



Ramona
Heart of San
Diego County

MAY 2011 • VOLUME 26 • NO. 5

PRESIDENT'S MESSAGE

Hello, all!

May is here; hopefully Uncle Sam left everyone with a little something in your pockets. With taxes and the budget in the spotlight lately in D.C., it always makes me think when they say, "tax reform." I'm pretty sure that's a code word for removing a tax we currently pay and placing it on something new or something that we currently didn't have a tax on. Thomas Jefferson spoke about taxation without representation; I would love him to see it with representation. Okay, that's all I will say on that topic. With



Jason DeLeo

tax time behind us, I hope we can all focus on ramping up our businesses. I can't believe we are already into May.

There are plenty of community events scheduled for the upcoming months. Get your advertising dollars out working for you and sponsor an event. Speaking of events, mark your calendar for the Rodeo at the end of the month. This event, as all the events that are put on by various groups in town, are not only a great time but economically friendly for the business community. These events drive thousands of fresh faces to our community, who stop and eat, shop, and take in all that Ramona has to offer. It's time to start looking at ways to capture these

new visitors, keep them here and keep them coming back. Dig into your business models, see if there is something you can do to make *your* business stand out and make people remember you, and what you have to offer.

The April Mixer was a great time. The Business Barn pulled out all the stops with a class-act gathering. We awarded nine new-member plaques and gave out a ton of free stuff donated by several local businesses. We had a big turnout of over 125 people. Please swing by the Business Barn and see what they have done to the place!

Our May mixer is the Rodeo mixer. It will be held at the ROCC grounds (Aqua Lane),

Thursday, May 19. It will be from 5 to 7 p.m. and is sponsored by Java Hut, Security Plumbing, and Country Village Store and Spirits. This mixer will start an hour earlier than normal, so please mark your calendars.

The rodeo will start the next day at 5:30 p.m. and run all weekend.

It's only appropriate to leave it with John Wayne:

"Courage is being scared to death but saddling up anyway."

See ya at the Rodeo.

Jason DeLeo
President

VALLEY OF THE SUN
**Pitchers Duel
Horseshoe Tournament**

Saturday • June 25, 2011
10 am - 4 pm

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421 Aqua Lane
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960 Main Street • Ramona, CA 92065

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.



**Chamber
of Commerce**

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
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Staff

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Holly Romo Office Staff
Barbara Worden Office Staff

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April Chamber Mixer

Ramona Business Barn, Sludgebusters, Sun Valley Fence/Celaya's Iron Works and Marketing Worx hosted the Chamber's April Mixer.



Guests enjoyed good food, gift basket drawings, horseshoes and music from the Shirthouse Bluegrass Band, who also performed at the Ramona Bluegrass and Old West Fest. Joani Georgeson of the Business Barn celebrated her 50th birthday at the Mixer.

PHOTOS BY CAROL KINNEY,
RAMONA HOME JOURNAL



CHAMBER AMBASSADOR CORNER

Thank you to Ramona's Business Barn, Sludgebusters, Marketing Worx and Sun Valley Fence/Celaya's Iron Works for hosting the April Mixer. It was a lot of fun and we had a great turnout.

Congratulations to our Ambassador of the Quarter, Heidi Sam. Thank you for all your hard work and dedication. We appreciate you!

Just as a reminder to all Chamber members, help us help you by bringing in your business cards and flyers to the Chamber office so we can promote your business.



Susan White, Ambassador Chair, and Heidi Sam, AFLAC Insurance.



Current Ramona Rodeo Queens, center, are pictured with candidates for Senior Rodeo Queen and Junior Rodeo Queen.



Businesses receiving new-member plaques at the April Mixer are Nan's Place, Kathy Brewer; Cantrall Notary and Officiant Services, Angel Cantrall; Ramona Trophy, Dan and Sherlene Pincelli; George W. Weir Asphalt Construction, George W. Weir; Ramona Business Barn, Joani Georgeson; Massage Therapy by Jolinda Georgeson; Black Mountain Electric, Bernie Celaya; Sun Valley Fencil/Celaya's Iron Works, Mike Celaya and Rick Celaya; and TNT Auction, Mike McKee.

PHOTOS BY CAROL KINNEY,
RAMONA HOME JOURNAL

Welcome to the Chamber

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Renewing Members

MEMBER	SINCE
Montessori Children's House	1991
Friends of the Ramona Library	2000
Viejas Casino & Outlet Center	2004
American Cancer Society	2004
Century 21 San Vicente	2004
Ramona Cemetery District/ Nuevo Memory Gardens	2005
Boll Weevil of Ramona	2007
The Way Church	2008
Ramona Beauty Supply & Salon	2008
Banach Investigations	2008
QuickBooks Solutions	2009



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.

MAY MIXER

Thursday, May 19 • 5 pm

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Chamber Mixer
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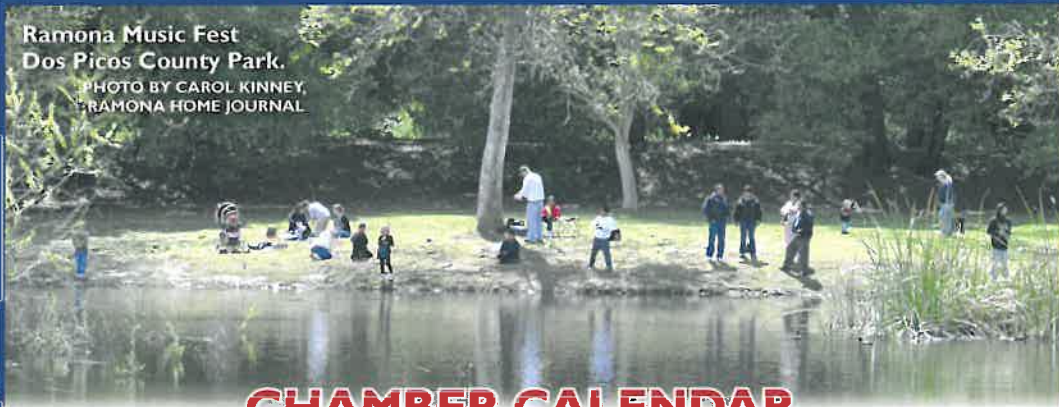
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Ramona

Ramona Music Fest
Dos Picos County Park.

PHOTO BY CAROL KINNEY,
RAMONA HOME JOURNAL



CHAMBER CALENDAR

May	9	Ambassadors Meeting	Chamber Office, Noon
	10	Executive Board Meeting	Chamber Office, 8 am
	17	Board of Directors Meeting	Chamber Office, 7:30 am
	19	Chamber Rodeo Mixer	Ramona Rodeo, 5 pm
	25	Economic Development Committee	Chamber Office, 8:30 am
	30	Memorial Day Observance	Chamber Office Closed
June	7	Executive Board Meeting	Chamber Office, 8 am
	3	Ambassadors Meeting	Chamber Office, Noon
	14	Board of Directors Meeting	Chamber Office, 7:30 am
	16	Chamber Mixer	TBA, 6 pm
	25	Pitcher's Duel Horseshoe Tournament	ROCC, 10 am
	29	Economic Development Committee	Chamber Office, 8:30 am
July	4	Independence Day	Chamber Office Closed
	11	Ambassadors Meeting	Chamber Office, Noon
	12	Executive Board Meeting	Chamber Office, 8 am
	19	Board of Directors Meeting	Chamber Office, 7:30 am
	21	Chamber Mixer	Dr Hill, DDS, 2005 Main St., 6 pm
	27	Economic Development Committee	Chamber Office, 8:30 am
	28-31	Ramona Country Fair	Ramona Outdoor Community Center



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Want to Get Involved and Make a Difference? Become an Ambassador!

To learn more about becoming an Ambassador, call the Chamber office – or just join us at our next meeting! Our meetings are at noon on the second Monday of the month at the Chamber conference room.

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MASTER C

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UPCOMING COMMUNITY EVENTS

May

- 1 Ramona Bluegrass & Old West FestROCC, 11 am
- 4 Ramona Chamber of Commerce New Member Breakfast
Amerient Restaurant, 7:30 am
- 7 Miss Ramona Rodeo Pageant ROCC
- 7 Drille Divas & Rhythm Riders Cancer Relay for Life Team Benefit
International Equestrian Center, 3:30 pm
- 7 San Diego Country Estates Spring Cleanup (yard waste)
International Equestrian Center
- 8 Mother's Day
- 14 San Diego Country Estates Spring Cleanup (junk waste)
International Equestrian Center
- 18 Ramona Art Guild Free DemonstrationRamona Library, 7 pm
- 19 Chamber Rodeo Mixer ROCC, 6 pm
- 19 Ramona Unified School District Board Meeting District Office, 7 pm
- 20-22 Ramona Rodeo ROCC
- 21 Ramona Rodeo Main Street ParadeMain Street, 10 am
- 30 Memorial Day

June

- 2 Ramona Community Planning Group Ramona Community Center, 7 pm
- 3 Soroptimist Barn DanceMountain Valley Ranch, 6 pm
- 4 Concert in the Park Ramona Oaks Park, 6 pm
- 14 Ramona Municipal Water District Board Meeting ..Ramona Community Center, 4:30 pm
- 15 Ramona Art Guild Free Demonstration Ramona Library, 7 pm
- 16 Chamber MixerTBA, 6 pm
- 16 Ramona Unified School District Board Meeting District Office, 7 pm
- 18 Concert in the Park & Chili CookOff Ramona Oaks Park, 6 pm
- 18 Cornerstone Therapeutic Riding Center Chili CookOff & Dance5 pm
- 25 Pitcher's Duel Horseshoe Tournament ROCC, 10 am
- 28 Ramona Municipal Water District Board Meeting ..Ramona Community Center, 4:30 pm
- 30 Ramona Design and Review Board MeetingRamona Community Center, 7:30 pm

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

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CALENDAR

ize an event? Or post opportunity for members? Would you like to be The Ramona Chamber keep a master now have one on our contact us at 760-789-1311 ramona.com to find out more to have your

COMMUNITY SERVICE & NETWORKING GROUPS

Business Network Exchange
 Thursdays at Nuevo Grill – 7 am

Ramona Kiwanis
 Saturdays at Sizzler – 7 am

Ramona Rotary
 Tuesdays at Sizzler – Noon

Ramona Soroptimists
 2nd & 4th Tuesdays at Ramona Cafe – 6:30 pm

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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Open Studio TOUR TODAY

The Chamber-sponsored Open Studios Tour last month featured the talents of 18 artists in 14 locations. Pictured are glass artwork by Lyn Feudner, watercolor paintings by Carol Levin, a group of artists at Highland Valley Studios, and a work by David Begent titled "Computer Man."



BEGENT PHOTO COURTESY OF HIGHLAND VALLEY STUDIOS

PHOTOS BY ANNETTE WILLIAMS AND DARREL KINNEY, RAMONA HOME JOURNAL



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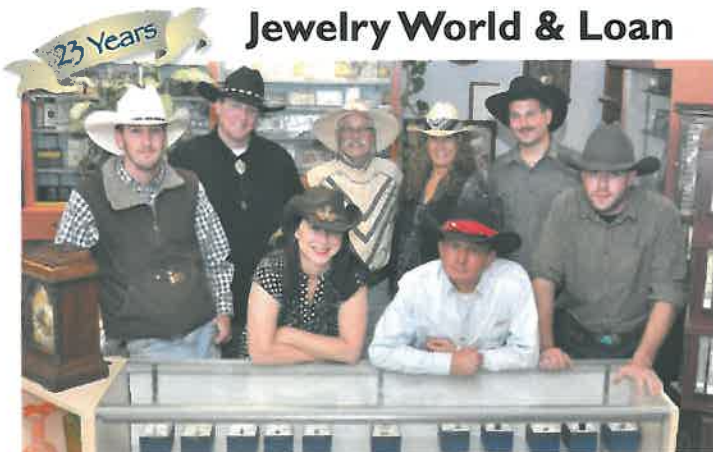
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 Ramona, CA 92065



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May MEMBER SPOTLIGHT

Jewelry World & Loan



Jewelry World and Loan owners and staff.

Jewelry World and Loan, established in 1985, is a full-service jewelry store and pawn shop.

The store is owned and operated by Thomas Cole. He is assisted by his wife, Kathleen Cole; Chris Waddell, store manager; Tamie McMillan, jewelry manager; Owen Kochur, loan manager; Reggie Costa, music manager; and David Garnica, jeweler.

Merchandise includes new and estate jewelry. A full-time jeweler is on site for all jewelry repairs. Custom designs and special orders are available, and watch batteries are installed while you wait. The store is an authorized dealer of Seiko watches and clocks, and Landstrom's Black Hills Gold.

Jewelry World and Loan offers collateral loans on almost anything of value, and we buy, sell, trade and loan on gold, silver, diamonds, coins and watches, as well as buy and sell musical instruments, electronics and tools. Appraisals are available on coins, bullion, watches and jewelry.

We have the best prices on diamonds — guaranteed.

The store will celebrate its 26th anniversary in Ramona July 9 through 11, with free food, entertainment, prizes and a big sale!

Jewelry World and Loan is located at 1338 Main St. Contact 760-789-2048 or jworld1@sbcglobal.net. Visit www.ramonasjewelryworld.com.

Gillespie's Sun Valley Florist



Sandy Gillespie and Karin Gillespie Johnson

Gillespie's Sun Valley Florist was established in the 1940s, and has been owned by Sandy Gillespie and Karin Gillespie Johnson since 1996.

The shop offers local and worldwide delivery of fresh flowers and plants for all occasions.

Customize your order with chocolates, balloons or a cute stuffed animal. We also have a wide variety of gifts and collectibles.

For something a little different, we offer a large selection of ceramic, glass, metal and wooden containers. We can add fresh fruit, cheese, crackers or whatever you like to make gifts even more special.

Planning an event? Make an appointment with one of our knowledgeable staff to create the perfect backdrop.

The shop is located at 758 Main St. For information, contact 760-789-3054, or visit www.sunvalleyflorist.com.



Happy Mother's Day

RIBBON CUTTINGS



Mexi-Crafts and Nan's Place were welcomed as new Chamber members in April.



PHOTOS BY DARREL KINNEY, RAMONA HOME JOURNAL



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:

SCORE Entrepreneur Center

550 West C Street, #550, San Diego 92101

May 3 ~ Insurance - What You Need to Know
9 am to 12 pm • \$49 Pre-paid; \$59 On-site

May 5 ~ Intellectual Property
9:30 to 11:30 am • \$29 Pre-paid; \$39 On-site

May 10 ~ Legal Issues: Organizational Structure
9 am to 12 pm • \$49 Pre-paid; \$59 On-site

May 12 ~ Financing Your Business
9:30 am to 12 pm • \$29 Pre-paid; \$39 On-site

May 16 ~ Business Basics 101
9:30 to 11:30 am • No Charge - Please Pre-Register

May 17 ~ Financial Statements
9:30 am to 11:30 am • \$29 Pre-paid; \$39 On-site

May 31 ~ Business Basics 101
9:30 to 11:30 am • No Charge - Please Pre-Register

The following workshops will be held at:

National University

Kearny Mesa, 9388 Lightwave Avenue
San Diego 92123

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

May 14 ~ Professional Selling
9 am to 4 pm • \$69 Pre-paid; \$79 On-site

May 18 ~ Internet Marketing 301 (Pay-Per-Click)
9 am to 12 pm • \$49 Pre-paid; \$59 On-site

May 21 ~ Introduction to Starting Your Own Business
9 am to 4:15 pm • \$69 Pre-paid; \$79 On-site

May 21 ~ Internet Marketing 101
9 am to 3 pm • \$69 Pre-paid; \$79 On-site

May 24 ~ Marketing & Contracting w/State & Local Govt.
9 am to 3 pm • \$69 Pre-paid; \$79 On-site

May 25 ~ QuickBooks Advanced
9 am to 4 pm • \$69 Pre-paid; \$79 On-site

The following workshops will be held at:

National University

705 Palomar Airport Road, Carlsbad 92011

May 7 ~ Business Plan 101 - Competitive Advantage
9 am to 3 pm • \$79 Pre-paid; \$89 On-site

May 14 ~ Business Plan 201: How to Write a Business Plan
9 am to 3:30 pm • \$99 Pre-paid; \$109 On-site

May 23 ~ Restaurant 201

9 am to 12 pm • \$49 Pre-paid; \$59 On-site
May 26 ~ Internet Marketing 302 (E-mail)
9 am to 12 pm • \$49 Pre-paid; \$59 On-site

The following workshop will be held at:

The San Diego Foundation

Liberty Station, 2508 Historic Decatur Rd.,
#200, San Diego 92106

May 10 ~ Marketing for Nonprofits
9 to 11:30 am • \$39 Pre-paid; \$49 On-site

May 25 ~ How to Start a Non-Profit
9 to 11:30 am • \$39 Pre-paid; \$49 On-site

The following workshop will be held at:

The Morgan Run Resort & Club

5690 Cancha de Golf, Rancho Santa Fe 92091

May 13 ~ Women's Networking Breakfast & Exhibits
8 to 11 am

Attendees: \$30 by May 10; \$40 Later
Exhibitors: \$80 by May 10; \$90 Later

Contact SCORE to arrange a counseling appointment or register for a workshop:
www.score-sandiego.org • 619-557-7272

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