



Riverbank

CHAMBER OF COMMERCE

Understanding Senate Bill 974

A legislative issue that affects the local area is the Senate Bill 974. For purposes of understanding the issues at hand, the following is a statement by Tim Ogden, Director of Economic Development for the City of Riverbank.

SB 974 proposes to eliminate the Targeted Employment Area ("TEA") from the list of eligible criteria for the Enterprise Zone ("EZ") hiring credit, one of the best tools in the EZ toolbox. Our community has seen hundreds hired because of this program. While the proposed program for career technical education pathways is worthy of consideration,

it would come at the expense of a valuable EZ tax credit.

The City of Riverbank suffers from a 25 percent unemployment rate as of May 2010, and the EZ has done great things for our community. Eliminating any tax credit option from the EZ is detrimental to us, especially the TEA program that in particular benefits the residents of the low-income neighborhoods. These same neighborhoods suffer from some of the highest levels of unemployment, poverty rates and crime. Its elimination could exacerbate job losses and any future proactive efforts to stem

the unemployment tide in the community.

While the state's budget needs fixing, it should not come at the expense of further job losses in the community, and across the state in Enterprise Zones, in place due to the poor economic conditions that existed even before the latest recession.

Part of our duties as citizens and voters is being informed and involved. People should acquire knowledge of both sides of any issue, and make an informed decision when we go to the polls. The freedom to vote is a privilege to be appreciated and exercised.

Buy Local,
Buy Chamber!

BUSINESS BIOS

The Write Design

Owner: Milli Sanders

Phone: 573-0092 • Email: milli@riverbankwebdesign.com
www.RiverbankWebDesign.com • Hours: Monday-Friday, 10 a.m. to 6 p.m.
Services: web design, web content, search engine optimization, web hosting

In 1985, Milli Sanders started Millicent Sanders & Associates, a home-based marketing and management consulting firm for dental offices. She had just graduated from CSU, Stanislaus with a degree in Business Administration. Prior to completing her degree, she had worked in dental management positions at local dental offices. During the next 15 years, while she consulted for dental offices, she wrote articles on budgeting and hiring that were published in the dental magazine, Dental Economics. She also authored a reference manual that is still in dental schools today, "Be Your Own Dental Consultant."

Sanders decided to make a career change and further her post-graduate education. Since she had a great desire to focus



Milli Sanders

on marketing more than management, she earned two more diplomas: One in Desktop Publishing and Design and the other in Copywriting (writing copy). She continues to take courses in web design and related topics. Her background consists of more than 14 years of design experience. In 2004, she changed the name of her company to The Write Design. Today she specializes in providing

web design, web content, search engine optimization, and web hosting to small businesses.

As a resident of Riverbank, Sanders believes in giving back to the community. In 2008 and 2009 The Write Design was one of the nominees for Business of the Year. Sanders was also a nominee for Citizen of the Year in 2008 and she currently serves as a director for the Riverbank Chamber of Commerce. She is dedicated to helping local small businesses succeed. She has many years of experience and formal education in marketing small businesses and is happy to share this experience at no charge with her clients. In addition, she provides free consultations to owners of small businesses interested in having a website developed.

Business.Gov Offers Help To Region's Small Businesses

Business.Gov is an official website of the U.S. Small Business Administration. If you are a self-employed business owner or operate a home-based business, at Business.Gov, you will find a wealth of resources. Information is made available to assist you in understanding business legal requirements and in locating federal, state, and local government services.

Here's an overview of some of the helpful features on this website. The main links from the homepage include:

- Home-Based Business Resources
- Self-Employment Resources

• Home-Based Business Smart Tips

- Juggling Business With Life
- Do Your Diligence First
- Legal Tax Deductions
- Spotting Work-At-Home Scams
- How to Become And Stay Self-Employed

On the right sidebar of the website, you will find the following links:

- Start A Business
- Register A Business
- Loans And Grants
- Run A Business
- Business Law
- Business Opportunities
- Business Types And Industries
- State and Local – Doing business in your state

• About Us – Features, tools, and awards

If you have a question or a comment, at the bottom of the website you can select from these links: Ask in the Community Forums, Contact a Government Agency, Contact Business.Gov, and Frequently Asked Questions. Under Tools and Resources, the links include Find Loans and Grants, Obtain Licenses and Permits, Download Forms, and Become Energy Efficient.

We hope you find this information helpful and will take advantage of the many resources made available to self-employed business owners and those operating home-based businesses.

Health Inspector Scam Reaches Stanislaus County

There is a fraud scheme targeting food facilities and other small businesses in Stanislaus County and across North America with media reports of the scam throughout Canada and California. Stanislaus County has issued an alert. The Environmental Health Division (EH) knows of a number of restaurants in Stanislaus County who have received telephone calls from a person claiming to be a "health inspector" introducing a new procedure for a health inspection. He says there is a special "code" to get, and a second call asks for the "confirmation code." Of course, none of this is genuine. This phony inspector

scheme is part of a larger fraud scheme setting up "verified" accounts with a national on-line auction service. The purpose of the "code" request is to get information from the small business to be used in other fraud schemes.

Food facilities owners/operators need to protect themselves by understanding:

- The Environmental Health Division does not announce inspections in advance, will not call in advance of an inspection requesting information and will not call to schedule an inspection. (There may be rare exceptions.)
- The Environmental Health Division has not

developed any new inspection procedure. Any caller identifying him/herself as a "health inspector" asking about a "code" process, requesting account information or soliciting other information is part of a fraud scheme.

- If you do not recognize your inspector, please ask for proper photo identification.
- Never give out personal or business identification information over the phone unless you are certain of the person's identity.

If you have any questions or concerns, please call: David T. Jones Stanislaus County Director of Communications and Legislative Affairs 525-6700.



Pictured left to right: John Wright, president; Katie Stone; Marianne Weerts; John Weerts at the Escalon Headquarters of Wright's Petroleum. They also operate a 'cardlock' fuel facility at 2770 Patterson Road in Riverbank.

PHOTO COURTESY OF RIC MCGINNIS/IMAGES OF DISTINCTION

Wright's Petroleum Always Open

Wright's Petroleum provides vehicle fueling services for Riverbank and the surrounding area. Current management is a brother and sister team, John Wright and Marianne Weerts. John S. Wright, grandfather of the present owner, established the business in 1938. The Riverbank location opened in 1999.

Wright's Petroleum provides 24-hour automated fueling through their two cardlock locations. Membership with CFN (Com-

mmercial Fueling Network) allows the company's fueling cards to be used in more than 3000 CFN locations nationwide. The convenient bi-weekly billing service provides excellent tracking of expenditures for accounting purposes.

In addition to fueling services, Wright's Petroleum provides lube oil and grease to local agricultural businesses and industries. Wright's Petroleum is proud to have provided the fueling needs of

the community for many years, and is looking forward to being of service for many more years.

The two business locations are at 1512 Weiss Way, Escalon, and 2770 Patterson Road, Riverbank. The cardlock fueling service is open 24 hours, seven days a week. The Escalon office hours are 8 a.m. – 5 p.m., Monday through Friday. Phone: 209-838-7935. Email: kstone@wrightspetro.com.

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Toastmasters Meet Weekly

A Leadership series training seminar on "How To Conduct Productive Meetings" was recently presented in Riverbank by Jerry Van Houten, a director and member of the Riverbank Chamber of Commerce. While the content of a seminar like this is based on Toastmasters International's material, the general public is also invited to events like these.

Attendees included both Toastmaster members,

and non-Toastmaster members of the community. The group attending the seminar showed great enthusiasm in learning the proven skills and techniques presented. Following a very efficient presentation, the attendees broke into groups to apply what they had learned, and the event concluded with a lively questions and answers period.

Toastmasters International gives help in learning how to speak more ef-

fectively and assists with developing leadership skills. REO Speech Train, Riverbank's local Toastmasters club, welcomes visitors to their weekly meeting, every Wednesday from 6:30 a.m. to 7:45 a.m. at Perko's Cafe, in the O'Brien's shopping center (corner of Oakdale Road and Patterson Road). Join Toastmasters for breakfast and see what it's all about, or visit their website @ www.REOSpeechTrain.com.