

VALENTINE MIXER



Some of the Ramona Rodeo queen and junior queen contestants.



The Chamber's Executive Director, Sharon Uran, left, introduces some of the new members who attended the February mixer. They are, from left, after Sharon: Sarah Hine, Bookkeeping At Ease and H&C Steam Cleaning; Jack Rice, Spelman & Co.; Maribeth Hughes, Desert Pacific Council Boy Scouts; and Sue Kimery, Sue's Pet Sitting.

Photos courtesy of San Vicente Valley News

The Chamber extends its appreciation to CalPacific Mortgage and Ramona Escrow for hosting the Valentine Mixer at their new offices at 10th and Main. We also thank our hosts for providing a grand prize for the evening, a harbor cruise, with dinner and a limousine ride.

Congratulations to Morgan Maddox of Oil Changers, who won February's Rollover Jackpot.

We also thank those members who provided raffle prizes: Diamond Environmental, Ramona Transmission, Signs Ramona, Squeekee Squeegee, Nail Nak, Mary Kay-Maria Von Gerichten, Karen Clendennen-Century 21 San Vicente, Bill Jenkin-Ramona Vintners Cellars, Bryan Woods-Ramona Pharmacy, Jewely World, Ramona Disposal, Nulite Inc, Ramona Awards, Sharon Davis Designs, Carol Fowler-Century 21 San Vicente, Hair People, Visual Communication Design, Barbara Mullins-Fidelity National title, Denver Cockrell-First American Title, and Carol Fowler-Century 21 San Vicente.

The next mixer will be hosted by the Ramona Ag Department at Ramona High School, on March 18, beginning at 6 p.m. Remember, in order to have a chance to win the Rollover Jackpot, you must be a Chamber member and be present at the mixer if your name is called.

Switch
to Ramona
Propane
and Realize ...



BIG SAVINGS!

(760) 788-6262

Hours: Mon.-Fri. 8am - 5pm

Linda's Accent's
CUSTOM SEWING

If you have a special need give me a call to discuss it.

- Dresses • Costumes • Fly masks
- Blouses • Accent pillows • Dog blankets,
- Skirts • Horse blankets and more
- Square Dance Clothes

25235 Oakana Road • Ramona, CA
760 788-7225 Cell: 760 415-3532



CALDIATECH™

- Custom Software Development
- Database Construction
- Internet/ Intranet Development
- Web/Server Hosting
- Network Services - Wiring/Telco

COMPLETE BUSINESS SERVICES

http://www.caldiatech.com
voice 760-788-1441 - fax 760-788-2481

Chamber of Commerce
960 Main Street
Ramona, CA 92065

Chamber of Commerce

Business and Community News

Inside

MARCH 2004

Volume 19, No. 3

Sponsorships offered
for Rodeo Parade

— Page 3

New Ambassadors'
chair introduced

— Page 6

Chamber contacts list

— Page 3

Calendar of events

— Pages 4-5

News You Can Use

— Page 7

Valentine Mixer

— Page 8

Rodeo transferred to private organization, with Ramona Chamber's support, blessing

By Chuck DeMund

As you may have heard, the sponsorship of the Ramona Roundup Rodeo has been transferred from the Chamber to a newly formed organization, ARODEO. (Amateur Rodeo Organization Dedicated to Educational Opportunities). Here's the rationale for transferring the rodeo responsibility to the new group.

Much of our activity involves sponsorship of many community events each year, relying on volunteers to make them happen. Among these are the rodeo and the Ramona Country Fair and the parades complementing these two events. Others are an Antique and Wine Festival, a golf tournament, the Artists' Open Studio Tour, the

annual Christmas Tree Lighting and our monthly mixers.

These are key civic events for Ramona and help raise funds toward our philanthropic efforts and expenses.

We reviewed all of our sponsorships to determine if they are producing results commensurate with the investments of money and volunteer and staff time they demand.

As a result of this review process, we determined that the risk/return ratio connected with our sponsorship of the rodeo was not favorable. The event has great potential as a fundraiser. However, we were not able to realize that potential because the scale of the event had grown to the point that Chamber volunteers and staff,

though energetic and willing, were too few to do the event justice.

Therefore, we were required to hire much of the work done. Also, a few equipment suppliers and other service providers who had given us donated or discounted support in years past were reluctant to continue their help.

When ARODEO approached the Chamber, we were at first reluctant to do the transfer this year. But when Julie Israels made us aware of her team's qualifications and experience, we decided to give it a try.

Also, we had been informed by ROCC that there was a strong possibility that the grandstands at the rodeo arena were unusable. Although we had another year to

Continued on page six

Mixer

March

Mar. 18 • 6 p.m.
Ramona High School
at
1401 Hanson Lane
Hosted by
Ramona Ag. Dept.

□ □ □

Rollover Jackpot
\$125

Must be a Chamber member
and present in order to win



Karen Clendennen

Letter from the President

Tax payment time is fast approaching...now is the time to get our records together and begin preparing our returns. Many Chamber members are experienced in a wide range of business activities and able to address questions you may have with regard to your state and/or federal returns.

We are continuing to streamline our Chamber business activities with a view to providing better service to our members. Please take time to read your emails and fax notes. Also, let Dolores know how our referral system is working.

Our Member-to-Member discount directory continues to expand. Fill out those applications and participate in the program. With the arrival of spring cleaning time, you might be able to benefit personally by taking advantage of the many discounts offered.

We welcome brief business articles for our newsletter. It's also a great place in which to advertise. Send an email to our office about business news that might be of interest to our members.

Don't forget to sign up for the Chamber-sponsored Rodeo Parade. Bill

Continued on page 7