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February 2012

Twain Harte Beat

The Newsletter of the Twain Harte Area Chamber of Commerce



The View from here — A little hard to see in this photo, but glorious sunshine above the valley fog makes a spectacular sight from the top of Twain Harte Grade.

President's Message

By Pam Jones, THACC President

Happy New Year to everyone! This is shaping up to be the best year for the Chamber yet thanks to your hard-working board. I couldn't be happier with our board; everyone has stepped up to the plate and is chairing a project. I'm always available for comments and suggestions on ways to improve our events or to add new ones. If everyone can spread the word about the benefits of belonging to the Twain Harte Chamber, we would love to have more participation.

Speaking of participation, if you see any of the events coming up this year on which you can lend a

FLASH! BULLETIN!
ATTENTION! (Read This! Really!!)

New Date for Chamber Small Business Showcase Mixer & General Meeting

The date for the Small Business Showcase Mixer and General Meeting at Twain Harte Golf Course has been changed to February 7th. Board members and feedback from members told us that the romantics among us wanted to save February 14th to celebrate Valentines Day with their sweeties.

The following businesses and organizations have confirmed that they will be present at the mixer displaying their businesses and/or services: InSparations, Heritage Mortgage, Prudential California Realty, Valley Yellow Pages, Sonora Subaru, Business First, Any Habitat, Harte of the Kitchen, Skyline Place, Sonora Cat Rescue, PJ and Associates, Twain Harte Homeowners, Sierra Cellars, Twain Harte Tree Farm, Twain Harte Mini Golf and Twain Harte Veterinary Clinic.

So join your neighbors and these businesses and organizations next Tuesday, February 7 at 5:30 at the Golf Course for a great evening of networking and fun!

helping hand, it would be greatly appreciated by all. We should all be very proud of the events that our Chamber puts on. For a small town we sure have a lot of fun and events that benefit the entire community.

"I've learned that just one person saying to me, 'You've made my day!' makes my day."

-Andy Rooney

Board Profiles

Pam Jones, The Energizer Bunny, er, President

First of a series of articles profiling these community leaders

Chamber president Pam Jones grew up spending half her time in Walnut Creek and the other half in Kailua, Hawaii. She met and married husband Stephen in 1972. The couple lived in Marin County, first in Mill Valley, then in Larkspur. They built their dream home in Kentfield.

They moved to Twain Harte in 1994 and, Pam says, “We’ve never regretted it, even for one day – except, that is, for the three to four feet of snow!”

The couple has two children, Sasha and Jason, and two grandkids – Addison and Renner.

Pam started her cleaning business, PJ & Associates, in 1996. The business has grown into one of the largest employers in Tuolumne County. “I’m very proud of what I have achieved,” Pam says, “and I love the business.”

For the past two years, Pam has been in charge of the Chamber’s Concerts in the Pines, both booking the musical groups and introducing them on summer Saturday nights. She loves all types of animals and hosts fundraisers at their home to support them. Pam and Steve’s home boasts extensive beautiful gardens and a vineyard which Pam lovingly tends. And, if her business and those other activities aren’t enough, Pam is currently the co-chair for programs for the Tuolumne County Women’s Network.

Pam symbolizes a quote attributed to Lucille Ball: “If you want something done, ask a busy person to do it.” Or as Pam says, “I love the Chamber, and hope to make this the best year ever!”

Quick Business Tip

From the Small Business Administration (www.sba.gov)

Keep Score: It’s amazing how few small businesses have any idea of the daily, weekly, and monthly numbers and financial trends in the organization. Spend the necessary time keeping current on cash flow and, if you lack the financial skills, then hire an accountant.

World-Class Cycling Event Comes to Tuolumne County

The “Amgen Tour of California” is coming to Tuolumne County, presenting an outstanding opportunity for Twain Harte businesses to bump up their spring sales.



Photo courtesy Tuolumne Co. Visitors Bureau

The fourth stage of the event, billed as one of the premier cycling events in the United States, will start in Sonora on the morning of Wednesday, May 16, and end later that day in Clovis. It is expected to bring thousands of spectators to the county, and will showcase our area to many more television viewers around the country on NBC Sports (formerly

the Versus network).

The Tour of California is an eight-day event that begins in Santa Rosa and ends in Los Angeles. Some of the world’s best bikers – and the biggest names in cycling – are expected to take part in this year’s event, including Americans Levi Leipheimer, David Zabriskie, and George Hincapie, last year’s Tour de France second-place finisher Andy Schleck from Luxembourg and Norway’s Thor Hushovd. Although the exact route for Stage 4 is not yet available, it is roughly 125 miles from Sonora to Clovis.

The event takes place between the weekends of the Mother Lode Roundup and the Calaveras Jumping Frog Jubilee, and promises to keep the area jumping.

According to Darrel Slocum of the Tuolumne County Visitors Bureau, local supporter opportunities are now available to businesses. Packages include exhibitor space, signage, special VIP hospitality/viewing options, print ads in the official Sonora Publications, logo placement on street banners, posters, and flyers, local media visibility, prominent local and national presence, ancillary events, etc.

The Sonora Local Organizing Committee has compiled a variety of supporter levels to allow businesses and individual fans to participate and enjoy the benefits of this exciting international event. A route announcement reception will be held on Thursday, February 9 at the Opera Hall in Sonora from 5 to 7PM. For more information, go to www.atocsonora.com.



Winter sports — 2012-style... Golfers enjoy another beautiful end-of-January day at Twain Harte Golf Course. While the slopes at Dodge Ridge, and local businesses, are suffering from a lack of snow, others enjoy the balmy, spring-like weather.

2012 Officers

President.....Pam Jones
 President Elect.....Vacant
 Past President.....Brad Menary
 Treasurer.....Jana Bumgarner
 Secretary.....Christine Ravelly

2012 Board of Directors

Manuel Arellano.....Arellano Built
 Susan Bailey.....Any Habitat
 Joe Bautista.....Siebert & Bautista , Attorney at Law
 Jana Bumgarner.....Associate Member
 Sonny Deardorff.....7-Eleven
 Rebecca Halvorsen.....The Harte Collection/Sierra Cellars
 Pam JonesPJ & Associates, Inc.
 Margie Lang.....Twain Harte Vacation Rentals
 Brad Menary.....Business First
 Susan Paris.....Susan Paris & Associates
 Christine Ravelly.....Avon Consultant
 Johnny Robben.....Kelly's Mountain House Cafe
 Shannon Siebert.....Siebert & Bautista Attorney at Law
 Gary Sipperley.....Associate Member
 Renier van Waesberghe.....Associate Member

Office Staff

Office Manager.....Jerrie Rhine

Valentine Dinner to Support TH Partners

Join Partners for Twain Harte at a Valentine dinner dance at the Twain Harte Golf Course on Saturday, February 11 starting at 6 pm and will feature lasagna, bread, salad and dessert. Dinner starts at 7 p.m. with music by The Lava Cats at 8 p.m. Tickets are \$20 and available by calling the golf course at 586-3131. Reservation deadline is February 7.

Partners for Twain Harte is an association of groups that are working together to improve Twain Harte. It includes the Twain Harte Area Chamber of Commerce, Twain Harte Business Association, Rotary, Soroptimists, Homeowners, Community Services District, Community Services Unit, Lake Association and Golf Course.

Twain Harte Area Chamber of Commerce
PO Box 404
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**Twain Harte Area Chamber of Commerce
Objectives**

- ◆ *To promote the common business interests and improve business conditions in the Twain Harte area.*
- ◆ *To unite its members and to promote and maintain high standards of conduct within the business community.*
- ◆ *To act as a spokesman for the Twain Harte area businesses on issues that will affect their common business interests*

April, May Mixer Hosts Still Needed

The Chamber still needs mixer hosts for April and May. Hosting a mixer can be an excellent way for a member to showcase his or her business. We ask that mixer hosts provide finger food for their guests; the Chamber will provide the bar. If you are interested in hosting a mixer, please contact Susan Paris (susan@susanparis.com) or call Jerrie in the Chamber office at 586-4482.