

41
YEARS IN
BUSINESS

DAVID HALIMI & HIS WONDERFUL STAFF

Diamond W Western Wear, an icon in Downtown Chico since 1978! Locally owned for 41 years, offering a lot more than Western Wear for the entire family. Diamond W has grown over the years to be Northern California's largest full service Western Wear store by simply providing exemplary customer service with "Lowest Prices Guaranteed". Inside Diamond W's award winning two-story store, you will also find Pat's Shoe & Boot Repair, in business since 1949, and Diamond Productions, producing quality events since 1978. The employees are like one big happy family and treat their customers as their extended family.

David Halimi believes that if you want to be in business long-term, you need to think long-term. "We don't look to make money on every transaction with a customer, we do whatever it takes to keep our customers happy and coming back." Diamond W's friendly and knowledgeable staff will take the time to find whatever you need and special order anything you want at no additional charge with 100% satisfaction guaranteed! Diamond W offers a lot more than just Western Wear for Men, Ladies, and Kids.



181 E 2ND ST | CHICO | 530.891.1650
WWW.DIAMONDWONLINE.COM

30
YEARS IN
BUSINESS

MICHAEL THOMAS OWNER

"Meet me at Tres!" These are four words that ensure a good time. Whether you're meeting to eat, drink, or both you **will be** impressed. An excellent staff combined with consistently good, fair priced food ensure every visit is top notch. Their long bar is a favorite place to meet and their margaritas are consistently voted "Best of Chico" by CN&R readers. You can sample from the 120 premium tequilas beautifully displayed behind the bar, sit at the taco bar and watch your food being prepared, or enjoy the out-door patio and watch the vibrant down-town Chico scene cruise by.

Tres Hombres is a great destination for a family night out or to celebrate a special occasion. With the newly added Blue Agave Room, a private banquet facility, you can host your own private event. With seating of up to 60 and its own private bar, celebrate that special birthday, rehearsal dinner or family reunion in fun and style.

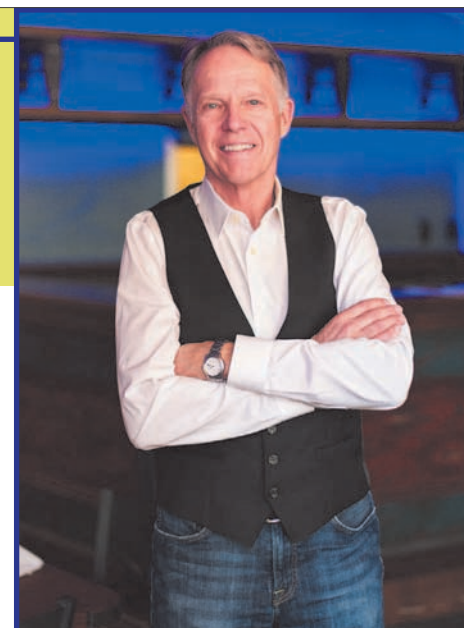


Photo courtesy of Upgraded Living

Tres Hombres Long Bar & Grill...Chico's **premier restaurant** for over 30 years.



1ST & BROADWAY | DOWNTOWN CHICO
342.0425

6
YEARS IN
BUSINESS

LOCALLY
MADE

THE HANDLE BAR

For over six years, The Handle Bar has been established as one of the go-to spots in Chico for a casual atmosphere, world class beer and great food. The popular south Chico hangout opened modestly but, quickly became a fixture in the local craft beer community, taking top honor as Best Watering Hole for Townies in its first three years!

Brian and Carolyn continue to re-invest in the business, with a full remodel and expansion two years ago that brought more taps and a larger menu. The newest update, a full liquor license, allows them to now offer cocktails to their guests. With an eye to future development in the south of Chico the two have additional projects on the horizon, while remaining focused on exquisite beer, outstanding service and more options for patrons to explore...all with that same, great Chico vibe!



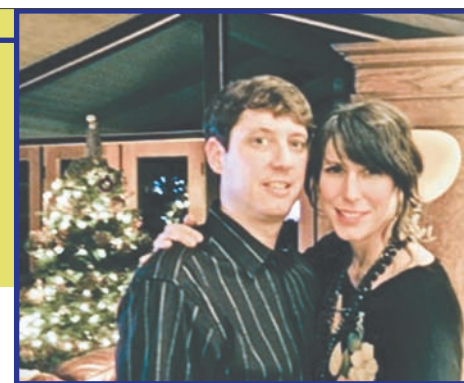
2070 E 20TH ST #160 | CHICO | 530.894.BEER (2337)
FACEBOOK.COM/HANDLEBARCHICO

21
YEARS IN
BUSINESS

CLINTON & NICOLE OWNERS EARL'S PLUMBING

"Plumbers are late (if they even show up at all!) It seems they charge you whatever they feel like, and if there is an issue with the work performed, good luck getting them back out!" This was the image that the Earls set out to change when they opened in the fall of 1998.

The Earls believe that by looking at how they conduct business from their customer's point of view, they can provide the absolute best plumbing experience. A live operator answers the phone 24/7 and appointments are scheduled in a two hour window, 92% of their customers receive same day service, all their technicians wear booties to protect your home, and a complete written quote is given before any work begins.



"We are proud of our commitment to the environment and offer products and services geared toward energy efficiency." With goals of complete customer satisfaction, and the health and well-being of their North State Community, the Earls are on the road to success.



530.343.0330 | WWW.EARLSPLUMBING.NET