



February 2010 Meetings & Events

THE Stockton Boulevard
PARTNERSHIP



February 4
5:30 - 7:00 PM
Cops & Coffee followed by the Oak Park Neighborhood Association Meeting
Oak Park Multiservice Center
3415 Martin Luther King Jr. Blvd., Sac. 95817

February 10
NOON - 1:00 PM
Oak Park Business Association Executive Committee Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

February 10
6:00 - 8:00 PM
Oak Park Redevelopment Advisory Committee Meeting
Oak Park Multiservice Center
3415 Martin Luther King Jr. Blvd., Sac. 95817

February 18
TBD
Oak Park Weed and Seed Steering Committee Meeting
Location TBD

February 4
TBD
Safety on Stockton Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

February 11
NOON - 1:00 PM
Stockton Boulevard Partnership Executive Director Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

February 11
5:30 - 7:30 PM
Stockton Boulevard Redevelopment Advisory Committee Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

**Happy
Valentines Day!**

5625 Stockton Boulevard, Sacramento, CA 95824

Community Pride Project

A combined publication of the Oak Park Business Association and the Stockton Boulevard Partnership

**Business
Connects**

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Business Oak Park Stockton Boulevard Connects

A publication of the Oak Park Business Association and the Stockton Boulevard Partnership

Setting Goals for the New Year!

It's a fresh new decade! An exciting time, during which many set goals and look forward to what the coming year has to offer. Focusing on our goals are one of the ways we can truly impact reaching them. Jim Rohn speaks to goal setting: "The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get." —Jim Rohn.

Action vs. Self-Delusion by Jim Rohn

Knowledge fueled by emotion equals action. Action is the ingredient that ensures results. Only action can cause reaction. Further, only positive action can cause positive reaction.

Action. The whole world loves to watch those who make things happen, and it rewards them for causing waves of productive enterprise.

I stress this because today I see many people who are really sold on affirmations. And yet there is a famous saying that "faith without action serves no useful purpose." How true!

I have nothing against affirmations as a tool to create action. Repeated to reinforce a disciplined plan, affirmations can help create wonderful results.

But there is also a very thin line between faith and folly. You see, affirmations without action can be the beginnings of self-delusion. And for your well-being, there is little worse than self-delusion.

The man who dreams of wealth, and yet walks daily toward certain financial disaster, and the woman who wishes for happiness, and yet thinks thoughts

and commits acts that lead her toward certain despair, are both victims of the false hope that affirmations without action can manufacture. Why? Because words soothe and, like a narcotic, they lull us into a state of complacency. Remember this: To make progress, you must actually get started!

The key is to take a step today. Whatever the project, start today. Start clearing out a drawer of your newly organized desk—today. Start setting your first goal—today. Start listening to motivational programs—today. Start a sensible weight-reduction plan—today. Start calling on one tough customer a day—today. Start putting money in your new "investment for fortune" account—today. Write a long-overdue letter—today. Anyone can! Even an uninspired person can start reading inspiring books.

Get some momentum going on your new commitment for the good life. See how many activities you can pile on your new commitment to the better life. Go all out! Break away from the downward pull of gravity. Start your thrusters going. Prove to yourself that the waiting is over and the hoping is past, that faith and action have now taken charge.

It's a new day, a new beginning for your new life. With discipline, you will be amazed at how much progress you'll be able to make. What have you got to lose except the guilt and fear of the past?

Now, I offer you this challenge: See how many things you can start and continue in this, the first day of your new beginning. To read previous articles and quotes: <http://www.JimRohn.com>

In memory of a truly great speaker and mentor of millions, Mr. Rohn passed on in December 2009.

Oak Park Business Association

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10 Business Tips for 2010

Small Business Owners Share Advice for Navigating the New Year

1. Start Preparing Your Taxes Now: Organize tax information early or it can distract you from running your business: 46 percent of small business owners say that finding and organizing the documents they need to prepare their taxes is very or somewhat difficult, and 77 percent of small business owners find the tax preparation and documentation process very or somewhat time consuming, which only takes them away from tending to their bottom lines.

2. Cut Personal Expenses: Find ways to cut costs outside of the business, because you'll likely have to take home less pay and even go into your savings: 69 percent of small business owners say that current economic conditions are forcing them to reduce the amount of money they take home from their businesses, and 61 percent think they are very or somewhat likely to use their personal assets in the next year to keep their businesses afloat.

3. Think Green: Small business owners think the following business segments have the best opportunities for post-recovery growth, in order of importance: green industries, business services, technology and energy.

4. Have a Long-Term Plan: 43 percent of small business owners who have been hurt by the current economy say that it will be more than 12 months before their businesses rebound, followed by another 24 percent who expect that it will take six to 12 months to be in the clear.

5. Don't Focus on the Money: Only 12 percent of entrepreneurs say that "making more money" is the biggest reason they became a small business owner; while 46 percent say they are motivated by having "more flexibility with their time" and by "being their own boss."

6. Use the Web: 32 percent of small business owners who are part of an online networking community say that their biggest benefit from social networking is "getting new business leads." Moreover, 47 percent of 3,000 consumers surveyed say they are more likely to use a small business that has a Web site.

7. Rely on Yourself: Don't overextend yourself by borrowing too much in the beginning: 64 percent of small business owners say that they did not need financial capital to start their businesses. Among those who did need the capital, 45 percent received it from their personal savings, and another 16 percent borrowed from family and friends.

8. Focus on Sales: One way to stay on course is to keep a sharp focus on sales: Owners say that sales generation is the biggest issue facing their businesses today, followed by taxes, operating costs, health insurance, access to capital and inflation.

9. Stay in Touch with Family: 31 percent of small business owners say that they are very likely or somewhat likely to borrow money from family and friends in the next 12 months in order to stay in business.

10. Stay Healthy: Preventive medicine and taking care of yourself are important, given that 65 percent of small business owners report that it is somewhat or very difficult to obtain affordable health care for themselves and their employees.

Advertise in the Business Directory

The Stockton Blvd. Partnership and the Oak Park Business Association are in the planning phase of the 2010 Business Directory with the Stockton Blvd Advantage card. We want businesses like yours to advertise in the directory. The Business Directory has been a complete success for 3 years! We hand out 5000 copies each year along with the Advantage card to neighborhood residents, UC Davis Employees and at Neighborhood meetings.

Our goal is to hand out 5000 copies again and want to include your business. Reserve half or whole page ads. The directory will be updated every

year including the advantage card. The 2010 issue will be delivered in June. For more information about the directory and deadlines please call Lisa Cordell at 916-454-2469. You may also visit both the Stockton Boulevard Partnership and the Oak Park Business Association to view a copy of the previous Directory at www.stocktonblvdpartnership.org or oakparkba.org.

Please note the websites will be under construction until the end of February.

Please call to have a copy emailed to you any time before February.

NOW ACCEPTING APPLICATIONS FOR POSITIONS ON THE BOARD OF DIRECTORS.

5 Positions for Property Owners within P.B.I.D.

The Board of Directors are responsible for overseeing the budget, attend 11 meetings held monthly throughout the year, interested in current topics of importance along the business corridor, participating in discussions toward the goals of the mission statement which are;

- Safety and Security,
- Image and maintenance,
- Advocacy and Economic Development.

If you are interested in participating on the Stockton Blvd Partnership Board of Directors, please fill out the application on the right, tear off and mail to: Stockton Blvd Partnership 5625 Stockton Blvd, Sacramento, Ca 95824

Please note that this position is on a volunteer basis. If you have any questions on the positions - please call Terrence Johnson at 916-454-2469.

Name: _____

Address: _____

Business Name (if applicable): _____

Property address: _____

Phone Number: _____

Email Address: _____

Provide a brief description of why you are interested in becoming a SBP Board Member:

Please attach a sheet of paper with letter of interest.

Feature Business

Have Your Business Featured!

The Stockton Blvd Partnership and the Oak Park Business Association are collaborating to feature a business each month in our combined newsletter.

We will include a photograph, a biography about the business, along with any specials or events coming up.

The newsletter goes out to over 1000 other businesses and residents in the surrounding area.

If you are interested in having your business featured in the newsletter please contact:

Lisa Cordell at 916-454-2469

You will be required to write a small article about yourself and email a photograph.



Get noticed!
Place your ad here
FOR MORE INFO CALL:
LISA CORDELL 916.454.2469

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