

MEMBER INSIGHTS

SEPTEMBER 22, 2021

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BLACKWOOD CORNER

Transition. Often the most difficult business trait to embrace, it is also the most important to plan for. Frequently inducing stress, transitions, when met with the right mindset, can unify an organization. How we, as leaders, handle uncertainty, enhances the power of our team to reset, unite, and clearly see opportunities in the unknown.

When I find transitions uncomfortable, I recall the words of Socrates, who once said, "The secret of change is to focus all of your energy not on fighting the old, but on building the new."

As we welcome the last quarter of the year, let us never forget the strength in our abilities to adapt, to strategize, and to lead our organizations to not just survive, but to excel in greatness.

In partnership - Amanda Blackwood, President & CEO

ACTION PLAN

The policy priorities for Cap-to-Cap have been set! In addition to putting the final touches on our virtual advocacy program, taking place October 25-29. In attendance will be Congresswoman Matsui (D-06), who has represented the Sacramento Region since 2005 and is committed to strengthening Sacramento's flood protection, ensuring quality, affordable health care for all, promoting a clean energy economy, and creating a vibrant region where families can live, work, and play. Register for Cap-to-Cap, [here](#).

featured
speaker



HON. DORIS MATSUI
Congresswoman, District 6



CAP
TO
CAP

OCT. 25-29, 2021
a METRO CHAMBER production

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There are just 10 days left to recognize the businesses and individuals defining our region! The Metro Chamber invites you to nominate those who have gone above and beyond, redefining the impact they have for their employees, their clients, and the community. For when business succeeds, the region succeeds.

Submit nominations [here](#).



THE BOTTOM LINE

Nearly \$30 Million in Funds for Small Business

The City of Sacramento has approved nearly \$30 million in funding for small business. To commend the City on this historic moment, the Metro Chamber hosted a **press conference** of city leaders and business coalition partners. The \$30 million in funding allocation is a critical lifeline for many business owners who are still recovering from losses in revenue, struggling to find employees, and working diligently to keep their doors open.

Business Drives Policy

Now through September 30, businesses can define policy priorities for the coming year. Please take five minutes to inform the Public Policy Team of the issues most pressing to your business. Submit your survey, [here](#).

Diversity, Equity & Inclusion (DEI)

In partnership with SAFE Credit Union and Emtrain, the Metro Chamber invites ALL employees and employers in the Greater Sacramento Region to take our FREE, **Corporate Culture Indicator Survey**. The ten-minute survey will help assess individual DEI experiences in the workplace and results will be compiled by the Metro Chamber in early Q1 of 2022.

FORWARD PLANNING

Three syllables, three different meanings, and the theme of tomorrow's Metro EDGE **Emerge Summit**. #ReInVent is inspired by countless individuals and businesses who have had to Reinvent what they are doing and how they are thinking, most notably during the last 18 months of the pandemic. When unable to reinvent, we found creative ways to Invent. When faced with the multiple pressures of every day life, we simply need opportunities to Vent. Space is still available. Register today!



NEW BUSINESS

Small bank service. Big bank services.

Bank of the West was built on prudent management that protects the interests of clients and the bank, provides passionate customer service, support surrounding communities, and commits to the success of team members.

The newest member of the Metro Chamber, we are thrilled to welcome Bank of the West to our business family.



BEYOND BORDERS

Recently, World Trade Center Northern California had the distinct honor to host Baja California Governor-Elect MARINA DEL PILAR AVILA OLMEDA at the offices of Sagent in downtown Sacramento. Governor-Elect Ávila's delegation of business leaders and legislators met with representatives from Sacramento Valley Manufacturing Alliance -SVMA, the Wine Institute and Councilmember Eric Guerra's office to discuss the wine and manufacturing industry sectors and

trade cooperation with California. The Governor-Elect is the first woman elected to the office of Governor in Baja California. To read more about this historic visit, click [here](#).

BUSINESS MOMENTS

The Capital Region SBDC (SBDC), hosted by the Sacramento Metro Chamber, makes a difference for small business owners! Recently, the Capital Region SBDC featured Kristina Cruz, of Cruzin 2 Health in our promotional video series and were humbled to hear how much of a role the Capital Region SBDC played in Kristina's success. We were so incredibly moved, we featured Kristina in a film to inspire other entrepreneurs to follow their small business dreams. Watch her reflection moments, [here](#).

To meet the Capital Region SBDC Team in action, visit them at the 1st Annual [SME Manufacturing Expo](#) on October 1st! Along with the Metro Chamber, the team looks forward to connecting industry experts to business resources.



THE EXTRA MILE

Last week, the Metro Chamber welcomed Juma to Tuesdays at 2 on Facebook Live! Juma shared the great work they are doing to ready our workforce in the Greater Sacramento Region.

At Juma, jobs start in the stadiums, but the programs and services are much more than that. Juma empowers youth to set personal, professional, and financial goals and to discover their strengths.

To experience the impact Juma is making in our region, watch our latest episode of Tuesdays @ 2, [here](#).