



September 2010 Meetings & Events



THE Stockton Boulevard PARTNERSHIP

- September 2**
5:30 - 7:00 PM
Oak Park Cops & Coffee followed by the Oak Park Neighborhood Association Meeting
Sacramento Food Bank
3333 3rd Ave., Sac. 95817
- September 8**
NOON - 1:30 PM
Oak Park Business Association Full Board Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824
- September 8**
6:00 - 7:30 PM
Oak Park S.H.R.A Redevelopment Advisory Committee Meeting
Oak Park Multiservice Center
3415 Martin Luther King Blvd., Sac. 95817
- September 16**
5:00 - 7:00 PM
Oak Park Weed and Seed Steering Committee Meeting
Sacramento Food Bank
3333 3rd Ave., Sac. 95817
- Every Saturday**
9:00 AM - 1:00 PM
Oak Park Farmers Market
September 4th, 11th, 18th and 25th
Broadway and 35th Street

- September 2**
NOON - 1:00 PM
S.O.S. - Safety on Stockton Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824
- September 9**
9:00 - 11:00 AM
Stockton Boulevard Partnership Full Board Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824
- September 9**
6:30 - 8:00 PM
S.H.R.A. - Stockton Blvd Redevelopment Advisory Committee Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

**09/06/2010
Labor Day
Office Closed**

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 *Connects*

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

Labor Day: How it Came About; What it Means

Labor Day, the first Monday in September, is a creation of the labor movement and is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country.

Founder of Labor Day

More than 100 years after the first Labor Day observance, there is still some doubt as to who first proposed the holiday for workers. Some records show that Peter J. McGuire, general secretary of the Brotherhood of Carpenters and Joiners and a cofounder of the American Federation of Labor, was first in suggesting a day to honor those "who from rude nature have delved and carved all the grandeur we behold." But Peter McGuire's place in Labor Day history has not gone unchallenged. Many believe that Matthew Maguire, a machinist, not Peter McGuire, founded the holiday. Recent research seems to support the contention that Matthew Maguire, later the secretary of Local 344 of the International Association of Machinists in Paterson, N.J., proposed the holiday in 1882 while serving as secretary of the Central Labor Union in New York. What is clear is that the Central Labor Union adopted a Labor Day proposal and appointed a committee to plan a demonstration and picnic.

The First Labor Day

The first Labor Day holiday was celebrated on Tuesday, September 5, 1882, in New York City, in accordance with the plans of the Central Labor Union. The Central Labor Union held its second Labor Day holiday just a year later, on September 5, 1883. In 1884 the first Monday in September was selected as the holiday, as originally proposed, and the Central Labor Union urged similar organizations in other cities to follow the example of New York and celebrate a "workingmen's holiday" on that date. The idea spread with the growth of labor organizations, and in 1885 Labor Day was celebrated in many industrial centers of the country.

Labor Day Legislation

Through the years the nation gave increasing emphasis to Labor Day. The first governmental recognition came through municipal ordinances passed during 1885 and 1886. From them developed the movement to secure state legislation. The first state bill was introduced into the New York legislature, but the first to become law was passed by Oregon on February 21, 1887. During the year four more states — Colorado, Massachusetts, New Jersey, and New York — created the Labor Day holiday by legislative enactment. By the end of the decade Connecticut, Nebraska, and Pennsylvania had followed suit. By 1894, 23 other states had adopted the holiday in honor of workers, and on June 28 of that year, Congress passed an act making the first Monday in September of each year a legal holiday in the District of Columbia and the territories.

A Nationwide Holiday

The form that the observance and celebration of Labor Day should take were outlined in the first proposal of the holiday — a street parade to exhibit to the public "the strength and esprit de corps of the trade and labor organizations" of the community, followed by a festival for the recreation and amusement of the workers and their families. This became the pattern for the celebrations of Labor Day. Speeches by prominent men and women were introduced later, as more emphasis was placed upon the economic and civic significance of the holiday. Still later, by a resolution of the American Federation of Labor convention of 1909, the Sunday preceding Labor Day was adopted as Labor Sunday and dedicated to the spiritual and educational aspects of the labor movement.

The character of the Labor Day celebration has undergone a change in recent years, especially in large industrial centers where mass displays and huge parades have proved a problem. This change, however, is more a shift in emphasis and medium of expression. Labor Day addresses by leading union officials, industrialists, educators, clerics and government officials are given wide coverage in newspapers, radio, and television.

The vital force of labor added materially to the highest standard of living and the greatest production the world has ever known and has brought us closer to the realization of our traditional ideals of economic and political democracy. It is appropriate, therefore, that the nation pay tribute on Labor Day to the creator of so much of the nation's strength, freedom, and leadership — the American worker.

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In This Issue

The History of Labor Day	1
Solar Energy and Your Business	2
2010-2011 Business Directory	2
7 VoIP Features for Your Small Business	3
1st Annual Business Walk	3

Business Tips

Solar Energy and Your Business: Time for a Second Look?

Green Business August 8, 2010 By Kelly Sports

Like many, you may think of solar panels as an investment for idealists — those business owners who want to do something environmentally positive even though it can take over a decade to see financial payback. After all, purchasing and installing a system of solar photovoltaic panels generally requires an upfront investment of \$8 to \$10 per watt, or upwards of \$30,000 for many businesses. Those businesses might shave only \$1,500 or \$2,000 annually off their electric bills. It's not exactly the ROI most business owners seek. But the economics of solar energy are brightening, and it might make sense to take another look.

One reason is a new momentum nationally for solar energy production. The Obama administration unveiled plans recently to give \$2 billion to two U.S.-based solar plants. The hope is to greatly bolster production of solar energy, while simultaneously creating more than 1,500 new green jobs. This kind

of federal promotion of solar energy is helping increase competition among producers of solar panels and bringing the price of solar installations down. Already, businesses can receive a tax credit of 30 percent of the cost of installing solar panels; the credit is available through 2016.



But there are other encouraging developments. Several states and local governments are using federal stimulus dollars to roll out new incentives, such as tax rebates, for businesses that install solar-power systems. Massachusetts, Delaware and Florida are among the states to do so. In recent years, states have also been bolstering their net-metering laws, requiring utilities to buy excess energy produced by customers with solar power. (A good place to check for solar incentives and net metering laws in your state is www.dsireusa.org.)

More utility providers are also starting to push solar incentives. Rocky Mountain Power, for instance, provides Utah commercial customers a \$2-per-watt rebate for installing solar panels, while CPS Energy offers its Texas commercial customer \$3 per watt. Many of these utility programs cap their annual payout.

But even with all these various incentives combined, many business owners are probably wondering whether it makes sense to buy solar panels right now. It's a good question. While incentives may abound, the price of solar is likely to decline in coming years. A good place to start is by finding out what the upfront cost of installing solar panels would be for your business and then what incentives are currently available to defray that cost. Also factor in your business's electric bills and how much you are likely to save annually with solar energy. Some businesses will now find paybacks of five years or less, while others may still have to wait more than a decade.

About the Author

Kelly Spors is a former small-business reporter and blogger for The Wall Street Journal and has also freelanced for Yahoo! and The New York Times. She is now communications and outreach coordinator for Energy Smart, a Minnesota nonprofit helping businesses save money through energy efficiency.

4th Annual 2010-11 Directory

2010-2011 OPBA & SBP Directory is now available

The Oak Park Business Association and the Stockton Blvd Partnership is excited to announce that the 2010-2011 Business Directory and Stockton Blvd Advantage Card are now complete.

The Oak Park Business Association and the Stockton Blvd Partnership collaborate each year to produce a combined directory complete with listings of the businesses in both areas along with advertisements space for sale. The directory also contains maps of both commercial corridor areas and letters from the Mayor and community leaders.

If you would like a directory or directories to hand out please contact Terre Johnson at 916-452-9222 to arrange for pick up or delivery.

If you are a business owner in the Stockton Blvd or Oak Park Business corridor and are interested in advertising in the 2011-2012 directory please contact Lisa Cordell at 916-452-9222 or by email at lcordell@oakparkba.com. To view the 2009-2010 directory please visit the Oak Park Business Association website at www.oakparkba.org or the Stockton Blvd Partnership website at www.stocktonblvdpartnership.org.

7 VoIP Features for Your Small Business

VoIP (Voice over Internet Protocol) allows extra flexibility through applications that standard phone companies don't offer, and its providers are offering more and more ways to tailor these services to the needs of business owners.

A host of VoIP features help to remain accessible to clients around the globe, giving them the appearance of a bigger company.

Here's a rundown of the seven hottest VoIP features, some of which won't cost you a dime:

1. Conference Calling: Because VoIP allows you to call a whole list of people at once, you avoid the time-consuming setup process that standard conference calls entail. Many VoIP services have conference calling features, but Calliflower (www.calliflower.com) and HiDefConferencing (www.hideconferencing.com/teleconferencing) both offer it for free.

2. Find Me/Follow Me: When you're on the

road, VoIP lets you take calls from just about anywhere so you're less likely to miss a call. For free, Google Voice directs calls to your cell phone, or when traveling internationally, as well as to a Skype number.

3. VoiceMail Transcription: When you wear many hats, it's tough staying on top of every message that comes in, making it easy for calls to slip through the cracks. Consider services such as PhoneTag (www.phonetag.com), which quickly records, transcribes and then delivers voice mail by email, creating an instant history of all your messages.

4. Trackable Phone Numbers: Some companies will instantly activate a toll-free service for you, as well as automatically tracking data related to incoming calls. This comes in handy if you want to track analytics for ad campaigns, infomercials, and the like. Hint: Signing up for an 800 number is cheap and could make your business more accessible to different markets.

5. Customer management: A company called

Ringio (www.ringio.com) has a customer relationship management service, commonly known as CRM, that automatically edits customer profiles during calls as they come in. This helps to provide continuity because whoever answers the call has access to the caller's history.

6. Chat sessions: Pinning down a busy client can be tricky. CounterPath (www.counterpath.com) and Skype (www.skype.com) let you participate in voice calls and chat sessions simultaneously. Chat sessions (or "IM"), provide a way to cut down on phone tag. First you IM, then you have a back and forth, and then the call can begin.

7. Dual ring: People who need to be mobile often use multiple phones, depending on their location. Companies such as Vonage have incoming calls simultaneously ring your cell phone and a cordless plugged into the VoIP box, so you don't have to deal with forwarding settings.

1st Annual Business Walk

2010 Business Walk Series District 5 Oak Park/Stockton Blvd

On July 22, 'Mother Rose' of the Underground Books store in the 40 Acres building at 35th Street and Broadway hosted the kick off of the 2010 Business Walk in District 5.

How's business? What do you like about doing business at your location? How can business be made better? Are you familiar with the Enterprise Zone? The collaborative efforts of the Oak Park Business Association, Stockton Business Partnership, City of Sacramento's Economic Development Department, Sacramento Black Chamber of Commerce and forty of our closest friends and supporters conducted a survey of the business climate in our Oak Park and Stockton Blvd business districts. This Business Walk was the last of a series held in conjunction with regional business and civic leaders. City Council member Kevin McCarty addressed the attendees and conveyed "the power of the Business Walk is that individual business owners and managers have the op-

portunity to meet with the business and civic leadership of their district who have the ability to act on their behalf to ensure a prosperous business climate."

A gigantic THANK YOU to Lorrie Lowery, Dean Peckham and Jim Rienhart, Director of the City's Economic Development Dept. for coordination of this event; Azziza Davis-Goines of the Sacramento Black Chamber of Commerce, Cassandra Jennings, Assistant City Manager for their support and participation and CJ's Catering for the continental breakfast and lunch.

For further details, questions and comments for the City of Sacramento about Economic Development or future Business Walks please contact:

Lorrie Lowry
at 916-808-5448
or email:
lhowry@cityofsacramento.org

Meeting Notice:

PACIFIC RIM CULINARY COMMITTEE
@ HAPPY GARDEN - STOCKTON BLVD
DEC 1, 2010 - 2PM TO 4PM

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