



Chamber of Commerce

Business and Community News

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AUGUST 2003

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Congressional Summit wants business needs on front burner

Ramona Chamber directors are joining business leaders around the state in looking at a report created by a task force established by Congressman Duncan Hunter (53rd District) that looks at the issues that are negatively impacting business in the state—and offers some suggestions for improving the business climate.

The report issued by Hunter's Congressional Summit notes that although the nation has experienced an economic downturn, California's economic outlook "seems to be significantly worse than other states." The Summit sought to clarify the issues that are barriers to economic recovery.

Participants focused on regulations, permits and affordable housing; air quality and transportation; taxes and insurance; environment and stormwater; port use; and energy and water supply.

Solutions identified ranged from rezoning land in order to increase the supply of developable land to

working towards tort, insurance and regulation reform.

Other solutions identified included ways to reduce the timeframe in budgeting for roads and to improve methods of transportation planning and the need to energize business associations and chambers of commerce and others to provide a strong voice and become a "driving force" in fighting legislation that makes California unfavorable to business.

Among those providing input to the Summit participants were Assemblyman Jay LaSuer (77th District)) and San Diego County Supervisor Dianne Jacob. They addressed the group and "pledged their support for the Summit's efforts and indicated they will take the resulting information to their respective bodies in their attempt to move the issues toward possible solutions," according to the report.

Anyone interested in a copy of the report can contact the Chamber office or contact Hunter's district office at (619) 579-3001. Ask for the report titled "California Manufacturing, Defense and Aerospace...How We Can Keep Them!"

Mixer

**Thursday
August 21 • 6 PM**

hosted by
CalPacific Mortgage
KS Stratton Construction
Ramona Escrow

Don't miss your
chance to win the
Rollover Jackpot

*Must be a chamber member
and present in order to win*



Karen Clendenen

Letter from the President

Summer is here! It's time to enjoy our wonderful weather and the wide range of activities available to us in the Valley of the Sun ... horses, hiking, golf, water sports, etc. Hope you all enjoyed the Rotary's 4th of July fireworks. The Chamber of Commerce contributed \$1,000 to the effort.

The Chamber has established a partnership with the County's office of trade and business development to apprise companies contemplating a move to or within the San Diego area of Ramona's attributes. As we receive inquiries, we will pass the information or request along to the appropriate Ramona Chamber of Commerce business. If you have available space to lease or sell, please fax the details to the Chamber office so we'll have it to pass along.

Chamber membership is growing as is the popularity of our monthly mixer. Take time to attend the mixers and meet our new business members... a great opportunity to market your business and mingle with other Ramona business people.

Thank you to the Chamber ambassadors for representing Ramona at the

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*
Kimberley 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 (858) 947-2318
Landmark National 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

Main Street Auto Care
Vince Franano, Tony Montegna
2317 Main St. Suite A
788-8686

Vince and Tony opened this full-service auto and truck repair business opened in May. Brian Franano is the lead mechanic.

Art About Africa
Owner: Jeanette Higgins Smith
621 Main St. • 788-4669

Fine custom picture-framing and art, home decor and other treasures imported from west and east Africa and from South Africa, including wood carvings, candles, baskets, musical instruments, jewelry and much more. Jeanette also paints her own ostrich eggs.

Poway Chevrolet
Patrick McCarthy
13742 Poway Rd. • (858) 748-9600

Poway Chevrolet is a factory-authorized Chevrolet dealer that also offers parts and service.

Keller Williams Realty
Gary Kesselring
1175 Main St. • 789-0077

Keller Williams Realty offers complete real estate services.

Critterville Ranch
Arvie and John Degenfelder
2433 Duraznitos • 789-1716

The Degenfelders, who have been in Ramona for 30 years, breed and race Arabian horses.

Free Energy Audits

The San Diego Regional Energy Office has announced a new energy assistance program—called the Energy Management Program—that provides free energy audits and information on how businesses of all sizes can save energy and money.

You can learn more about the EMP program at www.sdenergy.org/emp/index. Also, several workshops have been planned and can be found at www.sdenergy.org/events/index.

The San Diego Regional Energy Office is an independent non-profit that provides the region with a clearinghouse of energy information, energy policy and planning and public interest energy rebate programs.

The toll-free number is 866-733-6374.

2003 Mixer Schedule

August 21	Cal Pacific Mortgage with KS Stratton and Ramona Escrow
September 18	Prudential Calif. Real Estate with Sears and 20-20 Eyesite
October 16	Karen Clendenen/Century 21
November 20	San Vicente Inn
December / TBA	Christmas Tree Lighting Event

Information You Can Use

Filing tips for personal records

Here is a checklist of what people need to save and for how long:

- Permanent Papers (in a fireproof box, available at hardware stores, or in a safe deposit box at the bank):

Birth, marriage and death certificates. If applicable, separation/divorce agreements and adoption papers. A copy of your will and a health-care proxy giving someone you trust the legal right to make medical decisions if you are unable to. All of your current insurance policies. Passports.

Copies of the Individual Retirement Account and 401 (k) beneficiary-designation forms. These forms are responsible for what happens to this money when you die. You can obtain copies from your IRA and 401 (k) plan custodians.

- Long Term Papers (in a file cabinet or in multiple-file boxes):

Federal and state income tax returns and all supporting documentation. This includes business expense receipts, contributions to charities and casualty losses, and canceled checks for any other tax-deductible expenses.

Usually, you do not need to keep these

materials for more than three years. However, there are exceptions: The IRS is able to go back six years if it believes that you have underreported your income by more than 25%. Also, if you declare a tax loss for worthless stock, you should have the necessary papers for seven years.

Make sure to shred supporting documents after the statute of limitations expires. It may be worthwhile to keep copies of federal tax returns as a record. You can purchase previous copies from the IRS.

- Short-term papers (in a file cabinet or file box): Monthly statements from your bank, broker, mutual funds, 401 (k) and other retirement plans, and your children's college savings plans. Pay stubs, which you can shred when you get your year-end statements. Make sure to keep annual reports for at least three years. Credit card statements that list tax-deductible expenses or charitable gifts (shred others when paid). Phone and utility bills (shred after they are paid). ATM receipts and deposit slips (shred after transaction is shown on your bank.

This info comes from Kurt Stuber of LandAmerica Commonwealth.

SCORE offers free business counseling

Free and confidential counseling by SCORE volunteers is offered through the Ramona Chamber of Commerce office. One-on-one counseling sessions are available, by appointment, to anyone thinking of starting or already operating a business..

SCORE, the Service Corps of Retired Executives, is a volunteer, non-profit organization whose mission is to promote the success of small business to help foster

the growth of the nation's economy. It is sponsored by the Small Business Administration.

To make an in-house appointment with a SCORE counselor, call the chamber office at 789-1311. For information on SCORE workshops or the SBA/SCORE Business Resource Center, call SCORE at (619) 557-7272 or visit the Web site at www.score-sandiego.com.

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President's Message, from page 1

San Diego County Fair... we received some noteworthy publicity in the press.

Sharon, our office manager, is busy working on updating our website. Jo Fox is looking for articles of interest to our business community to include in our monthly newsletter. If you have anything for Jo, just email the information to Sharon at the Chamber office.

We are looking for volunteers for our upcoming events: golf tournament, antique and wine festival, and the Christmas tree lighting. Please call the Chamber for the phone number of the chairman of the event in which you are interested. It's great fun and good business to get involved.

Joseph Hegan, one of our directors, has been working on plans to improve the Chamber building and landscaping. We are in good hands with Joseph.

We are also working on improving our relocation packettes. If you'd like information about your business included in the packette, just drop it off at the Chamber office.

The Ramona Chamber of Commerce belongs to its business members and we are here to serve you. Thank you for all your support.

Karen Clendenen

NETWORKING OPPORTUNITIES

AMBASSADORS CLUB

Join the Chamber's Ambassadors' Club and serve as one of our goodwill ambassadors. We welcome new members, serve as hosts and hostesses for Chamber mixers and assist with Chamber projects and events. Ambassadors wear special shirts and badges, which help to get you noticed.

ADVERTISING OPPORTUNITIES

1. Prime Advertising Program

Low-cost with big return potentials. This is a one-year program at \$50 per month. During the year you will receive:

5 half-page ads, quarterly

6 Business Card ads

1 Business Profile article

There is a \$65 one-time set-up fee, which is waived if the program is paid in full, in advance.

2. Six-Month Advertising Program

Place your 1/8-page ad in the newsletter for six months at \$30 a month, prepaid.

MEMBER-TO-MEMBER BONUS PLAN

Sign up now for our upcoming discount for members only! This is a voluntary program to offer a benefit or discount to other chamber members. Program is designed to offer something of value that you don't give to non-chamber members. Applications and information are available at the Chamber office or via fax. Call Jo Fox at 789-3222 or 803-8306.

Your free Web site awaits you . . .

Instructions for modifying your free Web page on the Ramona Chamber of Commerce Web site:

Step One:

Call the Chamber office at 760 / 789-1311 and get your login information.

Step Two:

Go to <http://www.ramonachamber.com> and enter your login information into the "Member Login" area on the right hand side of the page.

You are then taken to the Member Menu page where you can choose one of three options:

1. Member Modify
2. Member View
3. Return To Main Menu

1. Member Modify

Clicking on this will show you your current data. Also, on this page you can choose to change your password and/or your login name (Make sure you write down any changes to these fields).

You can modify the fields and choose the various categories for your business. *Note: if a category does not exist, the chamber office will need to create it for you before you will be able to choose the category.*

Once you've entered and checked your data you can then assign one of three templates (pages):

You can choose a template and then choose "Preview" to see what the page will look like. *Note: Be sure to hit the BACK button at the bottom of the screen after previewing the page.*

Once you're satisfied with the results, you can choose Submit, and it will save your changes. On the top of the page you will see a red confirmation that says, "Record Modified."

2. Member View

Once again, you can choose Member View and see your Web page, or you can choose Return To Main Menu (3) and that will take you to the main menu page where you have four choices:

1. Member Area
2. Member Logout
3. Member Search
4. Event Submission

1. Member Area

This is the menu that allows you to modify and view your current data/Web page.

2. Member Logout

Clicking this will log you out of the system

3. Member Search

This is the same form available to the public where you can search for a business either by business name or the owner's name.

4. Event Submission

You can submit an event to the chamber for review. Upon approval, the event will be available on the public events calendar.

Note: On the login page there is also a facility for emailing you a forgotten password. From the login page at: <http://ramonachamber.com/public/login.php4> you can choose "Forgot Password" and enter your login name. Your password automatically will be emailed to you.



Enjoying the July mixer at Viejas were, above left: Tom Valencia, Becky Elliott, John Harmes and John Harms Jr. Above right, Scott Field and Chamber President Karen Clendenen present an appreciation plaque to Chuck Hansen. *Photos by Jennifer Anderson*

Mixer Recap

The Chamber's July mixer drew 86 attendees for a great evening of fun at Viejas Casino. It was an especially super evening for Scott Field, whose name was drawn for the Rollover Jackpot. Scott was there—so he collected almost \$700! A new Rollover Jackpot begins in August.



A bunch of happy, but tired, Chamber members on the bus ride home.



New chamber members who received their plaques at the mixer were, above left: Vince and Brian Franano and Tony Montegna of Main Street Auto and, above right, Reed Myers and Susan Kenyon on California Cool Stools.



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UPCOMING EVENTS

RAMONA COUNTRY FAIR

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

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. Chair is Jo Fox (Prudential California Realty), who can use all the volunteers she can get. Call (760) 803-8306.

ANTIQUE & 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), 788-1181; Charlotte Jensen (Charlotte's Antiques), 788-2784; or Jo Fox (Prudential California), (760) 803-8306. Volunteers are needed. Call one of the committee members to find out more.

GHOSTS & HOLIDAY LIGHTS

The Chamber is looking for volunteers interested in working on our annual Halloween Merchant Trick-or-Treat event, held on Oct. 31, and our Holiday Christmas Tree Lighting event, held in early December each year. If you are interested in serving on either committee, or just want more information, call the Chamber office at 789-1311.

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. Those whose dues are not paid by Aug. 1 will not be eligible for the Rollover Jackpot at the August mixer. The Chamber now offers a pro-rated dues structure for those who join after the Chamber year has begun.

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