

CORONA DEL MAR CHAMBER OF COMMERCE

# VILLAGE VOICE

A STRATEGIC BUSINESS AND COMMUNITY RESOURCE SEPTEMBER/OCTOBER 2007

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**NETWORKING INTO FALL**  
Find out what's ahead for the season

**CHAIRMAN'S MESSAGE**

**CALENDAR OF  
COMMUNITY EVENTS**

**2008 BOARD NOMINATIONS  
NOW OPEN**

**GOVERNMENT AFFAIRS REPORT**

**NEWS FROM THE  
CORONA DEL MAR BUSINESS  
IMPROVEMENT DISTRICT**  
(Pages 10 and 11)

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**CHAMBER  
BOARD OF  
DIRECTORS  
NOMINATIONS  
OPEN**

Nominations have been trickling in for candidates to fill the upcoming open seats on the Chamber's 2008-09 Board of Directors. These positions are critical in the strategic development and decision-making process that is key to our organization, our members, and to our village community. In the coming weeks please look out for your nomination forms.

**DEVELOP CONTACTS AND BUILD NEW RELATIONSHIPS  
JOIN A CHAMBER COMMITTEE**

The Corona del Mar Chamber of Commerce provides a wonderful opportunity to get involved in a variety of interesting committees. Each is different from the next, and is filled with a unique mix of interesting individuals who enjoy making new contacts while gaining that community spirit. Some members belong to several committees while others find one committee of interest and enjoy spending their time within that group. Committees generally meet once a month and increase in frequency as events draw near.

The following committees are available. Check the Calendar of Events and simply attend a meeting until you find the match for you. Or, call the Chamber office and we will be happy to assist.

- Membership
- Christmas Walk
- Government Affairs
- Coastline Car Classic
- Scenic 5K
- Social Committee

We look forward to having you onboard! For more information, call us at (949) 673-4050.

**CHAIRMAN'S MESSAGE**

*Chairman*  
Bob Voorhees  
A.G. Edwards & Sons

As summer draws to a close, the Chamber returns to business after the traditional August break from monthly luncheons and mixers. In September, we hit the ground running with the Coastline Car Classic at Big Corona Beach on September 9. We hope that you will join us as we view some of the most unique collector vehicles in Orange County, right in our own backyard.

Also upcoming is the acceptance of nominations for members to serve on the Board

of Directors for the 2008-2009 term. If you would like to serve on the board, we would like to hear from you.

As a follow-up to the Chamber's evaluation survey, you should have received a letter stating some of the immediate steps being taken as a result of your helpful comments. The board continues to evaluate the data gathered and to develop ongoing strategies to respond to your input for making our Chamber a more powerful "Strategic Business Resource" for members and the local community.

We look forward to an exciting and productive balance of 2007.

**NEW MEMBERS**

**The CDM Notary**  
*Notary Public*

Kelly Gregory  
220 Newport Ctr. Dr., #12  
Newport Beach, CA 92660  
Ph: (949) 375-2757  
Fx: (949) 644-5588  
kkgregory@hotmail.com

**RENEWING MEMBERS**

**CitiBank**  
**Corona del Mar 76**  
**Farah's Home Furnishing**  
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## CHAMBER MEMBERS MIX IT UP AT SHAPE-UP FITNESS!

Shape-Up Fitness owners Robert Burns and Doug Katona welcomed CdM Chamber members to the Shape-Up Fitness Center, host location

for June's Sunset Networking Mixer. The fitness room was transformed into a beautiful reception area complete with a champagne bar, melon mar-

tinis, and a menu of vegetarian sushi, seaweed salad, and decadent shrimp cocktail. Club manager Mike Jones arranged a fantastic evening with the assistance of a new local event planning company, the Event Loft.

Chamber members were treated to prizes generously donated by the Shape-Up Fitness Center Day Spa consisting of facial treatments, gift cards, and merchandise. Additional gift bags were distributed as parting gifts complete with energy bars, merchandise, and personal training coupons.

Celebrating 25 years, Shape-Up Fitness Center is located at 2101 E. Coast High-

way, Corona del Mar. There are many programs and amenities available, including: personal fitness training, Pilates, step, yoga, spin, crossrobic, free weights, and much more. Some unique features to this fitness center are the indoor/outdoor childcare facility, a Swingin' Seniors program, locker room area with steam room, clothing line, and a day spa for facials, treatments, and massages to pamper yourself.

For more information, visit [www.shape-up.com](http://www.shape-up.com) or call Theresa Brindley, membership coordinator, at (949) 760-9335.

*Special rates for all Chamber members.*



## SUNSET NETWORKING MIXER AT SHERMAN LIBRARY AND GARDENS

The gates of Sherman Library and Gardens were opened to welcome Chamber members, guests, and friends into a botanical wonderland. Wade Roberts, general manger of the Gardens, hosted an enjoyable Chamber networking venue sharing the historical facility. Guests were able to stroll through lovely rose gardens, tropical conservatories, fern grottos, and much more while visiting and meeting new friends and contacts. Guests also enjoyed the tranquil and reminiscent sounds of popular guitarist Don Covel as he performed for the evening so

fitting for the ambiance.

Pascal Olhats, chef of the Gardens' new Tea Garden Creperie, treated guests to a sampling of exquisite crepes that were the talk of the evening. Pascal takes much pride in providing gourmet cuisine at all his popular owned Orange County eateries such as Tradition by Pascal, Pascal Épicerie & Wine, and of course Café Jardin located at Sherman Library and Gardens.

Sherman Library and Gardens, a jewel in the community for all to enjoy, is appreciative of your business and contributions. Many spec-


tacular benefits are available to contributing patrons such as an annual facility rental for social gatherings, lectures, group meetings, or weddings. Other membership benefits include free admission, reduced fees for classes, invitations to lectures and special events, discounts at the Garden Shop, and private party privileges at Café Jardin. If you haven't yet checked out the membership op-

portunities to Sherman Library and Gardens, please visit [www.slgardens.org](http://www.slgardens.org) for a lifetime of great memories.



Chef Pascal Olhats

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## NETWORKING SPEAKER LUNCHEONS

**SEPTEMBER 18**  
11:30 AM - 1:00 PM

**Speaker:**

Paul Wirth, CMB  
President, CEO Advisors  
Network, Inc.

**Topic:**

The Art of Delegating  
Effectively



**OCTOBER 16**  
11:30 AM - 1:00 PM

**Speaker:**

Homer Bludau,  
Newport Beach City Manager

**Topic:**

Reports, Updates, Q&A  
from the City of N.B.



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## CHAMBER NETWORKING MIXERS

**SEPTEMBER 25**  
5:30 - 7:30 PM

**Host Location:**

PORT RESTAURANT  
AND BAR  
440 HELIOTROPE AVENUE  
CORONA DEL MAR



**OCTOBER 30**  
5:30 - 7:30 PM

**Host Location:**

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## CHAMBER MEMBER SPOTLIGHT: DONNA CODY, COAST HEARING CENTER

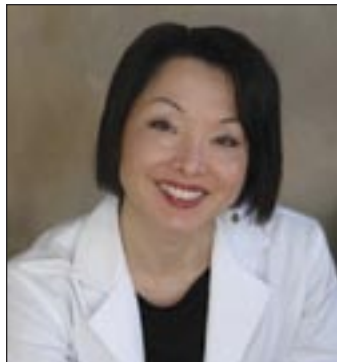
Congratulations to **Donna Felker Cody** for being selected as the Chamber's Spotlight Member of the Month!

Each month the Chamber recognizes an active member of the organization for their involvement and initiative. Donna was welcomed to the Chamber board of directors at the beginning of this year, and we are grateful to have her on-board! As an active Chamber member Donna serves on the board, is co-chairperson for the Corona del Mar Christmas Walk, and participates at most all other Chamber functions and events.

Donna was born in Korea, and at six months of age

was adopted by a family from Indiana and brought here to live in the United States. Donna's adoptive father's side of the family has a history of hearing loss, so it was ironic when at age six it was discovered that Donna was partially hearing impaired.

Her family moved from Indiana to Arizona when she was eight years old, and she lived there until after graduation from the University of Arizona



with a Bachelor of Science Degree in Rehabilitation and a specialization in interpreting for the deaf. Donna graduated with a Master of Science Degree in Communicative Disorders from Utah State University in 1987, and recently received her Doctorate of Audiology from Central Michigan University.

Before joining Coast Hearing Center as director of audiology Donna served

16 years with the House Ear Clinic, Los Angeles, where she worked as coordinator of the Hearing Dispensary and manager of the Encino satellite office. Through the grapevine she heard that Jon Amyx was looking to retire in January 2006 and thought it would be a great business opportunity.

Donna and her husband of 11 years, Jon, live in Corona del Mar where she makes it a point to walk to work almost daily. She said she feels blessed to be a part of our CdM village community and to be able to live and work in paradise.

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## Government Affairs Committee Report

BERNIE SVALSTAD

Welcome back to the Government Affairs Committee (GAC) after the summer holidays!

Join us at our monthly meetings to gain valuable information from featured speakers. Also, each month we receive information and reports directly from field representatives of Assemblyman Chuck Devore, 70th District; Congressman John Campbell, 48th District; and Senator Tom Harman, 35th District.

The featured speaker for our September meeting is David Sundstrom, Orange County Auditor, who will discuss the major debate and problems with the county's pension plan funding and how it will affect us as taxpayers.

We hope you will join us for what promises to be a most engaging and informative meeting.

### Upcoming GAC Meetings:

#### SAVE THE DATES!

THURSDAY,  
SEPTEMBER 13 AND  
OCTOBER 11

7:30 a.m.  
Chamber Office

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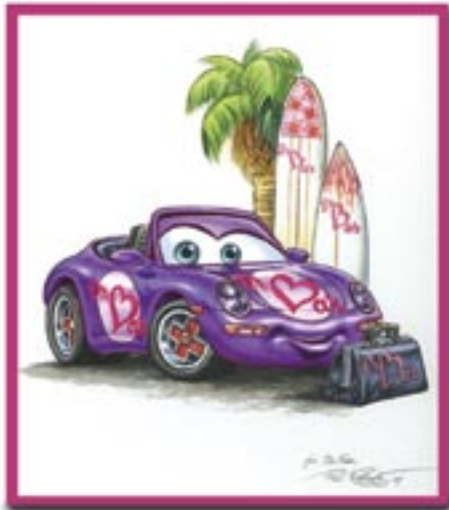
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# News From Your CdM

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Vice Chairman  
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Ali Zadeh  
Port Restaurant

Jim Walker  
The Bungalow Restaurant

### BID APPOINTMENTS AND VOLUNTEERS

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Newport Beach City Council

Scott Palmer  
BID Administration

George A. Berger  
Planning Department,  
City of Newport Beach

Linda Leonhard  
CdM Chamber of Commerce

Val Skoro  
Parks, Beaches & Recreation

Nancy Gardner  
Newport Beach City Council

Wade Roberts  
Sherman Library & Gardens

Ron Yeo  
Ron Yeo, FAIA Architect, Inc.



**For ongoing updates  
from the  
Business Improvement  
District, visit  
[www.cdmvillage.com](http://www.cdmvillage.com)**

## Corona del Mar Business Improvement District 2007-2008 OFFICERS, COMMITTEE MEMBERS AND APPOINTMENTS

(The people working for you!)

The CdM BID has recently completed elections of Officers and Project Leaders for the 2007-2008 fiscal year. It is our pleasure to introduce to you the people who will be working hard and dedicating their time towards the enhancement and beautification of the CdM village business district. Please welcome these dedicated individuals to the BID's Advisory Board for the upcoming term.

### BID ADVISORY COMMITTEE

Bernie Svalstad, Chairman  
BPS Newport Financial, Inc.  
P.O. Box 143, CdM, CA 92625  
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949-999-0813; 949-999-0853 (fax)  
bernie@newportfactoring.com

Mark Schulein, Vice Chairman  
Crown Ace Hardware, Inc.  
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Sharon Dawson, Secretary/Treasurer  
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Vacant Position

### BID APPOINTMENTS AND VOLUNTEERS

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Ed Selich Land Development  
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949-723-6383 (tel & fax)  
edselich@adelphia.net

Scott Palmer, BID Administration  
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C & ED Program Manager  
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Val Skoro  
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ron@ronyeo.com

## CDM BID CHAIRMAN PASSES THE TORCH: An Honor to John Blom for Years of Dedication

John Blom, owner and operator of John Blom Custom Photography in Corona del Mar, recently retired from his long-term position as Chairman of the CdM Business Improvement District.

Blom, one of the last of the original board members, has been involved with the BID since its inception in 1996. Serving a total of 11 years as a dedicated member of the BID's Advisory Committee, Blom became a valuable leader and contributor towards the conceptual designs and phased development of the Vision Plan for Corona del Mar. Some of the accomplishments that Blom is most proud of are the relinquishment of Coast Highway from Caltrans to the City of Newport Beach and the re-development and landscaping of the highway's medians.

Blom shares his enthusi-



asm for expediting the phased development of the community's Vision Plan and would like to see a fundraising effort that could speed up the implementation process. Future projects included in the plan such as sidewalk surface treatments, old-fashioned street lights with hanging flower boxes and banners, improvement of existing foliage, and additional street furniture are but just a few of the projects that could use

funding by local donors to assist in the overall community plan.

John Blom, his wife Chloe and their three children have been residents of Newport Beach since 1984, and have been in business capturing endearing moments through their photography studio since 1979. John Blom Photography has been offering expert and complete photography services to neighbors near and far, and they pride themselves on the customer service delivered by a highly trained professional staff.

The Advisory Committee of the Corona del Mar Business Improvement District will be honoring Blom for his dedication towards the community at an upcoming ceremony to be announced.

*Many thanks to you, John Blom.*

## NOMINATE A BUSINESS FOR THE CORONA DEL MAR BEAUTIFICATION AWARD

The Corona del Mar Beautification Award is designed to encourage and honor business owners in the CdM business district for upgrades made to the physical appearance of their storefronts. The atmosphere and aesthetics of the village is a project all business owners should take pride in, and by working together, with your involvement, we all contribute to the success of our community and become that much closer to achieving the overall Vision Plan. To nominate a business for recent upgrades, small or large, please visit [www.cdmvillage.com](http://www.cdmvillage.com) or email [marketing@cdmvillage.com](mailto:marketing@cdmvillage.com).

### COMMUNITY SURVEY CENTRAL

WE WOULD LIKE TO  
HEAR FROM YOU!

*Please describe the  
parking problems  
you encounter in  
Corona del Mar.*

POST YOUR COMMENTS:  
[WWW.CDMVILLAGE.COM](http://WWW.CDMVILLAGE.COM)

## PACIFIC COAST HIGHWAY CONSTRUCTION UPDATE

While there is no perfect time for working on a busy highway such as PCH, the project construction team thanks you for your patience as they complete the median channelization project through Corona del Mar's business district. Scheduled for earlier completion, the project is now due for completion by November 1.



Due to the slowing of traffic, it might be a good idea to warn your clients and give them alternative back streets to avoid time delays. Should you have any additional questions or concerns regarding this project, please contact Project Manager Andy Tran at (949) 644-3315.

### BID MEMBERS: GET INVOLVED & INFORMED!

**Advisory Board  
meetings are open to  
the public: you are  
always welcome!**

**September 27  
October 25**

**7:30 - 9:00 a.m.**

**CdM Chamber Office:  
2855 E. Coast Hwy.  
Suite 101**

**For more information:  
[www.CdMVillage.com](http://www.CdMVillage.com)**

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## VILLAGE VOICE ADVERTISING OPPORTUNITIES

**FREQUENCY:** Bi-monthly

**DISTRIBUTION:** Mailed to 700 Recipients

- Business & Resident Chamber Members
- Business Improvement District Members
- Business Leaders
- City Hall Offices of Newport Beach

**PRICING:** **Business Card Ad**—Display your company contact information with your business card. This is the most cost-effective way to get your name out there! . . . \$50

**Quarter-Page Display Ad**—An exceptional ad for drawing attention to your business! Place your quarter-page ad in full color in the Village Voice . . . \$150

**Half-Page Display Ad**—The preferred ad space. Place your half-page, four-color display ad on the prominent back cover of the Village Voice . . . \$225

**Insert Ads**—The most eye-catching form of advertisement is placing an 8-1/2 x 11 color flyer on your business, going out to 700 recipients . . . \$250

**Contact (949) 673-4050 or [info@cdmchamber.com](mailto:info@cdmchamber.com)**

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2855 E. Coast Hwy., Suite 101, Corona del Mar, CA 92625

ADDRESS SERVICE REQUESTED

Phone (949) 673-4050 Fax (949) 673-3940  
[www.cdmchamber.com](http://www.cdmchamber.com) [info@cdmchamber.com](mailto:info@cdmchamber.com)

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