The Greater Tehachapi Chamber of Commerce, Greater Tehachapi Economic Development Council and the City of Tehachapi are hosting the 2016 Tehachapi Business Conference “Navigating for Success”

- Overview of “Living Up” in a diverse economy; renewable energy, aerospace, healthcare, agriculture, tourism and mining.
- Mapping out growth with purpose and understanding our role in the process.

**Register Now!**

**DATE:** Thursday, May 12, 2016  
**TIME:** 7:30 a.m. - 3:00 p.m.

**LOCATION:**  
Tehachapi Mountain Vineyard Church  
502 East Pinon Street,  
Tehachapi, CA 93561

**COST:**  
$75 each / $525 Table of 8  
(GTCC & GTEDC members)  
$85 each / $595 Table of 8  
(non-members)

**Registration Forms available at the Chamber Office or online at www.tehachapi.com**

For more information call 661-822-4180.  
Like us on Facebook

www.Tehachapi.com

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**Final Day to Register Tuesday, May 3, 2016**

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**Your Chamber Working For You**

We'd like to share some ways we have promoted your business last month…

<table>
<thead>
<tr>
<th>Phone Calls</th>
<th>Office Visitors</th>
<th>Referrals</th>
<th>Directories</th>
<th>Maps</th>
<th>Information Packets</th>
</tr>
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<tbody>
<tr>
<td>481</td>
<td>295</td>
<td>2755</td>
<td>403</td>
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</table>
May Chamber Network Luncheon

Eugene Suksi, CEO, TVHD
Douglas Duffield, President/CEO, SJCH

Please join the Greater Tehachapi Chamber of Commerce at our May Chamber Network Luncheon, Tuesday, May 17, 2016, 12:00 p.m. at Pacino’s, 1100 Tehachapi Blvd, #A. Our guest speakers will be Eugene Suksi, Chief Executive Officer, Tehachapi Valley Healthcare District and Douglas Duffield, President and CEO San Joaquin Community Hospital.

Eugene Suksi will be providing an update on Tehachapi Valley Healthcare District and Doug Duffield will be discussing Measure H and the Healthcare Districts affiliation with Adventist Health.

Eugene Suksi is a multiple Master's Degree prepared healthcare executive with over 25 years senior management experience in a wide variety of patient care settings. A Chicago native, his work assignments have allowed him to live and travel across the country, but he and his family have spent most of the past 15 years living and working in Rural Communities in Washington and California by both preference and design.

His professional experience includes an extensive background in healthcare operations, strategic planning and negotiation as well as a diverse project management background including mergers, acquisitions and complete facility replacement. An action and outcome oriented leader, adept at directing complex operations in an ever changing environment, Eugene is driven to help key stakeholders develop a strong understanding of the why, what and how of change.

Married to his wife, Nancy, for over 20 years, their shared personal interests include travel, music, sports and literature. Their community interests include advocacy for the humane treatment of animals and supporting healthy recreational opportunities for children and families.

Douglas Duffield comes to SJCH from Florida, where he served as President and CEO at Florida Hospital Zephyrhills in North Tampa. He drastically raised the hospital’s consumer and physician satisfaction scores and brought expenses down each year while increasing the overall quality of patient care and safety. He also played a key role in raising essential funds for the hospital’s charitable foundation.

A legacy of Duffield’s leadership is seen in the completion of expanded services, including a Comprehensive Stroke Center, development of a new Brain and Spine Institute in collaboration with the University of South Florida and Orthopedic Institute. He brought about transformational growth, increasing admissions and inpatient market share.

“I believe strongly in SJCH’s mission and vision and I am looking forward to leading a team of dedicated healthcare professionals to serve our patients and expand access to care,” says Duffield, who previously was vice president at Sonora Regional Medical Center in Sonora, California, a sister Adventist Health facility. Duffield also served at Maluti Adventist Hospital in Lesotho, Africa.

Duffield received his BA in Business Administration from Walla Walla University. He and his wife, Melanie, have two daughters: Taylor and Sienna.

The cost is $15 for Chamber Members, $20 for Non-Chamber members, which includes lunch.

Reservations are required. Please make your reservation by calling the Chamber at 661-822-4180. Reservation deadline is Friday, May 13, 2016.
May Luncheon Sponsored by

Tehachapi News

Tehachapi News is pleased to announce a new service that we offer as part of the TBC Media family. We now have a team of experts ready to help you build your website. We offer custom website packages with Search Engine Optimization friendly features, monthly usage statistics and a mobile friendly website included.

Our experts will do all of the work! They create the content, maintain and host the site. Once the website is completed, you will have unlimited text changes. Our team of experts will be available to help you with anything you may need at any time.

A website gives your company credibility. It also helps get your business found. With our service, we can help you control which testimonials and reviews your clients see. A website will help make your business available 24/7.

To learn more about this service, please contact your sales representative or call our office 661-822-6828. We look forward to helping you!

Welcome Our Newest Members

Recover Your Cub
Ken Hette
314 N. Hayes St, Hangar 51
Tehachapi, CA 93561
(661) 822-2827

Tehachapi Mountain Group
Sue Chandler, Anne Mulkins
Tesa Noonan
765 Tucker Rd
Tehachapi, CA 93561
(661) 771-1177

tehachapi.com working for our members

We'd like to share with you a summary of our website business directory activity last month:

- **Main Directory Search Page Visits**: 897
- **Alphabetical Listing Search**: 4,623
- **Categorical Listing Search**: 7,911
- **Search For**: 32
- **New Member Listing**: 48
- **Referred to Member Website**: 550
- **Emails Sent to Members**: 90
- **Member Map Views**: 3,112
- **Calls Placed to Members**: 2,229
- **Category Sponsor Ad**: 15

May Membership Anniversaries

<table>
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<tr>
<th>Years</th>
<th>Organization</th>
<th>Years</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Oak Valley, Inc.</td>
<td>7</td>
<td>Mike &amp; Duana Pera</td>
</tr>
<tr>
<td>22</td>
<td>Lehigh Southwest Cement Co</td>
<td>6</td>
<td>AFLAC Insurance/Catherine Estes</td>
</tr>
<tr>
<td>18</td>
<td>Tehachapi Heritage League</td>
<td>5</td>
<td>Tehachapi Manor</td>
</tr>
<tr>
<td>13</td>
<td>Henry's Home For Less</td>
<td>3</td>
<td>Zombie Games</td>
</tr>
<tr>
<td>12</td>
<td>Moats &amp; Hebebrand CPA's</td>
<td>2</td>
<td>Cesar E. Chavez National Monument</td>
</tr>
<tr>
<td>11</td>
<td>Best Western Country Park Hotel</td>
<td>7</td>
<td>Tehachapi Cancer Foundation, Inc.</td>
</tr>
<tr>
<td></td>
<td>Family Life Pregnancy Center</td>
<td>3</td>
<td>The Woods Pavilion</td>
</tr>
</tbody>
</table>

Congressman McCarthy, Senator Fuller, and Assemblywoman Grove

Mobile Office Hours at the Chamber

Government Representatives will hold office hours at the Chamber office on Tuesday, May 17, 2016 from 10 to 11 AM.

For appointments, contact the following representatives:

- Congressman McCarthy, Representative Keenan Hochschild, 661-327-3611
- Senator Fuller, Representative Romeo Agbalog, 661-323-0443
- Assemblywoman Grove, 661-395-2995

South Street Digital, Inc.

**DIGITAL PRINTING / WIDE FORMAT PRINTING**

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- Signs
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- and more...

**661.823.4908**
www.SouthStreetDigital.com

This space could be yours! Call the Chamber for information on putting your business card and web link ad here!
Chamber Member Ribbon Cuttings

Rescued Treasures

Chamber Directors Jim Wallace, Kathy Carey, Lydia Chaney, and Carl Gehricke; Chamber Ambassadors Audrey Post, Stephanie Ursua, Susan Showler, and Claudia White and Chamber President Ida Perkins joined Have A Heart Humane Society for the Grand Opening/Ribbon Cutting of Rescued Treasures on April 7, 2016.

Rescued Treasures is located at 1121 W Valley Blvd, Ste B.

Congratulations!!!!!

FPS Auto Registration Service

Chamber Directors Jim Wallace, Lydia Chaney, and Carl Gehricke; Chamber Ambassadors Stephanie Ursua, Susan Showler, Pat Doody and Claudia White and Chamber President Ida Perkins joined Susan Abrego & Diane Fernandez for the Grand Opening/Ribbon Cutting of FPS Auto Registration Service on April 20, 2016.

FPS Auto Registration Service is located at 20725 South St, Ste 12. For more information call 661-823-4278.

Congratulations Susan & Diane!!!!!
One of the most important steps in any marketing campaign is measuring the results. Using web analytics allows you to measure the results of your online marketing and your website’s effectiveness. Sound intimidating? It isn’t. Google Analytics is free and is a good place for most small-business owners to get started. Google also provides a lot of guidance on how to use it.

Here are tips for using web analytics to measure your online marketing results:

Set up your analytics based on the goals for your website. Those might include generating leads, actually making sales, educating customers about your product or getting customers to fill out a contact form. You may have different goals for different website pages. Be sure to measure data that’s tied to your goals. For example, if your goal is to educate customers, pay attention to the amount of time customers spend on the site and how many pages they view. Those numbers will show if they’re interested enough to keep digging for more information.

Understanding analytics terms

Here are some things you can measure using Google Analytics.

• **Visit:** Any session in which a visitor interacts with your website

• **Unique visitors:** the number of individuals who visit a website during a specified time period. (If the same person visits more than once in that time period, he or she still counts as one unique visitor.)

• **Page views:** Each time a visitor views a page of your site, it counts as a page view. One visit may contain dozens of page views.

• **New visitors**

• **Returning visitors**

• **Bounce rate:** This refers to the number of users who exit your site after only viewing one page.

• **Pages per visit:** How many pages users view in one visit

• **Average time on site:** The average time a user spends on the site

• **Exit page:** An exit page is the last page of your website that a visitor views before leaving your site. If certain pages keep showing up as exit pages, it could be a sign something is wrong with those pages. Perhaps it’s too hard to find the information visitors are looking for, so they get frustrated and leave. On the other hand, if your most common exit page is your contact form and visitors leave after filling it out, that’s a positive result.

• **Traffic sources:** There are three kinds of traffic sources. Direct Traffic (people who literally type in your URL), Refer ring Sites (people who come to your site by clicking a link on another site), and Search Engines (people who visit your site because it showed up in their search results). Direct traffic can indicate customer awareness of your website and show the effectiveness of advertising. For example, if your cable TV ads repeat a custom URL and lots of people type in that URL, that means it’s working. Measuring search engine traffic shows you how SEO effective your SEO is, and measuring referral site traffic indicates how strong your online presence is.

• **Keywords:** The keywords you use in your marketing, advertising and your website may be different than the words people are actually using when they search for what you sell. Web analytics can provide these keywords, which you can then use to improve your search engine rankings.

• **Conversion rate:** This is the percentage of people who did what you wanted them to do (“converted”), whether that’s registering to download a free e-book or buying a sofa.

What do these numbers mean?

The most important measurements for your website will vary depending on your business and your website goals. For example, if you want to expand your business nationally, measuring how many people visit your website from out of state, and which states they come from, could be important.

Whether your measurements indicate success or failure will also vary. If your goal is to get customers to your website to fill out a contact form, a high bounce rate isn’t a bad thing as long as the one page most visitors go to is the contact form. On the other hand, if your goal is to sell products, a high bounce rate is bad, because it means few visitors are buying.

With web analytics information at your disposal, make adjustments to your website and your digital marketing efforts to improve results. For instance, if most of your visitors come from your email newsletter and very few come from search engine results, find out why. Maybe you’re not posting on Facebook® often enough or aren’t including enough calls-to-action in your posts.

Remember, web analytics display trends over time. Review your analytics at least once a month to get a better overview of what’s happening. Then, make changes as needed, and use your analytics to see how well they succeed.
Craft Supplies
and is
Proudly Hosting
the May Chamber Mixer

Date: Wednesday, May 11, 2016
Time: 5:00 p.m. – 7:00 p.m.
Location: Witts
20437 Brian Way (661) 822-6760

There will be hors d’oeuvres, a no host bar, a raffle, craft demonstration and Mixer only Specials.

Bring your business card to enter into drawing. Drawing will be at 7:00 p.m. must be present to win.

Tehachapi’s Spring Festival celebrates our beautiful mountain community with a day of family friendly fun!

Satu 20915 Schout Road Tehachapi, CA
rd May 7th 11am-4pm
Tickets $5.00
Includes a chance to win at our special raffle
Carnival booth tickets available at the festival
Tickets available at Heritage Oak School
Questions: 661-809-5169
Sponsored by some of our favorites

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Invoices  Posters  Car Wraps &
Receipts  Banners  Graphics
Rack Cards  Yard Signs  and more...

661.823.4908
20825 South Street, #B Tehachapi, CA 93561  www.SouthStreetDigital.com
Tesa, Sue and Anne saw the benefit of working together, it’s not something that all REALTORS envision. This teamwork is the reason why we are #1 in Tehachapi for the most real estate sold in 2015.* You get three Realtors for the price of one, with over 70 years of combined experience. The benefits to our clients are tremendous. Buyers are assured that they get to see properties when it’s convenient for them. If one of us is booked, another will be happy to show you what you’d like to see. We all know what is happening with each transaction and can step in in a moment’s notice to assure that your purchase or sale is driven forward.

We are dedicated to providing you the absolute finest service and expertise possible. Whether you are buying or selling your primary residence, a second home, or relocating to a new neighborhood, we can help make your homeownership dreams come true. We work hard to provide our clients with the most positive real estate experience possible.

A vital part of today’s real estate industry is technology and to that end, we provide our clients with state-of-the-art web tools and marketing. It is just one of the many things that has made the Tehachapi Mountain Group one of the most respected real estate groups in California. Check out our website at www.TheMountainGroupCa.com, Facebook and Pinterest!

In addition the Tehachapi Mountain Group is highly involved in local Real Estate Community holding offices on the Board of Directors, Members of the MLS Committee and Members of the Tech Committee at the Tehachapi Area Association of Realtors. We have a “Premier Agent” status on Zillow.com and Realtor.com and maintain close working relationships with the local area lenders. Our Motto? Short and simple: “Your Premier Real Estate Team” We work hard to make sure that you feel the same way. Your referrals are important to us, you won’t refer us if you don’t believe it to be true. Please feel free to contact us anytime, even if it’s just to ask a couple of questions. Thank You for considering us as your REALTOR®. We work hard to be YOUR PREMIER REAL ESTATE TEAM.

Thanks again Tehachapi for making us #1 Most Real estate SOLD in 2015.*

*As reported by the Tehachapi Area Association of Realtors, based on volume of transactions
Scenes from the April Chamber Mixer
Hosted by
The Animal Education Center at Windswept Ranch
A special offer to Business Leaders to attend the Bakersfield Business Conference
October 8, 2016

Yes, the Bakersfield Business Conference will be held less than one month before the presidential election and it will be captivating. We have arranged to present 40 nationally recognized speakers and entertainers who we will continue to announce in the weeks ahead...all in one patriotic day.

On June 1, 2016, we will direct mail our lineup to over 100,000 individuals and we want our business leaders to have the first chance to purchase tickets before the rest of California and the country finds out what is happening this October in Bakersfield. Tickets at this time normally cost $450, but with this special offer until May 31st, you can purchase one to four tickets for $425 each, five to nine tickets for $400 each, or $375 each for ten or more tickets. To purchase tickets at this special pricing, complete and mail the attached form, or purchase on the bakersfieldbusinessconference.com website by entering the coupon code “eagle2016”, or call our ticket hotline at (661) 371-2204 and mention the “eagle2016” special pricing.

This year’s event will again be held outdoors at Cal State University, Bakersfield. There will be a large main tent with table and chairs for seating, plus a business tent, a “How To” practical tips tent where you can hear from financial and economic advisers, and a “Meet the Lenders” event with noted bankers, insurers, venture capitalists and investors all day long! The speakers will be scheduled so that if there is a speaker in the main tent that is not of political, economic or business of your choosing, you can leave the main tent and enjoy an opposing view point in one of the other venues and get back to the main stage in time for the next speaker. We are currently working with one group to potentially broadcast one segment of the program nationally.

Since the Summer Olympics are being held this year, we are adding an Olympian Pavilion to the excitement of the event where you can meet and greet Olympic stars. We will also have Honky-Tonk music area where four of the top bands in Kern County will be playing their music throughout the day away from the main tent for those who want to take a break. The gates will open at 7:00 a.m. for complimentary continental breakfast and musical entertainment will be provided as you enter. Two opening speakers and entertainers will be appearing in the outside venues from 8:00 a.m. until 9:15 a.m. The Conference will conclude with a picnic, featuring music and dancing with Chubby Checker and his Wild Cats. The gates will close at 9:30 p.m.

In addition to the other tents with speakers running simultaneously, you can also visit the the Beer & Wine Garden, speaker meet & greets at the Stars & Stripes Arcade and Olympic Pavilion, enjoy the amusement rides, as well as complimentary food and refreshments at the Ice Cream Pavilion, Farmers Market and refreshment tents. All food and non-alcoholic beverages are complimentary all day long. Visit our website at www.bakersfieldbusinessconference.com for more information on the speakers and conference activities.

Remember...this special offer ends May 31st, with seat assignments based upon date of receipt of purchase. Bring a client and make a friend and memories to last a lifetime!

See reverse side for partial speaker lineup

P.O. Box 2026 Bakersfield, CA 93303  ~  (661) 371-2202  ~  FAX (661) 322-4959
~www.bakersfieldbusinessconference.com  ~bbc@bortonpetrini.com ~

Early Eagle Ticket Purchase Options

1. $3,750 for 10 tickets
$375 for each additional ticket with purchase of more than 10 tickets.  No. of blocks of 10 tickets _____ x’s $3,750 = $
No. of each additional ticket under 10
x’s $375 = $ Total $

2. $400 per ticket when purchasing 5 to 9 tickets.  No. of tickets ______ x’s $400 = $

3. $425 per ticket when purchasing 1 to 4 tickets.  No. of tickets ______ x’s $425 = $

Tickets will be mailed to the following person:

Contact Person _____________________________
Company _____________________________
Mailing Address _____________________________  City __________ State ______ Zip ______
Phone _____________________________  Email _____________________________

Charge Amount $ __________  Check Amount $ __________
Card Number _____________________________
Signature _____________________________
Expiration Date __________  CSC Code: __________

EAGLE2016
Tickets are almost gone! Will sell out!

The Bakersfield Business Conference
October 8, 2016

America’s Best One-Day Conference

The fun and excitement runs from 8:00 a.m. until 9:30 p.m. with our fireworks spectacular. First main stage speaker is at 9:30 a.m.

Plus more to be announced, including our surprise guest at the end of the day. Meet and greet many Olympians in our Olympic Pavilion and dance the night away at our evening picnic and concert featuring the legendary Chubby Checker, the king of dance music (with over 250 million records sold). It will be more fun than a person should be allowed to have!

Mail this portion back to:
Bakersfield Business Conference
PO Box 2026
Bakersfield, CA 93303
CHAMBER SERVICES

For Members Only
- Mailing Labels $35.00
- Electronic (Excel) Mailing List $50.00

Employment Posters 2016
- Members $57.00
- Non-Members $76.00

Directory of Members
Available to all at No Charge

Website Advertising - Members Only
Contact Chamber Office for pricing and options

Free to Members Only
- Display of Cards & Brochures in the Chamber Office
- Referrals From:
  - Phone Calls
  - Walk-In's
  - Internet

First Hotspot in Newsletter (first 90 days of membership)

Advertising - Members Only
- Newsletter Hotspot $35.00
- Newsletter Card per month $25.00
- per year $200.00
- Relocation Packet $125.00

For detailed information on events, visit our Community Calendar at www.tehachapi.com

S H O P  L O C A L !

Support your local business community
www.tehachapi.com

Get Your 2016 Employment Poster Today!

Make sure your business is in compliance. Even if you only have one employee, you can be fined $17,000 for not posting required notices. Our poster includes all notices in one convenient poster. Order yours today!

The 2016 California and Federal Employment Poster will soon be available at the Greater Tehachapi Chamber of Commerce. The price is $57.00 for members and $76.00 for non-members, which includes Poster Protect*

Stop by the Chamber office and pick up your 2016 Employment Poster today. Available in English and Spanish.

* If mandatory changes happen in 2016, you automatically receive a replacement poster at no additional cost.

The UPS Store
Print and Business Services
661.823.4940
upsstore6441@gmail.com
1121 W. Valley Blvd. Ste I
Tehachapi, CA 93561

SHOP LOCAL!
Support your local business community
www.tehachapi.com

SUN MON TUE WED THU FRI SAT

1 City Council Mtg 6 PM Claude L Wells Education Center
2 Board of Directors Mtg Chamber Office 4:30 PM
3 GTEDC Mtg 7:30 AM Tehachapi Police Dept.
220 West C St.
4 Rotary Club Fashion Fiesta 5 - 7:30 PM Woods Pavilion
323 East F St.
5 First Friday Art Reception 5-8 PM
tehachapi Business Conference 2016
7:30 AM - 3:00 PM Mountain Vineyard Church
502 E. Pinon St
661-822-4180
Chamber Office Closed
6
7

TUSD Board Mtg 6 PM
Chamber Mixer Hosted by Witt's "Everything for the Office 5 - 7 PM
20437 Brian Way
661-822-6760

11 Chamber Mixer Hosted by Witt's "Everything for the Office 5 - 7 PM
20437 Brian Way
661-822-6760

17
government Run & Ride with the Wind 5K and Duathlon
Centennial Plaza 8 AM 66-823-3228
City Council Mtg 6 PM Claude L Wells Education Center

19

24

26

29 Memorial Day Ceremony
11 AM Central Park
661-822-3228
Chamber Office Closed

23

25

27

28

Dog Days of Summer Souza Family Vineyard
3 - 7 PM 661-822-9233

2016 Calendar of Events May

For detailed information on events, visit our Community Calendar at www.tehachapi.com

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