



Chamber of Commerce

Business and Community News

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MAY 2004

Volume 19, No. 5

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Business Expo offers an opportunity to show off

The spotlight will shine far and wide on member businesses when the Ramona Chamber of Commerce hosts the annual Ramona Business Expo June 26, during the Ramona Air Show.

This is an opportunity for businesses to showcase their products and services, not only to local residents but to everyone who attends the Air Show. It is anticipated that more than 20,000 persons, from all over the county, once again will visit the Air Show.

This year, the Ramona Business Expo will be set up outside of the hangars, in an excellent location on the Ramona Airport grounds. No sales are allowed during the Expo, but participants certainly can offer handouts and discuss goods and services.

Participation in the Expo is open to all North County retailers, service providers and home-based businesses. Participants will be responsible for bringing their own tents or awnings, tables and signage.

The fee for Chamber members is \$75. The non-member fee is \$185, which includes Chamber membership and all of its benefits. However, space is limited. Call Jennifer Anderson at (760) 271-3090 for application information.



Mixer

MAY

May 20 • 6 p.m.

hosted by
Albertson's
(in the parking lot)

...

Rollover Jackpot
\$488

Must be a Chamber member
and present in order to win



Karen Clendenen

Letter from the President

Welcome to all our of new Ramona Chamber of Commerce members. Please watch for their names and businesses descriptions in our monthly newsletter(s).

Last month's Ramona Artists' Open Studio Tour was bigger and better than ever. Once again, our event chairpersons, Josepha Hegan and Judy Nachazel, did an outstanding job bringing a variety of artists together to demonstrate their unique talents. It was truly a real treat to visit their studios throughout Ramona. All those with whom I spoke were impressed and enlightened by the tour. A special thank you to all the event sponsors.

The Ramona business community is in a constant state of change due to evolving laws and regulations, and your Chamber is in constant communication with our county and state officials in order to make our voices heard and understood. It is very important that we all become involved in the political process; whether it be through communication, contributions or serving on local boards, groups and committees. Your involvement will continue to move Ramona in a positive direction.

The Highway Beautification Project is under way, and the Chamber, in coordination with CalTrans, will assist in the maintenance of the trees,

Continued on page 7

Ramona Chamber of Commerce

960 Main Street
Ramona, California 92065
Telephone: (760) 789-1311
Fax: (760) 789-1317
E-mail: info@ramonachamber.com
Web site: ramonachamber.com

Mission Statement

The mission of the Ramona Chamber of Commerce is to develop and maintain a climate for viable economic growth, to promote loyalty to, and networking for local businesses and to demonstrate an outstanding leadership role in our community.

Officers

President Karen Clendenen
Century 21-San Vicente, 787-3210
1st Vice President Chuck DeMund
DeMund Foundation, 788-1011
2nd Vice President Bill Jenkin
Farmers Ins., Ramona Vintners Cellars, 788-1388
Secretary Sharon Davis
Silk Decor Interiors, 788-7215
Treasurer Patrick Meskell
Edward Jones, 787-1113

Directors

Scott Field *Farmer's Insurance, 789-0664*
Carol Fowler 522-1777
Century 21 - San Vicente
Jo Fox *Prudential California Realty, 803-8306*
Joseph Hegana 789-9030
Visual Communications Design
George Romero (858) 947-2318
Landmark National Bank
Jeff Ruland *Sears, 788-8080*
Dave Smithley *Albertson's, 789-0023*
Daniel Vengler 789-1155
Daniel's Liquor & Deli
Randy Waitman *RAE Automotive, 788-4912*
Bryan Woods *Ramaona Pharmacy, 789-0180*

Staff

Sharon Uran *Executive Director*
Dolores Garcia *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 the Chamber office at 789-1311. First priority goes to Chamber, business and member information. Meeting listings are on a space-available 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. Periodic postage paid at Ramona, CA 92065 USPS-004701.

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Walker Communications & Media Services

Printing: Manzanita Press

SPOTLIGHTING NEW MEMBERS

Barona Valley Ranch Resort & Casino

Dana Sass, Customer Relations
1932 Wildcat Canyon Road
(619) 443-2300

dsass@barona.com

www.barona.com

The Barona Band of Mission Indians operates the Barona Valley Ranch Resort & Casino, a 24-hour-a-day operation, every day of the year. In addition to the resort and casino, it offers a golf club, convention center and live entertainment.

Silhouette Studio for Women

Karen McKenzie

1443 Main St. • 780-8838

karenmckenzie@cox.net

www.silhouettestudioforwomen.com

This new women's fitness studio features a 30-minute exercise circuit.

Mary Kay Independent Beauty Consultant

Maria Von Gerichten

15346 Paseo Ajanta, SD, 92129
(858) 672-1265

mvongerichten@marykay.com

marykay.com/mvongerichten

Maria is an independent Mary Kay beauty consultant, offering skin-care and color cosmetics.

Renaissance Photography

Steve (Jake) Krasner

1379 Ashley Road • (760) 415-3094

finalexposure@yahoo.com

www.renaissancephotography.net

Portrait photography, as well as event, commercial and landscape photography services are offered.

Full Moon restaurant on 10th Street held its grand opening April 3, with members of the Ramona Chamber participating in the ribbon cutting.



Jennifer Krempp, home loan consultant for Countrywide Home Loans, cuts the ribbon with family, staff and members of the Ramona Chamber of Commerce in attendance.



Chamber directors and Ambassadors join new member Pam Adams, owner of "A" Street Tax & Financial, for her ribbon cutting ceremony.

Photos by Jennifer Anderson



Recycling Hotline

Residents and businesses from the unincorporated areas of San Diego County can call the county's Recycling and Household Hazardous Waste Hotline at 1-877-713-2784 to find out where to recycle anything from aluminum cans to cellular phones. Common packaging items such as bottles, cans, paper and cardboard can be recycled through curbside programs, but items such as appliances, electronics, auto fluids, yard chemicals and paint often are not acceptable. The hotline provides info on recycling these.

Come one, come all: Chamber's Rodeo Parade needs you . . .

There is still time to sign up for the May 15 Chamber-sponsored Ramona Rodeo Parade, either as a participant or volunteer.

Contact Jeff Uran at 788-1947 if you or a youth group that you are involved with would like to help with setting up and tearing down barricades. Contact Bill Jenkin, 788-1181, for other areas of volunteer needs.

Early parade entries include Coldwell Banker, Alpine Outlaws & Grand Ladies of the West, BSA Cub Scouts #678, Countrywide Home Loans of Ramona, Ramona Pop Warner Football and cheerleaders, Main St. Auto Care, Bluebird Riding School, and Paula Blum and Bloomin' BathHouse professional pet grooming.

Please remind neighbors and business associates that Hwy 78 will be closed between 9 a.m. and approximately noon on May 15 because of the parade. Ramona Sheriff volunteers will be directing traffic, and we definitely need to be courteous and follow their lead.

We have the greatest Ambassadors team!

The Ramona Chamber of Commerce couldn't do without its Ambassadors. These Chamber members serve as hosts and hostesses for the Chamber, contribute immensely at mixers, welcome new members, organize and attend ribbon cuttings and often are the first to volunteer for Chamber events and projects.

The Ramona Chamber recently acknowledged the Ambassadors' services at the annual Appreciation Dinner at the home of Jennifer Anderson and Bill Jenkin. Chamber president Karen Clendenen and first vice president Chuck DeMund spoke on behalf of the Board of Directors and thanked the Ambassadors for their continuing service and dedication to the Chamber.

Ambassadors Chair Jennifer Anderson announced that Al Slocum, Wateridge Insurance, was the year's first Ambassador of the Quarter. Al, who has been on the Ambassador committee and has supported the chamber for many years, attends all the meetings and has taken leadership of our happy dollars with his infamous "pink handbag." Not only is Al a good networker at the mixers, he also has brought in many new Chamber members.

Each Ambassador was presented with a certificate of appreciation, and Sharon Uran, the Chamber's executive director, and Dolores Garcia, administrative assistant, were recognized for their support to the Ambassadors throughout the year. Special thanks were given to all the Chamber directors for attending the event



Right, Ambassadors Chair Jennifer Anderson presents the Ambassador of the Quarter award to Al Slocum, Wateridge Insurance. Above, Ambassadors at the Appreciation Dinner included, Back l-r: Antal Toth, Curves; Stacy Bablewski, Faux Designs by Stacy; Susan Kimery, Sue's Pet Sitting; Al Slocum, Wateridge Insurance; Jennifer Anderson, individual member. Middle l-r: Jeanne and Wolfgang Renner, Making Ends Meet Family Financial Counseling; Jeanne Wood, Jeanne Wood Photography; Teresa Hobbs, Century 21 San Vicente. Front l-r: Charlotte Jensen, Charlotte's in the Country Antiques and Estate Services; and Ellie Whitcomb, Ramona Cancer Resource Center.

Photos courtesy of Ramona Home Journal

and expressing their appreciation to the Ambassadors.

To be an Ambassador for the chamber is a great honor. It is a position of service and would benefit anyone wanting to serve as a director. This committee is always looking for others who would be interested in serving as an Ambassador for the chamber—a great networking opportunity!

Who, What & When

CHAMBER EVENTS

Ramona Rodeo Parade May 15
Chair: Bill Jenkin
(Farmers Insurance, Ramona Vintners Cellars)
Info: 788-1181

Business Expo June 26
In conjunction with Ramona Air Show
Chair: Jennifer Anderson
Info: 789-1311 or (760) 271-3090

Ramona Country Fair Aug. 5-8
Chair: Randy Waitman (RAE Automotive)
Info: 788-4912

Antique & Wine Festival Sept. 19-20
Chair: Bill Jenkin
(Farmers Insurance and Ramona Vintners Cellars)
Info: 788-1181

Merchants Trick-or-Treat on Main St Oct. 29
Chair: Dolores Garcia
(Ramona Chamber of Commerce)
Info: 789-1311

Ramona Country Christmas Dec. 11
Chair: Jeff Ruland (Sears)
Info: 788-8080

DATES TO BE DETERMINED

Ed Bolen Memorial Golf Tournament
Chair: George Romero
(Landmark National Bank)
Info: (858) 947-2318

Installation Dinner
Chair: Sharon Davis (Silk Decor Interiors)
Info: 788-2509

GENERAL COMMITTEES

Scholarships
Chair: Josepha Hegan
(Visual Communication Design)
Info: 789-9030

Citizen of the Year
Chair: Dan Vengler (Daniel's Liquor)
Info: 789-1155

Monthly Mixers
Chair: Dave Smithley (Albertsons)
Info: 789-0023

Ambassadors
Chair: Jennifer Anderson
Info: (760) 271-3090

Community News Corner

July 4th sponsor, vendor info

Ramona Rotary Club's annual July 4th Family Picnics & Fireworks needs community support. This year's fireworks event will cost almost \$17,000 to put on. Businesses interested in sponsorship information should email Tom Madeyski at tmadeyski@ymca.org or call Al Courtney at 788-1476. Local non-profit groups interested in setting up a food booth or running an activity as a fundraiser should contact Susan White at 792-9351. The deadline for sponsors and vendors being listed in the July 4th program is June 2.

Quilt show

The fifth annual Ramona Back Country Quilt Show will be held May 1, from 10 a.m. to 4 p.m. at the First Congregational Church, 404 8th Street.

Community yard sale day

Prudential California Realty's Ramona office invites everyone to hold their yard, garage or rummage sale on May 1. Among those participating will be the Ramona Rotary, which will hold its annual rummage sale in the Albertson's lot. Prudential will provide maps to all sale locations. To be listed on the map, call Claudia at 788-3043.

Home and garden tour

San Vicente Valley Club's 23rd annual Home & Garden Tour will be held from 9 a.m. to 5 p.m. May 8. For more information, call 789-8290, Ext. 0.

Lunch for seniors

The Ramona Senior Center offers a lunch delivery program for home-bound seniors (60 plus) five days a week. If needed, frozen meals can be provided for the weekends. The suggested donation is \$3.50 per meal. For information, call 789-0440.

Air show volunteers needed

The Ramona Air Show, to be held June 26-27, needs volunteers. Contact Joe Corrigan at 788-5993.

Disaster Outreach meetings

Ramona Disaster Outreach meetings are held Thursdays at 4 p.m. at 1721 Main St., #101. Volunteers are needed in leadership and support positions. For information, call 789-1158.

May Business Spotlight:

Faye Elkin of Ramona Interiors opened her shop on Main Street 22 years ago, and at the same time, she joined the Ramona Chamber of Commerce. Faye's business offers custom furniture, including high-quality leather, window treatments, carpet, wall coverings and accessories. She has everything at her fingertips for custom design. Faye says she loves what she does and all the wonderful people she has met in our valley. Ramona Interiors is located at 707 Main St. and is a member of the BBB and is an associate with the Interior Design Society. 789-6025.

Chamber Notes

We bid farewell to a good friend

Sad news for the Ramona Chamber and the community of Ramona: Dave Smithley, manager of Albertson's and a Chamber director, will be leaving us for a new position with Albertson's in Washington state. Dave has been with Albertson's for more than 20 years. Since moving to Ramona, Dave and his wife, Patty, and their girls have been extremely active in the community. In addition to being a Chamber director, Dave is a past vice president and chairs our Mixer Committee, and he is involved in the Boys and Girls Club and is a member of Ramona Rotary. We at the Chamber will miss Dave's always-ready smile, his willingness to help and his great sense of humor. Washington's definite gain is Ramona's definite loss. Visit Albertson's and wish him well in his new adventure.

Thank you and kudos

The Chamber wishes to thank "The Carpet Lady," Christine Prater, for fixing the door flashing at the Chamber office. For professional carpet service, "The Carpet Lady" can be reached at 789-6929.

Newsletter fun

Chamber members, be sure and drop your business card into the basket located at the bar at the next mixer. If your card is drawn at the mixer, you will be the lucky member to win a free insert in the monthly Chamber newsletter.

Attention, Ambassadors

Please note the time change for the May 10 meeting. The meeting will be at 7 p.m., rather than at noon. This has been requested by several Ambassadors who are unable to attend the noon meeting. Remember: Monday, May 10, 7 p.m. in the Chamber conference room. A casual potluck will be included. For more information contact Jennifer Anderson at (760) 271-3090.

QuickBook classes

Sarah Hine, owner of Bookkeeping at Ease, 789-2665, will be conducting classes in QuickBooks. Give her a call for more information. Sarah wants Chamber members to know how pleased she has been to work with Joe Molick of Molick Enterprises, saying that Joe has been there for all her computer needs—"even going out of his way" to make sure her computers were working properly.

Excuse the dust

Congratulations to Stephanie Norvell: Her Town & Country Home Loans is expanding to the lot next to the Chamber office, at the corner of 10th and Main streets. During this time, parking at the Chamber has been minimized. Stephanie and her team have assured us that if the Chamber lot is full due to construction vehicles, we can park in her lot behind her 10th and D Street office.

Country Fair volunteers

Anyone interested in helping to plan the Ramona Country Fair, planned for Aug. 5-8, is asked to call chair Randy Waitman (RAE), at 788-4912.

Advertising for Pennies

Advertise for only pennies by putting an insert into our monthly newsletter. All you have to do is provide the Chamber with 450 copies of what you want to advertise. The Chamber and Manzanita Press do the rest. For only \$55, your pre-printed flyers you will reach members and citizens of Ramona. Call the Chamber for information, at 789-1311.

Benefits and pitfalls in California's Workers' Compensation Law

California's Workers' Compensation law (WCL) is in clear need of reform, with the cost substantially higher than other states, while at the same time providing inferior benefits to injured workers.

As this article was written, the Legislature passed the governor's reform package. In a future article I will review the changes it is likely to bring.

In any event, the system itself is beneficial to both employers and those who work for them. In exchange for assuming responsibility for on the job injuries and deaths without regard to fault, employers get a numbers of advantages. Damages for pain and suffering are not allowed. Liability for death benefits and burial expense is limited.

Employers who secure compensation insurance coverage (or legally self insure) are generally exempt from lawsuits brought by employees for damages caused by negligence. (Exceptions are discussed below). As a rule, the only forum that is allowed to hear workers' claims is the

Workers' Compensation Appeal Board.

There are exceptions. If an injured employee claims work related disability discrimination, his or her employer may be sued for violations of the Americans with Disabilities Act, California's Fair Employment and Housing Act, and/or for wrongful termination in violation of public policy when the employee is discharged because of the injuries.

There are also exceptions written into the WCL for an employer's assault or fraudulent concealment of the injury and its connection to employment, for injuries caused by a product defectively manufactured by the employer (when the product is sold to a third party then subsequently used by the employee), and for failure to install and maintain power press guards.

An appellate case published April 9, 2004 (Mason v. Lake Delores Group) illustrates another exception. In this case, an employee at a water park turned on the water on a slide without authorization

(and before he had clocked in to work), then went down the slide before adequate water had pooled. He was injured, rendering him a quadriplegic.

The employee successfully sued for negligence. The appellate court found that these injuries did not "arise out of nor occur in the course of his employment." Incredibly, at the trial the jury found that the employer was 50% at fault, and awarded the employee nearly \$5,000,000 (the appeal was limited to whether the WCL barred the damage lawsuit).

In light of this ruling, it would be wise to be sure employees do not engage in any activity at your business outside of their work hours which might injure them (such as horse play, etc.).

Jeffrey A. Agnew is an attorney in general civil private practice in Ramona, with emphasis on business, real estate and estate planning. He can be reached at 788-2123 for more information on this subject.

Visit our "Auto Row"

Your Chamber encourages members to contact fellow members when seeking goods and services. This month, we invite you to contact the Chamber's "Auto Row:"

- **Auto Detailing**
Dave & Pop's Auto Detailing - 789-7852
- **Auto Glass**
Lowest Price Auto Glass - 787-1784
- **Auto Repair & Service**
Bodyworks by Jerry 788-5673
Main Street Auto Care - 788-8686
Oil Changers - 789-5426
R.A.E. Automotive & Marine - 788-4912
Ramona Transmissions - 788-0200
Sun Valley Body & Paint - 788-4449
- **Automobile Sales, Service & Leasing**
Poway Chevrolet - 858-748-9600
Zazas Enterprise & Leasing - 788-0011

Member-to-Member Discount Program

The Chamber's Member-to-Member Discount program is a great way to introduce your business or services to other Chamber members, and it is free and easy to participate. Simply fill out the coupon included on the Member-to-Member Discount insert and fax or mail it in. We'll see that your business is included in next month's listing and on the Chamber Web site. We ask that no one-time or introductory offers be included. Call the Chamber office for more information, 789-1311.

From the President, continued

benches, and trash cans on Main Street between 7th and 8th streets in Old Town Ramona. We are in the process of identifying a task force with the expertise to maintain the sprinklers, solar system and prune the trees when needed. Please contact the Chamber office if you'd like to volunteer to help.

When you realize the value of all life, you dwell less on what is past and concentrate more on the preservation of the future ... this is our focus.

Thank you for your support,
Karen Clendenen, President

APRIL MIXER



New members who received their plaques at the mixer from Chamber president Karen Clendenen, right, are from left, Dana Sass, Barona Valley Ranch Resort and Casino; Jake Krasner, Renaissance Photography; and Karen McKenzie, Silhouette Studios.



From left, April mixer hosts Ellie Whitcomb of Ramona Cancer Resource Center, Chris and Pam Adams of "A" Street Tax & Financial, and Jennifer Krempp of Countrywide Home Loans.



Pam Adams, "A" Street Tax & Financial; Charlotte Jensen, Charlotte's Antiques; Russ Ann Zazas, Zazas Enterprise & Leasing; and Don Jensen, Custom Flooring, at the New-Member table.



Bartenders Dave Smithley of Albertsons and Jeff Ruland of Sears.

Photos by Jennifer Anderson



Ambassadors Teresa Hobbs of Century 21, Andrea Craighead of Comsure Direct and new member Wilma Parker worked the entry table.



Ambassadors Wolfgang and Jeanne Renner and Ellie Whitcomb helped serve.

Our thanks to "A" Street Tax & Financial, Countrywide Home Loans and the Ramona Cancer Resource Center for co-hosting our April Mixer. The event was held on April 15, a very "taxing" day in our lives, and especially for the folks at "A" Street Tax & Financial, but together with their co-hosts, they put on an excellent and fun event.

It could have been an even better day for Mark Sapper with QuietLogic, Inc., if he had been there since his name was drawn for the \$238.50 Rollover Jackpot. Remember, you must be a Chamber member and present in order to win.

Rick Kohn of Century 21 San Vicente was the winner of our new event, a business card drawing, and received a free insert in our newsletter. Be sure to drop your business card into the basket at each mixer for your chance to win a free insert.

We also thank those who donated raffle prizes: Ramona Transmission, Jewelry World & Loan, The Squeekee Squeegee, Ramona Disposal, "A" Street Tax & Financial, Nicole McKee of California Title, Countrywide Home Loans, Diamond Environment, Ramona Chamber of Commerce, Art About Africa, Union Bank of California, Grant's Photography, Karen Clendenen of Century 21, Jo Fox of Prudential, Jeff Ruland of Sears, Nail Nak and Golden Tan, Southwest Landscape, Charollette's in the Country, and Chuck and Janice DeMund.

Daniels # 2

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