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SUMMER 2022



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# We're excited about the new upgrades in technology

Just about five months in, and still so much to do! I started with the Fairfield-Suisun Chamber back in February of this year. The first few months was spent getting my bearings and looking through everything to identify what was good to go and what needed some adjustment. Sadly, during this time, we lost a couple of employees. I would like to thank Melissa and Noelle for their dedication to our chamber and wish them the very best in their new ventures!

Despite this, I knew that we still needed to move forward and identify ways to be current and innovative. Although there is still so much more to do, we have been very successful in adopting technology in our conference room. Although still not complete, due to supply chain issues we are currently able to host meetings, lunch and learns, as well as webinars in person and virtually! I really can not wait for the completed outcome and want to thank our current sponsors for their support in seeing the value of investing in this tech to keep the chamber current and relevant now and into the future. We anticipate the room to be complete by the end of July. If you would ever like to host an event, please feel free to contact the chamber to lock in your date and time. We also have two more sponsorships open if you have interest in supporting.

*Special shout out to:*  
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**North Texas Street Business Association**  
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We have expanded our mixers that now allows members and non-members to register online and prepay for any drink tickets, or raffle tickets ahead of time, which is a huge time-saver and helps the chamber better track participation and sales information all in one location. Folks that register also can get QR codes, which makes onsite tracking and the overall registration process a snap!

Being in a new age where download speeds are no longer as important as upload speeds, the chamber has also adopted fiber internet, which gives equal download

and upload speeds. This will significantly help us in this new era of virtual meetings as they require stronger upload speeds to keep things working smoothly, and to add a bonus we ended up saving quite a bit each month from our older internet option. How awesome is that?

I am very excited to announce our partnership that has filled our Director of Marketing position here at the chamber. Her name is Stephanie Knight. She is the owner of Flamingo Creative and was not only an ambassador with the chamber for many years, but she also held the position of Chief Ambassador. She has a passion for our chamber and is truly a welcome addition to our family!

We hired a new bookkeeper and decided to go with Kristina Gardner with Better Bookkeepers, their team has a history working in the chamber world and have helped to bring us into the 21st century! No longer are the days of manual checks being written or having to go to the physical bank to make deposits each day. With their help we have been able to move everything over to the most current technology and doing this has helped the chamber significantly when it comes to time management and dealing with the overall financials. We even have full integration with our core systems now, which allows for easy reconciliation.

I was very fortunate to attend this year's Capital Summit. I not only attended the breakfast but several other workshops the day prior as well, hosted by the California Chamber of Commerce. It was a great opportunity to see how dedicated the chamber world is to political issues that directly affect our local business community – from economic development to international trading of goods. Advocacy is something that gets talked about a lot in the chamber world but to be actively engaged and present to see it in action was something that I will never forget. There is truly a lot of value in supporting your local chambers and as I learn and gain more knowledge it is becoming more evident that we do a lot for our business community. Unfortunately not all of it is visible at the surface level.

Lastly, I am also now working as the executive director

*See Upgrade, Page 14*



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# New board members eager to make this best year yet



**H**ello awesome members! My name is Darelyn Pazdel, and I am your Incoming Chair for the 2022/2023 term. If you are wondering, wait, I've heard of her before, you would be correct. I have served as your Chair of the Board of Directors in the past. When I was asked to serve again in 2017, I didn't hesitate. This is truly a foundation for Fairfield-Suisun businesses, and I am happy to be of service.

A little bit about me, for the past 26 years, I have worked for PRIDE Industries. I am a director for our Work Force Inclusion Division. PRIDE Industries creates employment for people for disabilities nationwide. I am married to Dr. Bejan Pazdel. He has been a local chiropractor in Suisun for 30 years. We have three adult children and we have been part of this community for 30 years.

It's a new fiscal year and this marks the end of service for a few of our esteemed Fairfield Suisun Chamber Board Directors. I would like to thank Terrence Strong for his leadership for the past year as our Board Chair. Terrence will continue to serve as our Immediate Past Chair to ensure continuity. I would also to thank Andrea Garcia, who kept our Chamber Leadership strong during a transition of CEO changing of the guards as well as her continued effort to make your chamber a strong organization for local businesses. I would also to thank Steve Huddleston. Steve came back to the board to serve with us and if you know Steve, his leadership has made a huge

positive impact. Charles McCullar's seat will be difficult to fill as well. He has served as our Board Chair and stayed with us during a transition beyond his Immediate Past Chair role. These leaders have all served as Fairfield-Suisun Chamber of Commerce Board of Director Chairs and their strength as leaders will be missed.

It is the commitment of leaders such as these that make your Chamber of Commerce a strong organization. It is their willingness to participate in all facets of the organization that kept us healthy and robust during a pandemic. THANK YOU!

As we begin our new fiscal year, please help me in welcoming our newest directors of the Fairfield-Suisun Chamber of Commerce. These members will be seated during our July meeting:

- Zen Hunter-Ishikawa with the Wiseman Company
- Jody Anselmo with Village 360
- Justin Legrand-Logan with BMW of Fairfield
- Lauren Carpenter with Embarc

Our full board roster is available on our website [https://www.fairfieldsuisunchamber.com/?utm\\_source=gmb](https://www.fairfieldsuisunchamber.com/?utm_source=gmb).

Our leadership team to include our CEO, Jared Neumayr, is looking forward to supporting your business in many ways. Please keep your eye out for a member survey so that we can determine what best fits your needs as we awaken from a pandemic. We met during an all-day session in April and had the pleasure of welcoming Dave Kilby. Dave is the

President/CEO of the Western Association of Chamber Executives and the Executive Vice President, Corporate Affairs for California Chamber. This was a powerful day where we learned industry best practices and participated in strategic planning.

There are few things that we have planned as a result of the planning session and prior to the member survey. One of which is to honor our members during the return of the Buzz Awards, date to be determined. We all agreed that the Golf Tournament is a pinnacle event and will stay on the calendar annually. Additionally, your chamber will develop a new Political Action Committee, continue to support our Travis Regional Armed Forces Committee and continue to support our strong Advocacy Council.

Our Chamber is also extremely fortunate to have a very strong Ambassador group! This will not change as these individuals are your connection to each other and to our Chamber.

There are many other efforts that your chamber is involved with. For example, supporting youth (Inspire), the North Street Texas Business Association, to name only a few. We encourage our members to become involved with their chamber. Please reach out for how to become involved.

Buckle up, I'm preparing for a whirlwind 12 months that we can look back upon as say, "I'm glad I'm a member of the Fairfield-Suisun Chamber of Commerce."

**Darelyn Pazdel**

Chair, Fairfield-Suisun Chamber of Commerce



# Grow your business with **DIGITAL MARKETING**

**Brittany Tapparo**  
BETTER MARKETING COMPANY

**H**ow can you grow your business? Simple, you are going to dominate the world of digital marketing! This means social media, email marketing, website design and more! It might seem intimidating or time-consuming but that is exactly why we created Better Marketing Company; we want to help! Grab a note pad and get ready to grow!

What is the benefit of digital marketing?

Through different platforms like social media, you can increase overall sales by greater brand awareness,

increased engagement, cohesive brand image, and so much more! Plus, this all can be done by a computer or a phone . . . no footwork! Most businesses stop at “increase sales” and write the idea off as another marketing trick. We are here to assure you and educate you on the fact that digital marketing success is very real! To prove that let’s get into some of the marketing lingo we brought up.

**Greater Brand Awareness:** This means getting your business in front of fresh new faces! Did you know almost 4 billion people are currently using social media? That was billion with a B! Think about how many potential clients are just waiting to hear

about your amazing company! By utilizing social media for your brand, you are able to reach a wider audience than you would any other way. With an effective strategy you can also target your ideal customer, meaning your advertising would go directly to people interested in your industry!

**Increased Engagement:** It is one thing to reach these new potential customers but where you can shine is getting these customers to engage with your company account! This will build authentic relationships directly with your customers, allowing them to connect on a deeper level with you! Remember, people do business with people they trust! Not only can you create the content for customers to interact with, but you can also engage back with them on behalf of your brand!

**Cohesive Brand Image:** This means the second a customer sees something of yours, they recognize it as your business! Having strong branding allows you to form a connection with your customers. The goal is to pop into their head when they see one of your brand colors or your catch phrase. Think of those old commercial jingles, the reason they played them on every advertisement was to get them stuck in your head! You can create that same



connection through digital content! Now your customers will recognize you, engage with you and remember you.

**Live Time Analytics:** The best part about digital marketing is you can track where your money or investment is going in live time! If you pay thousands of dollars in radio ads, the only way you can track the success of that is by putting in the manpower and asking your customers where they came from. We recommend pulling monthly reports to see what performed well, what brought traffic to your business and what sparked conversations.

Remember, there is no “bad data” in digital marketing. If you weren’t pleased with your findings, use that information and change the strategy to get back on track!

Combine all these together and the result is an increase in sales! Oftentimes when clients come to us, the end goal is to increase profits and that is exactly what we aim to do! Along the way we plan to hit record numbers on your social platforms and have a great time working together as well. Whether you need someone to assist with your marketing, train your staff on how to execute digital marketing or simply want a little guidance, please call us! You now have a friend in the marketing world! ♦



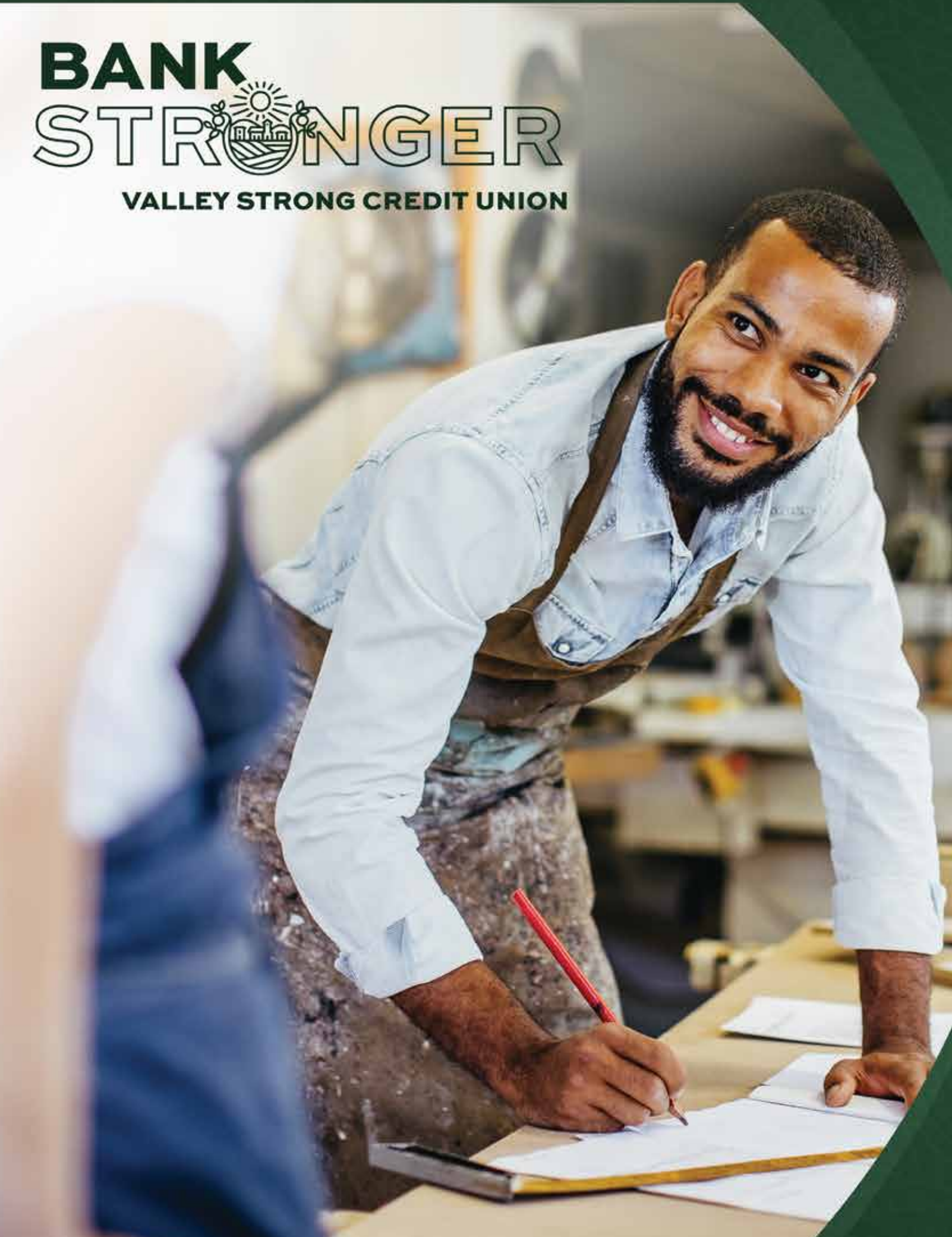
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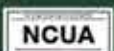
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# WANT TO BE HAPPIER?

## Volunteer at Fairfield PAL!

**T**he research is clear! We, and our community, become happier and healthier after volunteering.

The Fairfield Police Activities League (PAL) has been active in Fairfield since the 1970s! In 2009, after a needs assessment, the board of directors honed their focus to teens and together with the city of Fairfield and others, opened the Matt Garcia Youth Center. That is when things really took off. Since then, PAL has served more than 4,000 local teens and their families. Fairfield PAL uses recreation to engage underserved teens and build great qualities.

PAL's fun and games become a consistent lab for members to test out new ways to make friends, solve problems, and think about their future. The PAL Center is open from 3 to 9 p.m. Monday through Thursday and from 3 to 10:30 p.m. Friday. Memberships are entirely free! Membership is open to any Fairfield, Suisun City or Travis teen ages 13-18 who is enrolled in school.

The center hosts a calendar of both traditional and nontraditional recreational activities like basketball, boxing, roller-skating, martial arts, dance, arts and crafts, contests, chess, laser tag, bubble soccer, archery tag,




PAL members team up to play our version of Double Dare!

cooking classes and video games. The center has an active Career Café program that offers a variety of workshops and classes – including the annual Business Etiquette Challenge Gauntlet, internships, the Money Game, Clifton Strengths Based Leadership, and entrepreneurial and personal branding programs. Members can find a quiet place to finish school projects and homework at the Homework Zone – and participate in GPA

boot camps to improve their study skills, explore critical thinking strategies and learn test-taking practices.

While staff and volunteers weave the Alive & Free violence prevention framework throughout all of the center's programs, members can also attend stress management workshops, develop an Adverse Childhood Experiences (ACEs) toolbox, participate in Service Learning, join the Girls Circle (made possible with support from the Soroptimist International of Central Solano County) or Boys Council structured support groups, tap into their creativity to help them lean into their social and emotional skills at Chill & Spill art classes, improve their communication skills at a Community Circle, develop their leadership and civic deftness while serving on the PAL Student Council, prepare for life after high school at



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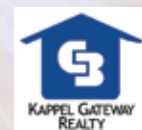
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On average, PAL members stay at the center for almost 3 hours during each visit, often enjoying a delicious meals provided by members of the Fairfield Clergy Action Network (CAN), the Matt Garcia Foundation and local Rotarians.

This fall, we will re-open at our new location on 2256 N. Texas St. and we can't wait to bring our positive energy and roller-skating back to the area. We are looking forward to working closely with businesses in the area, as well.

Volunteers and partners will play a critical role when we re-open.

Volunteers not only enhance programs, but they are critical role models that show teens how to socialize and deal with social situations. PAL volunteers make a real difference. PAL volunteers do a lot of good.

It doesn't stop there. Volunteering is also good for you! In fact, research shows that adults who volunteer 100 hours or more in a year are some of the healthiest people in the United States! Since studies indicate that community service improves the elasticity in the brain, volunteering also reduces our risk of developing dementia. People who volunteer on a regular basis are less likely to develop high blood pressure and report greater mental health outcomes. Volunteering is a fun and easy way to get your daily steps in, connect with new people, and even learn new things!

Volunteering improves lives – both the lives of the people we help and our own!

At PAL, you can volunteer to referee basketball games, keep score or create a special vibe as an announcer! Share your love of card playing by volunteering to be a poker dealer! Help us teach stats theory by assisting with our fantasy football league or geometry through billiards! Love karaoke or video games? So do our members! Teach salsa dancing at our salsa nights, skating at our roller-skate nights or work with the next generation of hit makers in our music studio. You can go behind the scenes and help with donations for our token economy program, take home food pantry program, supply drives or dinner program.

There is a short application process to volunteer at PAL that includes a background check through the Fairfield Police Department. Volunteers need to agree to be mandated reporters and participate in a short orientation to help them get the most out of their time at PAL. Additional training and supports are also offered.

For more information about volunteering at Fairfield



Delta Sigma Theta stocks the PAL Student Food Pantry with special treats!

PAL or the PAL Teen Center in general, please give us a call at 707-249-1379 or follow us on social media @fairfieldpal1 on Facebook, @pal\_Fairfield on Twitter, @ff\_pal\_center on Instagram or @fairfieldpalteencenter on TikTok. ♦

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# Logistic centers will create jobs

Solano County, and the Fairfield-Suisun area, continues to emerge as a regional center for logistics building off an experienced workforce, cost competitiveness and excellent transportation infrastructure with connections to the Bay Area, Sacramento and the Central Valley. Fairfield and Suisun City have experienced the highest growth in Solano County for industrial absorption from 2015 to 2020 with 73% of all absorption in Solano County occurring in Fairfield-Suisun. To give perspective, Solano County, as a whole, hosts approximately 24,775 jobs in manufacturing, wholesale and transportation with 8,885 of these jobs being located in Fairfield and Suisun City.

Building off the sustained growth and strong market demand for logistics facilities in the Fairfield-Suisun area, Buzz Oates, a leading commercial developer in Northern California, has proposed two logistics centers that are



seeking annexation into Suisun City. The Highway 12 Logistics Center is located to the west of the current city boundary and would involve the development of 1.28 million square feet in addition to 389 acres of open space and habitat. The Suisun Logistics Center is located to the east of the current city boundary and would involve the development of

2.1 million square feet in addition to 47 acres of permanently preserved open space.

These two projects are projected to create more than 4,500 jobs in Suisun City and Solano County, generating more than \$300 million in annual wages and compensation and more than \$900 million in total economic activity at buildout. This is a significant stimulus to the economies of Suisun City, Fairfield and Solano County, creating numerous new employment opportunities and spurring significant private investment in the area.

To put that in perspective, Suisun City currently has more than 29,000 residents and only approximately 4,000 jobs. This is a significant jobs-housing imbalance which will be improved as these projects are built out and occupied. By locating jobs close to where people live, commutes can be shortened, which will allow people to reduce their greenhouse gas emissions from driving and spend less time getting to and from their jobs. These employment opportunities provide a ladder to prosperity and help create strong communities. The businesses that will locate here will stimulate local economies by creating almost \$1 million in net surplus tax revenues to Suisun City to support important services like police, fire, road maintenance and other city services, bringing new customers to local businesses, increasing local philanthropy and civil society, and creating a stronger job market for local residents and employers.

As we have all probably become acutely aware in recent years, strong supply chains are vital to our economy. These projects are important investments that will strengthen supply chains with benefits for Solano County, California and the world. Logistics centers like the two proposed by Buzz Oates help reduce costs and save time not only for businesses, but, ultimately, for consumers.

Importantly, these projects also help address the need for sustainable development in Solano County. Not only do

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See *Centers*, Page 15

# NorthBay adopts a fresh brand

Changing your brand is never easy, but try doing it after 35 years of continuity in a community that knows and recognizes you at a glance.

But that was one of the reasons NorthBay Healthcare saw the need for change. After all, the system has evolved greatly since 1987, and it was time for a fresh look and a new name.

Meet NorthBay Health, still delivering compassionate care and advanced medicine, close to home, but with a fresh look and feel, a new symbol and new colors designed to better reflect the organization's fast-growing, cutting-edge health care offerings.

"Intercommunity Hospital in Fairfield transitioned into NorthBay Healthcare in 1987, when NorthBay VacaValley Hospital was born," explained President and CEO B. Konard Jones. "Our organization has changed tremendously in the past 35 years. We've added cardiovascular surgery, neuroscience and neurosurgery and a Level II Trauma Center. We're Magnet-designated for excellence in nursing. We're a Mayo Clinic Care Network member. We offer robotic surgery. The list goes on and on. We continue to raise the bar by offering innovative medical services right here in Solano County, which our new brand celebrates."

Jones made the announcement to staff and physicians in Zoom presentations on Thursday, June 2, noting that it has been several years in the making, and that it will take several years to roll out across the organization's health care landscape.

"Giving birth to a new brand during a two-year-plus pandemic had its own unique challenges, but we're proud of our new brand," said Jones. "It reflects our unique contribution to the health care landscape. It exemplifies our determination to remain an independent health care system, our position as a leader in advanced medicine and our undying commitment to caring for this community in ways that instill confidence and provide comfort and convenience for patients."

The symbol is the shape of a forward-leaning letter N that is actually composed of two hearts, similar to the organization's previous symbol, which featured two intertwined hearts. The new colors reflect the region's color pallet, from the rolling hills to the bay.

"A brand is more than a logo, it's a symbol of our organization, and our promise of top-notch care, when

you need it and where you need it," Jones said.

The organization began as Intercommunity Hospital in Fairfield in 1960, after four years of fundraising efforts by local residents. It was clear from the very beginning that providing local health care was needed to keep pace with the growing region, according to Jones.

In 1987, the organization changed its name to NorthBay Healthcare and opened the doors to NorthBay VacaValley Hospital, a 50-bed facility.

In addition to the two hospitals, the system now has numerous specialty care practices, including the NorthBay Cancer Center and the Center for Orthopedics, three primary care centers, two Urgent Care Centers (with another opening soon in American Canyon and yet another to open in Dixon this summer). It employs 2,500 people in its medical clinics, hospitals and administration offices.

For more information, call Robin Miller at 707-646-3340, or email her at [RobinMiller@NorthBay.org](mailto:RobinMiller@NorthBay.org). ♦



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# Upgrade

From Page 3

for the North Texas Business Street Association and are planning big things. Just to start, we are in the process of a full new website design and a new product within the chamber systems specially designed for our NTSBA members, which will foster the beginning steps to things we may be releasing to all interested members here soon. So, keep your eyes peeled! I will announce the website when it is ready so that all who are interested can go visit it and learn more about what the NTSBA is all about!

Although there are many more things in the works these are just a handful of the items that are virtually complete if not done! I am so excited about all the many changes coming to the Fairfield-Suisun Chamber of Commerce and look forward to keeping all of you updated on our progress and overall development in our community. These are very exciting times, and I am so proud to be your current president/CEO.

**Jared Neumayr**

President/CEO, Fairfield-Suisun Chamber of Commerce



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# Centers

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they help ameliorate Suisun City's jobs-housing imbalance and potentially reduce commutes, but they will be net zero energy facilities using no natural gas, they will install infrastructure for advanced EV charging and plug-ins for electric trucks to ensure we are building responsibly toward a more sustainable future.

The Highway 12 Logistics Center and the Suisun Logistics Center just conducted a well-attended public meeting as part of the Suisun City's Good Neighbor Policy, which was an opportunity for residents to ask questions and share their views on these projects. They will now move forward to the Suisun City Planning Commission, and, hopefully, to the City Council for consideration of approval. We invite anyone interested in learning more about these projects to reach out to our team. Your principal point of contact is Wesley Sagewalker who can be reached at [wesley@spaffordlincoln.com](mailto:wesley@spaffordlincoln.com). We hope that you will join us in supporting these transformational investments into the future of Suisun City and Solano County. ♦

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