



Chamber of Commerce

Business and Community News

Inside

JULY 2003

Volume 18, No. 7

Special opportunity to showcase your wares at SD fair — Page 3

News You Can Use: Preparing Your Business Budget *President's Column* — Page 6

Upcoming Events: Ramona Country Fair, Country Fair Parade, Antique & Wine Festival — Page 8

Insert: Member-to-Member Discount Directory

Bad Check Alert!

Several area business owners—and residents—have been victimized by thieves cashing fake checks that have stolen bank information on them, prompting the San Diego County Sheriff's Department to make an effort to educate merchants on how to prevent these losses.

Sheriff's Crime Prevention Specialist Matt Funk of the Ramona Sheriff's Substation, assisted by members of the Sheriff's Senior Volunteer Patrol, want Ramona businesses to be aware of a new program, "Operation Inkless Ink," designed to help cut these losses.

Small pads of non-staining ink are used to take the customer's thumbprint, thus protecting the business owner and the customer from fraudulent check cashing. According to Funk, the Sheriff's Fraud Unit states that there is a 90-percent conviction rate when prints are taken.

He warned businesses and residents that thieves steal mail and look through trash in order to obtain credit card and bank account information, then have fake checks made, using real bank account numbers.

To partially protect against this, be sure to shred any statements or mail that carries personal information before tossing it in the trash. Funk also warned against giving out account numbers or personal



Chamber President Karen Clendenen presented the Chamber's donation of \$1,000 to the Ramona Rotary Fireworks Fund during a recent Rotary meeting. Pictured, left to right, Rotary President Carol Fowler, Fireworks Co-Chair Bill Jenkin, Karen Clendenen, and Fireworks Co-Chair Dick Patterson.

Photo courtesy of Ramona Home Journal

information to phone solicitors.

He said this education effort will be ongoing, and he invites business owners and managers to call him at the Ramona substation for specific information. "We're just going to try to keep going at it until we get everybody educated." Funk said.

— reprinted from the San Vicente Valley News

Mixer

Thursday
July 17 • 6 PM

hosted by
Viejas Casino

Call Chamber Office
for transportation info

Don't miss your chance to win the
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\$685.25

Must be a chamber member and present in order to win



Karen Clendenen

Letter from the President

The Chamber is continuing to move forward in a very positive manner. Our office is running smoothly, and our Chamber manager, Sharon Anderson, is busy implementing many changes to improve our administrative procedures and organization. The Chamber's new software, Chamberware, is up and running, and you should have received your first monthly statement in its new and improved format. Hopefully, this software will make accounting easier for our staff and all our members.

We will not be hiring an executive director in the foreseeable future since our current staff is functioning very well. With the assistance of the Board and our members, I'm confident you will continue to observe improvements to both our organization and administration.

The directors' meeting with Supervisor Dianne Jacob was very beneficial. As I'm sure all of you know, California's budget crisis will certainly result in a reduction in funds normally provided to San Diego County. Our Chamber has always relied on Transient Occupancy Tax

Continued on page 6

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 Jeff Ruland
Sears, 788-8080
Secretary Jo Fox
Prudential California Realty, 803-8306
Treasurer Kent Taylor
Direct Lending, 789-7880

Directors

Jeffrey Agnew *Law Office, 788-2123*
Kimberly Brock (619) 258-9000
Marketing Worx,
Scott Field *Farmer's Insurance, 789-0664*
Carol Fowler 788-4963
CalPacific Mortgage Consultants
Joseph Hegan 789-9030
Visual Communications Design
Bill Jenkin *Vintners Co-Op, 788-1181*
George Romero 745-9370
Palomar Community Bank
Dave Smithley *Albertson's, 789-0023*
Daniel Vengler 789-1155
Daniel's Liquor & Deli
Randy Waitman *RAE Automotive, 788-4912*

Staff

Sharon Anderson *Office Manager*
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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Walker Communications & Media Services

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SPOTLIGHTING NEW MEMBERS

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GalaxSea Cruises & Tours is a travel agency that specializes in cruises. We offer seven-night and longer cruises on all major cruise lines, plus vacations to Hawaii and Mexico and land tours to many destinations. Our website business has been recommended by Frommer's travel guide and others. Our cruise specialists each have been on more than 35 cruises and focus on finding the best value for our clients.

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Ron Valenta
2130 W. Mission, Escondido
(760) 737-2292
mmanuelos@portsanllc.com

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15765 Mussey Grade Road
788-7093

Peter has 12 years of experience in the health insurance field. He offers individual and small-group policies as well as policies for the self-employed. He works with all the major carriers, including Blue Cross, Blue Shield, Pacific Care and Healthnet.



Chamber Ambassadors welcomed new member Precision Golf into Chamber membership recently. The business is located at 733-A Main St., next to the Town Hall, and offers a single-source solution for all golf needs.

Photo courtesy of Ramona Home Journal

Ramona businesses have chance to be in spotlight at county fair

Unique opportunity to showcase your business at the San Diego County Fair

Date: Saturday July 5

Ramona businesses are getting a prime opportunity to showcase their goods and wares at the San Diego County Fair in Del Mar. The date is Saturday, July 5, and the location will be near the wine-tasting and a giant aquarium being brought in for the day by Sea World.

According to Chamber Ambassador Antol Toth, only 25 tables will be available, and those businesses interested in obtaining one are invited to participate in a silent auction. Highest bidders will get the tables.

Antol said fair representatives have told him that this traditionally is one of the busiest days at the fair. At least 50,000 adults are expected to visit the fair on

that day.

The location is prime, he said, because Sea World's giant aquarium will have a great variety of sea life in it, including some of the sharks indigenous to this area.

Setting up a display at the fair normally costs \$1,000 to \$5,000, Antol said, and regular fair exhibitors have to be there the entire run of the fair. This is a one-day exhibit.

Last year, the Chamber raised \$800 through its silent auction for the table displays—with funds being used for Chamber youth projects. Antol is hoping to raise at least \$1,000 this year—given the premiere day and location. For more information, call Antol Toth at 787-0497.

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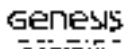
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789-9777



Above left, Chamber Director Bill Jenkin chats with Karen Richwine, Restoration Ranch, who is one of our newer members during the Chamber's New Member Reception held at the Chamber office last month. Above right, some of the new members who took the opportunity to learn more about Chamber services and activities by attending reception. Pictured, from left, are Don Jensen/Custom Floors; Linda Ahkami/Purrfect Pets; Ginger Cardinal/Glass Illusions; Eric Nystrom/Custom Floors; Karen Richwine/Restoration Ranch; Michael Cardinal/Glass Illusions; Therese Gotfredson/Trezette's Catering; and Bert Huff/Hague Water.

Photos by Jennifer Anderson

President's Message, from page 1

(TOT) funds from the county to assist in meeting our expenses, and we may experience a reduction in those funds next year. With this in mind, we are preparing to tighten our belts and monitor all of our expenditures very closely.

In reading the financial news, I came across some helpful hints with regard to items that should be included in your business budget:

1. Taxes: know the total amount up front, so estimated payment deadlines don't catch you off guard.
2. Marketing and advertising: potentially expensive category, so

put thought into a plan to spend on ads, brochures, mailers, and postage.

3. Donations, both planned and unplanned: estimate how many causes you think you will contribute to over the year.
4. Online services: include domain names, hardware/software upgrades, hosting fees, tech support, and data entry.
5. Education: plan for any education courses, conferences, or coaching sessions you'll attend ... and don't forget the cost of meals.
6. Car expenses: routine maintenance, insurance, licensing, road service coverage, and unplanned repairs.
7. Dues and fees: budget for indirect costs, such as association dues, professional fees, and insurance premiums.
8. Wiggle room: if possible, leave yourself a little extra for spur-of-the-moment expenses.

This year, the Ramona Chamber of Commerce contributed \$1,500 in scholarships to Ramona students interested in pursuing a business career. A special thank you to Stan Fiddelke, who has been involved with the Chamber's scholarship program for 15 years. Also, thanks to Josepha Hegan, Dan Vengler, George Romero and Jeff Ruland for their participation in student interviews this year.

Thank you to all our members for your support and to all our volunteers who make this Chamber so successful.

Karen Clendenen
President

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Ramona Chamber in Action



The Ramona Chamber of Commerce presented scholarships to deserving high school students during special ceremonies for graduates recently. Above left, Chamber President Karen Clendenen and Scholarship Chair Stan Fiddelke at the microphone. Above right, board member Josepha Hegan says a few words, with Clendenen and Fiddelke behind her.

Photos courtesy of Ramona Home Journal

Show and tell with Business Expo



The second annual Business Expo, sponsored by the Ramona Chamber of Commerce and held during the annual Ramona Air Fair offered information about goods and services available in Ramona.

Photo courtesy of Progressive Technologies Group

The Chamber's second annual Business Expo, held on May 31 as part of the Ramona Air Fair, had 21 participants and drew many visitors. It was deemed a success by Jo Fox (Prudential California Realty) of the Member & Business Services Committee, who noted that many of the exhibitors said they picked up leads for new business prospects. Thanks go to L & J Growing Grounds, who loaned the plants that made the Expo tent look more festive, and to all who helped with the Expo.

June Mixer had tropical flair despite "June Gloom"

Our Rollover Jackpot continues to grow—up to \$503.75—after the June Mixer. It could have been pocketed by Sandy and Karin Gillespie of Gillespie's Sun Valley Florist, but they didn't get to the mixer.

The June event had a tropical theme, although the weather just wasn't cooperating, bringing us sprinkles by the time the event concluded. But our thanks to Bill Jenkin's Farmer's Insurance, Ramona Vintners Association, Walker Communications & Media Services, Ramona Sentinel and Ramona Cleaners, co-hosts.

The food, prepared by Trezette's Catering was fantastic, and the opportunity to taste some of Ramona's fine wines was an added treat. Thanks to Kath-

leen Kennedy, dj/emcee, and to those who donated raffle items:

Walker Communications & Media Services/Julie Walker; Country Photo & Portrait/Jeanne Wood; Sears Ramona/Jeff Ruland; The Squeekee Squeegee/Alan Pelton; Victoria Supply/Christy and Jan Clark; Ramona Beauty Supply; Ramona Home Journal/Carol and Darryl Kinney; Backporch Treasures/Vicki Molic; Ramona Vintners; Ramona Awards/Rebecca Elliott; Ramona Sentinel; The Cash Connection; and LePage Designs.

You won't want to miss our July 17 mixer, at Viejas Casino. This is always a popular mixer, and plans are being made for group transportation. Call the Chamber office at 789-1311.



Ramona Vintners Association's wine-tasting table was popular at the June Mixer.

Photo courtesy of San Vicente Valley News

UPCOMING EVENTS

RAMONA COUNTRY FAIR

Ramona's next major event will be the Ramona Country Fair, hosted by the Chamber, July 31 through August 3 at the fairgrounds off Aqua Lane. Randy Waitman (RAE Automotive) is chairing this year's event. This year's edition will include all the favorites: carnival rides, entertainers, parade, craft and food vendors, and a few surprises. The Ramona Junior Livestock Show and Auction will run concurrently, adjacent to the fair. The fair is a giant undertaking, and all hands are needed. For more information, call the Chamber office at 789-1311.

COUNTRY FAIR PARADE

"Proud to be an American" is the theme for this year's Ramona Country Fair Parade, which will begin at 9:30 a.m. Saturday, Aug. 2, on Main Street. Parade applications are available from Jo Fox (Prudential California Realty), by calling (760) 803-8306—or visit the Country Fair web site at ramonafair.com or the Chamber web site at ramonachamber.com to find both parade and Country Fair vendor applications. Those interested in sponsor information or volunteering to work on the parade or the fair also can do so online. Chamber staff is working on the staging area problem that occurred during the rodeo parade. Jo Fox noted that the Chamber has received "some good refreshment donations to make the parade more comfortable for participants." She said Albertson's, Entemenns and Ramona Water have made the donations. San Vicente Pro Shop has donated a golf cart for coordinators' use.

ANTIQUÉ & WINE FESTIVAL

Everything from collectibles to vintage cars—and homegrown wines—will be showcased during the Chamber's annual Antique & Wine Festival, to be held at the corner of 10th and Main on Sept. 28. A wine garden and a grape stomp will be included this year, with everyone being invited to jump barefoot into the vat and stomp away. This will be a fundraiser for the Chamber, with a small fee charged. During the daylong event, there will be an appraisal booth (\$5 per item) for everything except jewelry, vintage cars will be on display, antiques and collectibles will be offered for sale, and The Highway Regulators, an old-west troupe, will provide entertainment—and their popular breakfast burritos. Booth space is available. Contact any of the event committee members: Chair Bill Jenkin (Farmers Insurance and Ramona Vinters Cellars), 78x-xxxx; Charlotte Jensen (Charlotte's Antiques), 788-2784; or Jo Fox (Prudential California), (760)

CHAMBER BITS & PIECES

DUES ALERT

Your 2003-2004 dues are due. If you have not received your billing, call the Chamber office at 789-1311. The Chamber now offers a pro-rated dues structure for those who join after the Chamber year has begun. Dues will be pro-rated on a monthly basis, depending upon when the member joins.

CHAMBER EMAIL ADDRESS

The Chamber has one E-mail address: info@ramonachamber.com. All other addresses have been discontinued.

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.



Chamber of Commerce
960 Main Street
Ramona, CA 92065