

A Hands-On Workshop  
**Market your Business  
via the Web**

Using the new tools available  
from your Chamber's website.

**Tuesday, January 15, 6 pm - 8 pm**  
OR  
**Saturday, January 19, 10 am - noon**

Colfax Higher Ground (Brad's place)  
in the Fruit Exchange Building  
153 South Railroad St, Colfax

**RSVP 346-7160**

**CACC Annual  
Business Meeting**

February luncheon meeting

location and date

to be announced

**Colfax Area Chamber of Commerce  
Board of Directors and Officers**

John Potter, *President* BLUE CAT STUDIO, INC.  
Jason Dunn, *Vice President* TULLY-WIHR  
Richard Duncan, *Treasurer* RICHARD DUNCAN, CPA  
Brad Childs, *Director* WILDERNESS INSTITUTE  
Stephanie Craft, *Director* ENTREPRENEUR'S SOURCE  
Connie Heilaman, *Director* CONNIE'S DECORS  
Rebecca Martinez, *Director* BLUE CAT STUDIO, INC.  
Teri Murch, *Director* DUNIPACE GROUP  
Helen Wayland, *Director* HERITAGE MUSEUM DIRECTOR  
Chris Wright, *Director* SHIP IT!

**Chamber Advertising Opportunities**

**Web page ad** (2" x 4") on the page of your  
choice; \$25 for three months

**Newsletter ad** business card size: \$25 per month

**Insert in this newsletter**, \$30/page for up to  
400 copies

**Business Relocation package**, \$30/year for  
members

**Special rate monthly ad**—as low as \$25—in the  
*Colfax Record*; call Gina Rivie at 852-0216

**Deadline** for ads or stories for the February 2008  
issue of the *Chamber Express* is **January 20**.  
Please submit to news@colfaxarea.com



January 2008

**President's Message**

The new year brings an ever-increasing opportunity for  
the Chamber to promote business in the Colfax area.

Thank you to our members for continued support  
through the first year of the all-volunteer chamber. This  
approach has proved to be successful; we have increased  
our membership, we have entered into a partnership  
with the City of Colfax to define much-needed signage,  
we have finalized our Colfax Visitor's Guide and Map  
brochure, it is ready for print and distribution, the web-  
site has been updated to a visitor-friendly design and we  
are in a good financial position.

One of our main goals for 2008 is to promote the  
Colfax area through increased web awareness by insti-  
tuting a marketing campaign that will include newspa-  
per and regional magazine advertisements as well as  
e-mail notices. We ask for your continued support in  
2008 as the Visitor's Center completes relocation to the  
depot and we implement our marketing strategy for an  
improved economic outlook.

**Your Vote is Needed**

Enclosed please find your ballot for two board positions.  
The following candidates have expressed a desire to be  
on the volunteer chamber board.

**Jim Nugent**, owner of Epic Builders, Inc.

**Suzanne McGuire**, owner of Whistlestop Quilting

**Vicki Breslin**, owner of Cut-It-Up aka Funny Pharm

Ballots may be returned to the Depot before February 20  
or brought to the Annual Meeting, mid February date  
and location to be announced

**Welcome to our New Members**

Big Mountain Air and Heating  
Vacation Builder.com  
The Dutch Flat Hotel  
Richard Anzelc, Insurance Service

**CALENDAR OF EVENTS**

visit [www.colfaxarea.com](http://www.colfaxarea.com) for complete calendar

**Colfax Lions Crab Feed**

Saturday, Jan 12, 6:30 - 9 pm, \$35  
Sierra Vista Community Center, 55 School St., 346-2161

**Sierra Vista Fix Up Day**

Saturday, Jan. 12, 10 am -1 pm,  
Sierra Vista Community Center, 55 School St., 346-8726

**Spring Sports Night at Colfax High**

Monday, Jan. 14, 5-7 pm, Colfax High Theatre  
346-2284 x 2122

**Market Your Business Via the Web**

Tuesday, Jan. 15, 6-8 pm, Wilderness Institute  
Railroad Street, 346-7160

**Railroad/Founders' Day Committee Meeting**

Wednesday, Jan. 16, 1:00 - 2:30 pm,  
Colfax Visitors' Center, 99 Railroad Street, 340-8250

**CACC Board Meeting**

Wednesday, Jan. 16, 6:30-8:30 pm  
Colfax Visitors' Center, 99 Railroad Street, 346-8888

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**Colfax Chamber Annual Meeting**

February luncheon, watch for date!



January 2008

## Market your Business via the Web

Chamber members are empowered with the implementation of the Chamber's new website design incorporating Blue Cat Studio Inc.'s Realtime Membership System® (RMS). This new website, with RMS®, empowers our members to take control of their company information, products and services that are displayed through the chamber's website. Members may log in at any time to update their information. This information is then displayed immediately on relevant pages throughout the chamber's website.

Some other important business market tools available through the chamber's website include:

- **Coupons.** Members may create their own online coupons.
- **Events Calendar.** Members and other organizations may post events to this regional-wide calendar system.
- **Blog.** Exchange ideas and information on local topics.
- **Ads.** Your company may place a logo link, one per website page, on the Chamber's site. Three-month runs are available on a first-come, first-served basis at \$25 per run.
- **Keyword Searches.** Help your clients find your products and services by specifying key words in your company's RMS information.

Recognizing the strong rankings that chamber websites enjoy through worldwide search engines such as google or yahoo, your chamber has focused marketing energy into developing this new website. Travellers are more likely to visit chamber sites to research an area before arriving. This gives our members an opportunity to be in the forefront in promoting products and services in the Colfax area.

To help you take advantage of the member benefit, we strongly recommend that you attend one of the two workshops, scheduled Tuesday, Jan. 15 or Saturday, Jan. 19. For more information see the events calendar on the Chamber's website or see the ad on the back of this newsletter.

## Board Meetings

Please note that the CACC Board Meetings, held the third Wednesday of every month at 6:30 pm, are open. Non-board members who plan to be a guest should confirm the date and their attendance by phoning 346-8888. Board meetings are held at the Colfax Visitors' Center/ Chamber office at 99 Railroad Street in Colfax (the newly renovated Depot building).


## Thanks to Renewing Members

Colfax Mini Storage  
Hanford's Catering  
Kurtis Fox, MD  
Railhead Salon  
JS West  
Tributary Whitewater  
Curves  
Placer County Economic Development  
Giovanni's Shady Glen  
The Dunipace Group  
Donnelly Properties  
Placer Independent Resource Services  
Blue Cat Studio, Inc.  
Bruce Kranz  
Gene Albaugh  
Amy Sibley, Realtor-Notary  
Amerigas  
Hills Flat Lumber  
Mystic Design  
A Matter of Fact  
Colfax Vision  
Shipt!  
Robinson Real Estate  
Whistle Stop Quilt Shop  
Placer Title



**Sierra Self Storage**  
Office 9a-5p Tues-Sat / Gates 6a-10p Daily  
State of the art rentals • RV & Boat Storage  
Packing Supplies • U-HAUL Rentals  
(530) 346-7256  
160 Sherwood Court • Colfax, CA 95713  
www.sierrastorage.com • sales@sierrastorage.com

**REAL ESTATE**  
Celebrating 30 Years in Business!



**MOTHER LODGE REALTY**  
HOME • LAND • COMMERCIAL  
530-346-2276 NOTARY SERVICES  
In Mountain Village • 333 Auburn Street, Suite 5 • Colfax, CA 95713

## Holiday Follow-Up



Thank-you to everyone that entered the 2007 Colfax Chamber of Commerce Business "Let it Glow" winter decorating contest. First prize of 1 free flier insert in the *Chamber Express* went to the Funny Pharm/Cut-It-Up. Vickie put a lot of the holiday spirit and a healthy dose of sparkle in her windows. Honorable mentions went out to Bella Sera Restaurant, Tanya's Shear Fx, Winners Chevrolet Body Shop, Ship It! and The Dunipace Group Real Estate. They will each get a free business card size ad in the *Chamber Express*.

I also want to thank and recognize all the volunteers from the Colfax Garden Club, the Colfax Friends of the Library, Colfax Pride and the City of Colfax for helping decorate and support the lights downtown. Thank you also to all the homeowners and business owners that have decorated and lighted our town, it looks great!

Best wishes for the New Year and keep shopping local so Colfax can stay Merry & Bright.



—Teri Murch, Realtor, CACC Board Member

**STORAGE**



**Colfax Mini Storage**  
Bud & Evelyn Wood  
Our friendly on-site managers  
GATE HOURS: 7am - 7pm, 7 days a week  
OFFICE HOURS: Tues - Sat 9am - 5:30pm  
1255 So. Auburn St. • Colfax, CA 95713  
530-346-7676

**GENERAL DENTISTRY**



Dr. Dan Zender and Dr. Chad Jensen  
**COLFAX DENTAL CENTER**  
120 Whitcomb Ave., Colfax • 530-346-6244

## Railroad Days/Business Fair 2008 Planning Meetings

Be a part of the Annual Celebration!  
January 16, 2008, 1 - 2:30 pm  
February 20, 2008 1 - 2:30 pm

Planning committee meetings for Railroad Days/Founder's Day/Business Fair to be held on September 27-28, 2008 for all clubs & organization representatives and all volunteers

Colfax Chamber of Commerce Office  
99 Railroad Street

Connie Heilaman, chair (530) 340-8250

## Chamber Office Move in Progress

Without too much fanfare, the Chamber Office and Visitor Center has begun moving from the Railcar to the new location, just down the street at 99 So. Railroad St., next to the Heritage Museum.


Please stop by and check out the new location; our Ambassadors staff the center M-F, 10 am - 2 pm.

If you are interested in volunteering at the Visitor Center, please call 346-8888

## CACC Weekly Radio Spot


Wednesday is the weekly deadline for any events you would like to have announced in our weekly radio spot on KNCO (830 AM). Please submit your information to Blue Cat Studio and the "Voice of Colfax" will see that it is included.

**ACCOUNTING**



**Richard H. Duncan, CPA**  
QuickBooks Certified ProAdvisor  
Specializing in Set Up of QuickBooks and Tax Preparation  
Call for a no-obligation appointment.  
Office located in Colfax  
530-346-6379

**OPTOMETRY**



DR. RUSSELL S. WORRALL  
**COLFAX VISION CENTER**  
OPTOMETRIC GROUP  
530-346-2269 333 South Auburn Street, Suite 1  
Colfax, CA 95713