



CHAMBER OF COMMERCE

2009 Chamber Board of Directors Nominations

The Board of Directors nomination forms have been returned.

There are three current board members who have served their three-year term and those positions have been opened for nomination. The nomination forms have been received and the following individuals have been nominated for 2009 Riverbank Chamber Board of Directors. Ballot forms have been sent by both mail and email to encourage all members to cast their vote. You still have time to get your vote in and have it counted, deadline is Dec. 11.

2009 Board of Directors Nominees in alphabetical order:

John Cox, TSM Insurance

John Cox has been in the property/casualty insurance business since 1970 and has worked with TSM for 22 years. Cox is highly involved in many organizations including serving on the Board of Directors for the Stanislaus County Police Activities League and the Stanislaus Insurance Association. He also volunteers for Davis High School and MJC football programs; he works the chains on the sidelines at

games for both schools. Cox served as the finance director for two years and is currently a director on the Riverbank Chamber of Commerce Board.

Leonard Hansen, II, Cold Stone Creamery

Leonard Hansen, II, has been in the food industry for over 22 years. He and his partner became Cold Stone franchisees in 2001; opening store number 170 in Modesto. The Riverbank Cold Stone opened in July 2006. The Creamery in Riverbank has been recognized as a Golden Spade Award Winner by the national Cold Stone Creamery organization, one of the few with that award out of 1,400 Creameries nationwide. Leonard holds a PhD in speech communications from the University of Indiana and served as an associate professor for speech and drama. Hansen has also served on the Riverbank Chamber Board since reorganization in June 2006; and is a past president of Tracy Rotary.

Carla Strong, County Bank

Carla Strong has been involved in the banking industry in excess of 30 years; currently working as the assistant vice president

and branch manager for County Bank's Riverbank branch. Since opening the branch in June 2006, Strong has become an extremely active member of the community. Strong is a member of Riverbank Rotary; serves on the Riverbank Cheese & Wine Committee, is the chairman of the Riverbank Beyond Earth Day Committee; is an active member of the Riverbank forum of SEAPA (Stanislaus Elder Abuse Prevention Alliance); partners on the Adopt a Grandparent program and has been a member of the Riverbank Chamber Board since June 2006 where she currently serves as vice president/finance director.

Jerry G. Van Houten, American Asset & Wealth Management

Jerry Van Houten lives in Riverbank with his wife Mia and their two sons. He is an independent financial planner, with an office located in Riverbank. Van Houten is the founder and president of Riverbank's Toastmasters club; meetings are Wednesday at 6:30 a.m. at Perko's in Riverbank. Van Houten feels his leadership and communication skills can help make a positive change for the Riverbank Chamber of Commerce.

2008 Nominees For Business Of The Year

The Chamber Board of Directors would like to extend congratulations to each of this year's nominees. Nomination forms were sent by both mail and email to encourage all Chamber members to cast their votes. The deadline for return of nominations was Nov. 15. With your nominations in hand, the final ballots were sent by both mail and email Nov. 21. You still have time to get your vote counted, deadline is Dec. 11. Tradition calls for the final results to be announced at the annual Man of the Year/Citizen of the Year dinner taking place Jan. 24, 2009 at the Riverbank Community Center, starting at 6 p.m.

2008 Business of the Year Nominees, in alphabetical order:

Cold Stone Creamery

"The Ultimate Ice Cream Experience" is located at the Crossroads Center. There is a full selection of Ice Cream Creations including Banana Caramel Crunch, Birthday Cake Remix, Chocolate Devotion, and many more. Shakes, Banana Splits and Sundaes in many flavors and combinations are made with their smooth and creamy ice cream, made fresh daily in local stores by trained Creamery ice cream makers.

The Riverbank Creamery is operated by Michael Goldman and Leonard Hansen, franchisees for several Cold Stone Creameries in the Central Valley

and Sacramento. The Creamery in Riverbank has been recognized as a Golden Spade Award Winner by the national Cold Stone Creamery organization, one of the few with that award out of 1400 Creameries nationwide. Goldman and Hansen and their organization have been recognized for the past 2 years as Best Multi-Store Operators of the Year. Goldman serves as the elected National Advisory Board member to the Cold Stone National Organization, representing Northern California, Oregon, Washington and Alaska franchi-



sees. Hansen is a Director of the Riverbank Chamber of Commerce and Past President of the Tracy Rotary Club.

On a corporate level, Cold Stone Creamery supports Make a Wish Foundation raising approximately \$750,000 nationwide. Our local stores contribute a significant amount of that.

County Bank

The primary subsidiary of Capital Corp of the West, County Bank was established during the winter of 1977 in Merced, California. County Bank's Riverbank branch opened in June 2006 under the supervision of Carla Strong, AVP/Branch Manger.

A locally owned and operated bank, County Bank started business in 1977 out of a modest trailer serving a single Central Valley town and has since grown to 39 branches serving 13 California counties. County Bank's founding principle is to provide individualized service to each customer without compromise.

Valuing relationships in the communities that County Bank serves is a major element of the core values County Bank operates by. The Bank and its team members pledge their time and resources to actively support

activities contributing to the common good of their local communities. Extensive community involvement is a way of doing business for Carla Strong and her Riverbank branch team. County Bank funded a scholarship for Riverbank High School for 2007/2008 as a result of a financial literacy course that Strong facilitated. The bank has again committed to offer the scholarship for 2008/2009. Strong has been a Rotarian for seven years and is currently active in Riverbank Rotary; she serves on the Riverbank Cheese & Wine Committee, is Chairman of the Riverbank Beyond Earth Day Committee and serves as Finance Director/VP for the Riverbank Chamber. Carla and her team take an active part in the



Stanislaus Elder Abuse Prevention Alliance "SEAPA" here in Riverbank for its senior citizen outreach activities. Also in service to our elder community, Strong and the Riverbank team partner with O'Brien's Market to facilitate the annual Adopt a Grandparent program. This program benefits the residents of the Riverbank Nursing Care Center during the holiday season. Strong was recently appointed by the City Council to serve on the Downtown Redevelopment Committee.

Galaxy 12 Theatres

Galaxy 12 Riverbank has been voted #1 Readers Choice for seven years running. Vikki Peters, General Manager of the theatre, with the support of owners Frank Rimkus and Rafe Cohen support numerous community events and is highly visible in Riverbank. The theatre hosts events for local schools, Rio Altura, California Avenue and Riverbank Language Academy and well as donating to many local functions. Galaxy also lends the

use of their facility to the Beyond Earth Day committee for the annual event the second weekend in April.

Peters also participated as a member of the Sister City Committee traveling to Tama-zula Mexico in 2007 and helped to host the Tamazula delegation that visited Riverbank in October 2008. She serves as the Chairperson for the current Chamber



of Commerce Board of Directors and was one of only two remaining officers when the Chamber began to reorganize in June of 2006.

Prime Shine

Prime Shine Express Car Wash washed its first car on April 11, 1991 on McHenry Avenue in Modesto, California. Since that day Prime Shine has serviced millions of customers in their state of the art facilities. The company is committed to being environmentally sensitive. Norm Porges, owner of Prime Shine Express, created the washes with the intent to change the way the consumer thinks about car washing. Porges wanted to fill the void between the timely and pricey full service car wash and

the laborious self-service option. In addition, Porges serves on the Stanislaus County Alliance Board and is a strong advocate for small businesses countywide.

Prime Shine assists local non-profit groups with their wash coupon program. Coupons can be sold by non-profit groups and at the end of the sales period the group only pays 50 percent of the current price. That means they make at least 50 percent of



the retail value as a way of raising funds. Prime Shine has been a supporter of Beyond Earth Day in Riverbank and continues to promote water conservation as well as protection of our storm drain system.

The Write Design

The Write Design is owned by Millie Sanders. After working in her home office for the past 18 years, Sanders opened a web and graphic design studio on Santa Fe Street in downtown Riverbank in the summer of 2008. Sanders graduated with a bachelor's degree in business and completed post-graduate work in marketing. She started her business as a marketing and management consultant for general dentists and specialists.

The Write Design currently offers services include logo design, brochure design and content, newsletter design and content with an emphasis on web hosting, web design and content. The Write Design is the designer of choice for many of the local business and non-profit organizations. Much of the work done for the non-profit groups is a donation of both



time and resources. Sanders is active in many organizations and committees supporting the local business community.

River Oak Veterinary (No photo provided)

River Oak Veterinary Hospital, located on Patterson Road in Riverbank, provides state of the art medical care for small animals, exotics, birds and dairy animals. Veterinarians Mike Hellman, Hugh Kiely and John Shaner, along with their staff, take great care in treating a wide range of animals. They have complete lab and X-ray services available while providing emergency services for their established clients. Dentistry, orthopedic and laser surgery are also among the services they provide to local pet owners.

The doctors teach classes at Modesto Junior College while providing job shadowing opportunities and work experience for students of the United States and multiple foreign countries. Local residents have also been offered rabies vaccination clinics for their pets. River Oak is a long-standing Riverbank business.

Holiday Lighting Tips

Holiday lights may help bring joy to the season, but they can also bring added costs to your energy bill. Pacific Gas and Electric Company (PG&E) encourages customers to save energy and money by purchasing energy-efficient LED (light-emitting diode) strands to decorate home or business.

LED holiday lights reduce energy consumption by as much as 90 percent compared to traditional lights and produce bright light for up to 20 holiday seasons. LED holiday lights also produce almost no heat, thereby reducing fire potential.

LED technology produces light in a completely different way than incandescent lamps. While incandescent lamps emit light by heating a filament and produce waste heat in the process, LED lights are illuminated solely by the movement of electrons in a semiconductor material. Because they

produce almost no heat, LED holiday lights are safe to touch without worrying about burning your hands.

As people begin to decorate their homes and offices for holiday festivities, PG&E also reminds customers to keep a vigilant eye on safety. We offer the following safety tips for all types of holiday lighting:

- Before you string outdoor lights, check for overhead power lines. Don't place yourself or any object in a position where you or it may come in contact with a power line — the result can be fatal. Look up before raising ladders or other objects. Keep at least 10 feet away from overhead lines.

- Make sure lights used to decorate the outside of the house are approved for outdoor use. Never use indoor lights outdoors.

- If stringing lights on outdoor trees, make sure tree limbs haven't grown into or

near power lines. Branches or entire trees can become energized if they contact a power line.

- Check all light strands for cracked or broken plugs, frayed insulation, or bare wires. Worn cords can cause fires. Discard damaged sets of lights.

- Route cords inside your home so they won't trip anyone. Don't place them under rugs, furniture, or appliances. If covered, cords can overheat or become frayed and can cause a fire.

- Follow the manufacturer's limits for number of strings that can safely be connected together.

- Always turn off tree and decorative lights — indoors and outdoors — when leaving the house and before going to bed.

More information on safety and energy-efficient holiday lighting can be found at www.pge.com

Riverbank Chamber of Commerce Board of Directors

Vikki Peters – Galaxy 12 Theatres
Chairperson
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Nav Dosanjh – P G & E
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Carla J. Strong – County Bank, Riverbank Branch
VP / Finance Director
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John Cox – TSM Insurance
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Leonard O. Hansen II, Ph.D – Cold Stone Creamery
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Directors

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www.riverbankchamber.org
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UPCOMING EVENTS

- Dec. 6 — Riverbank Christmas Parade and Craft Faire
- Dec. 11 — Riverbank tree lighting ceremony
- Jan. 13, 2009 — Annual meeting of the membership for Chamber of Commerce
- Jan. 24, 2009 — Business of the Year/MOY/COY Award Ceremony