



Ramona
Heart of San
Diego County

AUGUST 2011 • VOLUME 26 • NO. 8

PRESIDENT'S MESSAGE

Hello!

I wanted to start by personally thanking Dr. James Hill and his staff for the amazing mixer. Dr. Hill somehow always has his generous hand involved in one or more youth groups, nonprofits or charities in town. He is a huge supporter of the Ramona community, and the Chamber would like to commend him. Thanks to all our members who make these mixers so successful, as well. With the huge participation from our membership, these mixers become very productive for networking and business-to-business relations.



Jason DeLeo

Ramona Fitness, and like every year, is assured to be a great time. Catering will be from John Little.

As I write this letter, there is a lot of buzz about town as the 41st annual Ramona Country Fair is only a couple days away from kickoff. I wanted to thank everyone ahead of time for what I assure will be another great year of fun at the Fair. Thanks to the continued support of all our sponsors. We know these are tough times and appreciate everything you do to keep local events like these going. These events

benefit not only our entire membership, but the community as a whole. The Fair drives in more than 10,000 people over the four-day event. A lot of those people are from out of town. This is our chance to capture those individuals who may have the pleasure of visiting our town for the first time and entice them to return again and again.

I also want to give thanks to all who come out to volunteer their precious time away from friends, family and work to help in any way they can to make this event run smoothly. The majority of events, parades, firework shows, etc., are all run on the backs of so many citizens of this town. I am humbled to live in a place where anything can get done and does get done, by the sweat and HEART of the community.

Congratulations to all the Ramona Idol winners. This year we had a great bunch of contestants with amazing talent. We wish you all the best with your future singing endeavors.

On a separate note, please keep an eye out for Chamber notices in regard to future small business seminars. The Chamber is working in collaboration with the District Attorney's office to set up a few fall seminars to address concerns that are arising on several different topics. These topics will range from Check Enforcement, Auto Insurance Fraud, Identity Theft, Prevention and Prosecution, Worker's Compensation, Employer and Employee Fraud and more. Please contact the Chamber for a full list of available presentations.

I hope everyone takes time out from their busy lives to enjoy the summer break

with family and friends.

Remember, half our lives are spent trying to find time to spend the time we rushed through life to save.

In closing:

"The highest use of capital is not to make more money, but to make money do more for the betterment of life."

— Henry Ford

Jason DeLeo, President

Is the new Chamber website promoting your business and services in the most accurate way possible?

Do we have your logo? A valid link to your website? A keyword description of your business?

Be sure that we have the above as well as:

- Current representatives' names
- A valid email address
- Working phone numbers
- Your physical & mailing addresses

**Call Us At 760-789-1131
or Email us at
rccstaff@ramonachamber.com
if You Need to Update
Any of this Information.**

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.



960 Main Street
 Ramona, CA 92065
 Telephone: (760) 789-1311
 Fax: (760) 789-1317

E-mail: info@ramonachamber.com
 www.ramonachamber.com

Officers

- President Jason DeLeo
 San Vicente Mortgage — 760-787-1700
- 1st Vice President Amber Ramirez
 Farmers Ins/Ramirez Agency
 760-789-0010
- 2nd Vice President Darrel Kinney
 Ramona Home Journal — 760-788-8148
- Secretary Russ Ann Zazas
 Russ Ann's Consulting — 760-788-5571
- Treasurer Thad Clendenen
 Clendenen Group — 760-787-3210

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 PrintPost
- Dan Vengler 760-789-1155
 Daniel's Liquor & Deli

Staff

- Craig Jung Executive Director
- Holly Romo Office Staff
- Barbara Worden Office Staff

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WELCOME NEW MEMBERS



Businesses receiving new-member plaques at the July mixer are, from left, Jeff Dorner, Eco Direct; Frankie Berkley Newberg, Sun Valley Florist; Kirk Arnold and Jeannie Arnold, Nikos Greek Kafe; Casey Ames and Scott Toothacre, Toothacre & Ames, LLP; and President Jason DeLeo.

PHOTO BY DARREL KINNEY, RAMONA HOME JOURNAL

CHAMBER AMBASSADOR CORNER

Did you know that since January there have been more than 30 new businesses join our Chamber?

As our Chamber continues to grow, so does the need for members to get involved. This little town has a lot going on and we need your help.

If you are interested in helping out and getting involved in our community, contact the Chamber office at 760-789-1311 or join us at one of our Ambassador meetings. Meetings are held at the Chamber office at noon on the second Monday of every month.

The Ambassadors are the worker bees of our Chamber; it is our job to bring in new members, continue to make our current members feel welcome, and be actively involved in community events. If you have been thinking about becoming an Ambassador but are unsure, come to one of our monthly mixers and get to know some of our Ambassadors. We would love to talk to you about some of the great benefits of becoming an Ambassador.

We encourage everyone to come out to our mixers and get to know your fellow Chamber members.

Don't Forget About the 'Secret Greeter'

Be sure to bring your business cards and mingle! This is a great opportunity to promote your business. You never know when you may be



Susan White
 Ambassador
 Chair 2011

talking to the Secret Greeter! If you approach the secret greeter and hand them your card, you will be entered in our raffle for a chance to win some great prizes. July's secret greeter was Heidi Sam of Aflac. Thank you, Heidi — you did a great job getting out and mingling.



LaDawn Jung of Gold Canyon Candles and Penny Hale of QuickBooks Solutions served as bartenders.

PHOTO BY CHARLES TEICHERT JR.



Ambassadors Gina Banach, Banach Investigations; Penny Hale; Maureen Sinkiewicz, Union Bank; and Heidi Sam of Aflac help at the welcome table.

PHOTO BY SUSAN WHITE, RAMONA DISPOSAL SERVICE

RIBBON CUTTINGS

Ramona Chamber of Commerce Ambassadors and Directors welcomed new members Pyramid Vineyard and Mediation Matters.



Joyce Kohorst, Pyramid Vineyard

PHOTOS BY CAROL AND DARREL KINNEY, RAMONA HOME JOURNAL



Jae Marciano, Mediation Matters

Welcome to the Chamber

Sun Valley Florist
Frankie Berkley Newberg
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 (760) 789-3054
www.sunvalleyflorist.com

Cardfinity
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of Commerce

BUSINESS AND COMMUNITY NEWSLETTER

*One of the many benefits
of Chamber membership.*

ADVERTISING

To advertise in the newsletter,
please call the Chamber office at
760-789-1311.

Inserts for the newsletter are
due at the Chamber office by the
25th of the preceding month,
with a check for \$100 (\$55 for
nonprofits) for each set of inserts.

COMMUNITY MEETINGS

Community meetings may
be listed in the newsletter as
space is available. Articles
are also welcome. Chamber
events, business and member
information take first priority.

DEADLINES

Deadline for all copy and
advertising is the 5th of the
preceding month.

Ramona Day at the County Fair



*Many merchants and local
representatives show what Ramona
has to offer during Ramona Day at the
San Diego County Fair in Del Mar.*

PHOTOS BY DARREL KINNEY

AUGUST MIXER
 Thursday, August 18 • 6 pm
**RAMONA FITNESS
 CENTER**

558 Main Street
 760-789-3500

**ROLLOVER JACKPOT
 for MIXER \$988.50**

Must be Present to Win

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Chamber Mixer
 Thursday, August 18 • 6 pm
RAMONA FITNESS CENTER
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CHAMBER CALENDAR

PHOTO BY CHANG JUNG

August:
 8 Ambassadors Meeting... Chamber Office, Noon
 9 Executive Board Meeting... Chamber Office, 8 am
 16 Board of Directors Meeting... Chamber Office, 7:30 am
 18 Chamber Mixer... Ramona Fitness Center, 6 pm
 31 Economic Development Committee... Chamber Office, 8:30 am

September:
 5 Labor Day... Chamber Office Closed
 12 Ambassadors Meeting... Chamber Office, Noon
 13 Executive Board Meeting... Chamber Office, 8 am
 15 Chamber Mixer... San Vicente Golf Course, 6 pm
 20 Board of Directors Meeting... Chamber Office, 7:30 am
 28 Economic Development Committee... Chamber Office, 8:30 am

October:
 10 Ambassadors Meeting... Chamber Office, Noon
 11 Executive Board Meeting... Chamber Office, 8 am
 18 Board of Directors Meeting... Chamber Office, 7:30 am
 20 Chamber Mixer... Ramona Disposal Service, 6 pm
 26 Economic Development Committee... Chamber Office, 8:30 am

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UPCOMING COMMUNITY EVENTS

August:
 1-6 Ramona Junior Fair... ROCC
 4 Ramona Community Planning Group... Ramona Community Center, 7 pm
 6 Ramona Junior Fair Auction... ROCC, 1 pm
 6 Concert in the Park... Ramona Oaks Park, 6 pm
 6-7 Wynola Summer Festival... Wynola Junction Antiques & Collectibles
 9 Ramona Municipal Water District Board Meeting... Ramona Community Center, 4:30 pm
 18 Chamber Mixer... Ramona Fitness Center, 6 pm
 20 Concert in the Park... Ramona Oaks Park, 6 pm
 23 Ramona Municipal Water District Board Meeting... Ramona Community Center, 4:30 pm
 25 Ramona Unified School District Board Meeting... District Office, 7 pm
 25 Ramona Design and Review Board Meeting... Ramona Community Center, 7:30 pm

September:
 3 Jilian Grape Stomp Festa... Menghini Winery, 11 am
 6 Ramona Community Planning Group... Ramona Library, 7 pm
 10 Ramona's Got Talent Benefit... Ramona Town Hall, 6 pm
 13 Ramona Village Design... 2102 Main St., 7 pm
 11 Ramona Municipal Water District Board Meeting... Ramona Community Center, 4:30 pm
 15 Ramona Unified School District Board Meeting... District Office, 7 pm
 17 Car Show/Concert in the Park... Ramona Oaks Park, 5 pm
 19 Ramona Art Guild Free Demonstration... Ramona Library, 7 pm
 21 Chamber Mixer... San Vicente Inn, 6 pm
 25 Ramona Municipal Water District Board Meeting... Ramona Community Center, 4:30 pm
 27 Ramona Design and Review Board Meeting... Ramona Community Center, 7:30 pm

Have an event you want to list on the community calendar?
 Call 760-789-1311 or e-mail recastaff@ramonachamber.com

Orange Book
 50th Anniversary
 408 Main St., Ramona, CA 92065
 www.OrangeBook.com

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MASTER CALENDAR
 Would you like to publicize an event? Or post a service or social action opportunity for members of the Ramona community? Would you like to avoid scheduling conflicts? The Ramona Chamber of Commerce can help. We keep a master calendar in our office and now have one on our new website. You can contact us at 760-789-1311 or at recastaff@ramonachamber.com to find out what is already scheduled or to have your event posted.

COMMUNITY SERVICE & NETWORKING GROUPS
 Business Network Exchange
 Thursdays at Nivero Grill - 7 pm
 Ramona Kiwanis
 Saturdays at Sizzler - 7 am
 Ramona Rotary
 Tuesdays at Sizzler - Noon
 San Vicente Valley Club
 Last Wednesday at San Vicente Golf Resort (760) 789-7432
 Ramona Garden Club
 2nd Wednesday at the Woman's Club - Noon (760) 789-8880

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July Chamber Mixer

A festive Hawaiian theme was enjoyed by guests at the July Chamber Mixer, hosted by Dr. James Hill, his wife, Kathy, and staff.



PHOTO BY CHARLIE TEICHERT, JR.



PHOTO BY CAROL KINNEY, RAMONA HOME JOURNAL



Ranger Doug makes an announcement about the National Day of the American Cowboy.

PHOTOS BY SUSAN WHITE, RAMONA DISPOSAL SERVICE

RAMONA DISPOSAL SERVICE

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Caprice Strings Trio String Orchestra played during the Mixer.

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August MEMBER SPOTLIGHT

Poortinga Accountancy Corp.



Poortinga Accountancy Corp. has been in business since 1947 and established a Ramona storefront in 1983.

Owned by John C. Poortinga, CPA, managed by J. Scott Poortinga, and assisted by Keith Schwartz, CPA, our office is family owned and operated. We provide accounting services, tax preparation and estate planning. Professionally trained and personally oriented, our experience and expertise set us apart from other firms, providing an individual touch to each client.

Shown left to right, Keith Swartz, Susanne Rooks, Michelle Monts, Scott Poortinga, and John C. Poortinga, CPA.

PHOTO BY CAROL KINNEY

Poortinga Accountancy Corp. is located at 1308 Main St., #201. Call 760-789-0280 for an appointment.

Superior Air Conditioning & Heating



Established in 1980 by Mark Makie, Superior Air Conditioning & Heating celebrated its 20th anniversary in 2010.

Located in Ramona, our company offers service and repair for central heating and cooling systems and provides a quick response to any problems.

Superior Air Conditioning and Heating may be reached at 760-789-6784.

Committee Visits Wineries



Members of the Chamber's Economic Development Committee visited Chinook Vineyards, Edwards Vineyard & Winery, Pyramid Winery, Pamo Valley Winery Tasting Room and Mahogany Mountain Winery, pictured, last month.

PHOTO BY DAVE WORDEN, SQR PROMOTIONS

Renewing Members

MEMBER	SINCE
Lemurian Fellowship	1960
San Vicente Golf Resort	1978
Clendenen Group/Century 21	1983
Unyeway Incorporated	1983
Cruiseair Aviation Inc.	1983
City Barber Shop	1986
Hill, Dr. James, D.D.S., Inc	1986
Star B Buffalo Ranch	1986
Busy Bee Preschool/Daycare Ctr.	1987
Ransom Brothers Lumber & Supply Co.	1987
Chintala, Mark B. D.D.S.	1988
Homesley, Susan O.D.	1988
Pacific Executive Aviation	1988
GMBC Real Estate	1989
Ramona Food and Clothes Closet, Inc.	1989
Firehouse Glass and Screen	1990
Superior Air Conditioning & Heating	1990
Law Offices of Krysak & Associates	1991
Business Network Exchange	1991
Jim Haworth Plumbing Service	1992
Sludgebusters Septic Service/ European Port.	1992
Turpin Chiropractic	1993
Torpin Screen Service	1993
Ramona Parks & Recreation	1994
Wateridge Insurance Services	1994
Ransom Pump and Supply	1995
Ramona Awards	1996
Sears Authorized Dealer Store	1997
Wilson Glass	1997
Coldwell Banker Country Realty	1998
Miller Telcom Services	1998
Charlotte's Antiques and Estate Serv.	1998
Stater Bros. Market	1999
Traction Tire & Service Center	1999
Ramona Transmissions	1999
Kiwanis Club of Ramona	2000
Bank of Southern California, NA	2001
Ramona Pop Warner	2001
Oak Tree Ranch, Inc.	2001
Bonham Bros & Stewart Mortuary & Cr.	2002
SouthWest Landscape	2002
Allie's Party Equipment Rental	2002
Main Street Auto Care	2003
Enchantment	2004
La Finquita Winery, Inc./WineLabel	2005
Freedom Pest Control	2005
Salerno Winery	2005
Konica Minolta Business Solutions	2005
Ledesma's Foods	2007
Lacaze Learning Center	2007
Los Amigos Mexican Food	2008
Ramona Tree Trust	2009
House of Wiley	2010



Chamber of Commerce
960 Main Street
Ramona, CA 92065

Periodical

Get Help for Your Small Business from SCORE San Diego

Helping start-up and established small businesses throughout San Diego and Imperial counties prosper and excel, SCORE San Diego – “Counselors to America’s Small Business” – continues its series of low-cost workshops. Workshop fees range from \$29 to \$109 depending on the program. Topics include: developing your business plan, starting and operating your own business, getting financing for your business and basic business accounting, in addition to several marketing workshops.

The following workshops will be held at:
National University

Kearny Mesa, 9388 Lightwave Avenue
San Diego 92123

**Aug. 6 – Business Plan 101 –
Competitive Advantage**

9 am to 3 pm • \$79 Pre-paid; \$89 On-site

Aug. 6 – Costing, Pricing, Break-Even Analysis

9 am to 12:30 am • \$49 Pre-paid; \$59 On-site

**Aug. 8 – Introduction to
Starting Your Own Business**

9 am to 4:15 pm • \$69 Pre-paid; \$79 On-site

Aug. 10 – Internet Marketing 303 (Social Media)

9 am to 12 pm • \$49 Pre-paid; \$59 On-site

Aug. 11 – Effective Marketing

9 am to 4 pm • \$69 Pre-paid; \$79 On-site

Aug. 12 – Import / Export

9 am to 4 pm • \$69 Pre-paid; \$79 On-site

Aug. 13 – QuickBooks Basic

9 am to 4 pm • \$69 Pre-paid; \$79 On-site

Aug. 15 and Aug. 30 – Business Basics 101

9 am to 12 pm • No Charge – Please Pre-Register

Aug. 17 – Internet Marketing 304 (LinkedIn)

9 am to 12 pm • \$49 Pre-paid; \$79 On-site

**Aug. 20 – Business Plan 201:
How to Write a Business Plan**

9 am to 3:30 pm • \$99 Pre-paid; \$109 On-site

Aug. 24 – QuickBooks Advanced

9 am to 4 pm • \$69 Pre-paid; \$79 On-site

Aug. 29 – Restaurant 201

9 am to 12 pm • \$49 Pre-paid; \$59 On-site

Aug. 31 – Buying and Selling a Business

9 am to 3 pm • \$69 Pre-paid; \$79 On-site

The following workshops will be held at:
SCORE Entrepreneur Center

550 West C Street, #550, San Diego 92101

Aug. 3 – Financing Your Business

9:30 am to 12:30 pm • \$29 Pre-paid; \$39 On-site

Aug. 4 – Tax Considerations for Small Business

9:30 to 11:30 am • \$29 Pre-paid; \$39 On-site

Aug. 16 – Legal Issues: Organizational Structure

9 am to 12 pm • \$49 Pre-paid; \$59 On-site

Aug. 19 – Financial Statements

9:30 am to 11:30 am • \$29 Pre-paid; \$39 On-site

Aug. 25 – Insurance – What You Need to Know

9 am to 12 pm • \$49 Pre-paid; \$59 On-site

Aug. 26 – Leasing Strategies

9 to 11:30 am • \$39 Pre-paid; \$49 On-site

The following workshops will be held at:

National University

705 Palomar Airport Road, Carlsbad 92011

Aug. 2 – Internet Marketing 201 (SEO)

9 am to 3 pm • \$69 Pre-paid; \$79 On-site

Aug. 5 – Business Basics 101

9 am to 12 pm • No Charge – Please Pre-Register

**Aug. 20 – Introduction to
Starting Your Own Business**

9 am to 4:15 pm • \$69 Pre-paid; \$79 On-site

Aug. 23 – Financing Your Business

9:30 am to 12:30 pm • \$29 Pre-paid; \$39 On-site

The following workshops will be held at:

The San Diego Foundation

Point Loma, 2508 Historic Decatur Rd., #200,
San Diego 92106

Aug. 18 – Good Governance for Nonprofits

9 to 11:30 am • \$39 Pre-paid; \$49 On-site

www.score-sandiego.org • 619-557-7272

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