

November 2024



President's Update

Hello

CHAMBER PRESIDENT UPDATE

As we reflect on our progress, I'm proud to announce that we now have 176 members, a testament to our vibrant community and collaborative spirit. Our partnerships with local elected officials and SMUD have strengthened our mission, and we're excited about the opportunities ahead.

Join us for our upcoming mixers and Lunch and Learn sessions, where we'll share insights and foster connections. Don't miss our 22nd Annual Tree Lighting on December 6th—a cherished tradition that brings us together to celebrate the season.

As our city welcomes a new mayor and our nation prepares for a new president, it's essential for us to embrace these changes. Change is inevitable and vital for growth. Let's move forward together, adapting and thriving in our evolving landscape.

Thank you for being part of our journey!

Alyssa Lozano



Alyssa Lozano
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916.382.2718

Welcome New Members



OCTOBER NEW MEMBERS

Welcome

- ★ Progress Ranch Treatment Services for Children
- ★ Priamerica Life Insurance
- ★ Thompson's Total Embroidery

Lunch and Learn



YOU'RE INVITED

HOLIDAY SAFETY PRESENTATION



Join us for a special Lunch & Learn focused on protecting your business this holiday season! Gain valuable insights on safety measures and best practices from local experts.

Wednesday, November 6, 2024

Noon - 1pm

Natomas Police and Community Resource Center

2701 Del Paso Road, Suite #140

Register at: [natomaschamber.org](https://business.natomaschamber.org)

Holiday Tree Lighting

To sponsor the event or to have booth space follow this link:
<https://business.natomaschamber.org/events/calendar/2024-12-01>

City of
SACRAMENTO
Youth, Parks, & Community Enrichment

NATOMAS
CHAMBER OF COMMERCE

WE INVITE YOU TO OUR

Annual Holiday TREE LIGHTING

December 6, 2024 | 6pm to 8pm

South Natomas Community Center, 2921 Truxel Road, Sacramento, CA 95833

Lighting of the Community Tree begins at 6:30pm

Join us for the lighting of the community tree, photos with Santa, special invited guests, arts & crafts, carnival games, and access to community resources.

To learn more, call us at (916) 808-1571, or if you're interested in sponsoring this event, contact the Natomas Chamber of Commerce at (916) 382-2718.

The Mortgage Giant



By Joseph Kelley
COO, Golden Bay Mortgage Group
CA DRE #02052578 | NMLS #1705850

Empowering First-Time Homebuyers

As we wrap up another dynamic year in the mortgage industry, it's clear that homeownership opportunities are evolving. While home prices remain high and interest rates fluctuate, there is hope for those looking to break into the market—especially first-time buyers.

Affordability: A Common Concern

For many aspiring homeowners, affordability is at the top of their minds. Navigating the current market might seem intimidating, but innovative financing options are available. Programs like lower down payments and government-backed loans (such as FHA) are making it easier for buyers to take that first step toward homeownership.



(916) 612-4294

JKelley@GBMortgageGroup.com

Help for First-Time Buyers

First-time buyers don't need to navigate the process alone. State-run assistance programs and specially designed loan options can pave the way to homeownership. My mission at Golden Bay Mortgage Group is to help you not only secure a mortgage but also to build equity and a stable financial future. Let's partner to ensure you're prepared and empowered for this important journey.

Upcoming Events

NOVEMBER 2024 EVENTS



DÍA DE LOS MUERTOS 5K RACE

Saturday, November 2nd | 9:00 AM - 12:00 PM

North Natomas Regional Park, 2501 New Market Dr. Sacramento, CA, 95835



WALK WITH MAYOR PRO TEM TALAMANTES

Thursday, November 7th | 9:00 AM - 10:00 AM

South Natomas Community Center, 2921 Truxel Rd. Sacramento, CA, 95833



CAFECITO CON KARINA

Thursday, November 14th | 9:00 AM - 10:00 AM

Donuts & Coffey, 3291 Truxel RD Sacramento, CA, 95833

www.karinatalamantes.org/upcoming-events

MAJOR PRO TEM
KARINA
TALAMANTES
— CITY OF SACRAMENTO

Food Safety Class



Free Food Safety Education Class

This free food safety education class covers the basic principles of:

- Time/temperature relationships
- Employee health & hygiene practices
- Protections from contamination
- Active managerial control
- Facility sanitation

November 12, 2024 · 9AM - 11AM

Environmental Management Department

11080 White Rock Road, Suite 200, Rancho Cordova, CA 95670

Space is limited. To reserve a spot or for more information, please contact
Sonia Andrusiak at leesonia@saccounty.gov

Environmental Management Department is not an accredited Food Handler or Food Manager
Certificate training provider.

North Command Update



CAPTAIN CHANDLER

north command update

Help Keep Sacramento Safe - Sacramento Police Launch Public Safety Camera Network

We are excited to share that we have unveiled a new initiative, the Public Safety Camera Network, aimed at enhancing public safety through community involvement and innovative technology. The platform integrates public and private video feeds, along with features like 911 and Computer-Aided-Dispatch integration, officer geolocation, and multimedia public tips reporting into one ecosystem.

Community outreach efforts will support camera registration, with advocates available to assist businesses over the phone.

This new program will enhance the Real Time Information Center's (RTIC) efficiency and effectiveness for public safety. The platform includes a camera registry for residents and businesses to voluntarily register their security cameras. This aids in expediting investigations and emergency responses.

The voluntary camera registration eliminates the need for door-to-door canvassing and allows investigators immediate access to potential video evidence. Registrants' information is confidential and is solely used for criminal investigations or emergencies. The program doesn't grant live video access to the police department; instead, it provides camera location information for incident response.

Residential and commercial property owners are encouraged to participate. Additionally, an option to upgrade security systems for live video feeds to the department is available, enhancing community safety and police response during emergencies.

For more information on registering or integrating security cameras into the Sacramento Police Department's Public Safety Camera Network, please visit: <https://connectsacramento.org>

Sacramento Marketing Agency

Maximize Your Business's Online Impact with These 5 Essential Website Tips

Is your website working as hard as you are? From a mobile-friendly design to boosting local SEO, discover practical tips to tackle common website issues that hold many small businesses back. In our latest article, we dive into five key strategies that can help your business attract more leads and provide a smoother user experience. Ready to optimize your online presence? Read the full article to find out how!

<https://helpingmerchants.com/website-marketing-tips/>

WE HELP BUSINESS OWNERS LOWER OPERATING COSTS AND MAKE MORE MONEY ONLINE. LET US GET TO WORK FOR YOU.

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- Radio & Television Advertising
- Online Advertising
- Payment Processing & Solutions

SACRAMENTO MARKETING AGENCY

LOWER OPERATING COSTS AND INCREASE REVENUE

SACRAMENTO MARKETING AGENCY

(916) 992-4744

Beneficial Ownership Information Report (BOIR) Updates!



New BOIR (FinCEN) requirements

Businesses are encouraged to contact their legal representative for additional support. Some exemptions are permitted.

www.fincen.gov/boi

Corporate Transparency Act ("CTA")

Notice: Federal Reporting of Beneficial Ownership Information

Beginning January 1, 2024, certain types of corporations, limited liability companies, and other similar entities created in or registered to do business in the United States must report information about their beneficial owners - the persons who ultimately own or control the company - to the United States Department of the Treasury's Financial Crimes Enforcement Network (FinCEN).

What to know about beneficial ownership information reporting

The CTA was developed to increase transparency in business ownership and curtail the use of anonymous shell corporations for tax fraud, money laundering, and other illegal financial activity. Under this act, all businesses that fall under the definition of a reporting company must file a **beneficial ownership information report** (BOIR) with the Financial Crimes Enforcement Network (FinCEN).

Spotlight



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Hello Natomas! I have been the Secretary on the Executive Board for the Chamber of Commerce for 3 years now. Both my boys go to school here in Natomas. I've been a local insurance agent for over 20 years. I love helping explain insurance to our clients and friends. We advise on Home, Life, Auto, Business, and more. I have 6 staff members, 3 of which speak fluent Spanish. Each of us are friendly and energetic, ready to help with any of your insurance needs. Reach out to say "hi" any time, we are always happy to help!

Cristi Rodda
916-428-4520
crodda@farmersagent.com

SMUD Workshop

COMMERCIAL & INDUSTRIAL HVAC: YES, A 35+ SEER RATING IS POSSIBLE!

COMMERCIAL WORKSHOPS

Join us for an exclusive event where we showcase the latest breakthroughs in HVAC technology—the CW3 and the Hybrid by Climate Wizard. Discover how these cutting-edge products are set to revolutionize climate control with unparalleled energy efficiency and sustainability.

PRODUCT HIGHLIGHTS

- **Energy Efficiency:** Reduces energy consumption by up to 80% compared to traditional systems.
- **Environmental Impact:** Significantly lowers carbon footprint and promotes sustainability.
- **Cost Savings:** Offers long-term operational savings for businesses.

SPEAKERS

John Fraser-Mifsud-Seeley International
Ed Necochea, PE, Seeley International

**REGISTER IN THE LINK BELOW
OR USE THE QR CODE TO THE RIGHT**

 Bit.ly/HVACWorkshop



In partnership with



10:30a - 1:30p

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NOVEMBER

SMUD Customer
Service Center

6301 S St.
Sacramento, CA
95817



Try email marketing for free today!