

February 2016

President's Circle

Double Diamond



Diamond



Platinum



Gold



Silver



Fluor Enterprises

PARKER
PROPERTIES



Shea Properties



Chamber Names First Executive Director

Pamela Hoffman honored and excited to assume role in Chamber leadership



Pamela Hoffman
Executive Director

Longtime Aliso Viejo resident, community advocate and Chamber member Pamela Hoffman has been named the first ever Executive Director for the Aliso Viejo Chamber of Commerce

As a new leader of the Chamber, Hoffman stated she is ready for the challenge of heading the nearly four-year-old organization by continuing to work hard for Chamber members and the community she calls home.

"As a 24-year-resident of Aliso Viejo, I am very excited to be named the first Executive Director of the Aliso Viejo Chamber of Commerce," Hoffman said. "I look forward to continuing to work side by side with the Board of Directors, business owners and residents of Aliso Viejo, as we continue to grow the Chamber, and allow others to see why Aliso Viejo is such a great place to live and work."

Hoffman's hiring was voted on and approved at the January Director's meeting. President Beau Nokes is looking forward to Hoffman's leadership in her new role.

"Having Pam Hoffman as our full-time Executive Director will make it much easier for members to communicate with the chamber and get their needs taken care of," Nokes said. "Pam brings with her a wealth of managerial experience from the business world, and even before becoming full-time, she made sure things ran smoothly—no small feat with an all-volunteer board.

"In addition to her other duties, Pam is instrumental in making sure that our schedule of events is coordinated with the City's schedule so that we can engage as completely as possible. She has also already met with our friends at the Laguna Beach Chamber of Commerce to share our schedules so that we can coordinate joint

events. There are many more great things to come, and Pam will be at the center of them, making sure everything works."

President-Elect Eric Hauber agreed with Nokes' thoughts and also stated how important this milestone is for the Chamber.

"For the Chamber to reach a financial plateau after only three years that permits us to hire an Executive Director is truly remarkable," Hauber said, adding. "We are fortunate in Aliso Viejo that many large corporations call us home and have demonstrated a commitment to the community in which they reside by joining the Chamber at the upper membership fee levels.

"This effort has only been enhanced by the support and collegial interactions we have had with the City Council and staff. We are, likewise, fortunate to have found Pam who brings a wealth of managerial experience from the business and banking industries to her position as Executive Director."

I know we have an amazing asset in her leadership and that Pam is very happy to take this on and take our chamber to new heights! Thank you Pam!

- Richard Fisher

Immediate Past President Richard Fisher was equally as effusive in his praise for Hoffman's abilities.

"As the outgoing President for the past two years I echo the sentiments of Eric and Beau in announcing Pam as our Executive Director," Fisher said. "Integral to this decision was Pam's dedication as a member and in her part-time work for us.

"Pam truly cares and has the skill and background to get this right. Most importantly to me, I know we have an amazing asset in her leadership and that Pam is very happy to take this on and take our chamber to new heights! Thank you Pam!"

President's Message

Time really flies! I can't believe I'm already writing my second president's message. To help kick off this year in style, we are holding our annual installation dinner at the Renaissance Club Sport on February 18. I've seen the menu, and it looks great. In addition to installing the 2016 board of directors, we will be thanking 2014 and 2015 president Dick Fisher (hopefully in a creative and entertaining way) for his years of service to the Chamber. Without Dick's tireless efforts and almost mystical powers of persuasion and people skills, the Chamber would not be anywhere near where it is today. This promises to be a good time, so make your reservations early. In addition to an impressive roster of local government officials and local entrepreneurs who will be in attendance, my mom will be coming in all the way from Sacramento, so you won't want to miss it.



Beau Nokes
AVCC President

We are now holding our networking breakfasts every single month and in the same location. We had a great turnout at January's breakfast, and those who attended will tell you that, in addition to a terrific presentation, we had some new networking opportunities that will allow our members to get to know more members, and to get better acquainted with members they already know. Please mark your calendars for the second Tuesday of each month beginning at 7:30 AM at the Aliso Viejo Conference Center, which is located next to the Country Club at 31 Santa Barbara Drive. This month's breakfast will be held on February 9, and is sponsored by our friends at ValleyCrest Landscape Maintenance. I hope to see all of you there.

In January, we also held our first mixer of the year at Tony Pepperoni's. It was great to see so many of you there. Joe and his staff took excellent care of us and it was a great way for many of our members to get acquainted with each other (and with Tony Pepperoni's great food, fun atmosphere and impressive beer list.)

Beau Nokes,
President
Aliso Viejo Chamber of Commerce

Attorney,
Nokes & Nokes
A Law Corporation



ALISO VIEJO CHAMBER of COMMERCE
Visitor & Community Map

This is it – Sales are coming to an end.
Limited spaces left on the map!

Don't miss this opportunity to reach residents and visitors
JOIN THESE COMPANIES ALREADY ADVERTISING:


Alicante Apartments	City of Aliso Viejo	Renaissance ClubSport
Aliso Viejo Country Club	Jimboy Taco's	Soka University
Aliso Viejo Dental	Moulton Niguel Water	Star Real Estate - South County
Allen Cadillac, GMC, Hyundai	OC Winemart	Techspace
Boys & Girls Clubs of Capistrano Valley	Raising Cane's	Toni Pepperoni
CA Coastal Estates, Inc.	Regal Entertainment Group	

Visit: www.MyChamberAd.com/AlisoViejo
or contact Nancy Tilove at (949) 273-3560 or by email at Nancy@aliso viejomap.com

Laguna Niguel & Aliso Viejo Chambers
Invite You to
Governmental Affairs

Friday, February 5
7:30 - 9:00am

Presenting:
**"Border Infrastructure/
Smuggling/the Threat"**

Speaker:
 U.S. Customs and Border Protection **Chris Martin**

No Reservation Needed
Complimentary Refreshments Provided By:
Bob Brown & Alex Saraci
Morgan Stanley

Laguna Niguel City Hall Community Room
80111 Crown Valley Parkway, Laguna Niguel

Events Calendar

February

Networking Breakfast

Sponsor: ValleyCrest Landscape Maintenance

Location: Aliso Viejo Conference Center

Date: Tuesday, February 9th

Time: 7:30 a.m. – 9:00 a.m.

Ribbon Cutting and Grand Opening

Business: Homewood Suites By Hilton

Location: 110 Vantis, Aliso Viejo, CA

Date: Wednesday, February 17th

Time: 3:00 p.m.

Member News & Notes

The City of Aliso Viejo offers a free Local Government App with city news, calendar, information on parks and trails, ways to contact City Hall, listings of places to eat and shop and an option to report a need for street maintenance or other issues. The app can be downloaded from Apple or the App Store.

2016 Chamber Board Installation Dinner

Location: Renaissance Club Sport

Date: Thursday, February 18th

Time: 5:30 p.m. – 8:30 p.m.

Cost: \$40 Members, \$45 non-members

Get To Know Your New Executive Director, Pamela Hoffman



Pamela and her granddaughter Macie

How long have you lived in Aliso Viejo and what do you like most about living here?

I've lived in Aliso Viejo for 24 years and there's still a very warm feeling here. I love the area and my neighbors. It's so safe and such a beautiful place to live.

What did you do before becoming Executive Director?

I was in banking for 30 years, 25 of those with Downey Savings, and the last 5 years with US Bank, who took over Downey Savings. I started with Downey Savings as a part-time employee, while attending college majoring in accounting. I really enjoyed banking, and was quickly promoted to full time, and decided that banking was to be my career path. I spent the last 17 years in banking as a Branch Manager, before moving to Star Real Estate South County for a year in their Property Management Department and the Aliso Viejo Chamber of Commerce since September 2014 as part-time Executive Assistant, before accepting the Executive Director Position.

What is your vision for the future of the Aliso Viejo Chamber?

My vision is to continue to see amazing growth and to keep helping community businesses to prosper. We had 48 new members join in 2015 and we project that number to be the same in 2016. I also want the Chamber to be very organized and be available to members and prospective members to speak about Chamber issues. Working with the city of Aliso Viejo to form stronger relationships with local businesses with also be a top priority.

What do you like most about working for the Chamber?

Interacting with the members is a great joy. The diverse group of business members we have provides a great platform to market our city and member business interests. I also really like getting to know the families and community members in the city.

What is the most important thing you would like to accomplish this year?

Other than making this the best Chamber we can, I believe that improving our new website will continue to be a major focus this year. We want it to be an indispensable marketing tool to our members while also acting as an information portal to the community. Since everyone has been so patient we are dedicated to making it an invaluable resource for Chamber members, visitors and the community as well.

What do you do when you're not working?

I enjoy spending time with my family, especially my precious 4 1/2-year-old granddaughter Macie, and my cat Tabitha! I enjoy cooking and baking, and I am known for my delicious chocolate cakes. My favorite hobby would be shopping, especially now that I am a Grandma!


 **Tony Pepperoni Pizzeria**

January Mixer!

 **Tony Pepperoni Pizzeria**



27822 Aliso Creek Rd.
 Aliso Viejo, CA 92656
 Phone: 949-349-9000



**ALISO VIEJO
CHAMBER of COMMERCE**
Invites you to our
**4th Annual
Installation Dinner**

An Evening To Celebrate

**Thursday, February 18, 2016
5:30pm – 8:30pm
Renaissance ClubSport
50 Enterprise, Aliso Viejo**

Members: \$40.00 Guests: \$45.00

Register: www.alisoviejochamber.com
 Special Plaque and Crystal Recognition
 For Presidents Circle Members

Sponsorship Opportunities Available
Info@AlisoViejoChamber.com



**ALISO VIEJO
CHAMBER of COMMERCE**

Sponsorship Opportunities
For Aliso Viejo Chamber's Installation Dinner

**Thursday, February 18, 2016
5:30pm – 8:00pm, Renaissance ClubSport
50 Enterprise, Aliso Viejo**

\$1,000 Title Sponsorship Includes
 Table of Eight,
 Prominent Table Placement, Display Table at Event, Participation in
 Program, Event Recognition

\$500 Installation Sponsorship Includes
 Four Admissions, Display Table at Event,
 Event Recognition

\$250 Supporting Sponsorship Includes
 Two Admissions, Event Recognition

Contact Pamela Hoffman at
info@alisoviejochamber.com

December Holiday Membership Breakfast 2015!

Sponsored by Mary Kay Cosmetics



February Community Events Calendar

February 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	Feb 1 Groundhog Day		3	4	5	6
7	8	9 Networking Breakfast 7:30 a.m. – 9:00 a.m. Cosmo's Italian Kitchen	10	11	12 Lincoln's Birthday	13
14 Valentine's Day	15 Washington's Birthday	16	17 Ribbon Cutting Homewood Suites by Hilton 3:00 p.m. 110 Vantis	18 Chamber Board Installation Dinner Renaissance Club Sport 5:30 p.m. – 8:30 p.m.	19	20
21	22	23	24	25	26	27
28	29	Mar 1	2	3	4 Chamber Event City Event AVCA Event	

Aliso Viejo Contact Information

Chamber of Commerce

26711 Aliso Creek Rd., Suite 200-A,
Aliso Viejo, CA 92656
949.243.7042
Info@aliso ViejoChamber.com

City of Aliso Viejo

12 Journey, Suite 100
Aliso Viejo, CA. 92656-5335
949.425.2500
cityofaliso Viejo.com

Library

1 Journey
Aliso Viejo, CA 92656
(949) 360-1730

Aliso Viejo Police and Fire Services

Emergencies: 9-1-1
OC Fire Authority: (714) 573-6000
Non-emergency dispatch: (949) 770-6011
Administrative Office: (949) 425-2564
Crime Prevention: (949) 425-2563
Animal Services: (949) 470-3045
Emergency Management: (949) 635-1809

Advertise Your Business or Submit Content

To submit notices and content to
Chamber Connect please
contact Tim Pershing at:
tim@hammerwoldpershing.com
or submit an inquiry to:
info@aliso ViejoChamber.com

Chamber Board

Executive Director

Pamela Hoffman

President

Beau Nokes

Vice Presidents

Michelle Williams
Craig Dibley

President-Elect

Eric Hauber

Immediate Past President

Richard Fisher

Secretary

Julie Wright

Treasurer

Doug Healy

Directors

Earlyn Mosher
Tim Pershing
Autumn Rau
Mark Ruttan
Ed Shandrew
Heidi Stoops

To join the Chamber contact Membership Committee Chair
Ed Shandrew at edshandrew@cox.net or send an
inquiry to info@aliso ViejoChamber.com

OUR MISSION

The mission of the Aliso Viejo Chamber of Commerce is to encourage economic prosperity within the community and to be an effective bridge between its businesses and the city.
We hope that you will join us as we work together to promote and serve our community.