

**Towbes Unveils
Newest Goleta
Community,**
Page 3



**Card Check At A Glance: U.S.
Chamber Provides Update On
Introduced Legislation**
Page 2

CalChamber, Goleta Valley Chamber of Commerce Support Propositions

The California Chamber of Commerce and the Goleta Valley Chamber of Commerce Board of Directors voted to support positions Propositions 1A – 1F, the special election measures to be considered by voters on May 19, 2009.

Propositions 1A-1F will restrict state spending in the future, force the state to put money into a rainy day account for future economic downturns, modernize

the lottery so the state can get more revenue from it, transfer unspent funds in several special accounts so the money can be used now, require that schools and community colleges get paid back amounts recently cut from their budgets when the economy improves and prohibit elected officials from getting salary increases when the state has a deficit.

1A

State Budget, Changes California Budget Process. Limits State Spending. Increases "Rainy Day" Budget Stabilization Fund.

1B

Education Funding. Payment Plan.

1C

Lottery Modernization Act.

1D

Protects Children's Services Funding. Helps Balance State Budget.

1E

Mental Health Services Funding. Temporary Reallocation. Helps Balance State Budget.

Summary of Propositions on page 3
For a complete summary, visit www.voterguide.sos.ca.gov

Mark Your Calendars

- 4/15 Ready, Respond, Recover**
Jean Blois Community Room at the Chamber,
12 - 1:15pm
- 4/16 New Business Workshop**
Jean Blois Community Room at the Chamber,
4 - 5:00pm
- 4/21 Business Fitness Workshop Series (1 of 6)**
Jean Blois Community Room at the Chamber,
8 - 9:30am
- 4/22 Business After Hours at Ramada Limited**
4770 Calle Real, Santa Barbara
5 - 7:00pm
- 5/5 Business 2 Business Breakfast**
Warren Hall at Earl Warren Showgrounds
7 - 9:00am
- 5/14 Issue & Policy Roundtable**
Jean Blois Community Room at the Chamber,
12 - 1:15pm

For more information and to register, visit www.GoletaValleyChamber.com or call 967-2500.



May 2009

Valuable Information Received from Chamber's Membership Survey

81% Percent of You Said the Chamber Value Was Worth As Much or More Than Your Investment

By VALERIE KUSHNEROV

In response to the membership survey distributed in February, 81% of chamber members responded that the value received by being a chamber member was worth as much, or more, than the investment. This is just one of the indicators pointing to the fact that the Chamber is working in ways that are relevant to its members.

According to the Western Association of Chamber Executives (WACE), chamber members want their chamber to create a strong local economy, promote the community, provide networking and business resources, represent local business to government and to support pro-business political action. The survey questions sought input on

how the Goleta Valley Chamber of Commerce is doing in these areas and compared them to the responses of over 160 chambers of commerce in the western United States.

Overall the responses were very positive. Analysis by Steve Snyder of the CalChamber indicated that the most important number is the gap between the importance and the performance of the Goleta and how it compares to the WACE average. In all instances, except for one, the Goleta gap was smaller than the WACE gap meaning that Goleta is performing better in the areas of importance to its members than the average chamber.

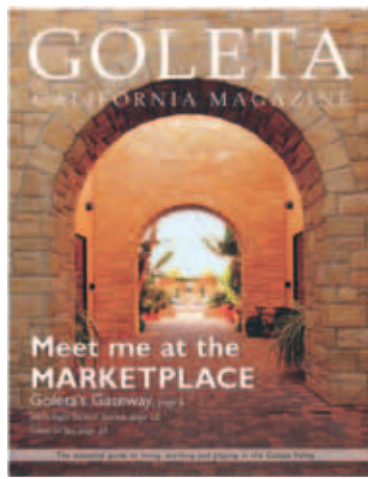
The interesting anomaly is the gap for networking. The Goleta Chamber doesn't have a gap

at all. The performance exceeds the expectation by 5% whereas the WACE gap is -6%. This type of situation is almost unheard of with those who analyze the data for Chamber executives.

Chamber President & CEO Kristen Amyx said, "I truly believe that this number reflects the positive response to our newest networking event, the Business 2 Business Breakfast. People are looking for new and innovative ways to get their message out and this provides the ideal opportunity for many."

For survey results and analysis, visit www.goletavalleychamber.com. Read the President & CEO Journal on page 2 for confirmation on how the survey affects the Chamber's next steps.

2009 Goleta Magazine Available Now



The 2009 Goleta magazine was showcased at the Business After Hours Mixer at Community West Bank in late March. This year's magazine includes 56 full-color pages on the best of Goleta including a cover story on Camino Real Marketplace. Other highlights include features on the Dos Pueblos Engineering Academy, real estate, business start-ups, and a one-day itinerary.

Goleta Valley Chamber of Commerce President and CEO Kristen Amyx said, "This is a

wonderful piece to showcase the best of Goleta to residents, visitors, and those people looking to relocate. We are proud of the quality of publication and the breadth of information provided."

If you would like 20 or more copies delivered to your location, email Shawn@goletavalley.com with the addresses, phone number and number of copies. You can also stop in the Chamber office at 271 N. Fairview, Suite 104 during normal business hours.

Business Fitness Workshops Provide Tools to Weather Tough Economic Storm

By VALERIE KUSHNEROV

CEO and business managers from Santa Barbara to Santa Ynez gathered in the Jean Blois Community Room at the Goleta Valley Chamber of Commerce for the *Thrive, Don't Just Survive Workshop*, a kick off to the remaining Business Fitness workshops offered by the Chamber in conjunction with Palius + O'Kelley.

A jam-packed room of attendees received strategies for managing finances and cash flow, growing profits and refining core operations.


Response to the event was overwhelmingly positive. The majority said that they would recommend it to a friend and were very glad they carved out two

hours to receive the information.

Beginning on April 21st, a more in-depth six session series of Business Fitness Workshops will be offered.

These sessions will be targeted to allow a more comprehensive presentation and discussion on each. The series' sixth session will be broken out into industry-specific discussions.

Goleta Valley Chamber of Commerce President & CEO Kristen Amyx urged businesses to take advantage of this great resource. She said, "Attending these 90 minute monthly sessions is one of the best ways to keep your business healthy. We want to make it easy for your business to thrive."



BUSINESS FITNESS WORKSHOP SERIES

When: One Thursday per month starting on April 21st, 8-9:30 a.m.

Where: Goleta Valley Chamber, 271 N. Fairview, Suite 104

Cost: \$199/members & \$249/non-members for 6-session series

Register at www.GoletaValleyChamber.com or call 967-2500.

Light refreshments will be provided.