

## SUBA Board of Directors Election

Monday, May 14, 2012

Notice to all SUBA Business Members:

Nominations are open for candidates to fill the following possible vacancies on the SUBA Board of Directors:

- Board Secretary (Vacant)
- Board Treasurer (Ramiro Alcalá is incumbent and is eligible for re-election)
- Area 2 Representative (East Market St.) (Keven Pedersen and Mariano Villalta are incumbents and are eligible for re-election)
- Area 3 Representative – East Alisal St. (Mun Yi is incumbent and is eligible for re-election)
- Area 4 Representative – N. Sanborn Rd. (Nicolas Chavez is incumbent and is eligible for re-election)

Board member terms are for 2 years; term begins July 1, 2012 and ends June 30, 2014.

Elections will be held at the June 20, 2012 Board of Directors Meeting to be held at 8:30 am at the SUBA Community Room, 546 East Market Street, Salinas, 93905.

Any SUBA member in good standing is eligible to serve on the Board of Directors. Interested individuals are encouraged to call and schedule an appointment with SUBA Executive Director Jose Martinez-Saldana to discuss the positions responsibilities and expectations in more detail.

Lunes, 14 de Mayo 2012

Nota a todos los miembros de SUBA:

Las nominaciones están abiertas para candidatos para llenar posibles posiciones vacantes en la Mesa Directiva de SUBA.

- Secretaria( Vacante)
- Tesorero ( Ramiro Alcalá titulado y puede ser re elegido)
- Area 2 Representante ( East Market St) ( Keven Pedersen y Mariano Villalta titulados y pueden ser re elegidos)
- Area 3 Representante ( East Alisal St) ( Mun Yi es titulada y puede ser re elegida)
- Area 4 Representante ( N. Sanborn Rd) ( Nicholas Chavez es titulado y puede ser re elegido)

Miembros de la mesa directiva sirven por 2 años: su tiempo comienza 1 de Julio 2012 a 30 de Junio 2014.

Elecciones serán el 20 de Junio 2012 en la Junta De La Mesa Directiva a las 8:30am en SUBA Community Room, 546 East Market ST, Salinas Ca 93905

Cualquier miembro de SUBA que este en Buena posición es elegible para poder servir en la Mesa Directiva. Si esta interesado puede contactar al Director Ejecutivo Jose Martinez- Saldana para discutir sobrelas responsabilidades y expectativas de las posiciones.



546 East Market St.  
Salinas, CA 93905

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## Letter From The Executive Director

*Jose Martinez-Saldana*

**Dear SUBA business members,**

It is with pride that I write this very brief update on what has been happening within our business district and to share some of the exciting things that are coming up that we hope you will take advantage of to help your business grow.

First of all, the SUBA Board of Directors has voted to not sponsor the annual "El Grito" festival this year. We have heard from many business owners that do not think it is the best use of SUBA resources, and in fact, after much analysis, we agree. We welcome and wish the best of luck to a committee that has already stepped up to take over the festivities. We will provide assistance so the event is a success.

Second, during the past couple of months we have been busy reaching out to our membership and other members of the community to bring awareness to a proposed 20% garbage rate increase that was going to be voted on in April. Thanks to a series of successful press conferences; presentations to the Salinas City Council, the Monterey County Board of Supervisors, and the Salinas Valley Solid Waste Authority; various interviews in the local newspapers (thank you Salinas Californian), radio (gracias Paco-La Campesina); and tv reports/interviews (thank you KSBW, Univision, and KION); we were successful in convincing the SVSWA Board to delay a vote on the increase. The issue is far from settled and we continue to work to inform businesses, residents and interested individuals of the issue...we will not stop fighting for our members until the issue is settled...call or stop by to find out how you can help.

Proposed Disposal Rate Increase			
Estimated Disposal rate impact: 32 gallon residential cart service in Salinas			
	Current Rate	Proposed Increase	Proposed Rate
Garbage Disposal	\$4.39	\$ .87 (19.8%)	\$5.26
City Franchise Fee	\$1.54	\$ .31 (20.0%)	\$1.85
<b>Sub-Total Disposal Fee</b>	<b>\$5.93</b>	<b>\$1.18 (19.9%)</b>	<b>\$7.11</b>
Garbage Collection Fee (Republic Services)	\$10.20	\$2.04 (estimating 20% increase)	\$12.24
Garbage Collection City Franchise Fee	\$3.58	\$ .72 (estimating same 20% increase)	\$4.30
<b>Sub-total Collection Fee</b>	<b>\$13.78</b>	<b>\$2.76</b>	<b>\$16.54</b>
<b>Total Bill</b>	<b>\$19.71</b>	<b>\$3.94</b>	<b>\$23.65</b>

Third, SUBA has been offering computing and business development classes each Saturday morning (8-10 am)...we still have space for another 4 or 5 students, so if you want to learn how to use a computer to help your business, call us up for details. We also had a very successful Marketing workshop on April 28th by Carlos Ramos...fantastic reviews. Carlos will be returning on Saturday, May 26 at 8 am to offer a SWOT Analysis workshop to

help business owners learn how to do a self-analysis to identify areas they can improve or build on.

Fourth, SUBA has partnered with the Mission Community Services Corporation to offer a 10-week course on "Starting a Business" that has been very successful and helpful for existing business owners who want to learn how to put together a formal business plan, marketing, bookkeeping systems, and access to attorneys, accountants, and banks. The course, which will be offered Wednesday evenings from 6-9 PM at the SUBA office, has a \$100 registration fee. SUBA is offering a \$100 scholarship to four SUBA businesses that are current on their assessment fees and complete the course...that is SUBA working for you!

Fifth, we have our marketing and design interns available to provide basic marketing and design supportive services (design business cards, logos, promotional cards, ads, basic web-design, etc.) at minimal cost (subsidized so you don't pay full price). More specialized services are available at reasonable prices.

Finally, SUBA is planning the Second Annual Legislative Brunch on Saturday, July 28th. Last year was our initial event and we had over 110 attendees that were there to see presentations from elected representatives from City, County, State and National representatives speak about issues and legislation important to the business community. We invite you all to plan to join us...the cost for tickets is \$50 per person...however SUBA will offer 50 tickets to the SUBA business members in good standing (current on assessment fees) at a very low price of \$20. Tickets will only be sold in advance, so call or stop by to purchase yours. We will have a full-color printed program that will provide opportunities for businesses to advertise in, or sponsor the event...call the office and speak with Martha about details.

Like always, please feel free to call, visit or email us with your questions, concerns or problems, we are here to assist you or provide the appropriate referrals.

## Carta Del Director Ejecutivo

Estimados miembros de negocio de SUBA, es un placer para mí escribirles lo que esta pasando ultimadamente en nuestra zona de negocios y informarlos de las oportunidades que serán ofrecidas para el crecimiento de su negocio.

Primero, La Mesa Directiva de SUBA ha votado para NO patrocinar el evento de "El Grito" este año. Muchos comerciantes nos informaron que piensan que usar los recursos de SUBA hacia el Festival de "El Grito" no beneficia a mayoría de los negocios. Hicimos un análisis y estamos de acuerdo con ellos. Le deseamos lo mejor al Comité que quiere que "El Grito" se haga este año. Estamos dispuestos a apoyarlos para que el evento sea un éxito.

Segundo, Los pasados meses hemos estado ocupados tratando de contactar a nuestros miembros y a la comunidad para

## Carta Del Director Ejecutivo

Jose Martinez-Saldana

informarles sobre la propuesta al aumento de la basura que sería un 20% que iban a votar en Abril, pero que logramos detener temporalmente. Gracias a las series de Exitosas Conferencias de Presa, Presentaciones al Cónsul de la Ciudad de Salinas, a la Mesa de Supervisores del Condado De Monterey, y a Salinas Valley Solid Waste Authority; varias entrevistas en el periódico local (Gracias The Californian), radio (Gracias La Campesina); Entrevistas, Reportajes (Gracias, KSBW, Univisión, KION). Tuvimos éxito al convencer a la Mesa Directiva de SVSWA para atrasar el voto en el incremento de la basura. Por ahorita seguimos informando a los negocios que sigue con esa propuesta.

Tercero, SUBA ha estado ofreciendo clases de computación y de evolución de negocio todos los sábados de 8 a 10 am. Todavía hay espacio para 4 o 5 estudiantes. Si usted quiere aprender a usar la computadora para ayudar a su negocio llámenos para darle más detalles. También hemos tenido un seminario de Marketing exitoso con Carlos Ramos. El regresara el 26 de Mayo a las 8:00 am para ofrecer otro taller de análisis SWOT para ayudar a los comerciantes analizar las áreas que necesitan mejorar en su negocio.

Cuarto, SUBA se ha asociado con Mission Community Services para ofrecer un curso de 10 semanas en "Comenzando un Negocio". Este curso a tenido mucho éxito para comerciantes que quisieran hacer más formal su negocio, con mercadeo, contabilidad, tener acceso a abogados, contadores, y los bancos. El curso será ofrecido los miércoles de 6 a 9 pm en la oficina de SUBA a un costo de \$100.00 dólares. SUBA dará una beca (\$100 de re-embolso) a 4 negocios que estén al corriente con su pago y que completen el curso.

Quinto, tenemos a internos disponibles para proveer diseños básicos para su negocio. Crear una tarjeta para su negocio, tarjetas de promociones, logos, y página de internet básica a precios muy bajos. Servicios especializados a precios razonables.

Finalmente, SUBA esta planeando el Segundo Almuerzo Legislativo Anual el sábado 28 de julio. El año pasado asistieron más de 110 personas al evento para ver presentaciones de los representantes elegidos de la Ciudad, Condado, y Estado y representantes Nacionales que hablaron sobre los problemas y legislación que es importante para nuestra zona de comercio. Los invitamos a que asistan y nos pueda acompañar. Los boletos costaran \$50.00 dólares. SUBA ofrecerá 50 boletos a \$20.00 dólares a miembros de SUBA que estén en buenos términos con SUBA (Con el pago anual). Boletos solo de venderán por adelantado. Tenemos un programa Imprimido a todo color que proveerá oportunidades para promocionar negocios, o patrocinar eventos, llame a la oficina y hable con Martha y ella le dará los detalles.

Como siempre, por favor tenga la libertad de llamarnos, visitarnos o mandarnos un correo electrónico con sus preguntas, preocupaciones o problemas. Estamos aquí para ayudarles, abogar por su parte, o proporcionar las referencias apropiadas.

### CSUMB SBDC Classes

#### Start or Grow your Specialized or Gourmet Food Business (\$79) By: Kelly Bearden

June 15, 2012  
9:00am -3:00 pm  
SBDC @ Gilroy  
Gilroy Business Resource Coalition  
7471 Monterey Street  
Gilroy, CA 95020

#### Starting a Successful Business (No Fee) By: Michael Adams

July 10, 2012  
6:00-8:00 pm  
SBDC @ Soledad  
City of Soledad  
749 Front St.  
Soledad, CA 93960

#### Como Comenzar Un Negocio Exitoso (No Fee) By: Moises Cruz

July 19, 2012  
6:00-8:00 pm  
SBDC @ Salinas  
Salinas Valley Chamber of Commerce  
119 E. Alisal Street  
Salinas, CA 93901

#### Maximizing Social Marketing (No Fee) By: Constant Contact

August 17, 2012  
1:00-3:00 pm  
SBDC @ Hollister  
TBD

#### Starting a Successful Business (No Fee) By: Michael Adams

September 5, 2012  
6:00-8:00 pm  
SBDC @ Salinas  
Salinas Valley Chamber of Commerce  
119 E. Alisal Street  
Salinas, CA 93901

#### Customer Service (No Fee) By: John Avella

September 21, 2012  
8:00-10:00 am  
SBDC @ Gilroy  
Gilroy Business Resource Coalition  
7471 Monterey Street  
Gilroy, CA 95020

## La Plaza Rotario (Para Nuestra Comunidad)

The five Rotary International Clubs of Salinas, along with Rotary clubs from Mexico and India, are working on a project to renovate Closter Park. This joint effort will enrich the community around the park and provide a safe place for families, young and old to congregate.

To help raise funds for this worthy project, engraved bricks are being sold. These bricks will be used for the walkways around the Kiosko and be a permanent reminder to everyone who helped make the project a success.

Bricks may be purchased for \$100 each and include up to three lines of your choosing. Replica bricks are also available for display in your home or business.

Salinas Rotary Charitable Fund  
P.O. Box 676  
Salinas, CA. 93902-0676

Los cinco Clubes Rotarios Internacionales de Salinas, junto con los Clubes Rotarios de México y la India, están trabajando en un proyecto para renovar el Parque Closter. Este esfuerzo conjunto se enriquecen la comunidad alrededor del Parque y proporcionar un lugar seguro para las familias, jóvenes y ancianos a congregarse.

Para ayudar a recaudar fondos para este proyecto digno, se venden ladrillos grabados. Estos ladrillos se utilizará para las vías peatonales alrededor del Kiosko y ser un recordatorio permanente a todos los que ayudaron a que el proyecto sea un éxito.

Ladrillos pueden adquirirse por 100 dólares e incluyen hasta tres líneas de su elección. Ladrillos de réplica también están disponibles para mostrar en su hogar o negocio.

Salinas Rotary Charitable Fund  
P.O. Box 676  
Salinas, CA. 93902-0676

## Guest Speaker/Orador Invitado: Carlos Ramos

### SWOT Analysis Workshop/ Taller de Análisis SWOT

Saturday/Sabado, May 26th

@ The SUBA Office  
546 E. Market St  
Salinas, CA

Speaking/Orario: 8-10AM

### SWOT ANALYSIS



## How to Write a Business Plan

### Classes:

Class: Empezando  
Small Business Start Up Class  
SUBA (831) 796-0896

Wednesday Nights 6 - 9 PM

### Location:

Salinas United Business Association  
546 E. Market St.  
Salinas, CA 93905

MCSC (877) 831-9377

### Program Facilitator:

Ross Griego (661) 363-3111

## Plan De Estudio

### Entrenamiento:

Miercoles 6 - 9 PM  
SUBA (831) 796-0896

### Direccion:

Salinas United Business Association  
546 E. Market St.  
Salinas, CA 93905

MCSC (877) 831-9377

### Instructor:

Ross Griego (661) 363-3111

