774-5205

Brian Morrison 510-538-9817

For more information, contact the CV Sorts Foundation.

Good News From Our Members!

Congratulations to Fura Bodyworks on a wildly successful Grand Opening of their new location! Check out the new digs at 20825 Nunes Ave, Castro Valley!



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:



Advertise in our programs and be seen by up to 10,000 potential customers!

Our 2018-19 Season



Advertising Rates per show

discounts available for multiple shows

Sixth Page (1.750W x 3.9375 H)	\$100
Third Page (1.750W x 8.000 H)	\$150
Half Page (5.000"W x 3.9375" H)	\$250
Full Page (5.500"W x 8.500" H)	\$325
Inside Cover (5.500" W x 8.500" H)	\$450
Back Cover (5.500" W x 8.500" H)	\$700

All programs are digest size (5.50" x 8.50").

Our printed programs are a naturally effective advertising vehicle because of our "captive audience" that guarantees your ad will be seen. We put it literally in their hands! Also, our on-line digital programs are live long after the show has ended. That makes your hyperlinked advertisement continually available on multiple websites.

For more information please contact

Mary Jo Price

Douglas Morrisson Theatre Manager

prim@haywardrec.org

510-881-6733

Advertise your business and support local Theatre!

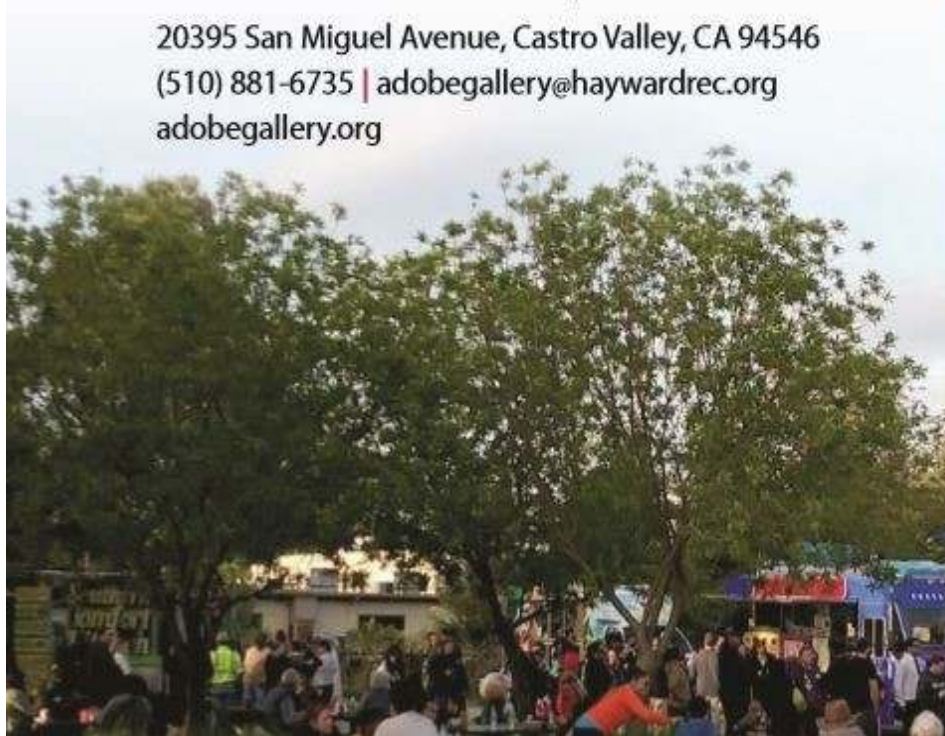
Community News and Info Cont...

Adobe Art Gallery and Art in the Park

Open Late First Tuesdays of the Month | 5:30-7:30pm

In conjunction with Castro Valley Street Eats at the Adobe Park, hosted by the Castro Valley/Eden Area Chamber of Commerce, the Adobe Art Gallery is open First Tuesdays of the month May through October from 5:30 to 7:30pm. The Adobe Art Gallery hosts *Art in the Park* for all ages. Look for the art and craft table outside by the food trucks.

20395 San Miguel Avenue, Castro Valley, CA 94546
(510) 881-6735 | adobegallery@haywardrec.org
adobegallery.org



Also at the Adobe Art Center...

Shu-chen Chen has been teaching Chinese calligraphy since living in the Bay Area. She is going to show us the technique of painting with bamboo brushes. After watching the demo, Shu-chen is going hand out brushes, ink and supplies needed for you to become a professional bamboo brush painter also! Don't miss this hands on opportunity on September 8, 2018, from 2 - 4 p.m. at the Adobe Art Center, 20395 San Miguel Ave., Castro Valley. As always A.R.T., INC. demos are FREE for everyone.

Brought to you by A.R.T., INC.

Don't miss the last two Economic Development Forums of the year!

Economic Development FORUM



Stay in the know!

2018 Quarterly Economic Development Forum

Room 109F, Conference Room, 224 West Winton Avenue, Hayward

—6:00pm to 7:30pm—

Wednesday March 7, 2018

Wednesday June 6, 2018

Wednesday September 5, 2018

Wednesday December 5, 2018

Join us for updates about exciting new projects and businesses in the unincorporated area!



Alameda County | Community Development Agency

Economic & Civic Development Department

224 W. Winton Avenue, Room 110 Hayward, CA 94544

Tel: 510-670-5333 Fax: 510-670-6105

If you're interested in attending our monthly Networking Mixers, contact the
Castro Valley/Eden Area Chamber of Commerce: **(510)537-5300**

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



ALAMEDA COUNTY
Community Development Agency



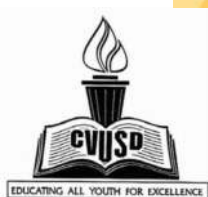
If you're interested in participating as a vendor, contact the Castro Valley/
Eden Area Chamber of Commerce: (510)537-5300,
www.edenareachamber.com

CAREER PATHWAYS TRUST

Following the success of our Summer Intern Program, we are looking forward to a brand new school year filled with a plethora of Work Based Learning experiences, starting with the annual CVHS Health and Wellness Career Exploration Day!

On Thursday, November 8th, CVHS will be hosting folks from all walks of the “Health and Wellness” industry to table at our expo-style event. This gives professionals the opportunity to chat with and educate students about their business. Here are a few of the 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, Body Mechanics, 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!



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3 LABOR DAY Chamber office CLOSED	4 CV Street Eats FIELD DAY & FOOD EVENT!	5 Economic Development Forum	6	7	8 46th Annual Fall Festival!
9 46th Annual Fall Festival!	10	11 CVEACC Executive Board Mtg. CV Street Eats!	12 SCORE Counselling	13 CVEACC Board Mtg.	14	15 Golf Fundraiser hosted by Rowell Ranch Rodeo and CV Sports Foundation
16	17	18 CV Street Eats!	19 Monthly Network- ing Mixer hosted by, Pete's Ace Hardware and Vanderbilt Family Builders	20	21 Cop Shop BBQ	22
23	24	25 CV Street Eats!	26 SCORE Counselling	27	28	29 Elevate! Ado- be Art Gallery Closing Party
30	1	2 CV Street Eats!	3	4	5	6

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.