

RAMONA

Chamber of Commerce

Business and Community News

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NOVEMBER 2003

Volume 18, No. 11

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sponsors
needed
for Ramona
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3 re-elected, 2 will join Chamber board; \$741 Rollover Jackpot claimed

Winners of the annual Ramona Chamber election for the Board of Directors are incumbents Chuck DeMund (DeMund Foundation), Dave Smithley (Albertsons) and Dan Vengler (Daniel's Liquor). Also elected were Sharon Davis (designer) and Bryan Woods (Ramona Pharmacy). They will be installed in January, during the annual Installation and Awards Dinner.

The winners, who each won a three-year term, were announced during the October Mixer. The Chamber thanks everyone who was willing to seek a seat on the board.

Also during the mixer, Bill Jenkin of Farmers Insurance won the Rollover Jackpot and took home \$741.40.



Top photo, Rollover Jackpot winner Bill Jenkin with Carol Fowler. Above, Chamber president Karen Clendenen (right) with election winners Chuck DeMund, Sharon Davis and Dan Vengler. Not shown: Dave Smithley and Bryan Woods. *Photos by Julie Walker*

Mixer

Thursday
November 20
6 PM

hosted by
the San Vicente Inn

Don't miss your
chance to win the
Rollover Jackpot
\$125

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



Karen Clendenen

Letter from the President

A Big Welcome and Congratulations to our newly elected board members: Sharon Davis, Dave Smithly, Dan Vengler, Chuck DeMund and Bryan Woods. The board will meet later this month to elect our 2004 officers.

From "Tech to Top" is the vision the Chamber board is keeping in mind as we conduct our business, and we are looking to the future with a renewed enthusiasm and an abiding commitment to teamwork. Everything from purchase orders to check requests will have a face-lift. Our mission is to take the Ramona Chamber of Commerce to a new and improved level and thereby enhance our service to and communication with our local business community. A primary goal is to achieve a more efficient and cost-conscious administration.

The Board of Directors voted enthusiastically to give our manager, Sharon Anderson, the new title of executive officer. Sharon has certainly demonstrated during the past few months that she is worthy of such a job description. We now have an organized and effective administrative office operating in a friendly manner. Thank you, Sharon and Delores.

I have given a copy of the "Do Not Call Rules" to the Chamber office. If you would like to know the FCC rules with regard to prohibiting telephone

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 Jeff Ruland
Sears, 788-8080
Secretary Jo Fox
Prudential California Realty, 803-8306
Treasurer Patrick Meskell
Edward Jones, 787-1113

Directors

Jeffrey Agnew *Law Office, 788-2123*
Kimberley Brock (619) 258-9000
Marketing Worx
Scott Field *Farmer's Insurance, 789-0664*
Carol Fowler 522-1777
San Vicente Flower Company
Joseph Hagan 789-9030
Visual Communications Design
Bill Jenkin *Ramona Vintners, 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 *Executive Officer*
Dolores Garcia *Receptionist*

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

California Title Company

Rochelle Hill

3465 Camino Del Rio South, #22

San Diego, CA 92108

(619) 640-1100 • rochelle@caltitle

California Title Company has been serving San Diego County since 1974, offering title and escrow services. The company also offers business planning, sales and marketing training, technical support, effective farming and other educational training classes.

Veronica Clark

Prudential California Realty

2291 Main Street

(760) 803-3582 •

veronica@veronicaclark.com

Veronica has been in the real estate field for the past 15 years. She works with residential and commercial properties, as well as land development.

RUSD Regional Occupational Program (ROP)

Mike Gallion, director

1401 Hanson Lane • 787-4035

mgallion@ramona.k12.ca.us

ROP is a state-funded job training program established in 1969. It offers tuition-free classes providing career and technical education so students can enter the workforce, pursue

advanced training in a high education institution and/or upgrade existing skills and knowledge. All instructors are credentialed by the state Department of Education and have business and/or industry experience.

Signs Ramona

Jacob Butler

1397 Ashley Road • (760) 271-6646

jakebutler@yahoo.com

Signs Ramona offers magnetic signs, banners, aluminum signs, custom signs, logos, coroplast signs and stickers, as well as window, car and trailer decals.

Sirens Clothing

Jessica M. Urata

850 Main St. • 787-0041

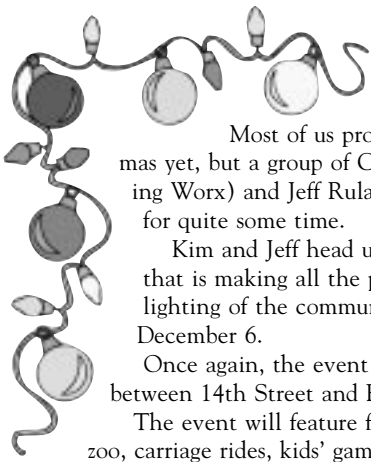
sirensclathing@sbcglobal.net

Sirens Clothing is a new retail clothing store in Ramona. Clothing for women and juniors is featured, including brand-name items. There also is a small selection of men's and boys' shirts and pants. Sizes range from size 1 to 16, with new items arriving weekly. Jessica promises that prices are, in most cases, less expensive than mall prices.



Members of the Ramona Chamber of Commerce welcome Lynn and Gary Passavanti and their new business, Ideas In Wood, to Chamber membership. The business, which features cabinet and furniture craftsmanship, is located at 850 Main St., Suite 106, and is open seven days a week.

Photo courtesy of Ramona Sentinel



Can you help?

Most of us probably really aren't ready to think about Christmas yet, but a group of Chamber members headed by Kim Brock (Marketing Worx) and Jeff Ruland (Sears Ramona) has been thinking about it for quite some time.

Kim and Jeff head up the Ramona Country Christmas committee that is making all the plans for the annual event that feature the lighting of the community Christmas Tree—this year, on Saturday, December 6.

Once again, the event will be held on the vacant lot off Main Street, between 14th Street and Ramona National Bank.

The event will feature food and drink, craft and gift booths, a petting zoo, carriage rides, kids' games, raffles and door prizes. Ramona National

Bank will host visits with Santa and will provide youngsters with small goodie bags. And of course, there will be the official lighting of the towering electric tree—that will be surrounded by smaller live trees with ornaments created by Ramona school children.

Volunteers, sponsors and raffle items are needed.

Committee members are hoping to find at least six items with a value of \$250 or more that can be featured in the main raffle.

Already, Kirks Bike Shop has donated a bicycle; Sears Ramona, a freezer; Bisher's Meats, a freezer pack; and Ramona's Sports Store & More, an electric scooter and helmet. To make a donation contact Charlotte Jensen (Charlotte's-in-the-Country Antiques) at 788-2784, or Jo Fox (Prudential California Realty) at 803-8306.

Charlotte and Jo also are looking for smaller raffle items, as well as for event sponsors to help cover the costs of putting on this very popular community event. Sponsorships of \$50, \$100 and \$250 are available.

Sheila Jones (Nu-Lite) is coordinating booth rentals, which are available for non-food and non-drink items, although some dessert items can be offered. Booths cost \$50. Call her at (858) 486-6700 or call the Chamber office for information or an application.

Lori Bradburn is coordinating the kids' games and entertainment, Sharon Davis (designer) will work with the schools for the tree ornaments, Kim Brock (Marketing Worx) will take care of publicity, Jeff Ruland (Sears Ramona) and Dave Smithley (Albertsons) are in charge of the Chamber's food and drink booth, and Sharon Nave (Ramona National Bank) is making arrangements for Santa's visit.

Taking care of getting the electric tree set up will be John Jones (Nu-Lite), Ed Kapelczak (European Sanitation) and Loren Bradburn.

If you can help before, during or after the event, please let the Chamber office know, as soon as possible.



Chamber Notes

MIXER (LESS) REMINDER

The Chamber will not host mixers in December or January. The Chamber's annual Ramona Country Christmas and Holiday Tree Lighting event on December 6 will replace the December mixer (see story, page 3). The annual Awards and Installation Dinner in January will replace that month's mixer.

BUT WE STILL NEED MIXER HOSTS

Member businesses interested in being a mixer host during 2004 are asked to contact the Chamber office at 789-1311. Prudential California Real Estate, Sears Ramona and Main Street Auto have signed on to host the 50s & Classic Car Show mixer next September. Most of the other months remain available. Call if you are interested in being a host or in joining with other member businesses as a co-host.

2003 MEMBERSHIP TABS

Those members who have not received their 2003 tab for their Chamber membership plaque can contact the Chamber office and pick one up.

PARDON US

Eagle Eye Property Inspection was improperly identified in the October newsletter and in the flyer for the October mixer. The Chamber apologizes for this mistake—and thanks Eagle Eye Property Inspection for its support of the October mixer.

President's Message, from page 1

solicitations, stop by the Chamber office and read the booklet before you make your next cold call. In the back of the booklet, there are phone numbers to call if you have any unresolved questions.

The new fire tax the state of California is planning to implement will include Ramona property owners, and our fire protection costs will double if the proposed bill is passed. Supervisor Dianne Jacob is trying to fight this unfair fee. If you want to express your opinion and/or register your opposition, call her at (619) 531-5522.

It is very exciting for me to review our new-member applications each month. Our community is becoming more diversified, and we're seeing many more home office businesses. I encourage each member to come to our monthly Chamber mixers and network with other business people in our community. Also, your business flyers are always welcome for inclusion in our monthly newsletter. Just call Sharon at the Chamber office or Jo Fox for information.

Karen Clendenen

Water: precious little of it

Rainfall in San Diego County is at record low levels, and Lake Sutherland, which supplies about 35% of Ramona's water supply, is at about 15% storage capacity, reports the Ramona Municipal Water District. Everyone can make a difference by working towards efficient water use. Examples offered by RMWD include:

- Cutting back on outdoor water use. Landscape irrigation is the biggest single water user for single-family homes.
- Watering for shorter periods of time instead of for one long period. This will enable the soil to absorb the moisture and reduce run-off.
- Using a broom to clean sidewalks and driveways.
- Planting drought-tolerant plants.
- Delaying new plantings until fall months, when less water is needed.
- Reducing indoor water usage by fixing leaks, taking shorter showers and using water-conserving toilets.

For more information on water conservation, contact RMWD at 789-1330.

MIXER RECAP



Photos by Julie Walker



The Chamber's Fall Festival Mixer was a perfect way to recognize the arrival of fall in Ramona. Oktoberfest food, live music, raffle prizes, a pumpkin carving contest and kids' costume and coloring contests were among the features. The mixer also featured the announcement of the results of the Chamber's annual election for the board of directors (see pg 1) and the Rollover Jackpot drawing (\$741.40), which was won by Bill Jenkin of Farmers Insurance. A new jackpot, starting at \$125, will be offered for the November mixer. The October mixer was hosted by Chamber president Karen Clendenen (Century 21 San Vicente), Ramona Home Journal, Bisher Meats and Century 21 San Vicente. Other sponsors were Seidl's Party Supplies, Eagle Eye Property Inspections and First American Title Company. Remember, you must be a Chamber member and present in order to win the jackpot—and don't forget your business cards for the 50/50 drawing.

Ramona Community Information Corner

Papa Murphy's "Bazaar" birthday

Papa Murphy's Pizza invites everyone to its second birthday celebration, to be held Nov. 16 in the parking lot adjacent to the store. There will be a crafts bazaar, kids will be able to make their crafts and their own mini-pizzas, and there will be specials all day. Coldstone Creamery, Jumbo Jumps and Country Craft Store are participating in the celebration. For more information, call Debbie Cochran at 788-9055.

Michael Bonner honored

Longtime Chamber member Michael Bonner has been named the Mason of the Year by Santa Maria Lodge No. 580. Michael has served as steward, chaplain and as marshal three times. He is a member of the Ramona Kiwanis Club and is an advisor to the Ramona High Key Club. Michael is a member of the Ramona Senior Center board has been a

Ramona Country Fair Committee member for many years, has worked on the rodeo committee, and for many years, worked as a volunteer school crossing guard on Main Street. Michael was the Chamber's Citizen of the Year for 2001.

Cookin' up a winner

The Chamber office has two cookbooks available for sale, at \$10 each. "Ramona's Own Cookbook," produced by Albertsons, is offered as a Ramona Pop Warner fundraiser. "A Taste of Ramona" cookbook is offered as a fundraiser for the Ramona Senior Center.

Visit the Chamber office to get a copy of either—or why not both?!

Ramona Garden Club

The Ramona Garden Club is in the formation stages. For more information, contact Patricia Frederick at 788-9177 or Tracy Turner at 787-1752.

Violinist in concert

Violinist Linda Wang will be featured Saturday, Nov. 8, in the OPMS performing arts center as part of the Ramona Concert Association series. Her concert venues have included Carnegie Hall and the Berlin Schauspielhaus, and she has won many international competitions. Tickets will be available at the door for the concert that begins at 7:30 p.m. For ticket information, call 789-7474 or 788-0434.

Free trees available

The San Diego Regional Energy Office and San Diego People for Trees are offering five free shade trees per household to San Diego County residents. For information on the types of trees available or to sign up for a one-hour tree-planting class that can be held locally if there is enough interest, call 1-888-831-8620. Informational booklets and an application can be sent out.

Some items from Ramona Sentinel and Ramona Home Journal

Information You Can Use

Be Careful with Letters of Reference

By *Jeffrey A. Agnew*
Attorney at Law

As an employer, you are frequently asked to provide employment references for former employees. When your former employee was a good and loyal worker, you are no doubt comfortable and happy to do so. But when that ex-employee was something less than ideal, especially when the employee was terminated for cause, that comfort level can become a legal minefield. Handled badly, your reference may lead to a claim or lawsuit. To avoid such exposure, follow a few simple rules.

Always give references in writing. To state the obvious, if your letter of reference is written, there will be an accurate record of what you have communicated. Giving references orally can lead to disagreement over what you actually said.

Your reference letter must be accurate, and not misleading. Particularly when a former employee has been discharged because he or she was dangerous or committed a crime, a letter stating only their good qualities (and omitting the bad) can expose you to liability.

The California Supreme Court has held that a third party (in one case a 13-year-old girl

who was molested) can sue over injuries caused by your former employee on his or her new job, when the hiring decision is based in part on your failure to include accurate negative information in your reference.

But, be careful. Under the California Labor Code, making a misrepresentation in a letter of reference which prevents or attempts to prevent the employment of a former employee is a misdemeanor and can subject you to treble damages in a civil suit. The Labor Code includes a "safe harbor." If the prospective employer makes a special request that you state why the employee was fired, or quit, you may make a factually accurate response without fear of liability.

Do not provide letters of reference without a release signed by your former employee. The release, at a minimum, should indicate that you are authorized to provide dates of employment, job title(s), a statement about work performance, all opinions you will provide about the employee, and the reason employment ended.

Give the former employee advance notice of what you will state in future references. Then there will be fair warning. What you will say will not be unexpected, and you are much less

likely to be sued if the employee decides to use you as a reference. Be specific. Don't just tell the former employee the reference will be "good" or "bad."

Avoid conclusions. For example, don't say the employee was "insubordinate." Instead, state that the employee refused to follow directions. Make sure you are factually accurate. You don't have to answer every question a prospective employer asks. A common question is: "Would you rehire this person?" Don't answer this question. Let your factual statements speak for themselves, and prospective employers can draw their own conclusions.

Include positive statements. Even if this individual was the worst employee you have ever had, you can find some positive things to say about them. Your exposure to liability is much less when you include positive statements, rather than only negative ones.

Above all, be conscious that your letter of reference is completely truthful and factual, leaving out your opinions and conclusions.

Jeffrey A. Agnew is an attorney in general civil private practice in Ramona, emphasizing business, real estate and estate planning. He can be reached at 788-2123.

ROP business opportunities

The Regional Occupational Program (ROP), a tax-supported public education vocational program, is looking for businesses interested in serving as a supervised ROP training site or supporting the program in other ways.

A variety of classes are offered in Ramona—free to anyone 16 and older. Class content is approved by the state's Department of Education, and the success of the program comes from a combination of classroom instruction, hands-on training and internships with local businesses. Instructors are credentialed and have business and/or industry experience in the field in which they are teaching.

ROP students include those looking to improve their job skills, seeking to make a career change or entering the job-market. Local businesses are urged to take advantage of this pool of qualified potential employees. Post your job openings in the classrooms and at the ROP Service Center, encourage students by being a classroom speaker, excite students by offering tours of your business, support them by donating equipment and assist them by sponsoring student awards or offering internships.

In Ramona, contact Mike Gallion, assistant principal at Ramona High School and the Ramona district's ROP coordinator, by calling the high school, 787-4035.

Monitor disposal

When your computer mouse dies, you can give it a proper send-off by throwing it in the trash. But when your computer monitor or television dies, these items, by federal law, cannot be put into your trash. They must be disposed of in a Class 1 Hazardous Waste Landfill or recycled.

There are two facilities in North County for handling these items. In Poway, the location is at 12325 Crossthwaite Circle; in Vista, the location is at 1145 East Taylor Street. It is best to call ahead to schedule an appointment to drop them off, for disposal or recycling: (877) 713-2784.

Excerpted from the summer/fall issue of Ramona Disposal's "Pollution Solutions."

ANTIQUUE & WINE FESTIVAL

Antiques, wine-tasting, classic cars—and “Lucy” fighting with a “wild Italian woman” in the wine vat were the highlights of the Chamber’s annual Antique & Wine Festival held Sept. 28.

Re-creating the classic scene from an old “I Love Lucy” television favorite were Carol Fowler and Kathleen Kennedy (both of San Vicente Flower Company)—much to the delight of everyone in attendance. Then members of Ramona’s “royalty” (pictured) got in on the squishy action, doing a little grape-stomping themselves.

Antiques appraisals were popular, as was the “jail,” operated by The Highway Regulators old-west troupe. Among those finding themselves on the inside looking out (pictured) were festival committee member Jo Fox (Prudential California Realty) and Jeff Uran (Manzanita Press).

The Chamber thanks the committee for its outstanding work: Bill Jenkin (Ramona Vintners and Farmers Insurance), Jo Fox (Prudential California) and Charlotte Jensen (Charlotte’s-in-the-Country Antiques). Kathy LePage assisted.

Photos by Jennifer Anderson



Kathleen Kennedy and Pat Connolly



Jennifer Anderson and Charlotte Jensen

Switch
to Ramona
Propane
and Realize ...



BIG SAVINGS!

(760) 788-6262

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

New Advertising Opportunity

for Ramona Chamber members...

*Advertise in one of these available spaces
for \$50/month - with Color!!*

**Call the Chamber office
for more information:**

789-1311



Chamber of Commerce
960 Main Street
Ramona, CA 92065