



# Chamber CHATTER

355 Gellert Boulevard, Suite 138, Daly City, CA 94015 | 650.755.3900 | dalcycity-colmachamber.org

SUMMER 2013

## Business Savvy Counts

2013 has been filled with networking, sharing of information, businesses sharing resources, and eating crab together to raise money for excellence in scholarship. Chamber members are the leaders in our community. Together we are increasing our Return of Investment (ROI) and Value of Investment (VOI).

### NETWORKING COUNTS.

March began with the grand opening of **Sterling Bank** in Westlake Shopping Center, followed by drinking tea together at the **Colma Historical Association Annual Tea**. In April, we celebrated Small Business Week with three networking vignettes at **Daly City AAA**, **South San Francisco Chevys Fresh Mex** and **Town of Colma Mancini's Sleepworld**; culminating with **Business to Business (B2B)** where **Daly City / Colma Chamber members** showcased their business products and services. With attendees from the business community and the public, the B2B certainly lived up to its promise of providing excellent opportunities for businesses

to share their goods, gain exposure, creating awareness and fostering brand loyalty.

I am most appreciative to the generosity of our business community, our government officials and representatives, Chamber members, local service clubs and the Colma and Daly City residents for their generous contributions that enabled us to award scholarships to 40 students.

*Thank you our Sponsors for making this event possible.*

**Senior Level Sponsors:** Achievers Realty Group; Allied Waste; Allstate Insurance; California State Auto. Assoc.; Cypress Lawn; DeVry University; Dino & Georgette Sarles Foundation; Duggan's Serra Mortuary; First National Bank of Northern California; Kaiser Permanente; Lucky Chances Casino; Macy's; Moonstar Buffet; Recology; Robert Lagomariso Trust; Serramonte Center; Seton Medical Center; and Westlake Village Apartments.

**Junior Level Sponsors:** CSG Consultants; Joe's of Westlake; and San Mateo Credit Union;

**Sophomore Level Sponsors:** Better Homes & Garden Real Estate; Classic Bowling Alley;

Helen & Dennis Fisicaro; Spencer Holeman; Rebecca Husted; Richard Lagomariso Trust; and Congresswoman Jackie Speier. **Freshman Level Sponsors:** Laura Allen; Classic Bowling Alley; Colma Historical Association; Colma PAL; Daly City Locksmith; El Camino Inn; Helen & Dennis Fisicaro; Lake Merced Golf Club; and Landmark 2000.

**Our community and members count.** My staff, the Chamber Board and I are committed to being the hub for the business and community. We offer



Georgette Sarles  
President/CEO

opportunities for businesses to collaborate, grow and share resources. If you are not a member, and would like to join the Daly City/Colma Chamber, please call or stop

>> Continued On Page 15



L. to R.: Georgette Sarles, President/CEO Daly City/Colma Chamber of Commerce; Daly City Councilwoman Carol L. Klatt; California State Senator Mark Leno; Daly City Vice Mayor David J. Canepa; and Town of Colma Councilwoman Helen Fisicaro at Business to Business sponsored by Daly City/Colma Chamber of Commerce held at Daly City Hall.

## NEW MEMBERS

**MARCH 2013 - JUNE 2013**

59 B DENTAL  
 ALAN NAGUIT, STATE FARM INSURANCE  
 ALPHA GROOMING-PET SALON  
 EVO PAYMENT SOLUTIONS  
 HI LOGICS  
 I SERVICE CARDS  
 IDM SOLUTIONS  
 NCP COLLEGE OF NURSING  
 NERIUM  
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 SERVICE CENTER  
 NUSTAR SKIN  
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 ZIBA BEAUTY

## MISSION STATEMENT

The role of the Daly City/Colma Chamber of Commerce shall be to encourage business development and networking, providing members with useful information and services. The Chamber shall take a leadership role in promoting economic, professional, commercial and civic vitality for our communities, while seeking to preserve the unique qualities that are good for business and make Daly City and Colma very special places to live, work and do business.

## RENEWING MEMBERS

| RENEWING MEMBERS                                  | YEAR JOINED |
|---------------------------------------------------|-------------|
| COLMA FIRE DEPT                                   | 1998        |
| COW PALACE                                        | 1975        |
| CSG CONSULTANTS                                   | 1998        |
| DALY CITY FARMERS MARKET                          | 2006        |
| DC AUTO REPAIR                                    | 1996        |
| DC PARTNERS                                       | 1996        |
| DC SERRA YELLOW CAB                               | 1998        |
| DEVRY UNIVERSITY                                  | 2008        |
| DUGGAN'S SERRA MORTUARY                           | 1975        |
| GARRISON PROPERTIES                               | 1988        |
| HAMPTON INN                                       | 2002        |
| KOLLMAN & SUTTER MONUMENT Co                      | 1997        |
| LAGOMARSINO PROPERTIES                            | 1997        |
| MASSAGE ENVY                                      | 2008        |
| O'NEILL GLASS                                     | 2003        |
| P.G. & E.                                         | 1975        |
| PENINSULA DEL REY                                 | 2009        |
| ROTO ROOTER PUMPING &<br>DRAIN SERVICE            | 1991        |
| SERRA CENTER PROPERTY MGMT                        | 1997        |
| SERRAMONTE CENTER                                 | 1999        |
| SM COUNTY BOARD OF<br>SUPERVISOR ADRIENNE TISSIER | 2006        |
| SSF SCAVENGER                                     | 1997        |
| SULLIVAN PHARMACY                                 | 1992        |
| TRONOFF ENGINEERING                               | 1975        |
| WALGREENS DALY CITY                               | 1985        |
| WEST BAY NEPHROLOGY                               | 2011        |

## BOARD OF DIRECTORS

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**MICHAEL JOSEPH**  
*WALGREENS*

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**MANNY REBURIANO**  
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*JOE'S OF WESTLAKE*

**LIZETTE TRAN**  
*SAN MATEO CREDIT UNION*

**EX-OFFICIO**  
**Hon. Adrienne Tissier**

**DIRECTOR EMERITUS**  
**HON. ALBERT TEGLIA**

## CHAMBER STAFF

**FELICIA LEONG**  
*SALES DIRECTOR*

**ALISON WILSON**  
*PHOTOGRAPHER, IT CONSULTANT*

**CECE BARROS**  
*CHAMBER ASSISTANT*

## MARK YOUR CALENDAR - JOIN US !\*



### Daly City / Colma Golf Tournament

**SEPTEMBER 9 – 10 A.M. GOLF 6:30 P.M. DINNER**

LAKE MERCED GOLF CLUB

2300 JUNIPERO SERRA BLVD., DALY CITY, CA 94015

### ANNUAL BUSINESS TO CONSUMERS SHOWCASE

**SATURDAY, SEPTEMBER 21 – 10 A.M. TO 4:00 P.M.**

SERRAMONTE SHOPPING CENTER  
 DALY CITY, CA 94015



Visit the Daly City / Colma website  
[www.dalycity-colmachamber.org](http://www.dalycity-colmachamber.org)  
 to download Exhibitor/Sponsor Form

### NORTH COUNTY LEADERSHIP

**SEPTEMBER 13 – NOVEMBER 22**

**8:00 - 10:00 A.M.**

DEVRY UNIVERSITY

2001 JUNIPERO SERRA BLVD., STE 500  
 DALY CITY, CA 94014

### TURKEY BOWLING

**NOVEMBER 8 – 5:30 - 9 P.M.**

CLASSIC BOWLING ALLEY

900 KING DRIVE  
 DALY CITY, CA 94015



### HALLOWEEN SPOOK PARADE

**OCTOBER 31 – 3:30 P.M.**

SERRAMONTE SHOPPING CENTER  
 DALY CITY, CA 94015

### HOLIDAY SOIREE CYPRESS BUSINESS AWARDS CEREMONY DINNER

**DECEMBER 5 – 5:30-9 P.M.**

LAKE MERCED GOLF CLUB.  
 2300 JUNIPERO SERRA BLVD.,  
 DALY CITY, CA 94015

Check out the Daly City - Colma Chamber Website [www.dalycity-colmachamber.org](http://www.dalycity-colmachamber.org) for more information, dates plus photographs of past events. \* All dates subject to change.



## MEET NEW BOARD MEMBER LIZETTE TRAN

### Lizette Tran, San Mateo Credit Union

Lizette Tan, branch manager at San Mateo Credit Union, Westlake, has joined the Daly City / Colma Chamber of Commerce Board of Directors. The Daly City / Colma Chamber of Commerce Board of Directors consist of dedicated business leaders who are committed to promoting and building a vibrant business community in the City of Daly City and the Town of Colma. She stated "I am passionate about strategic planning, providing individual service and creating a successful business climate. Being a member of the Daly City / Colma Chamber of Commerce is a perfect opportunity for me to serve the business community in Daly City and Colma." Please stop by San Mateo Credit Union 415 Westlake Center, Daly City, CA 94015 and welcome Lizette Tran to the board. She can be reached by phone 650.562.2003, fax 650.756.6551 and/or e-mail ltran@smcu.org.



*Lizette Tran, Daly City/Colma Chamber of Commerce Board Member, San Mateo Credit Union Branch Manager*

## MEMBER-TO-MEMBERS

*A benefit of membership in the Daly City/Colma Chamber is being featured in the Member-to-Members Column. The Daly City/Colma Chamber of Commerce encourages business development and networking, provides members with useful information and services to maintain economic vitality and quality of life.*



2700 Junipero Serra Boulevard  
Daly City, California, 94015  
TEL: 1-650-755-7500  
FAX: 1-650-755-9400



Completed in March, Hampton Inn Daly City's newly remodeled lobby offers a warm, updated and modern atmosphere with multi-function seating that encourages and promotes socialization. "We want the lobby to be an added amenity for the guests, so they can view it as an extension of their rooms", says General Manager of the Hampton, Mariana Landeros. Created to ensure Hampton Inn guests receive the very best hotel rooms at the best

rate possible, the new lobby offers a comfortable place for travelers and local area residents to feel welcome anytime. The community table with bar-height stools, for instance, offers space for groups to gather or for individuals to go to feel connected while traveling solo.

For further information or to make reservations at the Hampton Inn Daly City, visit <http://hamptoninn3.hilton.com/en/hotels/california/hampton-inn-san-francisco-daly-city-SFODCHX/index.html> or call 1.650.755.7500.

## CHAIRMAN'S CIRCLE

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- Rebecca Husted .....Better Homes and Garden Real Estate
- Mike Joseph .....Walgreens
- Will Minnich.....De Vry University
- Manny Reburiano...Allstate Insurance
- Melinda Scatena....Joe's of Westlake
- Ross Sit.....Achievers Realty Group





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IDM Payroll Solutions, Inc. was founded in 2004 by President and CEO Matthew Miceli. Matthew has an extensive accounting background learned while working with a local San Francisco CPA firm. He contracted with a multitude of small to mid-sized companies as an auditor, tax and GL accountant, controller and processed payroll with all of the major payroll service providers. Matt took his experience and his meticulous attention to detail and customer service and partnered with a Payroll Service Bureau Software Vendor that had the best product and IDM Payroll Solutions was formed. IDM Solutions, Inc. provides payroll and insurance services for small to medium sized businesses. IDM Payroll Solutions provides a 100% online solution for payroll processing. IDM offers full service payroll tax accounting and files and pays all payroll tax returns and payroll taxes electronically. IDM provides your employees with W2s and 1099 filing is available for independent contractors. IDM also has a fully integrated time clock solution to fit your company's specific needs. Time clock solutions feature online and mobile leave requests, multiple time-off policies, rules based and industry specific overtime policies, meal & break policies and flexible verification & approval requirements.

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## Health Care – Looking Forward to a Healthy Future

By Irwin Shelub, MD  
 Chief Medical Officer, Seton Medical Center

Discussions about the ever-changing landscape of health care and its delivery abound these days – from the signing of the Affordable Care Act to cuts in Medicare and Medi-Cal payments and increasing health coverage costs, and how these factors will impact our health and the health of our community.



(650) 992-4000  
 1900 Sullivan Avenue  
 Daly City

<http://www.setonmedicalcenter.org/>

Navigating these turbulent waters is challenging for all of us. At Seton Medical Center, though, one thing that remains steady is our unwavering commitment to our founders' – the Daughters of Charity – Mission of caring for our entire community as we have done for the past 100 years. We continue to place our patients at the center of all we do, both internally and externally.

Even as we remain true to our legacy, we are continually driving to the future and inventing new ways to ensure the best health care for our patients and our diverse population throughout our community. We do this through enhancing internal operational efficiencies; among them are streamlining our admission process and incorporating electronic medical record systems to improve the efficient transmission of information to better serve our patients' needs. We are also continually improving our clinical excellence. In fact, we have been recognized for excellence in cardiac care, spinal injuries, orthopedics, oncology, stroke care, women's health services and robotic surgery.

We see ourselves as much more than a building to which we bring and treat sick people. We are an active community partner helping provide education and screenings in a myriad of venues to promote continuity of care and prevent diseases that lead to lengthy hospital stays.

As we continue to forge our future, we will continue to strengthen our physician and community relationships to lead the changes that ensure a patient-centered, integrated care delivery system in order to best serve our entire community.

# Join the Chamber

Daly City-Colma Chamber of Commerce

(650) 755-3900 Phone  
 (650) 755-5160 Fax  
[staff@dalcity-colmachamber.org](mailto:staff@dalcity-colmachamber.org)





**PROGRAM LENGTH**

*Friday Mornings*

*8:00 - 10:00 a.m.*

*September 13 – November 22, 2013*

*Graduation Ceremony Dinner, December 10*

**PRESENTING SPONSORS**



*This Leadership Forum is hosted by DeVry University, sponsored by Daly City / Colma Chamber of Commerce and coordinated by the Chambers of Commerce in North San Mateo County; Brisbane, Half Moon Bay, Millbrae, Pacifica, San Bruno and South San Francisco.*

- dynamic
- vital
- community
- future
- YOU

**HOST LOCATION:**

DEVRY UNIVERSITY  
2001 Junipero Serra Blvd  
Suite 500  
Daly City, CA 94014  
650.991.3520  
www.devry.edu

**HOST COORDINATOR:**

DALY CITY/COLMA CHAMBER OF COMMERCE  
355 Gellert Blvd., Suite 138  
Daly City, CA 94015  
phone: 650.755.3900  
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Together, we can do even more! To learn more about Allied's cost-beneficial recycling and composting programs for local businesses, visit [alliedwastedalycity.com](http://alliedwastedalycity.com) or call us at **650 756 1130**.



Follow us on Facebook



Allied Waste Services, 1680 Edgeworth Avenue, Daly City, CA 94015



# Daly City / Colma Chamber

## Sterling Bank Grand Opening



## Colma Historical Tea



## Crab Feed Dinner



## Mancini's Sleepworld Mixer



# of Commerce Photo Gallery

## Chevy FreshMEX Mixer



## Triple A Mixer



## Business 2 Business



See All Event Photos at  
[dalycity-colmachamber.org](http://dalycity-colmachamber.org)

## Scholarship Awards





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## MASSAGE ENVY SPA HONORED 2nd YEAR

### DALY CITY CLINIC AS TOP PERFORMING SPA & AWARDS TWO CLINIC EMPLOYEES AS MESSAGE THERAPIST & ESTHETICIAN OF THE YEAR FOR 2012

**M**assage Envy Spa, the largest employer of Massage therapists and Estheticians in the United States, is pleased to announce that it honored Angeline Sebastian-Stafford and Michael Stafford with their Million Dollar Club award for 2nd year in a row. The Staffords' clinic in Daly City has also been a multiple award winner of Top Therapist of the Year and Sales Associate of the Year for 4 consecutive years, since it's opening in September 2008. The proud winners of the 2012 awards from Massage Envy Spa in Daly City are Dolley Lee – Regional Massage Therapist of the year for 2012 and Ariana Bailey, one of four, National Esthetician of the Year winners at Massage Envy Spa's Annual Franchise Conference in Phoenix, Arizona.

Massage Envy Spa's Regional Therapist of the Year program is an annual award recognizing best-in-class service across the network's more than 880 clinics nationwide. Each year, winners are chosen for their high level of professionalism, client service and contributions to healing through therapeutic touch.

"Massage Envy Spa in Daly City extends its gratitude and congratulations to Dolley and Ariana, as well our managers, Priscilla Pedroza and Nick Golding for their outstanding contributions," said Angeline Sebastian-Stafford, president

of Me Time, Inc and franchise owner of Massage Envy Spa in Daly City. "It's because of their passion and dedication to our brand, vision and mission, that Massage Envy Spa in Daly City can continue to provide a pathway to wellness, well-being and worth through professional, convenient and affordable massage therapy and



*Award Recipients from left to right": Michael Stafford, Dolly Lee, Angeline Sebastian-Stafford and Ariana Bailey*

spa services."

Massage Envy Spa in Daly City is a top performing Spa across the Massage Envy network in Northern California and in the top 10% in the nation. Employees like Dolley, Ariana and our managers have been with the Spa since it opened and their loyalty has been instrumental in growing and retaining a large member base, who in turn, are able to reap the benefits of their therapeutic talents as well as have access to many other Massage Envy locations across the Bay Area, including 900 locations

*Massage Envy*  
SPA

(650) 757-3689

239 Lake Merced Blvd  
Daly City

<http://www.massageenvy.com/clinics/CA/Daly-City.aspx>

throughout the entire US.

Massage Envy Spa in Daly City has 50 employees servicing thousands of members and guests to achieve their relaxation, skincare and wellness goals. Massage Therapy has provided life-saving benefits for member of our members including cancer and arthritis patients. We offer a variety of massage treatments including Swedish, Trigger Point, Deep Tissue, Sports, Prenatal, Reflexology, Lymphatic Drainage, Geriatric, or Customized massage. The proven benefits of routine massage include improved circulation, joint flexibility and posture, relief from pain and swelling caused by arthritis, reduced blood pressure, fatigue, migraine pain and stress, as well as improved sleep, concentration and overall sense of well-being. Additionally, Massage Envy Spa offers facials designed by Dr. Murad, the leader in skincare science. Customers can choose from four different Murad® Healthy Skin facials including Environmental Shield® Vitamin C, Clarifying Enzyme Acne, Anti-Aging and Sensitive Skin to customize their sessions. For more information, please visit Massage Envy's website at <http://www.massageenvy.com/clinics/CA/Daly-City.aspx>.

**Jonathan Cano**  
Area Manager

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## HELLO ALL!

Summer is when we love popping open the white wines and rosés. Why? Because we like quaffing cold nectar with those summer foods! **But which to Serve?** Here's a thumbnail primer. **Chardonnay** — It will always have a slight flavor of green apple. Sometimes strong like that jolly rancher we all used to suck on in math class when we were kids; other times it will be very subtle, more like an apple pie with a lot of pie spice on top. But look for it! It will be there.

There two styles we 'cork dorks' like to talk about. "Old World" which is code for low fragrance, high and tart (like a green apple) acid that makes your mouth water. And a bit mineraly, like salt or chalk or slate. Then there's "New World." This can have a bit sweeter feel and can be very fragrant and comes across as fruitier, or "fruit forward". A sub-category of "New World" wines is "California Style" or "Oaky" or "Buttery." These wines are "New World" style but with a twist. They've soaked in different oak barrels for different lengths of time and have had a second kind of yeast tossed in to add a bit of different flavor. This is called 'malolactic fermentation'. "Malo" just like a 'marshMALLOW' and "Lactic" as in 'lactic acid' (Milk). The flavor of the wine takes on a buttery, almost apple pie flavor. These flavors come from the resins leaching out of the barrels. Flavors like spices of clove, cinnamon, mace, nutmeg, raisins, and other baking spices can be present.

**Sauvignon Blanc** — Also has a "Old World/New World" styles.

**"Old World"** — they're French, namely Loire Valley and Bordeaux. Loire- they will have lemon zest and

heavy minerals (chalk and slate). Bordeaux- High acid that cuts through butter sauce on lobster or crab. But, look for regions or village names. They usually are NOT named Sauvignon Blanc (It's a French thing). Names like 'Pouillie Fumè' or 'Sancerre'.

**"New World" US** — They can vary from grass to straw to citrus. Depending on the region they are grown. Grassy/Straw will go with hard cheeses, fruit, and things that are sweet or tart. Citrus styles compliment sauces or rubs that have citrus in them.

**New Zealand** — These are a tropical fruit bowl in a bottle. Grapefruit, passion fruit, mango, pineapple... anything that grows in the tropics. Big, bold and bursting with flavor.

**Rosè** — It's not a varietal. Red skins are left on the juice for a short period of time. Some of the skin color leaches into the juice, giving color and tart flavor. Again, these are "New World/Old World" styles.

"Old World" style will have a tart cherry, under ripe strawberry and clean, mineraly flavor. "New World" styles will vary from tart cherry and strawberry, to very sweet and low acid. Ask your wine geek!

There are many other white varietals perfect for summer! Riesling, Torrontes, Chenin Blanc, Muscat Gewürztraminer, Pinot Gris... Don't just settle! Get out and try something new!

E-mail your questions to BenBongers@yahoo.com.

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## Our Vision Statement

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## How Technology Can Give Your Home a Competitive Advantage

In today's market, it's important to be sure your home stands apart from the crowd, sparking buyers' imaginations and enticing them to place a bid on your home. Incorporating technology is a surefire way to give your home a competitive edge against the other homes on the market. Although you may not recuperate 100 percent of the cost, having a few "toys" will definitely generate interest and ensure that buyers remember your home.

For example, impress buyers with an automated home control system. There are wireless systems available to fit any price range and need. Set lights to turn on every night while you're away, or set them to turn on before someone enters the house. You can also automate other electrical appliances in the house too. The convenience and safety from programmable remotes and timers will boost your home's appeal. Whoever buys your home will never have to return to a cold, dark home.

Entertainment additions usually catch a buyer's eye as well. Flat panel TVs mounted on walls particularly draw attention. TVs don't have to be large; there are plenty of sizes to fit any budget. Have your cable provider install the receiver or cable jack near the wall where you will be mounting the TV. Many buyers like small, flat panel TVs in the kitchen, near counter space. Consider this when planning to mount a screen around the kitchen or main floor of your home.

A whole-house audio system is also a nice feature. A multi-room sound system that lets you listen to the same music in all different parts of the house is appealing, especially in warmer weather. By wiring up the entire house, and adding some outdoor speakers near a patio, you could draw attention from music-loving buyers. Extra features such as a flat-screen TV or surround-sound system give your property a slight advantage in buyers' minds. Although these additions may not be the ultimate reason your home sells, they will definitely help your house stand out.

Other tech-oriented ideas you may consider are a sensor-activated deadbolt lock, motorized drapes, or maybe even a weather forecaster. It's all about what you can offer. Although it's unnecessary to completely exceed your budget, having

one or two fun features may give your home that little extra push needed to overcome your competitors.

Some homes may have a few of these technologies already, and if so, they will only stand to support your sales efforts. Whether adding anew or working with what you already have, speaking with a real estate professional about how to sell the many different aspects of your home is vital to your success.

As a Member of the Top 5 in Real Estate Network®, I have a wealth of real estate and homeownership information that may be of help to you. Feel free to contact me any time to learn more about this important information, and be sure to forward this article on to any friends or family that may be interested as well. **For more Info or Links to additional resources: Contact Rebecca C. Husted, Realtor/Real Estate Consultant with Better Homes and Gardens Real Estate, Daly City, 415.706.4722, rebecca.husted@bhghome.com, www.RebeccaHusted.com,**

### CEO/President Georgette Sarles, continued from page 1

by the office. If you are a member, I personally thank and invite you to be more involved, join a committee, attend our many functions and find out more about your Chamber. Special thanks to our new and renewing members for your support and vision. It is through your support that we are able to provide scholarships to our deserving youth, learn about each other's challenges and opportunities and provide impactful business representation in our community. Please check out Page 2 for a calendar of activities for the second half of the year. A complete calendar and photographs of events can be found on the Daly City / Colma Chamber website [www.dalycity-colmachamber.com](http://www.dalycity-colmachamber.com).

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