



New Look!

New Logo and New Website

We announced and unveiled a striking new logo, a modernized website and the intent to broaden our regional appeal during the Chamber's annual installation dinner on Feb. 7 at the Round Hill Country Club in Alamo. Broadening our appeal is a growth strategy for the Chamber. We couldn't be more excited and proud.

We feel the new logo is not only attractive, but it will also help us reach past town limits, attract new members and become more regionally inclusive. Only about half of our 600 members come from within the town limits. Alamo, Blackhawk, San Ramon, Walnut Creek and other surrounding communities are well represented with memberships, and we wanted our new logo and website to reflect them as well as Danville. A larger Chamber provides opportunity, stimulates business activity and growth for our members, and gives us a stronger voice within the area and surrounding communities.

The word "area" has been an official part of the Chamber's name for a long time. Now, it is highlighted on the organization's official mark and will be fully represented on all official material. Also changing is the chamber's website and web address. Instead of www.danvilleeachamber.com it will be www.danvilleareachamber.com. We believe our web address mirrors our name and helps reinforce our focus.

The new website, developed by chamber member Dagaz Solutions, is a quantum leap in terms of capabilities and functionality according to Dagaz president Doug de Urioste. It's more current with today's technology. Members will control their content, have the ability to purchase advertising on the site, access the events calendar, visit other member sites, catch up on Chamber news, and navigate specialized subsections.

A project like this takes many people wearing different hats and we thank them all for their contributions. There was a lot of behind the scenes work and we thank the marketing committee and the board for all their time and efforts. We couldn't have done this without everyone's support.

The most amazing accomplishment may have been keeping everything under wraps until Feb. 7.

We hope you are as pleased as we are with the results.

The wait is over!

February 2008

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CMG Mortgage Services, Inc

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Melony Newman
Membership Services
Charlotte Mills
Events Coordinator
Robin Sell
Office Manager
Debra Long

Mission Statement:

Our mission is to enhance the growth and development of business and the quality of life in our community, by helping to keep our membership informed, connected, and prosperous.

New Beginnings....For You, Your Business, Your Community

Dear Fellow Chamber Members,

Well, time sure flies when you are having fun! Just over a month has gone by since the beginning of the New Year and it seems like yesterday. The Chamber continues to grow and expand as new and existing businesses join the Danville Area Chamber. Since the New Year, we have performed 7 Ribbon Cuttings, which showcase the member's business so they can: promote their business, "mix and mingle" within the business community, get involved in the community, as well as being able to enjoy the beautiful Danville area that we are able to live and work in.



A great way to start off the year was with the successful and fun Installation Dinner. We were able to introduce the Chamber's new logo with the help of the Marketing committee, led by Steve Wilcox of Summit Financial. We thank the Installation committee, led by Lisa Demarest with Demarest Marketing Events. The entire committee worked so hard and we thank them for all their efforts. Our Chamber staff as always has a major role in the event: Robin, Charlotte, Debra, and Melony.

As we progress into the year, remember that sometimes just small changes will lead to healthy habits. Active, healthy lifestyle choices are important to all of us, giving us more energy and motivation to make it through our work days and personal days. Fellow Chamber member, San Ramon Valley YMCA, has given us a few tips for our health such as: run errands without using the car, make walking a regular part of your routine, walk distance over speed, benefit a good cause by joining a charity walk, and of course, taking your dog for a walk. Start or track your walking by picking up a pedometer, courtesy of Bay Building Maintenance, at the Chamber office to help keep your 2008 goals.

So, please take the time to look around and become involved in our wonderful business and living community. As you can see, whether you go to Blackhawk, Alamo, San Ramon, or around Danville, new beginnings and changes are happening. You, the members, make the difference as we become involved in promoting our businesses, all the while enjoying our unique and exciting living and working community. Let's plan for our "New Beginnings" by using the Chamber to pave new paths or find the path you may be looking for. See you at the next event

Warmest Regards,

Elaine Cortez Schroth
2008 Chairman of the Board
Bay Building Maintenance, Inc.

MAKE A NOTE OF NEW EMAIL ADDRESSES



CONTACT US VIA EMAIL

Melony Newman, President/CEO
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Charlotte Mills, Membership Services
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Robin Sell, Events Coordinator
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Debra Long, Office Manager
office@danvilleareachamber.com

Installation Dinner Thank You...

Lisa Demarest, Demarest Event Marketing, for serving as
Chairman of the Installation Committee.

Greg Gonsalves, General Manager at Roundhill
Country Club, and his staff.

The Installation Committee:
Elaine Cortez Schroth, Bay Building Maintenance
Kim Lindeberg, Last Detail
Ria Sim, eventPRO
Virginia Duan, Smith Barney
Jill O'Callaghan, Bank of the West
Terri Hale, Aethon Financial

Special thanks to our generous Sponsors:
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Allstate Insurance William White Agency
Bay Building Maintenance, Inc.,
First Republic Bank, Twigstudio Danville,
Carol Keane & Associates, CPAs,
Karen Oldroyd-The Organizer,
Bank of the West, Last Detail,
Stan Moore Photography
H&S Specialty Imports, Inc., Wizard Winery
and all the raffle prize donors

It was a beautiful evening at Roundhill Country Club on
February 7 as Elaine Cortez Schroth was sworn in along with the
2008 Board, as Chairman of the
Danville Area Chamber of Commerce.

The annual event was well attended and featured piano
entertainment by Valdez Hill and performers from the Role Players
Ensemble Theatre. Awards were presented to the 2007 Educator,
Business, and Citizen of the Year and Diane Slater presented the
Chairman's Award.

We sincerely appreciate everyone's participation
and support of this event.

From the President's desk:

To our valued Members,

This might be one of the most exciting
times ever at the Chamber. It's a new
year with a new look. It's our 60th year
celebration and we want to make 2008 a memorable year. I
am looking forward to working with Elaine Cortez Schroth and
the 2008 Board of Directors. They are an incredible group of
leaders.

As I have mentioned in my recent columns, we have been
working diligently with the Marketing Committee to update
our logo and website. Special thanks Steve Wilcox (Summit
Financial) and Rich Wood (e-pay now) who have been
spearheading this project for over a year.

Rich Wood, a six year board member, helped acquire the new
web address and originated the notion of updating our look and
feel. Steve was the conduit between the marketing committee
and the board and was very hands on throughout the process,
especially regarding staff support. Paul Hirsch helped lead
the marketing committee in a series of exercises that helped
develop criteria for the new logo. Doug deUrioste and Mark
Elster with Dagaz, were very thorough and met our goal date.
An extra special thanks to Dan and his team at Alphagraphics
who worked discreetly with us to ensure the February Progress
would be ready with the new logo. Also, the Chamber team
worked very hard during the transition. Charlotte, Debra and
Robin are committed to our members. Kudos to them.

The marketing committee consists of: Steve Wilcox, Rich
Wood, Guy Greco, Joe Combs, Loucy DeAtley, Sara Schmitz,
Sharon Schuyler and Rick Johnson. Thanks!

Looking ahead, we will continue the Prospective Member
Mixers. They have been so successful. We also offer new/
prospective member orientations through out the year. We
encourage you to attend whether you are a long time member
or just thinking about joining. You will learn many benefits
of your membership that you may have not realized or
remembered.

Make a new years resolution to be a part of the Chamber and
watch your business grow.

Melony Newman
President and CEO



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THE TIME IS NOW

to be included in the 2008 Danville Area Chamber of Commerce Community Guide

This guide is one of the Chambers most popular and valuable pieces; it will be widely distributed to Chamber members, realtor offices, town offices and chamber events and will give the community an important reference piece to the Danville Area and businesses. The guide will be a beautiful, full-color digest-style book featuring Chamber members and businesses, articles about our local community, and important area events.

Don't miss your chance to promote your business through advertising in this important guide. Surveys on chamber directories show that they are retained and referred to frequently by newcomers, visitors, established residents and companies. Being a member of the Chamber shows that you are a credible business that gives back to the community. Make sure that people doing business, going to school and shopping in the Danville Area know that about your business. To see last year's guide and request more information, go to www.truebluelocal.com/danville.

If you'd like information about increasing your visibility through advertising, contact the publisher, Chamber Publishing: terim@chamberpublishing.com, or call Teri at

(925) 285-4383, or fax a request to (925) 600-9173.



Remember your loved ones this Valentines Day

Cattails Florist	925.736.9494
Donn's Florist	925.838.8500
East Bay Flowers	925.837.3418
Mi Piaci All Things Beautiful	925.314.8700
Twigsstudio Danville	925.855.9816

Shop our florist and other Chamber gift shops
Need an idea? Call the Chamber for a referral.

Member Testimonial

Talkin' Baseball

Paul Hirsch Professional Communications helped create attention for a special event at my Talkin' Baseball memorabilia store. The event was a financial success and helped raise the profile of Talkin' Baseball.

On Dec. 21 Giants outfielder and San Ramon Valley High grad Nate Schierholtz made a personal appearance and signed autographs at my store. Paul publicized this as Nate's return to Danville from a successful first season in the big leagues. Stories ran in the Times, the Valley Sentinel and the Danville Weekly. We also had radio announcements on KKIQ and KNBR, and Paul helped me develop material to send to my own mailing lists and display in our windows. Follow-up coverage in Diablo Magazine is expected.

As a result of Paul's work, we had a steady stream of guests to meet Nate at the event, and we were able to show off our inventory of vintage baseball cards, autographed memorabilia, Pokemon cards, and logo items. I intend to avail myself of Paul's services for future special events at Talkin' Baseball.

Ken Brison
Talkin' Baseball
Town and Country Shopping Center

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Showcase your business

Every Saturday
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WELCOME TO OUR NEW MEMBERS

We look forward to your participation. Thanks for supporting the business communities of Alamo, Blackhawk, Danville, and Diablo.

Recipe Corner

Warm Mocha Tart

For the crust:

8 tblsp. (1 stick) unsalted butter, melted
1/4 cup sugar
1/8 tsp. salt
3/4 tsp pure vanilla extract
1 cup all-purpose flour

For the filling:

3 tblsp. unsalted butter, cut into chunks
1/2 cup sugar
1/4 cup unsweetened cocoa powder
1 cup heavy cream
1 1/4 tsps. instant espresso powder
or 1 1/2 tsps. instant coffee crystals
1/2 tsp pure vanilla extract
1 large egg, lightly beaten

Special equipment:

A 9 1/2 inch fluted tart pan with removal bottom

Position rack in the lower third of the oven and preheat the oven to 350d F.

To make the tart crust: Mix the butter, sugar, salt, and vanilla in a medium bowl. Add the flour and mix just until well blended. Don't worry if the dough seems too soft. Press all of the dough very thinly and evenly into the bottom and up the sides of the tart pan. Bake for 20- to 25 minutes, or until the crust is a deep golden brown.

Meanwhile, make the filling: Place the butter, sugar, cocoa powder, and cream in a medium saucepan and cook over medium heat, stirring, until the mixture is blended and smooth and begins to simmer around the edges. Remove from the heat and stir in the espresso powder and vanilla.

Just before the crust is ready, whisk the egg thoroughly into the hot chocolate mixture. Pour the filling into the hot crust and turn off the oven. Leave the tart in the oven until it quivers like tender Jell-O in the center when the pan is nudged, about 15-20 minutes. Cool on a rack. Serve the tart warm or at room temperature.

Enjoy!

Submitted by Robin Sell

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A Tribute to the Members Who Support Us...

**Thank you for renewing your membership and supporting
the local business
community and your Chamber of
Commerce.
Please patronize our
loyal Chamber members.**

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Aswad Properties	56
Smith Jewelers	34
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Longs Drug Stores	31
Mark Kahn Jewelers, Inc.	29
First Republic Bank	26
Snow Dental Care	26
Elegant Clutter	21
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SRV School Age Child Care - Kids Country	18
Cattails Florist	17
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Pacific Union Homes, Inc.	12

◆ *Members for over 2-9 Years* ◆

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Longs Drug Stores	8
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Gabrielle Comfoltey, Brecek & Young, Advisors, Inc	7
David Romano	6
Richard Collari, Jr. Attorney at Law	6
HandWorks of Danville	6
Pacific Gas & Electric	6
Kitchen Solvers of the Valley	5
H & R Block Tax Services	5
Danville Park Apartments	4
San Ramon Valley United Methodist Church	4
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Donn's Florist and Gifts	4
Danville Music	4
Bridges Restaurant	3
Diablo Country Club	3
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Chris Storace, Waddell & Reed, Inc.	2

◆ *Members for 1 Year* ◆

Gregg Schneppe, Farmers Insurance Group	1
Danville Kitchens and Baths	1
Town Planner	1

January 14, 2008

Thank you
Gayler Construction
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January After Hours Mixer



**Darlene and George Gayler,
Gayler Construction**

Thank you to the following for
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We appreciate your generosity!
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Lisa Taw, Arbonne

Bob Landy, RNL Enterprises

Mark Garetz, Palm Reader

Heather Buckley East Bay Business Times

Van Sutton Artistic Stone World

Susanne Stroberg Opulence for You

Gayler Construction

Food provided by The Peasant and the Pear



March 13, 2008 After Hours Mixer
at **Tassajara Nursery**
2550 Camino Tassajara, Danville
5:30pm

Business Briefcase



Correction:

Web Stat in Nov. issue should have been
listed as Oak House Restaurant not Oak Tree

Chamber Publishing has moved to
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Fax 925-600-9173
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WEB STATS
www.danvilleareachamber.com

Top 10 visited pages in the Dining Guide:

1. Tower Grill
2. Kinders Barbeque
3. Basil Leaf Cafe
4. Patrick Davids
5. Forbes Mill Steak House
6. Blackhawk Grille
7. Pete's Brass Rail & Car Wash
8. Bridges Restaurant
9. Amber Bistro
10. Domenicos

Top 10 Total URLS:

1. Photo Gallery
2. Dining Guide
3. Calendar
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5. M2M
6. Ambassadors
7. BBR AM
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Rick's Tooltime
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Rick Johnson * Danville, CA

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