



Red Bluff–Tehama County Chamber of Commerce

HAMBER REPORT

Volume 43 Issue 4

April 2024

Enews! Our popular digital newsletter is reaching more businesses, organizations and people than ever before! The Chamber Enews Report is emailed directly to you the first of each month. As always, please forward it to help get the word out about the great things going on in Red Bluff and Tehama County!

Thank You

Chamber Gold Members!

**RED BLUFF
DODGE**



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redbluffdodge.com



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(530) 528-3500



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(530) 528-3060

350 Salem Street
Chico, CA 95928
(800) 896-4296



Wal-Mart DC 6026
10815 Hwy 99W
Red Bluff, CA 96080
Desk 530-529-8403

Good Morning, Red Bluff!

@ Vesper Masonic Lodge
April 25th 7:50 - 9:00 AM
822 Main St. Red Bluff
530-527-6220



Countdown to Round-Up Chamber Events

NOW Business Decorating Contest – Register (free). Ambassadors judge on April 9th. Awards at the Cowboy Coffee on the 11th.

APR 11th Cowboy Coffee – Red Bluff Dodge 7:45 AM Full Breakfast, Live Music, Awards, Countdown to Round-Up Review

APR 13th Chili Cook Off, Car Show, Vendors - Washington and Pine Streets Saturday from 9:00 AM until 3:00 PM.

APR 18th Cowboy Mixer - Reynolds Ranch 5:30 - 10 PM
New Band! Lance Michael Cornwell Band!

APR 19th Cowboy Golf - Wilcox Golf Club. SOLD OUT!

APR 20th Round-Up Parade – SIGN UP! New Route: Oak to Washington to Walnut and Main Streets 10 AM



Round-Up Parade Grand Marshal! A.A. "Red" Emmerson

President & Chairman Emeritus, Sierra Pacific Industries

As the President and Chairman Emeritus, Red Emmerson has given over 70 years of forest products industry leadership to SPI.

A.A. "Red" Emmerson was born in Grand Ronde, Oregon in 1929, and lived his early years in meager surroundings. In 1948 he graduated high school and moved to join his father in Arcata, California, there he began working in mills and learning as much as he could about every job in the plant.

In 1949, Red and his father formed a partnership (R.H. Emmerson and Son) and went into the lumber business together and built their first sawmill. Under Red's management the company grew, and eventually becoming Sierra Pacific Industries (SPI) in 1969. Red –along with his sons George and Mark – have grown SPI to be one of the nation's leading forest products companies. Today, Red remains active in the company with his sons running the day-to-day operations. Although SPI has experienced tremendous growth, the basic principles of hard work, fair treatment, and commitment to a family atmosphere among employees is still a dominant factor in daily operations of the company.

Today, SPI is a third-generation, family-owned, private business based in Anderson, CA. The company owns 2.4 million acres of timberland in California, Oregon and Washington state, making it the largest privately-held forestland owner in the U.S. Its forestland management is certified under the independent Sustainable Forestry Initiative. With over 6,000 crewmembers across 30 states, SPI is also among the largest U.S. producers of lumber, millwork and wood windows, along with renewable energy production.

The company is also committed to supporting the communities it operates, primarily through the Sierra Pacific Foundation. In 2022, the Foundation gave \$5.3 million to student scholarships, community and educational programs and youth activities.



Round-Up Events Contact Information!

For the Countdown to Round-Up Chamber events, please visit www.redbluffchamber.com or call 530-527-6220. These include:

- Business Decorating Contest
- Cowboy Coffee
- Chili Cook-Off
- Cowboy Mixer
- Cowboy Golf Tournament
- Round-Up Parade

Round-Up Tickets & Chase Matthews Concert Tickets

www.redbluffroundup.com,
530-527-1000 or their office
670 Antelope Blvd.

River Trail Ride & BBQ

(April 6th) Eventbrite:
<https://bit.ly/RiverTrailRide2024>

Chili Cook-Off (April 13th)

People's Choice questions
530-526-0994; Car Show 530-953-6345

Tough Enough to Wear Pink (April 16th)

Luncheon 530-528-4707

Kiwanis Pancake Breakfast (April 20th)

530-527-0727



Attention Parade Route Change

Due to the construction at Madison and Pine Streets, the Round-Up Parade will have a different route this year. It begins as usual at Madison and Oak Streets; It will head east on Oak and turn left at Washington St. It will continue to Walnut Street and turn right the continue to Main Street through Ash Street. The parade will begin at 10 AM, Saturday April 20th and will be one of the largest yet!

Attention - Parade Route Change

Due to the construction at Madison and Pine Streets, the Round-Up Parade will have a different route this year.

The parade will start as usual at Madison & Oak Street. It will head east on Oak St. and turn north at Washington St. up to Walnut Street. From there it will turn east to Main St. then south on Main to Ash Street.

The parade will begin at 10 AM, Saturday, April 20th, and will be one of the largest yet! Announcer booths will be at the corner of Washington & Walnut, in front of the Fellowship Room, and at the Sacred Heart Catholic Church. Entry starts at 8 AM.

For more parade information contact the Chamber at www.redbluffchamber.com or 530-527-6220

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Vice President

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Sign Up Today! It's FREE and EASY!
Call 530-528-1103 or email
tehamacountyrecycles@co.tehama.ca.us



Jody Bartley

Chair's Corner

Welcome rodeo fans! The Red Bluff Round-Up and everything that comes with it is officially here starting in just a few days. There is something for everyone when it comes to the Round-Up. We have the fan favorite Green Barn/Dibble Creek Trail ride, Cowboy Coffee @ Red Bluff Dodge, the Red Bluff Rotary Car Show/Chili Cook-off plus Chamber of Commerce Farmer's Market combo/cross-over event, Red Bluff Rotary/Dignity Health Tough Enough to Wear Pink luncheon, Kiwanis Pancake breakfast, Cowboy Mixer @ Reynolds Ranch featuring Lance Michael Cornwell, a sold-out Cowboy Golf tournament at Wilcox Oaks and of course the main event featuring 3 days of rodeo action; which also means 3 days of fly-overs and even pre-fly-over events that much of the county

will get to witness. What an amazing time to be a Red Bluff resident.

GMRB was hosted at Placer Title. It may have been cold outside but it was toasty inside for the standing room only crowd. If you have issues with personal space then this was not the event for you because it was packed. GMRB will be at the Vesper Masonic Lodge on Thursday April 25th at 7:50. There will be no shortage of space for this event and I find this to be a very interesting historic building to see first hand so please mark your calendar. The Masons always put together a great event so come check it out.

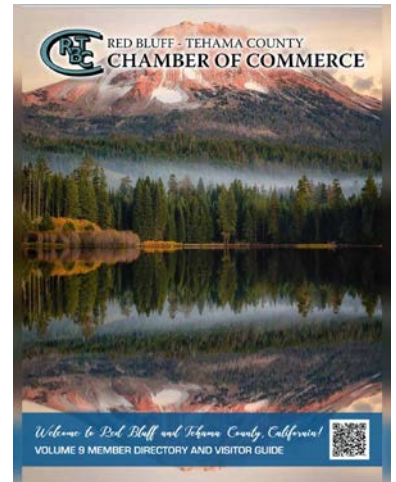
Our membership continues to grow and we are now up to 516 in total. Continue to encourage your friends that own small business to come and check out the Chamber. If you're already a member and are interested in becoming a more active part of the Chamber then please ask one of us about the Chamber Ambassador program. Kristal Todd is doing a great job leading the ambassador group and we are working on some new perks for your business when you get involved as an ambassador. Have an amazing Spring and I look forward seeing you all out at the Round-Up events this month.

- Jody Bartley



2024 Chamber Member & Visitors Guides Available Online & Hardcopy!

The new 2024 hardcopy and digital Chamber Directory and Visitor Guides are available now. See the amazing photos, articles, tourism information and more. This directory promotes the community and Chamber members. The 68-page hardcopies are at the Chamber office and many other locations. Click/copy: <https://chambervu.com/redbluff24/> to view the interactive, digital directory. See your member listing! Stay tuned for Directory Highlight on Social!




COASTAL BUSINESS SYSTEMS

Imagine the Possibilities.

Redding 223-1555
Chico 892-2146

Recycle Used Motor Oil & Filters Free

Used Oil, Filters, Antifreeze and Water- Based Paint can be recycled **EVERY DAY FREE OF CHARGE** at the Tehama County/Red Bluff Landfill. Up to 20 gallons per day. Visit www.tehamacountylandfill.com for other used motor oil and filters recycling locations.




CalRecycle

Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle).



HAMBER OF COMMERCE

ACCOUNTANTS

McMahon & Salgado CPAs LLP529-7103
Tobin & Associates527-4095

ADVERTISING

Red Bluff Daily News527-2151

AIR CONDITIONING & HEATING

Bickley's Air Conditioning & Heating527-7188

BANKS

Banner Bank.....527-7610
Cornerstone Community Bank529-1222
Mechanics Bank528-3060
Tri Counties Bank529-7080
Umpqua Bank.....529-7542
Wells Fargo Bank.....527-2651

BUSINESS SERVICES

Business Connections.....527-6229

CREDIT UNIONS

Sierra Central Credit Union529-0467

COMPUTER-WEB DESIGN

Prime42691-0042

DENTIST

Dr. Randall Elloway, D.D.S.527-6777
Greenville Rancheria528-3488

EMPLOYMENT & TRAINING

Job Training Center of Tehama County529-7000

FINANCIAL PLANNING

Tyler Smail, CFP - Edward Jones & Co.529-3627

FUNERAL SERVICES

Blair's Direct Cremation & Burial Service527-0112
Hoyt-Cole Chapel of the Flowers527-1174
Sweet-Olsen Family Simple Cremation & Burial Service527-1732

GENERAL ENGINEERING- CONSTRUCTION-CONTRACTOR

Dudley's Excavating, Inc.....385-1445

GLASS & GLAZING PRODUCTS

Moule's Tehama County Glass Co.529-0260

INSURANCE

Blunkall & Napier Insurance527-1313
Heffernan Insurance Brokers727-9806
Truman Christ Insurance Agency527-7600

INVESTMENTS

Tyler Smail, C.F.P. - Edward Jones & Co.529-3627
Susie Mustaine, C.F.P. - Edward Jones & Co.527-4729

LAUNDROMAT

Antelope Wash & Dry Laundromat528-1492

FREE CLASS!

Step-by-step guide to Buy or sell a Business

Date: **Wednesday, May 1**
Time: 9:00 - 11:00 AM

Place: **Holiday Inn Express**
2810 Main St. Red Bluff

Easy Registration Form

Step-By-Step Guide on How to Buy or Sell a Business. Buying or selling a business can be overwhelming and costly if you do not plan ahead. Do you have an Exit Strategy or plan in place to sell your business in the near future, or 1 or 2 years? Have you considered buying a business instead of starting one? This workshop is for business owners looking sell their businesses as well as people interested in purchasing businesses. We will guide through a checklist of requirements for successfully buying or selling a business. Topics will include: How to value your business, the due diligence process, structuring the deal, good and bad timing, what not to do, loan requirements and options, owner carry, and more.

Please click on: [Events - Butte College SBDC](#), log onto <http://Buttecollegesbdc.com> and select Training, or call (530) 895-9017 to register for the event.

AMERICA'S SBDC REPRESENTATIVES BUTTE COLLEGE

Presented by

RED BLUFF - TEHAMA COUNTY CHAMBER OF COMMERCE

You are invited to **Good Morning, Red Bluff!**

Feed free to bring a door prize and a business card for entry

Thursday, April 25, 2024
7:50 - 9:00 am

Hosted by: **Vesper Masonic Lodge**
822 Main St.
(530) 527-6220

Refreshments provided

RED BLUFF - TEHAMA COUNTY CHAMBER OF COMMERCE

2024 California Employment Posters



January is the legal deadline for posting all California & Federal employment posters for 2024. The Red Bluff Chamber helps you save time, money and energy by offering all these required notices in one single poster.

Make compliance easy by ordering your poster:

- (Quantity)
- 2024 Paper/Non-Laminated ***(\$27.99 + \$2.10 Sales Tax) TOTAL \$30.09
 - 2024 Laminated ***(\$46.99 + \$3.52 Sales Tax) TOTAL \$50.51
 - Poster Protection ***(\$16.00 NON Lam) (\$28.00 Laminated) Great Value! (If any new laws pass that affect the 2024 poster, an update will arrive at no additional charge)

Pay by credit card over the phone or,

make checks payable to:
Red Bluff-Tehama County Chamber of Commerce
Mail to: *PO Box 850, Red Bluff, CA 96080
Drop off: *100 Main Street, Red Bluff, CA 96080
Questions: *(530) 527-6220 X 301

Business: _____
Address: _____
Phone: _____
Contact Person: _____

ADVERTISER'S DIRECTORY

MEDICAL SERVICES

Greenville Rancheria Medical Clinic528-8600
Greenville Rancheria Dental Clinic528-3488
St. Elizabeth Community Hospital529-8000

MOTELS/HOTELS

Best Western Antelope Inn527-8882
Comfort Suites529-7060

MOVIE THEATERS

Prime Cinemas Red Bluff529-1567

PEST CONTROL

Woods Pest Control527-2422

PHOTOGRAPHY/CUSTOM FRAMING

Studio 530 Photography & Custom Framing527-3369

PRINTING

Impressive Print529-1122
Walker Lithograph, Inc.527-2142

PROPERTY MANAGEMENT

Assurant Property Management529-1144
Creekside Village528-0452
Landlord Support Services527-6269

REAL ESTATE

River City Realty529-2700

REAL ESTATE LOANS

PrimeLending529-0812

RESTAURANTS

Los Mariachis Mexican Restaurant529-5154

TIRES

Bob's Tires529-1612
Les Schwab Tires529-1654
Tehama Tire Service, Inc.527-5272

TITLE COMPANIES

Fidelity National Title Insurance Co.221-8611
Northern California Title Company527-5421
Placer Title Co.527-3335

TRACTOR SALES & SERVICE

Dave's Tractor528-0755

Note: The list of businesses in the Business Directory is not a complete listing of Chamber Members. These are businesses that support the publication of the Chamber Report through their paid listing. WE THANK THEM!



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Ambassador's Corner



Happy April Chamber Members!

This month is packed with exciting events that you wouldn't want to miss. The 103rd Red Bluff Round-Up is just around the corner, and there are several great events leading up to it. Our dedicated Chamber Ambassadors will be feet to the pavement volunteering at Cowboy Golf, the Mixer, judging the Business Decorating Contest, Cowboy Coffee, Round-Up Parade, and more. If you happen to spot us, please do say hello! We would love to connect with you. Our Chamber Ambassadors' efforts and their contribution to the success of many events are greatly appreciated! If you're interested in becoming a Chamber Ambassador and helping us out with these events and other year-round activities, please feel free to reach out to me at Kristal.todd@northvalleyservices.org.

Thank you, Kristal Todd



Amazing Chamber Ambassador Lunch!

It's inspiring to see our Chamber ambassadors, led by chair Kristal Todd, coming together for a wonderful and inspiring time. Ambassadors play a vital role in attending ribbon-cuttings, networking events, and various other meetings throughout the year. They visit member businesses and are a valuable part of our Chamber team. We appreciate everyone's support for businesses and organizations, and we are grateful to the businesses that allow their employees to volunteer in this incredible way. Special thanks to Jody Bartley and Jason Bauer for their help. We are excited about the great things ahead!

Tremendous Ribbon Cutting at Kingdom Roofing!

Congratulations to Thomas and Amanda Garrett on this great business. They are located at 12845 Glasgow Dr. in Red Bluff. Please contact them at 530-736-2813 or kingdomroofing530@gmail.com. See more of their work at facebook.com/kingdomroofingca



CHAMBER RESOURCES

redbluffchamber.com

530-527-6220

dave@redbluffchamber.com



@rbchamber



facebook.com/redbluffchamber



Red Bluff-Tehama
County Chamber
of Commerce



Direct Cremation &
Burial Service, Inc.

Haley Hopper

Operations Manager
blairscremation.redbluff@gmail.com

445 Main Street
Red Bluff, CA 96080

Ph (530) 527-0112

Fx (530) 527-0113

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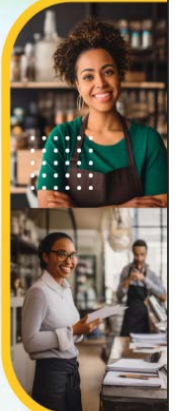
CHAMBER MEMBERSHIP:

WHERE
YOUR
BUSINESS
CHALLENGES
MEET
SOLUTIONS

BECOME A MEMBER TODAY



RED BLUFF - TEHAMA COUNTY
CHAMBER OF COMMERCE



Business Summit Success!



INCREDIBLE day at the Elevate & Inspire Business Summit! Thanks for all the amazing attendees, sponsors, booths, and the very insightful, informative and inspiring California Employers Association speakers! It was a powerful time, creating great momentum for businesses throughout our area! More to come!



Director's Corner

Opportunity's Ahead!

Wow, things are in full motion! We had an amazing Business Summit, great ribbon cuttings, and more on the way. Thanks for all who have been able to attend to encourage these businesses. We have a number of new members. Our ambassadors are busy in the community and at many of our events. With Countdown to Round-Up starting on April 6th and the kickoff "Cowboy Coffee" event at Red Bluff Dodge, things are going to get remarkably busy in a terrific way! This is a fantastic opportunity to get more involved, to "get off the bleachers and onto the playing field" so to speak. Let us know how you would like to be involved in the upcoming events and we'd love to direct you in the right path.

We're thankful to help celebrate the Round-Up's 103rd year! If you're looking for tickets, go to their website www.redbluffroundup.com or give them a call 530-527-1000. Cheers to the Red Bluff Round-Up!

- Dave Gowan

Fun Times at Chamber Networking!



We had another inspiring networking event at Placer Title Company! Located at 955 Main St. Red Bluff. It was the perfect opportunity to connect with Red Bluff and Tehama County's and beyond finest and expand your business horizons. Thank you Placer Title for hosting this great event! Great job, Gene for organizing it all! Thank you to PrimeLending, Red Bluff, Jody Bartley for providing the delicious snacks and drinks!

So many friends joined us for a morning of networking and building valuable connections! It was great seeing you there!

We heard about great events, businesses, organizations, and of course, the upcoming Red Bluff Round-Up, and all of the other Countdown to Round-Up events coming up here in April! Visit our website for more information.

Our next networking event is the Cowboy Coffee at Red Bluff Dodge April 11th at 7:45 AM. Full breakfast, live music, awards, and great times gearing up for Round-Up activities. It's free and you are invited!



Saturday Farmers Market Moved to Downtown

Saturday Market is now at Pine St. & Washington St. Same great market. Same great farmers and vendors. Same time, 9 AM until noon. We hope to see you there!

New Members

The Red Bluff-Tehama Co. Chamber of Commerce proudly welcomes the following new members & urges you to do business with them as we encourage you to do business with all our members.

Creekside Construction

15930 E. Wallen Road
Red Bluff, CA 96080
(530) 526-4741

Gerber Collison and Glass

13548 Trinity Avenue
Red Bluff, CA 96080
(530) 529-6824

Kona Ice of Plumas & S. Lassen

P.O. Box 1715
Chester, CA 96020
(530) 816-9333

Rodeo Ministry, Inc

22812 Antelope Blvd.
Red Bluff, CA 96080
(530) 227-0863

Santa Maria's Ramon's Girle

158 Main Street
Red Bluff, CA 96080
(530) 949-9935

Tubit Enterprises Inc.

21640 Vallejo St.
Burney, CA 96013
(530) 335-5085

THANK YOU, RENEWING MEMBERS!

A & R Custom Butchering
Bay Alarm
CRBR Inc.
DW Plumbing & Shop/DW Powdercoating
Eco-Shell, LP
Elmore Pharmacy
Etzler Financial Advisors, LLC
First 5 Tehama
GoForth Consulting
HouseMaster
Hoyt-Cole Chapel of the Flowers
Kelly-Griggs House Museum Association
Lassen House Senior Living
Los Amigos Meat Market
Mechanics Bank
Norcal Mobile Lube
Paratransit Services
Red Bluff Jr. Round-Up
Red Bluff Trading Post
Reynolds Ranch & Farm Supply
Super 8 Motel Red Bluff
Tehama County Farm Bureau
Tehama Tomorrow
Walmart Transportation #6826
Zelma's Awards & Laser Engraving

"Milestone Anniversaries"

55 Years
KRCR Channel 7 News

20 Years
Mechanics Bank
Paratransit Services

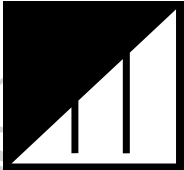
5 Years
Circle 7 Days
Merrill Lynch

April Events

1-30 – Sexual Assault Awareness Month
2 – Coming Tuesday Night Market
3, 10, 17, 24 – Saturday Farmers' Market
3 – Family Night
3, 10, 17, 24 – Wine Down Wednesday
4 – Here Comes the Sun
5 – River Trail Ride Special Event
5 – First Friday on Main
5 – Palomino Room's Latin Party/ Fiesta Latina w/ live DJ
6 – River Trail Ride & BBQ (2 rides available)
6 – Comedy in Carlinos
11 – Cowboy Coffee
12 – Tehama County Arts Council presents "Country Roads"
13 – Chili Cook-Off
13 – Red Bluff Garden Club Plant Sale
15 – Tehama County Arts Council presents Cowboy Poetry
16 – Tough Enough to Wear Pink Luncheon
17 – Red Bluff Community Blood Drive
17 – 103rd Annual Red Bluff Round-Up Slack
17 – 4 D Jackpot/Bikini Barrel Race
18 – Trivia Thursday
18 – 103rd Annual Red Bluff Round-Up Slack
18 – Round-Up Mixer
19 – Chamber Cowboy Classic Golf Tournament
19 – 103rd Annual Red Bluff Round-Up Slack
19-21 – 103rd Annual Red Bluff Round-Up
19 – Open Mic Night
20 – Kiwanis Round-Up Pancake Breakfast
20 – Red Bluff Round-Up Parade
20 – Saturday Night Concert- Chase Matthew
21 – Red Bluff Round Up Sunday Church Service
24 – Denim Day
25 – "Good Morning, Red Bluff" @ Vesper Masonic Lodge
25 – Sip & Support
25-28 – Civil War Days
26-27 – Good Stuff Sale

Mission Statement: *The Red Bluff-Tehama County Chamber of Commerce is a membership organization which promotes the growth and prosperity of local commerce through the support of visitor attraction efforts, ongoing community awareness, shop local campaigns and networking opportunities.*

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Dignity Health.
St. Elizabeth Community Hospital