

RAMONA

CHAMBER OF COMMERCE

Ramona
Heart of San
Diego County

NOVEMBER 2011 • VOLUME 26 • NO. 11

PRESIDENT'S MESSAGE

Hello,

As always, I would like to start by giving many thanks to Ramona Disposal for their outstanding efforts, in conjunction with the Chamber, in pulling off one of our most successful



Jason DeLeo

mixers in years. Our total attendance was over 200 people. Of course, equal thanks go to the membership for coming out and attending this event in droves. This was a huge networking opportunity and I hope everyone

took advantage of all those bodies.

The Chamber also announced at the event the results of the eight nominees running for the five open seats on the Board of Directors for 2012. For additional clarification, every year five seats open up on the Board; these seats hold a three-year term. There are a total of 15 seats on the Board of Directors, each with three-year terms. This is designed to keep existing Board members paired with new Board members, to ensure the Chamber continues to operate with fluidity year after year. The newly elected Board members will attend their first Board meeting on November 15 at 7:30 a.m. at the Chamber office. This meeting will consist of the existing current Board and the newly-elected Directors. The newly-elected Directors, along with the remaining Board (not termed-out Directors), will vote for their officers for 2012. I want to also give a special thanks

to all the membership for taking the time to vote. Congratulations are in order for the following individuals.

Randy Waitman - RAE Automotive
David Worden - SQR Promotions
Sally Westbrook - C21 San Vicente
Bob Murray - Java Hut (*Returning Director*)
Carol Fowler - C21 San Vicente (*Returning Director*)

Thank you to all the nominees, we understand the devotion put forth in good faith by running for these open seats. We appreciate your willingness to step up and help your fellow business members, as well as your community, for that we thank you.

This month's mixer will be held at Cheers; Sean Leahy has been gracious enough to host the November mixer for the last few years and always puts out a delicious spread of his famous hamburgers. This event is also very well attended. Please come with your appetite and be ready network at the Chamber's last mixer of the year.

The mixer date is November 17 at 6 p.m.

I want to give a quick office update; we had some computer issues the week before our Ramona Disposal mixer. With that said, some of our data was lost for several days until we got it restored. If you receive a duplicate bill, or did not receive a response from our office staff, please contact the Chamber right away. We are up and running full steam again and don't want to miss your questions or concerns.

As we wind down into holiday season, I want to sincerely wish everyone a wonderful and safe Thanksgiving with their friends and family. Despite the economy, holidays are hopefully a time when we all can get together and forget about the tumultuous times and enjoy the time we have with loved ones.

"Gratitude is the inward feeling of kindness received. Thankfulness is the natural impulse to express that feeling. Thanksgiving is the following of that impulse."

— Henry Van Dyke

Respectfully,
Jason DeLeo, President

Board Introduced at Chamber Mixer



Ramona Chamber of Commerce President Jason DeLeo is pictured with the Chamber's newly-elected board members. From left are Sally Westbrook, Randy Waitman, David Worden, Bob Murray, DeLeo, and Carol Fowler.

PHOTO BY CAROL KINNEY, RAMONA HOME JOURNAL

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

Directors

- Judy Beckett 760-788-2872
 Cornerstone Therapeutic Riding Center
- Sharon Davis 760-788-2509
 Sharon Davis Interior Designs
- Carol Fowler 760-522-1777
 Century 21 San Vicente
- Hans Hemkes 760-315-2274
 Ramona Martial Arts
- Charlotte Jensen 760-788-2784
 Charlotte's Antiques
- Ralph Mittman 760-789-9492
 PrintPost
- Bob Murray 619-316-4456
 Java Hut
- Patrick Osio 760-789-0516
 Ramona Disposal
- Jeff Uran 760-789-9492
 PrintPost
- Dan Vengler 760-789-1155
 Daniel's Liquor & Deli

Staff

- Holly Romo Office Staff
- Barbara Worden Office Staff

"The Ramona Chamber of Commerce Business News" (USPS-004701) is published monthly by the Ramona Chamber of Commerce. Membership includes \$12 per year for the monthly newsletter. Circulation 375.

Printing: PrintPost

Layout: Ramona Home Journal

Postmaster — send address changes to Ramona Chamber of Commerce, 960 Main St., Ramona, CA 92065. Periodical postage paid at Ramona, CA 92065.

CHAMBER AMBASSADOR CORNER

As we approach the holiday season, the entire Ambassador team would like to remind all of us to spread the word and remind everyone to "Keep your business in Ramona and Keep Ramona in Business." Ramona businesses have a lot to offer. We all just need to take the time to get out and visit them.



Susan White
 Ambassador
 Chair 2011

Wow, was that a mixer or WAS THAT A MIXER!! It seemed like a record-breaking turnout.

Thank you to all of our Ambassadors for all your hard work.

Barbara and David Worden of SQR Promotions, Heidi Sam of Aflac, Gina Banach of Banach Investigations, Sally Westbrook of Century 21 San Vicente, Jordan Van Camp of Coldwell Banker, LaDawn Jung of Gold Canyon Candles and Maureen Sinkiewicz of Union Bank — you all did a great job! You greeted guests as they poured in. You worked the bar that had a never-ending line.

And you made Ramona Disposal's "Taste of Ramona" a huge success.

It is with mixed emotions that I announce that two of our team members will be leaving the Ambassadors. Although I am saddened to see Sally Westbrook and David Worden leaving us, I am very happy to say that both were elected to serve as Directors on our Chamber Board. I know they will be a great asset to their team.



Melissa Wilcoxson and Jordan Van Camp greeted guests as they arrived, while Sally Westbrook had packets in hand ready to greet potential new members.

PHOTOS BY BARBARA WORDEN, SQR PROMOTIONS.



Congratulations to our Ambassador of the Quarter Gina Banach of Southern California Security group and Banach Investigations.

Left, Frankie Berkley Newberg from Sun Valley Florist delivered her beautiful pumpkin entry in the pumpkin carving contest to Susan White of Ramona Disposal.

RENEWING MEMBERS

MEMBER	SINCE	MEMBER	SINCE
Darrell Beck	1986	The Carpet Lady	2000
EPS Lumber	1987	North County Health Services	2001
One Stop Equipment Rental	1988	Claudia's Interiors	2003
Hurricane & Poway Fence	1988	Pamo Valley Winery	2003
Ramona Cleaners & Laundry	1988	Bookkeeping At Ease	2003
Soroptomist Int'l of Ramona	1990	Century 21 San Vicente/Carol Fowler	2003
RE/MAX Direct	1990	Palomar College	2005
Torpin Screen Service	1993	Pizza Hut-Wing Street	2006
Boys & Girls Club	1993	Spirit of Joy Lutheran Church	2006
Farmers Insurance/Scott Field Agency	1998	Sky Valley Network	2007
Seidl's Party Supplies, Rentals and Jumps	1999	Luers & Dyer, CPAs, LLP	2008
San Diego Convention and Visitors Bureau	2000	Grant Liske, DDS	2008
		Ramona Airport	2009
		Fund for Animals Wildlife Center	2010

MERCHANTS HAVE SPOOKTACULAR TURNOUT



Ramona merchants and businesses go all out for the Chamber's Safe Merchant Trick-or-Treat program that brings thousands of costumed kids of all ages.

PHOTOS BY DARREL KINNEY, RAMONA HOME JOURNAL

Chamber of Commerce Annual Tree Lighting



"Collier Park will again be the setting for an old-fashioned evening all about the bright smiles of children," according to event chair, Honorary Mayor Sharon Davis.

The Chamber's annual community Christmas Tree Lighting is set for Saturday, Dec. 3, from 5 to 8 p.m.

The park is at 636 E St., where Ramona's Christmas tree — a live cedar — has grown greener and bushier for the occasion.

"The beautiful living Christmas tree will be lit at dusk to kick off the evening," says Davis.

Santa Claus will make his appearance at about 5:15 p.m. and there will be opportunities for pictures with him.

Also planned are cookie decorating, Christmas craft centers, face painting, and food and crafts vendors. Entertainers will include student singers under the direction of Gin Boughner, members of the Ramona's Got Talent troupe, dancers from Ramona/Julian Academy of Dance, and strolling carolers. A live Nativity is also planned.

Davis suggests, "Bring your lawn chairs and blankets and don't forget to bundle up as it will be cold."

WELCOME NEW MEMBERS



Chamber President Jason DeLeo welcomes new members Nora Seidl (in apron) with daughter Samantha Seidl and grandson Cameron Magnino, Packards Coffee Shop; Ramona Rodeo Queen Sarah Baughman and Junior Queen Megan Buckley, holding a plaque for Mane Link Foundation; Whitney Whittaker, Ramona Brazilian Jiu-Jitsu; and Brenda Asaro, Café 67.

PHOTO BY CAROL KINNEY, RAMONA HOME JOURNAL

Welcome to the Chamber

Ramona Brazilian Jiu-Jitsu
Kevin Hosseini
Martial Arts
(760) 787-5855
ramonamma.com

Café 67
Brenda Asaro
Restaurant
(619) 443-4100
cafe67usa.com

Packards Coffee Shop
Nora Seidl
Coffee Shop
(760) 789-4262



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.

NOVEMBER MIXER

Thursday, November 17 • 6 pm

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CHAMBER CALENDAR

November

- 8 Executive Board Meeting Chamber Office, 8 am
- 11 Veteran's Day Chamber Office Closed
- 14 Ambassadors Meeting Chamber Office, Noon
- 15 Board of Directors Meeting Chamber Office, 7:30 am
- 17 Chamber Mixer Cheers of Ramona, 6 pm
- 23 Economic Development Committee Chamber Office, 8:30 am
- 24 Thanksgiving Chamber Office Closed

December

- 3 Christmas Tree Lighting Collier Park
- 12 Ambassadors Meeting Conference Room at Ramona Disposal, Noon
- 13 Executive Board Meeting Chamber Office, 8 am
- 20 Board of Directors Meeting Chamber Office, 7:30 am
- 24 Christmas Eve Chamber Office Closes at Noon
- 25 Christmas Chamber Office Closed
- 28 Economic Development Committee Chamber Office, 8:30 am
- 31 New Year's Eve Chamber Office Closes at Noon

January

- 1 New Year's Day Chamber Office Closed
- 9 Ambassadors Meeting Conference Room at Ramona Disposal, Noon
- 10 Executive Board Meeting Chamber Office, 8 am
- 17 Board of Directors Meeting Chamber Office, 7:30 am
- 25 Economic Development Committee Chamber Office, 8:30 am



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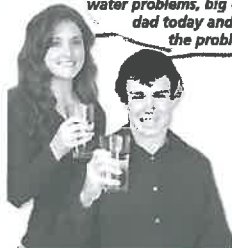
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UPCOMING COMMUNITY EVENTS

November

- 3 Ramona Community Planning Group, Ramona Library 7 pm
- 4-5 Valley of the Sun Fainting Goat Show ROCC
- 6 Daylight Saving Time Ends
- 8 Ramona Municipal Water District Board Meeting
Ramona Community Center, 4:30 pm
- 10 Ramona Village Design 2102 Main St., 7 pm
- 11 Veteran's Day Chamber Office Closed
- 12 Christmas Bazaar Mountain View Community Church, 10 am
- 16 Ramona Art Guild Free Demonstration Ramona Library, 7 pm
- 17 Chamber Mixer Cheers of Ramona, 7 pm
- 17 Ramona Unified School District Board Meeting District Office, 7 pm
- 22 Ramona Municipal Water District Board Meeting
Ramona Community Center, 4:30 pm
- 24 Turkey Trot SDCEA
- 24 Thanksgiving Chamber Office Closed

December

- 1 Ramona Community Planning Group Ramona Library, 7 pm
- 3 Christmas Tree Lighting Collier Park, 5 pm
- 4 San Diego Country Estates Tree Lighting Ramona Oaks Park, 2 pm
- 8 Ramona Village Design 2102 Main St., 7 pm
- 11 Santa Visit & Teddy Bear Tea San Vicente Inn, Noon
- 13 Ramona Municipal Water District Board Meeting
Ramona Community Center, 4:30 pm
- 21 Ramona Art Guild Free Demonstration Ramona Library, 7 pm
- 22 Ramona Design and Review Board Meeting Ramona Community Center, 7:30 pm
- 24 Christmas Eve
- 25 Christmas Day
- 27 Ramona Municipal Water District Board Meeting
Ramona Community Center, 4:30 pm
- 31 New Year's Eve

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CALENDAR

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2nd Wednesday at the Woman's Club - Noon • (760) 789-8880

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October Chamber Mixer



Enjoying the event were Danica DeLeo and son Jax; Ashley Ramirez and Amber Ramirez; and Deborah and Ron Richardson. Food and beverages were provided by Little Caesars, Amerient Restaurant, Quiznos, Café 67, Mi Ranchito, Los Amigos Mexican Food, Nikos Greek Cafe, Daniel's Liquor and Deli and Packards Coffee Shop, pictured.



Ramona Disposal Service, represented by John Snyder, Susan White, Jamie Symons and Patrick Osio, hosted the October Chamber Mixer with a special Taste of Ramona event.

PHOTOS BY CAROL KINNEY, RAMONA HOME JOURNAL



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Good Samaritans, Neighbors and Strangers Helped out Each Other During Power Outage

By State Senator Joel Anderson

At 3:38 p.m., on Thursday, September 8, a massive power outage struck Imperial, Orange, Riverside and San Diego counties here in Southern California as well as hitting parts of Arizona and northern Mexico.

Millions of people would be without power, some for over 12 hours during a brutally hot stretch of summer. Schools would be closed, airports shut down, traffic snarled and many other problems would result, ranging from minor inconveniences to outright emergencies.



Chamber Board of Directors members Darrel Kinney, left, and Jason DeLeo, right, thank State Senator Joel Anderson for honoring local businesses and organizations that helped during the Sept. 8 power outage.

PHOTO BY CAROL KINNEY, RAMONA HOME JOURNAL

Almost everyone's first thought was that it might be the work of terrorists as the tenth anniversary of 9/11 was just a few days away. Thankfully the problem stemmed from a simple human error and the failure of some back-up systems at a power substation in North Gila, Arizona.

I was in Sacramento at the State Capitol during the power outage as it was the last week of the 2011 legislative session and had to watch the power outage from afar while receiving constant updates on the status of the situation from local authorities and power companies. I checked in with my wife, who as a nurse practitioner in San Diego was also very busy.

What I learned the next day is that sometimes crisis brings out the best in our community.

As the power came back on the following day, my office was notified of several stories about how Californians rallied together to help one another. What started with human error would lead to many inspirational stories about ordinary citizens helping each other get through a long night.

I'd like to share four of the stories I heard from my constituents in Ramona who helped their fellow community members survive a difficult situation. The Ramona Chamber of Commerce and I honored the work these citizens did in their community's time of need:



Businesses and organizations honored October 29 included Stater Bros., Ramona CERT, Ramona REAL, Cold Stone Creamery, and Ramona Family Naturals.

PHOTO BY DARREL KINNEY, RAMONA HOME JOURNAL

- **Ramona Family Naturals**, an organic and natural food store, had its own challenge trying to ensure that perishable products would be iced and kept cool during the long evening without power. But the store's employees also took time to help a family obtain some gasoline so they could drive their young baby, Liam, to Los Angeles for an urgently needed dialysis treatment.

- **Stater Bros. Market**, in addition to staying open and serving the community, also provided ATM services through their checkout lines so Ramona residents could get emergency cash since the power outage had shut-down all the local ATM machines in the area.

- **Ramona CERT (Community Emergency Response Team) and Ramona REAL (Ramona Emergency Assistance League)**, a local non-profit comprised of trained professionals, sprang into action immediately all over Ramona during the power outage. They provided oxygen and generators to the sick and elderly who had lost power as well as helping out in a variety of other emergency situations.

- **Cold Stone Creamery** handed-out free ice cream to all that would partake. The manager and employees explained that they wanted to help provide a calming influence in the community to prevent anyone panicking. You know, there truly is something about eating ice cream that makes a person feel good.

These are just four of the many stories of courage, compassion and kindness that occurred throughout Ramona during the recent power outage. These acts of kindness by good Samaritans, neighbors and strangers help us remain a positive people and up to meeting the challenges we face every day.

If you know of any similar inspirational stories that happened in other nearby communities during the power outage, please share them with me at: senator.anderson@sen.ca.gov.

Senator Joel Anderson is a resident of nearby Alpine and represents San Diego and Riverside counties in the California State Senate, 36th District.



The Great Pumpkin arrived at the Ramona Chamber of Commerce office just in time for Halloween, thanks to the help of David Worden, Patrick Osio, Jason DeLeo and Jordan Van Camp.

PHOTO COURTESY OF DAVID WORDEN, SQR PROMOTIONS



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

Nov. 1 – Leasing Strategies

9 to 11:30 a.m. • Pre-paid Registration \$39 (\$49 at the door)

Nov. 3 – Legal Issues for Small Business: Organizational Structure

9 a.m. to Noon • Pre-paid Registration \$49 (\$59 at the door)

Nov. 15 – Financing Your Business

9:30 a.m. to 12:30 p.m. • Pre-paid Registration \$29 (\$39 at the door)

Nov. 18 – Financial Statements:

What They Mean, How to Use Them

9:30 a.m. to Noon • Pre-paid Registration \$29 (\$39 at the door)

The following workshops will be held at:

National University

Kearny Mesa, 9388 Lightwave Avenue
San Diego 92123

Nov. 2 – Business Plan 101:

How to Develop Your Best Competitive Advantage

9 a.m. to 3 p.m. • Pre-paid Registration \$79 (\$89 at the door)

Nov. 5 – QuickBooks® Basic

9 a.m. to 4 p.m. Pre-paid Registration \$69 (\$79 at the door)

Nov. 8 – Professional Selling:

Increase Your Business Sales Now!

9 a.m. to 4 p.m. • Pre-paid Registration \$69 (\$79 at the door)

Nov. 9 – Business Basics 101

9 a.m. to Noon • No Charge – Please Pre-register

Nov. 12 – Internet Marketing 101: Use the Internet to Successfully Market Your Business

9 a.m. to 3 p.m. • Pre-paid Registration \$69 (\$79 at the door)

Nov. 12 – Introduction to Starting Your Own Business

9 a.m. to 4:15 p.m. • Pre-paid Registration \$69 (\$79 at the door)

Nov. 15 – Internet Marketing 301:

Increase Sales through Pay-Per-Click

9 a.m. to noon pre-paid registration \$49 (\$59 at the door)

Nov. 16 – Business Plan 201:

How to Write a Winning Business Plan

9 a.m. to 3:30 p.m. pre-paid registration \$99 (\$109 at the door)

Nov. 18 – Internet Marketing 302:

Develop a Winning Email Marketing Success Strategy

9 a.m. to Noon • Pre-paid Registration \$49 (\$59 at the door)

Nov. 21 – Marketing and Contracting

with the Federal Government

9 a.m. to 3 p.m. pre-paid registration \$69 (\$79 at the door)

Nov. 22 – Business Basics 101

9 a.m. to Noon • No Charge – Please Pre-register

Nov. 30 – QuickBooks® Basic

9 a.m. to 4 p.m. • Pre-paid Registration \$69 (\$79 at the door)

The following workshops will be held at:

National University

705 Palomar Airport Road, Carlsbad 92011

Nov. 7 – Customer Service: The Key to Business Success

9 a.m. to Noon • Pre-paid Registration \$39 (\$49 at the door)

Nov. 8 – Restaurant 201

9 a.m. to Noon • Pre-paid Registration \$49 (\$59 at the door)

Nov. 21 – Tax Considerations for Small Business

9:30 to 11:30 a.m. • Pre-paid Registration \$29 (\$39 at the door)

The following workshops will be held at:

The San Diego Foundation

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

Nov. 9 – Good Governance for Nonprofits

9 to 11:30 a.m. • Pre-paid Registration \$39 (\$49 at the door)

Nov. 16 – Managing Grants and Contracts (for Nonprofits)

9 to 11:30 a.m. • Pre-paid Registration \$39 (\$49 at the door)

The following workshops will be held at:

Morgan Run Resort & Club

5690 Cancha de Golf, Rancho Santa Fe 92091

8 to 11 a.m. • Attendees: \$30 Pre-paid Registration by

Nov. 1 (\$40 thereafter) Exhibitors: \$80 Pre-paid

Registration by Nov. 1 (\$90 thereafter)

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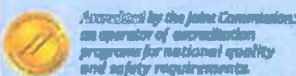
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