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Insert: Member-to-Member Discount Directory

Chamber's request for more industrial, commercial acreage in 2020 plan still alive

County Planners have endorsed the 2020 General Plan concept map for Ramona, which increases our targeted buildout to 53,500 despite a Chamber-requested delay to look at increasing the number of industrial/commercial acres.

However, the Chamber's request is still active, said director Chuck DeMund, who made the request to the San Diego County Planning Commission on Feb. 7.

Although Ramona planners and county planners have endorsed this map, it remains a work-in-progress, Chuck said, "and that implies that we are not too late to classify" addi-

tional land for industrial/commercial use.

Bryan Woods, a former Chamber director and the chair of the county planning commission, agreed. He said that work still needs to be done on the six planning elements—including transportation, environmental issues and industrial/commercial usage—before the 2020 General Plan map will be submitted to county supervisors for final approval.

In its request to the county planners, the Chamber asked that at least 200, and as many as 600, additional acres be designated for industrial/

commercial usage.

In his presentation to the county planners and on behalf of the Ramona Chamber of Commerce, Chuck said:

"In mid 2000, the Chamber, through a grant from the county, commissioned an Economic Development Study. Our consultants did a jobs/housing balance study for Ramona, assuming a 2020 population of 52,000. To meet a 45-percent total employment goal, a total of 20,000 jobs will be needed. Subtracting the 20 percent who will work elsewhere, and our current local

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Mixer

Thursday
March 20
6 PM



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Ramona Senior Center
434 Aqua Lane



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Must be a chamber member and present in order to win



Karen Clendenen

Letter from the President

The Ramona Chamber of Commerce requires something more important than money from its members, i.e., the application of personal time and energy. This investment of "sweat equity" in the Chamber benefits the Chamber as well as the community and our individual businesses.

With this in mind, I offer a special thank you to all our Ramona Chamber of Commerce volunteers.

Our next event is the Ramona Rodeo May 16, 17 and 18, and Scott Field would certainly welcome your support and participation. Also, Randy Waitman is looking for volunteers to assist him in planning for the Ramona Country Fair.

The current U.S. population of 275 million is predicted to grow to 347 million by the year 2030. Obviously, Ramona will experience some

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Ramona Chamber of Commerce

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Daniel's Liquor & Deli
Randy Waitman *RAE Automotive, 788-4912*

Staff

Maria Massey *Executive Director*
Michele Michaux *Administrative Assistant*

Advertising

The Ramona Business and Community News is published monthly by the Ramona Chamber of Commerce.

Membership includes a monthly newsletter. To advertise in the newsletter, or to submit an article, please call Jo Fox at (760) 803-8306. Space around the calendar is on an availability basis. **Deadline for all copy and advertising is the 5th of the preceding month.** Inserts for the newsletter are due at the Chamber office by the 20th of the preceding month, with a check for \$55 for each set of inserts.

Postmaster, send address changes to Ramona Chamber of Commerce, 960 Main St., Ramona, CA 92065. Periodical postage paid at Ramona, CA 92065 USPS-004701.

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SPOTLIGHTING NEW MEMBERS

Greg Lawson Realty Executives 705 B Street • 789-0543

Greg is a California-licensed real estate broker whose real estate team is affiliated with Realty Executives International. The Lawson family has three generations of real estate experience, and Greg is a member of the National Association of Realtors, the Ramona Real Estate Association, the Publishers Marketing Association and other related organizations.

Try-N-Hide Pest Control Rick Caserta 23828 Norte Drive • 789-6589

Rick started Try-N-Hide Pest Control in 1998, offering general pest control for residential and commercial buildings. Prior to that, he was a pest control technician for Terminex for six years.



Chamber Ambassadors welcomed En Vogue Skin Care as a new Chamber member in February. Marie Alcantar and her dad, Al, treated the Chamber Ambassadors royally. Left to right, Sharon Anderson, Rick Kohn, Maria Massey, Sharon Davis, Charlotte Jensen, Tricia Hansen, Marie Alcantar, Al Slocum, Al Alcantar, an unidentified friend, Ellie Whitcomb, Teri Lyon and Jo Fox.

Photo courtesy of Ramona Sentinel

AMBASSADORS' CORNER

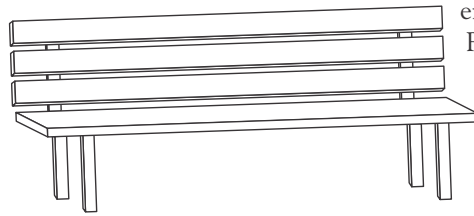
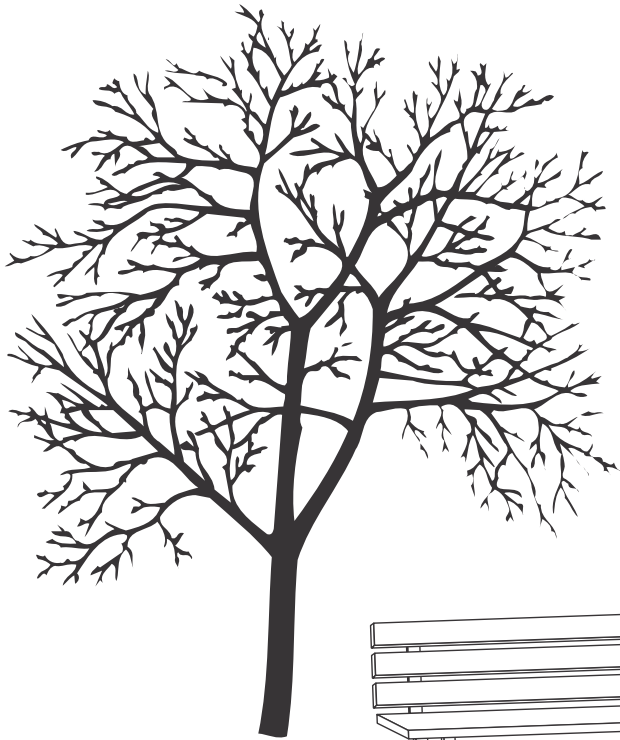
Our Ambassadors have a new chair. Joe Molick, who was recognized as the Ambassador of the Year for 2002, has been elected to that post. He succeeds Jo Fox, who had a very successful tenure and continues to be active in the Ambassadors. She will serve as the Chamber director in charge of the Ambassador program.

In addition to Joe Molick, Ellie Whitcomb has been elected vice chair, Sharon Davis is secretary, and Rick Kohn is the new treasurer.

"This is a stellar board, and they plan great things for the coming year," says Jo Fox, noting that Ellie Whitcomb has served as Ramona's honorary mayor in the past and that Sharon Davis received the Citizen of the Year award for 2002.

Charlotte Jensen has taken on the task of coordinating the New-Member Receptions.

Anyone interested in joining this dynamic group is invited to contact Joe Molick at 787-1662



Main Street project is just the beginning of something very nice . . .

Pardon us: We are experiencing some growing pains. Everyone has noticed the work going on along Main Street, between 7th and 8th streets. This is part of the Streetscape project that is being spearheaded by the Chamber, using county funds and Caltrans expertise.

Maria Massey, the Chamber's executive director, said that only a portion of the funding for the Streetscape project has been allotted to Ramona, so the decision was made to do one block in total—so that everyone can see what the entire stretch of Main Street through Old Town Ramona will look like eventually. Work includes a more pedestrian-friendly walkway, featuring trees, plants and seating, as well as a new parking design.

Caltrans, she said, has been trying hard to keep disruption to a minimum by doing one side of Main

Street at a time.

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789-9777

2020 plan

From page one

employment of just over 4,000, our employment shortfall will be some 12,400 jobs.

"The current tendency is to provide housing locally but jobs remotely. By creating jobs in our town, Ramona can create more economic balance and begin to reverse this trend.

"The business community feels that Smart Growth planning should facilitate local job creation, particularly where it can help solve multiple problems, from commuter traffic to the economic health of the town.

"We now have an inventory of only 146 acres of commercial, office and industrial properties available for job-creating new-business opportunities. To fully meet the goals of local employment, an additional 600 acres are needed in commercial, manufacturing, wholesale and office categories. Six hundred acres is a best-case target. We probably cannot reach it, but we must not stop as far short as the current draft map shows.

"It does show some expansion of industrially zoned land, but we'd like to see a sincere effort to add at least 200 more acres, hopefully contiguous with what is already set aside along both sides of Highway 78 and San Vicente Road near the center of town," Chuck DeMund concluded in his statement to the planners.

DID YOU KNOW THAT ...

All employees must have access to payroll records

By Ed Levine
Labor Law Advisor

Q. What are the requirements of the new payroll records access law?

A. As of January 1, California employers are required to allow current and former employees to inspect or copy certain payroll records.

Itemized Statement

The information that may be requested includes the itemized statement that is commonly attached to the employee's paycheck. By law, this itemized statement must include:

- gross wages earned;
- total hours worked (non-exempt employees only);
- the number of piece-rate units earned and any piece rate paid if applicable;
- all deductions;
- net wages earned;
- the inclusive dates of the payroll period;
- the name of the employee and his/her Social Security number;
- the name and address of the employer;
- all hourly rates in effect during the pay period;
- the number of hours the employee worked at each rate of pay (non-exempt employees only).

The employer must comply

within 21 days of a request by a current or former employee. The failure to comply entitles the employee to recover a penalty of \$750, as well as bring a court action requiring compliance and recover costs and attorney's fees.

More Information

Additional information on record retention requirements may be found in the California Chamber's California Labor Law Digest. For information or to order, visit www.calchamberstore.com or call (800) 331-8877.

This information is reprinted from the California Chamber of Commerce Web site located at calchamber.com.

From the president, from page 1

of this growth as will the entire San Diego area. Planning for and accommodating this growth in a reasoned and rational manner will surely benefit us all and lessen some of the associated growing pains.

As I'm sure all of you are aware, both the state and county budgets are in the process of being revised. This overhaul, which our county Supervisor Dianne Jacob addresses in her latest Jacob Journal, will most certainly affect the funds provided to us by the county.

However, SANDAG has announced it was willing to pay for a mandatory project study report for our State Route 67. This is the first

step toward an improved and safer 67.

Further, the San Diego Regional Energy office's Shade Tree Program has 8,000 shade trees just waiting for good homes. They will supply the trees, stakes and planting. If you would like to enhance your business and/or neighborhood by planting trees, call (619) 222- TREE for more information.

Let's all remember to support our Ramona businesses. With gas prices rising, driving down the hill may not result in some of the savings you've experienced in the past. Look at it as an investment in your community.

Karen Clendenen



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CHAMBER BITS

Membership Cards Coming Soon

The Chamber soon will be sending out membership cards to members in good standing and whenever a renewal is received. These cards will make it easier for members to participate in the Chamber's new Member-to-Member Discount Program. The cards will be laminated. Members will be able to request a plastic sleeve should they wish to use their cards as name tags at Chamber events. This is a project of the Chamber's Business and Membership Services Committee.

Volunteer Call

The Business and Member Services Committee needs you!!! Call the Chamber or Jo Fox, 803-8306, to sign up.

Help Us Help You

Please keep the Chamber informed about any changes to your business or email address or your phone or fax numbers. Fax those updates to us at 789-1317. Also, please contact the Chamber if you would like your business to be listed under additional categories on our Web site.

Ads for \$50 a Month

Advertising has never been so easy and affordable. Just \$50 per month on a one-year contract will get you constant exposure to our business community through the Chamber newsletter. Our Prime Advertiser program gives you five half-page ads and five one-eighth page ads, plus a page sponsorship and a story about your business during the course of the year. We will even prepare the ad for you. This not only helps you promote your business, but it also helps the Chamber and the community. It is event sponsorships, advertising and member dues we receive that help us aid the community in general—and the businesses in particular. Our Member-to-Member Discount program is just one of the many programs we offer to help you succeed. Call the Chamber and request a Prime Advertiser application. Or ask about our six-month business-card advertising program.



The Chamber has been focused on some of the more serious matters involving our town—the 2020 General Plan, potential for a regional airport and Main Street improvements—but we're also ready to have a little fun.

May 16 through 18, we are planning another rip-roaring and exciting rodeo. The Rodeo Committee, headed by Scott Field/Farmers Insurance, is cooking up some new activities for all to enjoy, including a Best Dressed Business competition and a Kids and Camera Day.

Businesses will be invited to dress up, beginning May 2, for the Best-Dressed Business in Town competition. This is inside and outside, folks. That means storefronts, lobbies and/or employees, if you wish to participate. This contest is open to any business, not just Chamber members, and the guidelines will be issued later. The idea is to be creative, no required theme at this time.

Once again, the non-motorized parade will take place Saturday, May 17. Call Jo Fox at (760) 803-8306 or the Chamber

office, 789-1311, for an application or information on how you can help.

Sunday, May 18, will be Kids and Camera Day, which is designed to be fun for the whole family. One child will receive free admission to the rodeo with each paid adult admission. According to Scott Field, more fun events are being planned, and more information will be available in the next issue.

Our second annual Business Expo again will be held in conjunction with the Ramona Air Show, which runs May 30-31 and June 1 at the airport. The Chamber's Business and Member Services Committee is coordinating the expo. Anyone interested in more information on booth space should contact Jo Fox at (760) 803-8306.

Dates for the Ramona Country Fair are July 31 and August 1-3, with the parade being held on Saturday, Aug. 2. Randy Waitman of RAE is the chair for the country fair. More information to come.

Anyone interested in serving on any of these committees is asked to call the Chamber office at 789-1311.

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Ramona Community Information Corner

Community Garage Sale

Prudential California Realty has designated April 12 for its annual community-wide garage sale. Ramona and Country Estates' residents are being encouraged to hold their spring garage sales on this date, providing buyers with the largest single-day garage sale opportunity of the year. Ramona Rotary Club has jumped on board and will hold its annual rummage sale the same day, in the Albertson's parking lot. Those who wish to participate by holding their own garage or yard sale are invited to call Prudential, which is putting together a map that will show the location of each sale and will provide a yard sale sign for each sale. Call 788-3043 to sign up your sale or for more information. The deadline to be listed on the Community Garage Sale map is April 1.

Senior Center Fundraiser

The Ramona Senior Center will be offering a good old-fashioned and traditional meal of corned beef and cabbage in a St. Patrick's Day celebration and fundraiser on March 15 at the community center at 4th and Aqua. Tickets will be available at the Senior Center and the Chamber.

Rotary Fundraiser

Ramona Rotary Club will bring back its popular Spaghetti Dinner fundraiser on April 26, starting at 5 p.m., at the performing arts center at Olive Peirce Middle School. Rotary uses proceeds from the event to support a number of community projects and for high school scholarships. Sponsorships are available, and ticket locations will be announced soon. Call Jo Fox at 803-8306 for more information.

Computers Donated

Sonja Sorensen and Vesna Curry were among 50 Magic 92.5 radio listeners who won new PC computer systems and the opportunity to donate a matching computer setup to an accredited K-12 school of their choice in San Diego County. Sonja, of All For Travel agency and a Chamber Ambassador, selected Hanson Lane Elementary School where her son, Johnny, is a sixth grader. Vesna, of Curryco Moving and former Chamber CEO, selected Ramona High School since she and her daughter, Tanya, are graduates of Ramona High School and four other family members now attend the school.

Medical Van Campaign

Ramona's Cancer Resource Center is hoping to raise funds for a medical transport van to take cancer patients and senior citizens to medical appointments in Poway and Escondido.

An account has been opened at Ramona National Bank, where donations can be made. Checks should be made out to: Ramona Cancer Resource Center/Van Account.



Member-to-Member Program under way

The Chamber's member-to-Member Discount Program is up and running, and everyone should have received the initial listing of participating members in the January newsletter. An updated copy is included in this issue.

If you are a Ramona Chamber member and want to join the growing list of member-to-member discount providers, call the Chamber office at 789-1311 and ask for a form. We will be happy to fax one to you.