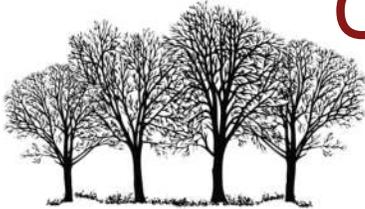


Official Publication of the Castro Valley/ Eden Area Chamber of Commerce

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.

August 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

SPONSORED BY: Sutter Health Eden Medical Center We Plus You, CVSan, Sutter Health Sutter Medical Foundation We Plus You, KAISER PERMANENTE, WASTE MANAGEMENT, ALAMEDA COUNTY Community Development Agency, B.A. MORRISON, REDWOOD CHRISTIAN, AC TRANSIT

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

Thank you to our sponsors:



Chamber Member in the **Spotlight**



The Hayward-Castro Valley Kiwanis Club

The Hayward-Castro Valley Club is the Local Chapter of Kiwanis International whose mission is to “Empower communities to improve the world by making lasting differences in the lives of children.” Kiwanis is about the children of the world, and the Hayward Castro Valley Club is about our local kids.

The Hayward-Castro valley Club has been continuously serving the community since 1940!

The club has approximately 25 members, who come from all walks of life and age groups. The one common thing shared by these uncommon people is a personal commitment to service. We are generous with our time. We are creative with our ideas. We are passionate about making a difference. And we have fun along the way. Lots of it!

We support the Salvation Army, Scouting, Kids Against Hunger, the Alameda County Foodbank, and Unicef’s ELIMINATE project to end neonatal tetanus worldwide. We feed volunteers at the CV Relay for Life, and the Hayward Clean Up and we feed the community at our annual Pasta Feed and Pancake Breakfast. We just delivered over 2 dozen backpacks to local kids in need of school supplies.

We couldn’t do it, though without our youth groups of future community leaders. We have almost 300 affiliate members combined through our Key Club at CVHS, and our Circle K Clubs at Chabot College and CSUEB. These kids rock the house when it comes to giving to the community.

The Club meets every Tuesday from 6:30p – 7:30p at Joyful House Restaurant 3335 Castro Valley Blvd. Please come and enjoy a meal and some friendship with us and see what we do to contribute to the community and develop our future leaders. We’ll be at the Castro Valley Food Trucks event on September 3rd so please stop by and say “Hi” If you have any questions about us or Kiwanis International, please contact our club secretary, Bill Mulgrew at 510.828.3386. Or, connect with us on Facebook - facebook.com/KiwanisClubOfHaywardCV/ .



2017 Castro Valley/ Eden Area Chamber Board of Directors

President

Tim Castle

Vice Presidents

Brian Morrison

Directors

Bill Mulgrew

Zelma Byrd

Julie Sumiki

Treasurer

Bryan Daylor

David Gehrke

Hans Cho

Susan McCue

Parvin Ahmadi

Peter Rosen

Kathy Anderson

Marty Neideffer

Cindy Torres

Sandra Macias



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



How to Get Involved!



The annual Fall Festival is back! 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! Come out, enjoy the sun, and get to know your local businesses. For more information contact the Castro Valley Eden Area Chamber of Commerce at 510-537-5300 or email us at info@castrovalleychamber.com.



Classes in Your Community

Knitting Club at San Lorenzo Library

Looking for a place to knit? Want to make new knitting pals?

Join adult students from the San Lorenzo Adult School for a knitting session.

All are welcome to come in and knit with new friends. Bring your own projects to work on, or start new ones with this group.

Dates: August 2, 9, 16, 23, 30

Time: 10am-12pm

Address: 395 Paseo Grande, San Lorenzo CA 94580



Job Lab at Castro Valley Library

The library hosts a Job Lab offering space and assistance to community members seeking employment. Job Lab provides a quiet space for job seekers to:

- Update or create a results oriented resume
- Improve your interview skills
- Explore a new career
- Research competitive salary information
- Search for jobs online & through agencies
- Learn about LinkedIn
- Take practice tests for professional exams
- Use the computers for other employment-related needs

Dates: August 6, 13, 20, 27

Time: 12:30pm-3pm

Address: 3600 Norbridge Ave, Castro Valley CA 94546

Good News From Our Members



THE LIONS CLUB PRESENTS

RESTAURANT WALK

CASTRO VALLEY BREAKFAST LIONS CLUB
AUGUST 21, 2018

THE CASTRO VALLEY BREAKFAST LIONS CLUB WILL HOLD THEIR ANNUAL RESTAURANT WALK ON AUGUST 21. THE WALK, WHICH HAS BEEN A SELL OUT FOR THE PAST FIVE YEARS, WILL BE FROM 6-8 PM WITH MOST OF THE PARTICIPATING RESTAURANTS LOCATED IN THE VILLAGE. TICKETS ARE \$20 PER PERSON. TICKETS CAN BE PURCHASED AT THE COBBLERS ON FOOTHILL BLVD IN HAYWARD OR BY CALLING JOE AT 510-581-2897. TICKETS ALSO AVAILABLE AT THE CASTRO VALLEY CHAMBER OF COMMERCE.

SOME OF THE RESTAURANTS THAT ARE PARTICIPATING INCLUDE DON JOSE'S, SHARI'S, MR. PICKLES, AROMA, LIME LEAF THAI, LOARD'S, RIGATONI'S, STARBUCK'S, KNUDSEN'S, AND CHIPOTLE.

FUNDS FROM THIS EVENT ARE USED TO SUPPORT COMMUNITY PROGRAMS IN CASTRO VALLEY.

**RESTAURANT WALK TICKETS AVAILABLE FOR SALE AT CVEA
CHAMBER OFFICE**

Small Business Tips and Tricks

3 Steps to Finding True Satisfaction in What You Do

1. Find Your Best Niche—and Stick With It

Trying to do too much too soon? Feel like you need to be all things to all clients? Maybe diversifying isn't always the best strategy. Sometimes, it's good to replicate the magic if you have something that works really well. That's been the successful strategy for Ace Apparel, says Marc Mathios, who along with his two brothers are the third generation to run the 78-year-old family business.

“One of the industry silos that we're really good in is parking garage operators,” Mathios says. “The reason that parking garage operators like to work with us is because we manufacture our own line of jacket that's suited for parking garage companies. ... We've duplicated that success with 30 different parking garage operators across North America.”

Finding your niche and continually innovating around that niche is a path to success.

2. Keep Your Day Job Just a Little Longer

It is a common trap: A person gets excited by a small business idea, quits his or her day job—and then runs out of money and fails.

Spanx founder Sara Blakely credits her success to the fact that she actually kept her day job as an office equipment salesperson for two years, learning to work with minimal sleep as she got her form-fitting shapewear company off the ground. Blakely did not want to resign from her day job until she was absolutely sure her small business idea would work, according to Forbes.

By the time Blakely resigned in 2000 from what was then office equipment supplier Danka, she had already spent countless nights and weekends studying pantyhose design and existing patents. She would drive from her Atlanta home to North Carolina, where she sought out hosiery mills willing to make the product.

Continued...

“There were days that I’d be at Danka all day and the semi trucks would drop boxes of Spanx outside my apartment. ... I resigned on October 14, 2000. I quit Danka and two and a half weeks later I was on the Oprah Winfrey Show,” Blakely says.

3. Avoid Distractions at All Costs

A few years ago, Seattle-based content marketing company AudienceBloom was operating so swimmingly that its founder and CEO Jayson DeMers decided he could get away with focusing on a second startup that he was intrigued with. DeMers would come to regret the decision.

“Running a company ‘just fine’ is not what an entrepreneur’s job is,” DeMers says. “Successful entrepreneurs don’t do the minimum for their company; they constantly work to grow it, evolve it, and prepare it for the future. Because I was splitting my team between the two startups, growth stalled at my first company, and I didn’t have enough time to dedicate to the new startup to make it successful.”

Eventually, the second venture failed. AudienceBloom was able to grow again once DeMers was able to focus his full attention on it. “I learned that a successful venture requires 100 percent attention, focus, and effort. Secondary ventures need a full-time manager or else they’ll just distract you and derail your existing efforts if you aren’t careful.”

Avoiding distractions applies to managing yourself so you get stuff done on a day-to-day basis too. “I know when I’m smart and when I’m dumb” says Marks. “I save the big tasks for the morning when I’m smartest, and do the monotonous ones when I’m dumb at the end of the day.” Keeping yourself organized and on-task is the real key to small business success.

THINGS TO LOOK FORWARD TO...

Join us August 11 for a chance to win a SFMOMA dual membership in our raffle!



Detail above: Rinat Goren, *The Person You Want To Be*, 2015, 24 x 30 inches, encaustic collage

Elevate Adobe Art Gallery's Inaugural Fundraiser & Silent Auction Exhibition

August 11–September 29, 2018 || Preview Party: Saturday, August 11 | 1–3pm
Silent Auction and Closing Party: Saturday, September 29 | 1–3pm

Adobe Art Gallery

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

GALLERY HOURS (during exhibits)

Thursday, Friday and Saturday 11am–3pm and by appointment

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 Ashland, Castro Valley, Hayward, and San Lorenzo

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Sutter Health Eden Medical Center We Plus You
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KAISER PERMANENTE
WASTE MANAGEMENT
NASSAU COUNTY Community Development Agency
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AC

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



Every Tuesday night, starting April 10th

5:00-9:00pm

The Adobe Art Center
20395 San Miguel Ave.
Castro Valley

CASTRO VALLEY Street Eats



RED, WHITE & FOOD! 3 Jul

NATIONAL NIGHT OUT 7 Aug

FIELD DAY & FOOD 4 Sep

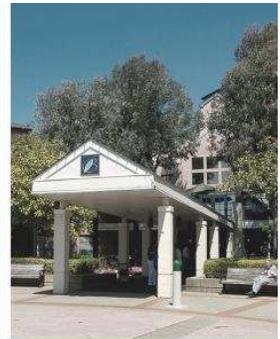
BARKS & BOOS 30 Oct

Contact:
Jasmin Castaneda
info@castrovalleychamber.com
510-537-5300



August 15th Networking Mixer hosted by Baywood Court

AUGUST NETWORKING MIXER
Hosted by Baywood Court



When: Wednesday August 15
Where: 21966 Dolores Street, Castro Valley, CA 94546
Time: 5:30-7:30pm



For more information contact the CVEA Chamber at 510-537-5300 or info@castrovalleychamber.com



SAN LORENZO FIRST STRONG **SAN LORENZO SUMMER SERIES**

FREE VENDOR SPACE
Free Vendor Space to local businesses to connect with the community!

WHERE?
San Lorenzo Street Eats
18010 Hesperian Blvd.
San Lorenzo, CA

WHEN?
JUNE 28, JULY 26, AUGUST 30
5pm to 9pm on the LAST THURSDAY OF THE MONTH

FOR MORE INFORMATION
Contact the Castro Valley/Eden Area Chamber of Commerce (510)637-5300 info@castrovalleychamber.com

FOOD TRUCK MAFIA
SAN LORENZO THURSDAYS
6:00 - 8:00 PM
CORNER OF HESPERIAN BLVD & PASEO GRANDE, SAN LORENZO
STREET EATS

San Lorenzo Summer Series

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

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 September 5, 2018

Wednesday June 6, 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 109 Hayward, CA 94544
Tel: 510-670-5333 Fax: 510-670-6105

CAREER PATHWAYS TRUST

The 2018 Summer Internship Programs have come to a close with great success!

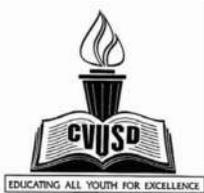
The CVHS student interns shared rehearsed presentations and visual aids with parents, faculty, and other host supervisors alike. Awards for “Best Presentation” and “Fan Favorite” (as voted on by visiting adults) were earned by students from LaLanne Bootcamp and Baywood Court Retirement Community! Students went above and beyond sharing stories and experiences.

These lifechanging internships would not be possible without the support of local business and we would like to thank those agencies that gave our 30 students a chance in the real-world. Businesses in **blue** are current CVEA Chamber Members!

Amer. Bone Health- Baywood Court Retirement Community- Clayworth Pharmacy- CVSAN- Emerald Gate Studios-FixSwift- Gabel Energy- Gates+Associates- George Mark Children’s House-LaLanne Bootcamp- OSisoft- Primary Eye Care- RBA Creative-Spectrum Community Services-United Seniors of Oakland and Alameda County- Vet-n-Care (Grove Way and Hills Vet)

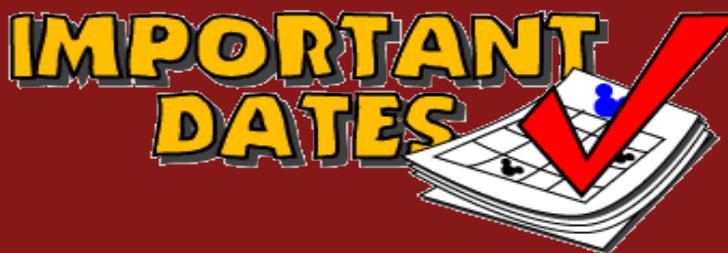


Looking ahead to the new school year, we remind you that we are always in need of business participation for field trips, guest speakers, intern hosts, panel volunteers, and career day exhibitors. If you, or someone you know works in Engineering, Health, Graphic Design, or ICT, please contact Kim Hudson at the Chamber office: (510)537-5300 or 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
29	30	31	1	2	3	4
5	6	7 Castro Valley Street Eats 2018 National Night Out	8 SCORE Counseling	9 Board of Directors Meeting	10	11 Elevate! Adobe Art Gallery Preview Party
12	13	14 Castro Valley Street Eats	15 Monthly Networking Mixer hosted by Baywood	16	17	18
19	20	21 Castro Valley Street Eats	22 SCORE Counseling	23	24	25
26	27	28 Castro Valley Street Eats	29	30 2018 San Lorenzo Summer Series	31	1

About Us

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.