

The Official Newsletter of the Ojai Valley Chamber of Commerce

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### FEATURED INTERVIEW FOR THE MONTH: **John Broesamle, Ojai Valley Defense Fund**

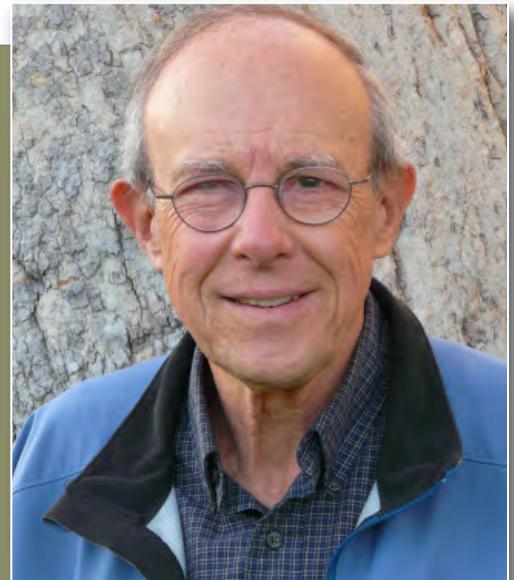
## “We’re Hoping to Protect the Ojai Valley’s Future” An Interview with John Broesamle, President Ojai Valley Defense Fund

By Reynold Akison

“The mission of the Ojai Valley Defense Fund (OVDF) is to provide financial support to frontline groups undertaking legal action to protect and sustain the environmental quality of the Ojai Valley for the public’s benefit,” said John Broesamle, President of the Ojai Valley’s newest 501 C-3 non-profit organization (P.O. Box 1255, Ojai 93024, 805-646-5948 & 805-646-1200; [www.ovdf.org](http://www.ovdf.org), [info@ovdf.org](mailto:info@ovdf.org)).

“The Ojai Valley Defense Fund is meant to be a community asset that provides legal funding and moral support to frontline groups on behalf of all Ojai Valley residents,” Broesamle added. “We are not the initiators of such legal action. We will help support local groups that apply to us for financial aid for legal action and that meet our criteria for support.”

*continued on page 3*



John Broesamle,  
President  
Ojai Valley  
Defense Fund



### CITY OF OJAI STATISTICS THROUGH DEC. 2009

#### Transient Occupancy Tax

**\$86,636**

(for December '09 rec'd. in Jan. '10)  
(31% decrease from December 2008)

**\$1,639,462**

total TOT for 2009  
(34% decrease over same period in '08)

#### Sales Tax Revenue

**\$66,578**

sales tax received July 1, '09 - Sept. 30, '09  
(decrease of 15% over same period 2008)

**\$1,121,983**

total sales tax for 2008  
(10% decrease over same period in 2007)



### CHAMBER STATISTICS JANUARY 2010

Website Visits:	October	-	48,912
Website Hits:	October	-	478,529
Page Views:	October	-	145,907

#### 2009 CHAMBER WEBSITE STATISTICS

Website Visits: 481,198 | Website Hits: 6,089,397  
Website Page Views: 1,850,908



## CEO'S FILES



**Scott Eicher**

*Chief Executive Officer,  
Ojai Valley Chamber of Commerce*

NEW WEATHER  
NEW BOARD PRESIDENT  
NEW OJAI VISITORS BUREAU

*Say, what was all that strange stuff falling from the skies the last two weeks in January? And that white stuff on the Chief's nose? It has been so long since we've had any real rainfall, that I almost forgot why I owned an umbrella or had a fireplace.*

I live on the floor of the valley not far from downtown and my rain gauge measured eight and a half inches for the week of January 17 -22. And as late as January 29th and I could still see snow on the Topas. Though the OVN article on the rain said we hadn't received much of an incremental rise at Lake Casitas, there will be plenty of run-off coursing into it for the next few weeks. Not enough to cut the boat ramp distance in half, but a goodly amount anyway. CMWD Board member Pete Kaiser told me that we'd need another 24 days of rain like we had mid-January to fill Lake Casitas. I can't recall when we last had a real winter, but with the chill of overnight lows in the low forties and even thirties, it's a good time to chase the spiders out of my chimney by burning an oak log or two each night.

*In case you missed the December OBJ, the Chamber's new Board Chair is Bob Kemper (Troop Real Estate). This is his third year on the Board and it promises to be his most active. Bob is already bringing a solid business sense to the organization along with a desire to keep us politically active.*

These last few weeks Bob and I have been working on the Ojai Visitors Bureau beginnings, from the agreement with the City of Ojai for funding to the RFP for PR firms, and now the proposals from the seven firms we approached.

This year Bob and I will be making the rounds to visit Chamber members to keep you abreast of what we're doing and to gain your insights on our efforts to improve our local economy.

*And speaking of the new Ojai Visitors Bureau (OVB) ... The Chamber is in the process of finalizing an agreement between the City of Ojai and the City's Redevelopment Agency, to administer the Destination Marketing Proposal as presented to the City Council in late December 2009. Once the agreement is executed, the City will fully fund the Chamber at \$160,000. We have formed a subcommittee of eight people to act as an Advisory Committee, and we have a number of individuals we will use as a loose group of "hired guns" consultants for areas/issues where we may need specific knowledge and guidance.*

*continued on page 5*



## BOARD OF DIRECTORS

### President

Bob Kemper *Troop Real Estate*

### Past President

Jeff Haydon *Ojai Festivals, Ltd.*

### Treasurer

Martha Dowden *Los Padres Bank*

### Directors

Ren Adam *Ojai Valley Directory*

David Brubaker *Ojai Community Bank*

Janis Clapoff *Ojai Valley Inn & Spa*

Kathy Hartley *The Lavender Inn*

Brad Hudson *Shaklee Distributor*

David Junod *David Junod, CPA*

Barbara Kennedy *Oak View Park & Resource Center*

Emily Sandefur *Heritage Financial*

Dawn Shook *Ojai Valley Board of Realtors*

### Staff

Scott Eicher - Chief Executive Officer

Shannon Allen - Executive Assistant

**THE OJAI BUSINESS JOURNAL** is a monthly publication of the Ojai Valley Chamber of Commerce which is solely responsible for its contents. Information for issues should be directed to The Ojai Valley Chamber of Commerce at:

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Graphic Design By  
Graphics Unlimited / (805) 640-1909



## FEBRUARY CALENDER

**TUESDAY**  
**9, 16, 23**

**Morning Business Referral Group**  
@ Eggs 'N Things 7:15a

**TUESDAY**  
**9, 23**

**City Council Meeting • 7:30pm**  
Council Chambers @ City Hall

**WEDNESDAY**  
**10, 17, 24**

**EVENING Business Referral Group**  
6:00-7:30 pm • Villa Giuseppe Ctr.  
2464 E. Ojai Ave. • 805.207.3447

**WEDNESDAY, 17**

**Balloting Closes** for Chamber  
Business in the Ojai Valley Awards

**THURSDAY, 11**

**Chamber Board Meeting**  
@ Chamber Office • Noon - 1:30PM

**SUNDAY, 14**   
**VALENTINE'S DAY**

## MARCH PREVIEW

**TUESDAY, 2, 9**

**Morning Business Referral Group**  
@ Eggs 'N Things 7:15a

**WEDNESDAY, 3, 10**

**EVENING Business Referral Group**  
6:00-7:30 pm • Villa Giuseppe Ctr.  
2464 E. Ojai Ave. • 805.207.3447

**THURSDAY, 4**

**Celebrating Business on th Ojai Valley**  
@ Ojai Valley Inn & Spa • 6-9PM  
646.8126 for reservations / seating limited

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### PREVIOUS THREATS TO THE OJAI VALLEY

“There have been a number of threats to the Ojai Valley in the past that would have resulted in serious negative environmental impacts. In the 1960’s CalTrans wanted to build a freeway through the heart of the Ojai Valley. The 60’s also saw a proposal to build ten thousand homes in the Lake Casitas watershed.

“In the 1970’s it was U.S. Gypsum proposing an open-pit phosphate mining operation in the Los Padres National Forest that would have sent a steady stream of big trucks through the Ojai Valley.

“The 1980’s saw a proposed uranium mine in the Lake Casitas watershed, and also the Petrochem Oil Refinery expansion project located at the entrance to the Ojai Valley.

“The 1990’s saw another proposed mega-development near Lake Casitas and the Weldon Canyon super-regional landfill site proposal.

“These were the sorts of issues the OVDF has been established to help defend against. Most of these challenges come from interests outside the Valley. We’ve averaged two such threats each decade.”



### AMBITIOUS FUNDRAISING GOAL

“Our goal is to raise \$1 million for the basic fund,” Broesamle said. “We currently have pledges for over \$300,000.00.

“Anyone can donate any amount to the fund. In fact, we welcome contributions from all residents of the Ojai Valley no matter where they live. People can donate what they can as often as they like. Their donations are tax deductible.

“Our fundraising strategy from now through the summer will emphasize a major publicity campaign; outreach to local and regional businesses; speaking to community organizations – including service clubs and schools; social gatherings – including luncheons, coffees, and the like; continual updates of our website; and carefully directed mailings.”

### MANAGING THE FUND

“The fund will be managed in a professional way with a conservative investment strategy. Our Board’s Investment Committee and advisors will make sure that the fund is diversified and weighed towards conservative investment instruments that focus on the preservation of capital.

“Right now and until our \$1 million

*continued on page 4*





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goal is reached all funds are held in FDIC-insured accounts. Once we reach our basic funding goal, at least 80% of the investment portfolio's net assets will be invested in fixed-income securities with active management of maturities."

### BOARD OF DIRECTORS AND ADVISORY COMMITTEE

"A number of people have discussed forming a non-profit group like ours for several years," Broesamle said. "We finally decided that now was a good time to set up a non-profit and start raising funds for future environmental threats coming our way.

"Besides myself, our Board of Directors includes Peter Cante, Vice-President; my wife Kathy Broesamle, Secretary; Wanda Martin, Treasurer; as well as Gayle Bertsch, Sheri Ann Cate, Therese Hartmann, Ellen Johnson, Cindy Jones, and Dave Neville.

"We also have an Advisory Committee made up of David Brubaker, Janis Clapoff, Greg Herring, Jim Jackson, Connor Jones, David Junod, David Kaplan, Joan Kemper, Janet Mahon, Pat McPherson, Jerry and Char Michaels, Bill Monot and Carolyn Vondriska.

"We're an organization of mainstream residents with varying viewpoints who have come together through our love of the Ojai Valley."

### GROUPS MUST APPLY FOR FUNDS

"It's important for people to remember that the OVDF is not a frontline action organization. That work will be done by others. We will provide such organizations money when they must take legal action as a last step in a fight to protect the Ojai Valley environment.

"Groups that want to apply for legal funds can find a 2-page PDF form on our website at [www.ovdf.org](http://www.ovdf.org). When a group has done everything they can up to going to court to thwart what they see as a treat to the Valley's environment, they can apply to the OVDF by submitting the form to our Board of Directors.

"This should be done after exhausting all other measures. Taking legal action is a serious, expensive and time-consuming matter, and should only be done when all other forms of persuasion have been exhausted."

### LEGAL FUNDING COMES WHEN MOST NEEDED

"Our ten-person Board will analyze a group's issue and strategy and discuss its merits in view of our mission statement and funding principles and vote whether or not to fund.

Our bylaws call for funding when we vote as a majority plus one. The math works out to 7 of 10 board members voting in favor of providing legal funding.

"Our funding of a frontline group will help relieve them of the need to raise legal funds when their efforts have reached a place when timely action is more important. We also expect that the existence of the Fund will help discourage some environmental threats before they arise."

### YOUR CONTRIBUTIONS HELP THWART ENVIRONMENTAL THREATS

"We believe our Valley needs such a fund and deserves it and that we are providing a public benefit that will be around a long time to come," Broesamle added.

"The Valley has been threatened in the past and will be threatened again in the future by forces, usually coming from outside the Valley, which can significantly alter and degrade our Valley, our economic climate and our quality of life if allowed to proceed.

"We hope all Ojai Valley residents and businesses will contribute to our enterprise which seeks to help provide for the environmental well-being of this special place where we live."

You can send contributions to the Ojai Valley Defense Fund at OVDF, P.O. Box 1255, Ojai, CA 93024, or make a donation online at their website – [www.ovdf.org](http://www.ovdf.org), using their secure online form.

*Please support Ojai Valley Chamber member businesses and non-profits. Be sure to check the Ojai Chamber website at [www.OjaiChamber.org](http://www.OjaiChamber.org) to find out which member businesses offer a Chamber Member-to-Member discount and to find out more about the discount program. When your money stays in the Ojai Valley – every resident benefits.*

### About John Broesamle, President, the Ojai Valley Defense Fund

John Broesamle and his wife Kathy have lived in Ojai for over twenty years. John taught United States history at California State University, Northridge from 1968 to 2002. He is the author of several books. He volunteers at various local civic organizations and at Topa Topa Elementary School, where his grandchildren are students. In 1999 John was named an Ojai Living Treasure, and also honored by the Ojai Valley Chamber of Commerce as Ojai Citizen of the Year for his leadership of the Ojai Valley Land Conservancy. He is presently writing a book about American presidential leadership.





## Take a Hike for Productivity

by Brenda Spandrio

My husband, Angelo, and I are on a mission to hike all the trails around Ojai. Angelo did this many years ago and is quite an experienced hiker. I, on the other hand, am a total novice.

A couple of weeks ago, we hiked to Middle Matilija Camp. It was a gorgeous day to be out. However, because of the recent rains, many of the streams were running quite rapidly. It took a lot of nerve for me to jump from rock to rock and make it to the other side. In doing this, though, I found an analogy to my productivity.

The first step is to determine to reach your goal. You have to decide that you are going to get to your destination, no matter what. Look ahead and form an idea of your path across. Gauge the distance from rock to rock as best you can.

Step out in faith! You simply have to screw up your courage and go for it! Don't straddle. If you stop with one foot on a rock behind and one on a rock ahead, you're going to get stuck.

Keep moving. Even if you're scared and uncertain, you need to move forward in order to get to the other side.

Expect to take a fall. Sooner or later, usually when you get overconfident and cocky, you are going to end up in the water. In some ways, though, this is a good thing because you find out that a little failure is not the end of the world. You just have to get back up and keep going.

All of these steps can be applied to running a business. So next time you feel "stuck" – take a hike!

### ABOUT AMBIANCE SOLUTIONS

*Brenda Spandrio is a Certified Productive Environment Specialist and your answer to a more productive, less stressful environment. Find us on the internet at [www.ambiance-solutions.com](http://www.ambiance-solutions.com) or call 805-500-5378. We are located in beautiful Ojai, CA.*



*Brenda Spandrio on a recent hike*

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In late December we sent Requests for Proposals (RFP) to eight PR firms, four in Ventura County, four in Los Angeles County. We received commitments to participate from seven. We winnowed the seven proposals down to four finalists and it's our intent to submit a draft contract with the winning firm by February 4th or 5th.

The Chamber will keep all OVB funds separate from its own, and will supply the City with at least two financial and progress reports this calendar year: one in May and one in late November. We are approaching this as – and the implication is that this will be – a three year program. However, funding for years two and three are not guaran-

teed, in part because the current Council may not commit future Councils' budgets. In December of 2010 we will approach the Council to approve a second year's full funding.

This year the plan will address only out-bound marketing designed to bring visitors to Ojai to spend two three or more nights at a time. It will not address the issue of a Visitors Center or its staffing. The goals for this plan include but are not limited to increasing the TOT (Transient Occupancy Tax, or "bed tax") and sales tax collections both of which should improve the local economy as dollars circulate within the valley. Stay tuned.

## Pattie Braga appointed to 2-year term on PDAP Board

Pattie Braga, Community Development Manager with Ventura County Credit Union was recently appointed to a two year term as a Board Member of the



*Pattie Braga*

Palmer Drug Abuse Program of Ventura County (PDAP). PDAP is the County's only non-residential treatment center for at-risk youth providing drug and alcohol counseling services to students and families regardless of their ability to pay. The goal of PDAP is to reduce the number of teenagers in Ventura County who abuse alcohol and drugs; to intervene with youth most at risk of serious health, family and legal problems due to substance abuse; and to collaborate with other agencies in fostering healthy lifestyle choices by youth and in bringing a broad range of services for youth and families into each community.

Pattie Braga has worked at Ventura County Credit Union for five years as the Community Development Manager. She has over 10 years of experience in the financial field, having previously worked at Telesis Community Credit Union and San Diego County Credit Union.

Ventura County Credit Union is the largest credit union headquartered in Ventura County, with five offices, nearly 50,000 members and \$483 million in assets. It offers a complete line of loans, federally insured savings, 24-hour electronic access services and more. Call 800/ 339-0496 or visit [myvccu.org](http://myvccu.org) for more information.



## Joan Roberts named 2009 Realtor of the Year

*Peers honor local agent for her sales efforts and community service*

*By Earl Bates*



Joan Roberts

The Ojai Valley Board of Realtors recently recognized Joan Roberts as *Realtor of the Year for 2009*.

Joan was chosen by the board for her outstanding work as a professional Realtor and for her many contributions to the people of the Ojai Valley.

The award was announced at the annual membership meeting of the Ojai Valley Board of Realtors. Before the award recipient's name was revealed, the work and community activities they were being recognized for was described. "Joan, that's you! said people sitting at Joan's table that day. Oh, no it's not me, lots of people do those things," responded Joan. And then the recipient's name was announced. "I was so surprised," said Joan.

Joan is still inspired by her first

impression of Ojai from many years ago. Cruising along on her motorcycle back in 1986 she stopped at the famous Shangri-La overlook of the Ojai Valley at Dennison Grade. "Where are we? What is this? This is so beautiful," she remembered saying.

"I love the Ojai community," she said. "We have such a diverse group of residents here; everyone is just so open and friendly. It's a calm and peaceful place to live and people get involved in their community, they take a personal interest."

Joan's main focus in Ojai for the past 23 years has been helping people with their real estate projects, but for her it has a higher purpose than just a job. "I love doing real estate here; I am so enthusiastic about the community and the beauty of the valley. It rubs off on my clients and they also get involved in the community."

If you have not met Joan yet, you might find her out with a group of students working with the Ojai Valley Green Coalition helping to restore the creek

habitat in Libbey Park; or you might see her on a volunteer trail crew in the Los Padres National Forest helping maintain pathways for hikers.

Joan is also active with the local Red Cross and the Community Emergency Response Team (and has her Amateur Ham Radio License). She was instrumental in founding the Ojai Garden Tour and was a founding director of Living Treasures. She currently serves on the board of advisors of The Ojai Retreat and the board of directors of the Ojai Film Society. Joan is also active with the Ojai Valley Chamber of Commerce, and she is a member of the local, state and national associations of Realtors. She is recognized by the Graduate Realtor Institute and was awarded the International President's Circle certificate by Coldwell Banker Corporate.

*Joan may be reached at Coldwell Banker Property Shoppe or on her cell at 805-223-1811*

## George Tabata Joins the Loan Team at Ojai Community Bank in Ojai

Ojai Community Bank is pleased to announce that George Tabata has joined the Bank as a Commercial Loan Officer. "We are excited to have George as part of our successful loan team. George continues our tradition of making local decisions on loans for our clients; he is a community banker who defines the role of a relationship banker," said Don Scanlin, Chairman of the Board of Ojai Community Bank.



George Tabata

George has been a community banker in Ventura County for over 25 years. His expertise includes business loans, loans for professionals, commer-

cial and residential real estate loans and consumer loans. George is a graduate of the California Banking School and a member of the CPA/Law Society of Ventura County; he also serves on the Board for the non-profit CAPS-TV. George resides in Ventura with his wife Linda.

He can be reached at gtabata@ojaicommunitybank.com.

A locally owned community bank, Ojai Community Bank was founded in 2005. The bank continues the tradition of donating \$25 to a local charity of the account holder's choice for each new account opened. "This really gives

the local community power to direct donations to the non-profit service providers they feel need their support" said Scanlin. Ojai Community Bank offers a variety of competitive deposit and lending solutions for businesses and consumers including: consumer loans, business loans and lines of credit, credit cards, merchant services, online banking and cash management.

In 2007 Ojai Community Bank was designated as one of the top ten "denovo" banks in the United States, and also Ojai Chamber of Commerce Small Business of the Year for 2007. Ojai Community Bank has \$110 million in assets and three locations to serve Ojai and Santa Paula.



## Applicants Sought for Ojai Valley Sanitary District Board



The Board of Directors for the Ojai Valley Sanitary District (OVSD) is seeking to fill an empty Director seat on its governing Board. The seat became vacant with the recent passing of longtime Director William (Bill) Lotts who represented Division 7, an area generally covering the eastern portion of the City of Ojai.

“The new Director will work closely as a policy-maker with the other dedicated Board members to ensure that the District’s mission is accomplished, which is to administer the sanitary system for our ratepayers protecting our health, water resources and local environment. This is a great opportunity for an individual to represent the public and serve the community,” said Pete Kaiser, Chair of the Board.

The Board intends to appoint a replacement to the vacant position rather than hold a special election. The successful applicant will be seated by March 3, 2010 and then must run for reelection in November to fulfill the remaining two years of a four-year term. Board meetings are typically held on the fourth Monday of each month. In addition, there are occasional committee meetings throughout the year.

To be eligible, the appointee must be a resident of Division 7, as specified by the District and a registered voter. District 7 encompasses the Oak Glen-Gridley Road area, Golden West tract, Topa Topa School area, North Fulton and North Drown neighborhoods.

Applications for appointment to the vacancy will be accepted up to 5 p.m., Feb. 12, 2010. The Board will interview the applicants on Feb. 18, 2010. Application forms are available at the Sanitary District

office, 1072 Tico Road, Ojai, or on the web site, [www.ojaisan.org](http://www.ojaisan.org).

For more information go to the web site or contact Brenda Krout, Board Clerk, at 646-5548 or [brenda.krout@ojaisan.org](mailto:brenda.krout@ojaisan.org).

## Economic Development Collaborative-Ventura County: Help for Your Business

With its wide range of business growth and assistance programs, the Economic Development Collaborative-Ventura County (EDC-VC) can help your business thrive.

EDC-VC is a nonprofit organization dedicated to improving business survival, profitability and growth. Its Business 911 program focuses on helping businesses negatively impacted by the recession by providing fast, no-cost, professional and confidential business consulting.

EDC-VC offers low-cost capital through its loan programs, and has a program dedicated to providing technical assistance for manufacturers. Global Entrepreneur Training in Trade (G.E.T. Trade) is a 12-week program designed to teach business leaders how to access global trade opportunities.

G.E.T. Trade classes begin February 16, and class size is limited to 25. For a schedule of upcoming information meetings, visit <http://www.edc-vc.com/GET.htm> or contact Mary Anne Rooney, program director, at 384-1800, ext. 25.

## Celebrate Business in the Ojai Valley

with **THE BIG TICKET RAFFLE**  
**\$50 each OR 5 for \$200**

### GRAND PRIZE:

**8 Night Hawaiian Getaway** (all air and hotels included)

### SECOND PRIZE

**4 Nights at Four Seasons  
Palm Beach Resort, Florida**

### THIRD PRIZE

**3 Nights at Chumash Casino  
Santa Ynez Valley**

**Purchase your tickets at [www.ojaichamber.org](http://www.ojaichamber.org) OR call 805.646.8126**

**Maximum 300 tickets to be sold**

**All proceeds benefit the Ojai Valley Chamber of Commerce**





## Saving Lives, Bringing Hope in Haiti

by Vivian Sudhalter

Three days after Haiti's catastrophic earthquake, word came to the Ojai offices of the National Disaster Search Dog Foundation (SDF), the organization that had deployed canine search-and-rescue teams. Thanks to a bark alert from Hunter, a border collie trained by SDF, three little girls were found alive. Over the weekend, five more successful alerts from SDF dogs helped to save people who had been buried alive under the rubble – and gave hope to victims searching for their loved ones.



*Baxter searching for survivors in Port-au-Prince*

*Photo: UN Photo - Marco Dormino*

Tireless, the teams continued their search into the dark hours, day after horrifying day, as miraculous rescues were reported.

The teams are on their way home now, having done exactly what they were trained to do. To

*Thanks to a bark alert from Hunter, a border collie trained by SDF, three little girls (trapped due to the Haiti earthquake) were found alive.*

learn more about the deployment, visit [www.searchdogfoundation.org](http://www.searchdogfoundation.org).

Disaster search requires very specific talents and skills in both dog and handler. A disaster site is a treacherous environment: noisy, chaotic, dust-filled, and sometimes dark. Search dogs must have the ability to perform at a high level in the worst settings imaginable. They remain intrepid over wobbly, uneven surfaces, hot spots and gaps in the rubble where fires are still burning. It takes an extraordinary dog – one with extreme boldness, energy, strength, agility and drive – to approach every training exercise and every deployment with energy and determination.

These are dogs that love to work, need to work, and know exactly how to search for survivors. Their competence, and that of their handlers, was reported by news observers to lend courage to the people of Port-au-Prince.

How did SDF begin? SDF was founded in 1995 by retired Ojai schoolteacher, Wilma Melville. In 1995, Wilma and her Advanced-Certified search dog were deployed to the site of the Oklahoma City bombing. Only one survivor was found by a dog, and it was clear that the country had a severe shortage of Canine Disaster Search Teams. Determined to do something about this, Wilma founded the 501(c)(3) tax-exempt, not-for-profit National Disaster Search Dog Foundation. Soon she designed a program based on the recruitment of carefully screened, rescued dogs and on a streamlined, professional training methodology. Her goal was to improve the way search dogs were chosen and trained, and to partner them free-of-charge with firefighters and other first responders.

### Ongoing support

SDF dogs and their handlers receive rigorous daily training to keep them ready for deployment throughout their working lives. The dogs, many of whom were themselves rescued on the brink of euthanasia, are professionally trained at great expense. To disaster survivors, the compassion and courage offered by their rescuers represent the very best America has to offer. Though the teams are FEMA-certified, they receive no government support.

Contributions from individuals and organizations are the sole support for SDF and its programs. Inspired by SDF efforts in Haiti, Ms. Joanne Woodward Newman and Newman's Own Foundation announced a combined \$100,000 challenge grant in support of SDF search-and-rescue teams. To take part in the challenge, call SDF at (888) 459-4376 or donate online at [www.searchdogfoundation.org](http://www.searchdogfoundation.org).





## CHAMBER MIXER

Last month's Networking mixer  
was hosted by  
CASA OJAI INN

Many Chamber Members were in  
attendance and a good time was had by all.



*New Chamber Boardmembers, Emily Sandefur with HeritageFinancial and Brad Hudson, Shakle Distributer*



*Jim Johnson, General Manager (left) with Geoff Wells, Owner of Casa Ojai Inn, host of last month's mixer*



*Lara Moga owner of Casa Bella and current nominee for the Entrepreneurial Spirit Award, pictured with Shannon Allen, Chamber Executive Assistant*

*No Mixer this month ... Please join us for the 3rd Annual Awards Gala on Thursday, March 4th at the Ojai Valley Inn & Spa for more information please call the Chamber at 646.8126*

### Take Note

The next issue of the Ojai Business Journal will be our **MARCH 2010 issue**. If you have news to share please fax, email, or come by in person with your article.

All materials, including ads for the March 2010 issue of the Ojai Business Journal are due February 22.

Any questions please call *The Chamber* at 646-8126

### Member to Member Discount Program Benefits All Members

Our voluntary

Member-To-Member Discount Program is growing. Go to our website & click on the "M2M Discounts" button, then add your discount for Chamber Members.



## The Ojai Valley Chamber of Commerce Shines a Spotlight on Local Businesses

You choose the **BEST BUSINESSES AND NON-PROFITS** in the Ojai Valley. The winners will be announced at the Ojai Valley Chamber of Commerce Awards Gala on March 4, 2010 at the Ojai Valley Inn & Spa. Listed below are this year's nominees.

**TO MAKE YOUR VOTE COUNT** please fill out a ballot online or on paper and return to the Ojai Valley Chamber office at 201 South Signal St. (ground floor office of the Music Festivals building), or fax it to 646-9762. Voting begins on Friday, January 22nd. Nominees are listed below.

### **SMALL BUSINESS OF THE YEAR AWARD:**

Will honor that Chamber Member with no more than 10 employees, which best exemplifies the spirit of free enterprise in the Ojai Valley. The nominee will be for-profit, locally owned, and will have an innovative approach to customer service and demonstrate civic leadership.

- ◇ FEAST BISTRO
- ◇ JERSEY MIKE'S SUBS
- ◇ KAVA HOME | GARDEN | GIFTS

### **ENVIRONMENTALLY CONSCIOUS BUSINESS OF THE YEAR AWARD:**

Will honor a Chamber Member that has an established program in place, for pollution prevention, waste reduction or recycling activities.

- ◇ CASA OJAI INN
- ◇ E.J. HARRISON & SONS, INC
- ◇ THE OAKS AT OJAI

### **ENTREPRENEURIAL SPIRIT AWARD:**

Will recognize that Chamber Member which best exemplifies creativity in the development of enterprise in the Ojai Valley. This award may be given to either a for-profit or a non-profit enterprise. The winning entrepreneur will have had a positive impact on the economy of the Ojai Valley.

- ◇ STAN & HALLIE KATZ / HUMAN ARTS GALLERY
- ◇ LARA MOGA / CASA BELLA
- ◇ ROBERTA RAYE / MADE IN OJAI

### **TOURISM DEVELOPMENT AWARD:**

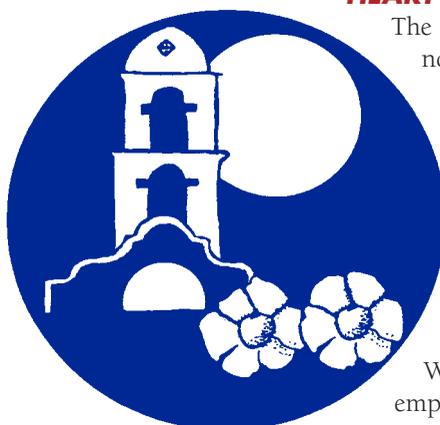
Will recognize the Chamber Member that has demonstrated creativity in contributing to the development and expansion of the tourism industry in the Ojai Valley.

- ◇ OJAI STUDIO ARTISTS / STUDIO ARTIST TOUR
- ◇ OJAI VALLEY TENNIS TOURNAMENT / THE OJAI
- ◇ ROTARY CLUB OF OJAI WEST / OJAI WINE FESTIVAL

### **HEART OF OJAI AWARD:**

The Heart of The Ojai Valley Award is dedicated to the non-profit Chamber Member that has enhanced the quality of life for the people living in the Ojai Valley.

- ◇ OJAI VALLEY COMMUNITY HOSPITAL
- ◇ OJAI VALLEY YOUTH FOUNDATION
- ◇ OPTIMIST CLUB OF OJAI



### **CORNERSTONE AWARD:**

Will honor a Chamber Member with more than 10 employees. The Cornerstone Award recognizes the entrepreneurial spirit of those who make the investment to grow business in our Valley. The winner will be a for-profit Chamber Member who has provided innovative leadership, customer-driven services and demonstrated civic leadership for the betterment of the Ojai Valley.

- ◇ OJAI PRINTING & PUBLISHING
- ◇ OJAI VALLEY INN & SPA
- ◇ RAINS