

Yucaipa CHAMBER TIMES

Yucaipa Valley Chamber of Commerce • 35139 Yucaipa Blvd. • P. O. Box 45 • Yucaipa CA 92399
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Third District Supervisor Neil Derry releases framework for series of reforms

San Bernardino County Supervisor Neil Derry released the framework for a series of institutional reforms aimed at preventing corruption and bringing greater transparency to local government at Aug. 22's county-sponsored public

Sunshine ordinance

workshop on his proposed ethics commission.

The documents detail the proposed creation of the ethics commission and enumerate the

tenets of the proposed "Sunshine Ordinance," which is specifically modeled after a similar ordinance adopted by the city and County of San

Francisco.

"Transparency and accountability provide the foundation for a healthy democracy," Supervisor Derry said.

"I am hopeful that the public and my colleagues will embrace these reforms.

Yucaipa FIRST! Buy Local, Be Local off to big start

Yucaipa FIRST! Buy Local, Be Local Campaign officially launched on Thursday, Aug. 13 at the Yucaipa Community Center.

Several businesses were in attendance to hear representatives from the City of Yucaipa, the Yucaipa Valley Chamber of Commerce and the Yucaipa News Mirror explain the campaign in detail and answer questions. Several businesses signed up for the campaign and the Chamber continues to receive new business participants every day. Malissa Grinnals, owner of "Dining In" Style Personal Chef Service donated the hors d'oeuvres for the evening.

The campaign committee would like to acknowledge and

thank the sponsors who have signed up so far for their generous donation to the campaign:

- LGL Lamp Repair
- Pro-Pipe and Supply Co. Inc.
- Bruce D. Janzen, DDS, Inc.
- Dutch Touch Window Cleaning
- AJ Barile's Chicago Beef & Pizza
- Sport Shack
- "Dining In" Style Personal Chef Service
- Alfred Eshelman
- Diamond Fleet Auto Repair
- A-Advantage Plumbing



- ResCare HomeCare
- Cold Stone Creamery
- Game Break Enterprise
- Citibank
- Craig & Sons Termite & Pest Control
- Hudco, Inc. Heating & Air Conditioning
- Farmers Insurance-Don Hesketh, Agent

Yucaipa Bike Center
Yucaipa Valley Inn

The committee would like to encourage all businesses to sign up for the campaign before the next phase kicks off October 1 with the rewards card program.

Join Yucaipa First!

CAL Chamber calls legislature to create jobs to revive economy

The California Chamber of Commerce and California business leaders are calling on the legislature to revive the economy by creating jobs.

"The only sustainable way to generate the revenues needed to fund state services such as education and public safety is to create a growing economy," said Allan Zaremberg, president and CEO. "Rather than adding new burdens to Californians already paying high taxes, the state should be facilitating business expansion and job creation and eliminating barriers that keep new businesses from coming to California.

"Economic growth will address our fiscal challenges and historic levels of unemployment while providing the revenue to build the infrastructure neces-

sary for the state's future."

Matt Gardner, president and CEO of BayBio, stated, "Our economic challenges are dire and urgent. Legislators should spend the final weeks of this legislative session acting in the best interests of California's workers and communities by asking themselves 'How will this bill impact job creation, innovation, and entrepreneurship in my district and throughout the state?' Local leaders and experts can play a vital role in helping legislators answer that question."

The California Chamber and local business organizations will deliver the following agenda to the Governor and Legislature:

- Establish a process that analyzes and reports on the economic impact of legislation, regulation and administrative deci-

sion-making. Part of the state's financial problem is the fact that the state only analyzes the fiscal impact of state actions rather than determining the full impact of a policy proposal on the economy. An essential piece is the establishment of Economic Impact Committees to evaluate the impact proposed legislation will have on the economy. Currently, legislative committees limit testimony to less than 10 minutes and often waive it altogether when a bill goes before the committee responsible for assessing the economic and fiscal impact.

A new process will ensure that potential legislation does not cost jobs and stifle business development and would model the independent analysis that the Congressional Budget Office provides at the Federal level. This process will help policymakers avoid unintended consequences.

• Create a state economic development plan that addresses the needs of the state and local communities. A critical part of the success will depend on enhanced partnerships between state and local leaders to develop a strategy to facilitate economic growth and job creation throughout the state and across indus-

tries. The Agenda calls for the development and implementation of a comprehensive economic strategy. Similar efforts are underway at the local level to develop concrete action items for spurring investment, job creation, and workforce training. There are lessons to be learned from these endeavors, best practices to be identified and partnerships to be enhanced in order to get California's communities back toward fiscal health.

• Resurrect legislation designed to improve the state's economic environment, restore its competitive position and facilitate the creation of high-wage jobs in all sectors of the economy. Every year bills that would improve California's economic health are killed with little discussion about the merits of the proposals. Meanwhile business investment has declined, bankruptcies and foreclosures are on the rise, and unemployment has reached record levels. To jumpstart California's recovery, these proposals must be enacted.

• Defeat or postpone consideration of legislation that will further harm our economy and create new burdens on families
See CAL Chamber, Page 4

THIS SPACE FOR MAILING LABEL

2009 Board of Directors

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Pamela Emenger
President/CEO

John Sharp
Volunteer

Save the Date!

September 17
Membership Appreciation
Luncheon
Sponsored by The Orchard
Events Center
38490 Oak Glen Road
Oak Glen

11:30 a.m. to 1 p.m.
One Complimentary Lunch
Per Member Business
\$15 Additional Guests
Make your reservations
today!
790-1841



Rosilicie Bogh, GRI
C-21 Lois Lauer Realty
Chairwoman
Yucaipa Valley Chamber
of Commerce

Happy Labor Day!

The August luncheon was informative as we had County Supervisor Neil Derry speak. We would like to thank him for the service he is providing our county and for lending his time to provide our Chamber with updates and answering our member's questions.

I would also like to thank our newest member Waba Grill for providing a delicious lunch everyone enjoyed.

As the last quarter of 2009 enters, I would like to remind our members that our focus this year has been in providing informative networking venues that would help everyone persevere in their American Dream.

The Yucaipa Chamber of Commerce would like to show all our members how grateful we are for their support at our events.

As a gesture of gratitude to our members we are sponsoring the Second Annual Membership Appreciation Luncheon in September. Lunch will be

sponsored by Partner's Pantry and hosted at the Orchard Event's Center in Oak Glen. We invite all our members to join us as we say thank you for being a member and supporting our business community!

We would also strongly encourage all our members to join the Yucaipa FIRST! campaign. It is a minimal fee for Chamber members to join and the fee is then fully credited towards next year's Chamber membership dues! It is truly a win-win for members! So call Pamela today and join ...

Finally, I would like everyone to mark their calendars for the Annual Chamber Golf Tournament scheduled for Nov. 6. It is sure to be a great event!

Please visit our website for Chamber updates and upcoming events if you have not done so yet. You will be pleased with our new website.

I wish you all a very leisurely Labor Day weekend!



Supervisor Derry speaks at luncheon

Chamber Board Director Gary Travis, Mayor Dick Riddell, Chamber President/CEO Pamela Emenger, Supervisor Neil Derry, Chamber Chairwoman Rosilicie Bogh and Lt. Mike Newcombe, all pose for the camera at the August Chamber Lunch meeting held at Yucaipa Community Center on Thursday, August 20. Supervisor Neil Derry was the keynote speaker.

Right, Mayor Dick Riddell poses with Lerée and Pete Marshall, owners of Waba Grill.



Good times are had at the annual golf tournaments.

Save the date for the Yucaipa Valley Chamber of Commerce Golf Tournament Nov. 6

The Yucaipa Valley Chamber of Commerce is excited to announce the 18th Annual Golf Classic scheduled for Friday, November 6th, at the beautiful Yucaipa Valley Golf Club!

Come join the fun, networking and beautiful scenery! Men and women golfers are encouraged to sign up. Individual golfers are \$100 and foursomes are \$380. Price includes green fees with cart, barbecue lunch, awards and golfer goodie bag.

There will be a \$10,000 Hole-in-One opportunity for all golfers.

Registration begins at 7 a.m. with a putting contest scheduled from 7:45-8:15 a.m.

The format is a 4-person scramble with an 8:30 a.m. shotgun start. Prizes will be awarded for the first, second and third place teams, putting contest, longest drive and closest to the pin.

Sponsorships and raffle prizes are requested from businesses and individuals. Proceeds will go to support the ongoing Chamber programs that benefit local business and a scholarship fund for local high school graduates pursuing a degree in business.

Call the Chamber office at (909)790-1841 for questions/sign ups or visit the Chamber website at www.yucaipa-chamber.org.

See you on the links!

Welcome To Our New Members!

Quality Power

Auto Parts
Ron VanArsdall/Richard Mankins, Owners
31510 Yucaipa Blvd.
Yucaipa, CA 92399
(909)794-1600
www.qualitypowerauto.com

Connie on the Spot

Personal Fitness Trainer
Connie Pearson, Owner
Yucaipa, CA 92399
(909)801-1230
www.connieonthespot.com

PC Care

Computer Repair
Monica Volluci, Owner
1140 Beaumont Ave. #B
Beaumont, CA 92223
(951)845-5468
www.pccareoncall.com

Custom Frames 4 U

Custom Picture Framing
Karen Holritz, Owner
35378 Shade Tree Road
Yucaipa, CA 92399
(909)797-7870
www.customframes4u.com

A-Advantage

Plumbing
Plumbing
William & Karen Johnston,
Owner
34625 Cedar Ave.
Yucaipa, CA 92399
(909)790-5900

Irrigation Design Solutions

Water Conservation
Gary DuPerron, Owner
13835 Meadow View Lane
Yucaipa, CA 92399
(951)402-6814

Joan Wright

Retired
12208 California Street
Yucaipa, CA 92399
(797)-6488

Carpet Station

Tile & Wood
Flooring
Brandon Gerold, Owner
33109 Yucaipa Blvd.
Yucaipa, CA 92399
(909)797-6333

Pacific Sunset

Promotions
Screenprinting,
Embroidery,
Promotional Items
Jeff Kroeker, Owner
12142 4th Street
Yucaipa, CA 92399
(909)797-5495
www.pacificsunsetpromos.com

New York Style

China Buffet
Chinese Restaurant
Xing, Chzn, Owner
12048 5th Street
Yucaipa, CA 92399
(909)790-4888

CW Stevens

Construction
General Contractor
Chad Stevens, Owner
Yucaipa, CA 92399
(909)790-6316



Correction to Cold Stone Creamery article in August issue

I would like to apologize to Brad Leonard, owner of the Yucaipa Cold Stone Creamery, for an incorrect statement made in the Member Spotlight article. I would like to retract the incorrect statement, "In fact, Brad's shop is the shop that started Cold Stone cakes."

The sentence should have read, "In fact, Brad's shop is the only Cold Stone that produces cakes for other Cold Stone stores. Yucaipa Cold Stone Creamery offers a variety of cakes, either pre-made or custom. They offer several themed cakes such as Thomas the Train,

princesses or SpongeBob in any flavor combination you desire. Their petite ice cream cakes start at a reasonable price of \$6.99."

Pamela Emenger
President/CEO
Yucaipa Valley Chamber of
Commerce

Emergency Preparedness open house on Sept. 17

The city of Yucaipa along with the Fire and Sheriff Departments and Yucaipa Service Club Association have teamed up together to bring Yucaipa businesses and residents the 2009 Emergency Preparedness Open House on Thursday, Sept. 17, at the Yucaipa Community Center.

The event will run from 3

p.m. to 7 p.m. Several exhibitors will be on hand to pass out information and speak with attendees including the Yucaipa Valley Chamber of Commerce, Beaver Medical Clinic, Department of Public Health, Red Cross, Edison, The Gas Company, Cal Fire, City of Yucaipa, ECS, Fire Ect., Redlands Community Hospital, San Ber-

Is your business ready to handle a disaster?

nardino County Animal Control, San Bernardino County Children's Network, Simpler Life, U.S. Forest Service, Yucaipa Calimesa Joint Unified School District, Yucaipa Police Department and Yucaipa Valley Water District.

Informational sessions will include Pet Preparedness presented by SB County Animal Control at 4 p.m. Seasonal Flu and H1N1 Facts presented by SB County Health Department at 5 p.m. and a Question and Answer Session conducted by

the City, Police and Fire Departments at 6 p.m.

Food and raffle prizes will be available.

For more information call Director of Public Services Jennifer Shankland at the City of Yucaipa at 797-2489.

Study: AB 32 implementation will cost small businesses almost \$50,000

Implementing the AB 32 climate change law will cost California small businesses \$49,691 per year, significantly more than estimates by the California Air Resources Board (ARB), according to a recent study.

The analysis of the state Scoping Plan for implementing AB 32 was led by Sanjay Varshney, dean of the college of business administration, California State University, Sacramento, and Dennis H. Tootelian, Ph.D., professor of marketing and director, CSUS center for small business.

The study focuses on the costs to be incurred by consumers in five areas: housing, transportation, natural gas, electricity and food. Using three scenarios to measure the economic costs, the authors found that the potential loss of output, jobs, indirect business taxes and labor income is substantial and significant.

While the ultimate goals of AB 32 are not in question, the findings of this study suggest that the costs associated with implementing the AB 32 scoping plan will have significant

adverse impacts on California's economy, consumers and small businesses.

Cost to Consumers, Business

The Varshney-Tootelian study concludes that when the scoping plan is fully implemented:

California families will be facing increased annual costs of \$3,857 and consumers will be forced to cut discretionary spending by 26.2 percent in order to cope with the increased costs generated by the scoping plan.

The average annual loss in gross state output from small businesses alone would be \$182.6 billion, approximately a 10 percent loss in total gross state output. This will translate into nearly 1.1 million lost jobs in California. Lost labor income is estimated to be \$76.8 billion, with nearly \$5.8 billion lost in indirect taxes. The decline in revenues will have a severe impact on future state budgets, the authors said.

The study pointed out that small businesses drive the economic engine in California. They comprise

99.2 percent of all employer firms and 99.7 percent of all firms, account for more than half the employment, more than 90 percent of net new job creation, and 75 percent of the creation of gross state output.

Therefore, the authors believe that costs borne by small businesses due to the implementation of AB 32 must be carefully evaluated for a full understanding of the significance and impact of those costs on the state and

residents.

An adverse impact on small business is bound to have an adverse impact on the production of goods and services in California, the risk tolerance of entrepreneurs and investors, the productivity of labor, the quality of life, and the overall well-being of the state and its citizens, the report found.

The study's cost analysis was based on the ARB's own findings, which revealed significant cost increases. The

study's findings are consistent with the Peer Review analysis commissioned by the ARB, the Legislative Analyst's Office (LAO) review of the Scoping Plan and an analysis conducted by the Los Angeles Economic Development Corporation (LAEDC).

These independent analyses concluded that the cost of the AB 32 Scoping Plan would be significant, and that the ARB had significantly underestimated these costs.

Southern California Health Care Summit

Oct. 29

9 a.m. - 3 p.m.

Ontario Convention Center

More than 100 health care associations, hospitals, universities, chambers of commerce, non-profits, business stakeholders and political leaders are co-hosting the Southern California Health Care Summit. Tackling the multi-faceted challenges of reforming health care takes perspectives and participation from representatives of a broad spectrum of disciplines.

The Southern California Health Care Summit is the forum for identifying the solutions to meeting Southern California's unique health care challenges.

For more information please contact (951)275-5800 or visit www.socalhealthsummit.com.

What should we do? ... Part 2 of 2

Weathering the storm and coming out stronger and more profitable in the end

Last month we discussed the importance of learning to read and understand your financial statements;

- 1) balance sheet
- 2) profit and loss statement
- 3) cash flow report
- 4) accounts receivable report
- 5) job cost report (if applicable)

Most of you, I'm sure, have financial statements and review them regularly; but for those of you that don't, and may not have picked up on the tone of urgency in last month's column ... please ... do it ASAP! It is absolutely crucial that you understand your financial reports and review them regularly.

Your financial reports do not just tell you how your business did last month, but along with your business plan (no, not the one you wrote a few years ago and then put in the drawer), I'm talking about the one that is driving your business growth. You know; ...your quarterly business plan. The one you should be updating every 90 days ...your roadmap to a successful business. Together, your

quarterly plan and your financial statements will tell you how you're doing, they help you stay on target, they set benchmarks to your business goals and objectives, guide your growth, identify trends, and help you make the right business decisions. I call them the "Dynamic Duo."

This month we're going to look at the production side of efficiency. I'm sure you can come up with many more ideas specific to your business, but here's a sampling to get your creative juices flowing.

Review all your expense line items. Which are fixed costs and which are variable? How do they affect each other? Which can you cut or reduce?

Put each line item in one of two buckets.

KEEP what is essential to running the business - not what makes it easier on you; what's essential.

STOP spending money on items you can and should reduce or eliminate.

REPEAT until you're absolutely sure every item is in one of the two buckets.

Talk to your team. Let them know what's going on, what changes you are thinking of making and why. Ask for feedback and suggestions. Listen to their input; ...really listen.

Talk to your suppliers and general contractors, find out what projects they have coming up in the next month, quarter, and year.

Is it possible to renegotiate pricing with your current suppliers? Check out prices (of products and materials you buy/sell or use) with other suppliers.

Re-negotiate contracts, leases or material prices?

Find out as much about your competition as you can (websites, secret shopper, ad's, etc). What are they doing better than you? What are you doing better than they are?

Are there any products or services you can add without over-reaching or adding significant debt?

Team up (joint venture) with another contractor/retailer/service provider (not a competitor, but someone with the same target market)

Review each of your de-

partments/divisions and all of your company's systems, tighten them up, fix problem areas, automate, etc.

Inventory reduction - implement a mini-max system. Put slow moving items on sale.

Training - increase skills; merge similar/overlapping job functions.

Estimating - review and update all material, labor, and production costs.

In-house employee's vs. subcontracting - which is more cost effective.

Vehicles and Equipment - what do you use & what's taking up space? What do you need?

Systems - implement systems to automate your business.

Raise prices

Stop discounting

Can your barter your services for some service or product you may need?

Contact your BEST customers and offer them a small discount (2-3%) if they will pay in full within the next 10 days.

Identify your WORST customers (non payers or slow-



Sieg Weber

payers), then assign someone to telephone them to collect the money owed.

There are literally hundreds of strategies to explore to grow your business, increase prospects, efficiencies and profits.

I suggest you review every facet of your business and see what you can come up with. For a list of business growth strategies, email me at sieg@srwbcc.com with "Business Growth Strategies" in the subject line and I'll send it to you ...FREE!

Did you miss part one of this topic? Go to www.srwbcc.com/whatshouldwedopart1of2

Sieg Weber is a Business Coach and Consultant. If you'd like to comment or have a specific topic you would like to hear about. Visit www.srwbcc.com/contactus.

SEPTEMBER CALENDAR OF EVENTS

- 2nd Planning Commission Meeting, City Hall, 6:30 p.m.
- 4th Jazz Night at The Orchard Events Center. This will be the first kick off for Apple Season. Make sure to RSVP early as space is very limited: 797-2629, \$35 per person.
- 9th Chamber Board of Directors Meeting 11:30 a.m.
- 14th City Council Meeting, City Hall, 6:00 p.m.
- 16th Planning Commission Meeting, City Hall, 6:30 p.m.
- 17th * Chamber Membership Appreciation Luncheon sponsored by The Orchard Events Center, 38490 Oak Glen Rd., 11:30-1:00. Reservation required 790-1841.
- 2009 Emergency Preparedness Open House, Yucaipa Community Center, 34900 Oak Glen Road, 3:00-7:00 p.m. Food and Raffle Prizes available.
- 26th "Go Green Sale" sponsored by Yucaipa Friends of the Library & Yucaipa Literacy Coalition, Yucaipa Branch Library, 12040 5th Street, 8 a.m. to 12 p.m. Items for sale will include furniture, household items, dishes, lamps, working small appliances, art work, knick knacks, books and much more.
- VisionQuest Hullabaloo, A Funtastic Uptown Throwdown! Dinner, Show & Chocolate Buffet at The Old Church Club, 12142 Bryant St., Yucaipa, 5 p.m. \$20 per person, call 790-7377 for tickets.
- 28th City Council Meeting, City Hall, 6:00 p.m.



Atlas Storage cuts the ribbon at their Seventh Street facility

Atlas Storage cut the ribbon at their new facility located at 12189 Seventh Street in Yucaipa on Tuesday, August 4th. From left to right: Pamela Emenger, Chamber President/CEO; Deborah Walls, Chamber Ambassador; Jorge Avalos, Jose's Mexican Food; John Dominguez, Manager of Atlas Storage Center; Sherrie Williams, Chamber Board Director; Mayor Dick Riddell; Malissa Grinnals, Chamber Board Director; Don Thompson, Atlas Storage; Rosilicie Bogh, Chamber Board Chairwoman; Gary Travis, Chamber Board Director; John Sharp, Chamber Volunteer and Ellen Benefiel, Chamber Ambassador.

IE's Largest Mixer III on Oct. 22

The Third Annual Inland Empire's Largest Mixer will be held Thursday, Oct. 22, from 5 p.m. to 9 p.m. at the Ontario Convention Center, 2000 E. Convention Center Way in Ontario.

The Mixer combines the networking power of Inland Empire area chamber of commerce and business organizations.

Get ready to mix and mingle with professionals representing hundreds of industries and companies providing the

ultimate business networking experience!

Inland Empire's Largest Mixer is a great opportunity to reach small to large companies, meet new clients and learn how the different chambers of commerce and business organizations can make your business grow.

Mixer admission is \$20 per person at the door. For exhibitor or general information, call 560-2800 or <http://www.ie-mixer.com>.



Waba grill holds grand opening

Waba Grill held its grand opening and ribbon cutting ceremony on Saturday, Aug. 15. Festivities included a car show, bounce house for the kids, games, giveaways & free drinks with purchase of a meal. Pete and Lerée Marshall are shown here cutting the ribbon with Chamber Ambassador and Board Directors along with staff, friends and family. Waba grill is located at 33494 Oak Glen Rd. Visit for fresh, delicious healthy food.

There are big changes now in effect regarding credit card handling

As of Aug. 20, credit card companies have to change the ways they do business with you. The changes are being touted as an advantage for businesses that use cards. Still, you're going to have to be on your toes to get the best deal.

First, a rundown of the immediate changes signed into law by President Obama:

Old: Card issuers had to mail bills to holder at least 14 days before the due date.

New: Issuers have to mail bills at least 21 days before they're due, lessening the likelihood of late payments and fees.

Old: Issuers had to notify

holders about changes in terms at least 15 days before the changes took effect.

New: Holders have to be notified at least 45 days before changes take effect.

Old: Card holders who were hit with changes and fees had to swallow the changes and pay under the new terms, unless the issuer voluntarily offered an opt-out.

New: Card holders have the right to opt-out of interest-rate and fee increases and the right to cancel their accounts while paying off the balances under the old, lower interest rates.

In February, we'll see

more sweeping changes, including:

Banks will have to spell out on a statement how long it will take you to pay off a card making only the minimum payment and how much interest that will cost.

Card companies will be barred from raising interest rates on existing balances unless the cardholder is at least 60 days late making a payment.

Then, if the cardholder pays on time for the next six months, the old rate must be restored.

Fees for paying by phone will come to an end.

Marketing cards to stu-

dents and young adults will be restricted by law.

You or someone in your finance office will have to take a solemn vow to read the fine print that comes with credit-card bills if you plan to take advantage of the new laws.

For instance, the new 45-day notification on changes in terms is great — if you pay attention to the correspondence from issuers. In other words, they're required to let you know well in advance, but if no one reads the notification, there's no advantage to the holder.

With the added week being given to pay off the bill, will

your finance office fall into the trap of saying, "Oh, now we have plenty of time?" That attitude could result in killer late fees.

Most experts suggest that you keep the same method and timetable for paying the bills when you had only 14 days, and that you use the one-week cushion only for emergencies.

So keep in mind that a lot of the changes involve giving you more time and better access to disclosures about your options.

Card issuers will still be free to enact heavy fees and rising interest rates to those not using cards wisely.

CAL Chamber, continued from Page 1

and businesses. Since the state cannot pay for existing programs and state revenue continues to decline, creating new programs or requirements will add to the current crisis.

Californians desperately want their elected officials to provide solutions, yet there are several bills that have been introduced that would inhibit job growth, deter investments

in California, and put unnecessary obstacles in front of entrepreneurs.

"We've seen the positive results at the local level when policymakers bring together

business and labor leaders, environmentalists and community activists to craft an economic strategy," said Zoe Taylor, President and CEO of the Ventura Chamber of

Commerce. "Better policy decisions will result if communities are involved in the decision-making and challenges are addressed in a comprehensive, reasonable manner."