

Calimesa Chamber of Commerce



Volume 30, Issue 4

Fall 2010

UPCOMING EVENTS

Mark Your Calendar!

November 6, 2010

Casino Night

5:30 PM

Calimesa Country Club

November 11, 2010

Monthly Board Meeting

8:30 AM

Calimesa Chamber

December 9, 2010

Annual Breakfast Meeting

8:30 AM

Kafe Royale

January 20, 2011

Installation Dinner

6:00 PM

Calimesa Country Club

Keynote Speaker:

State Senator

Bill Emmerson



President's Message

By: Barbara Stockstill, President

the following January was sworn in to a three year term.

Nanette Peykani followed Brenda as Executive Director and when my term as Secretary was up I served as Director on the Board. The next year I served as Chamber President and absolutely loved it. It was such a rewarding experience.

In 2008 I stepped down to Vice-President and in 2009 returned to serving as Director. This year, 2010, I became President again and Steve Carlson took over as Executive Director. Steve has done a wonderful job and I think he deserves a lot of credit for making this year a successful one.

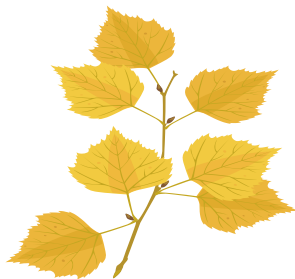
Our membership is up, we have a new shop local program and with our new volunteers the chamber office is running smoothly.

I have to say that my "Chamber Experience" has been one of the most rewarding experiences in my life. I have made a lot of good friends and feel very much a part of this community. I am sorry to say that my health is in jeopardy again and my involvement with the Chamber may come to an end.

The Calimesa Chamber of Commerce is a small chamber and cannot survive on membership alone. The Calimesa Chamber needs your participation and help to continue moving forward. Take a step past just paying your mem-

(Continued on page 2)

As 2010 quickly draws to an end and my year of serving as your President comes to a close, I can't help but reflect upon my "Chamber Experience". I first became involved with the Calimesa Chamber of Commerce eight years ago. My job at the News Mirror required that I become active with the chamber. At that time, Brenda Hyatt was the Executive Director and Charles Hurt was the Chamber President. The very first meeting I attended I was nominated to be the Secretary and



Calimesa Chamber of Commerce
P.O. Box 246
1007 Calimesa Blvd., Suite D
Calimesa, CA 92320
Phone: 909-795-7612

Website: calimesachamber.org

2010 BOARD OF DIRECTORS

Jack Kramer
President-Elect
Retired Elevator Engineer

Dan Damon
Vice-President
Dan Damon Music
Productions

Jackie Davis
Treasurer
WD Fascination Ranch

DIRECTORS

John Halcon
Kathleen Houlihan
Eddie Meek
Dennis Morgan
Genevieve Hartgrove

Steve Carlson
Executive Director

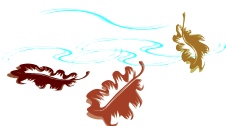


President's Message (cont)

bership fees. You can achieve the ultimate pay off by serving on the Board of Directors or volunteering to help at some of the many functions we have throughout the year. We not only need your support, the Chamber needs our help! If you want to help your business, this is the way to do it! Get active. Get involved. I guarantee your business will receive the rewards and so will you.

It's been a pleasure working with all of you and I wish all of you success.

Your President,
Barbara Stockstill



Updates: State Senator Bill Emmerson

Senator Bill Emmerson (R-Hemet) announces "Among my legislative package, I am particularly pleased the Governor signed AB 569 into law", Senator Emmerson said. "With high unemployment rates, California should be doing everything it can to help businesses grow and flourish."

AB 569 will give employers and employees clarity regarding meal and rest period rules. Under current law, employers are required to give employees a 30-minute off-duty meal break per shift. While that is a reasonable policy, an off-duty meal break is not a practical option in some industries, such as security and transportation.

This lack of clarity in the law has led to frivolous law suits against employers for alleged meal break violations thereby unnecessarily costing businesses millions of dollars. "AB 569 is an important first step towards providing flexibility for businesses when dealing with meal and rest period rules,"

Puridental California Realty

Terry Andrews

Talon Alarm Company

Jeffrey Franco

Postmaster, USPS

Pat Jefferson

The Lakes Retirement Community

Debbi Quezada

Natures Select Pet Food

Shelly Weaver

ARCO AM-PM

Bob Bhanvadia

Brilliant Deductions

Jill Lee

Botanica West

Helen Gentili

Moist Realty

Lonni Granlund

Calimesa Insurance Services

Amy Burrous

Ma's Corner Green Products

Susie Stilson

Renewing Members

**Eddie Meek, Kafe Royale
Walter Pyle
Yucaipa Rotary Club**

Emmerson stated.

In addition to getting seven bills signed into law, there were no bills vetoed among Emmerson's legislative package. The California Small Business Association (CSBA) and the California Small Business Roundtable (CSBR) have announced Senator Bill Emmerson as the California State Senate "Legislator of the Year" for 2010.

"We would like to applaud Senator Emmerson for his continued advocacy for the issues that are most important to California small businesses," said Betty Jo Toccoli, President of the California Small Business Association. "The small business community can always count on Senator Emmerson to fight for the member of the small business community."

As a small business owner, Senator Emmerson has a unique understanding of the issues that face small businesses day in and day out.

Calimesa Chamber of Commerce Members will want to note that State Senator Bill Emmerson now offers office hours at Beaumont City Hall on the first Thursday of every month. No appointment is required. City Hall is located at 550 East 6th Street, Beaumont, CA. For more information please contact 951-680-6750. Senator Emmerson's website is located at: <http://www.cssrc.us>



Complete Holiday Dinner

By: Susie Stilson-
*Local resident,
And Chamber Member*

Honey Orange Glaze Ham

1 10lb Ham or whatever size you desire
2 Cups Orange Juice
½ Cup Honey or more if you choose
3 or 4 Orange slices

Set ham in roasting pan, pour orange juice over ham, and pour honey over top, place orange slices over top the honey. Bake at 350 for 2-3 hours. Use meat thermometer to make sure ham is thoroughly cooked before serving.

Fluffy Mashed Potatoes

6-8 large potatoes
½ Cup Sour Cream
1 Tbsp Butter
Peel and quarter potatoes and boil until potatoes are tender. Drain potatoes and smash with potato smasher, add butter, sour cream and salt & pepper to taste. The sour cream will keep your potatoes white and fluffy. Serve with pork gravy .

Candied Sweet Potatoes

2 Large cans of sweet potatoes
½ Cup Brown sugar
1 Cup small marshmallows
2 Tbsp Butter
Drain juice from the cans of sweet potatoes, place sweet potatoes in baking dish, top with butter, sprinkle brown sugar over top sweet potatoes. Bake at 350 for 45 minutes to 1 hour or place in microwave for 15 -20 minutes. Place marshmallows over top and cook for another 5 minutes .



Layered Salad

1 Head of lettuce
3 -4 boiled eggs
1 cup cooked and cut up bacon pieces
1 Cup diced carrots
1 Cup diced celery
1 small package frozen peas

You may add peppers and onions if you choose. Start with lettuce on bottom of baking or casserole dish, layer rest of ingredients on top. Mix 2 Cups of Miracle Whip and ½ Cup of sugar together and pour over top. Top with shredded cheddar cheese and chill until serving .

Homemade Apple Pie

3-5 lbs. granny smith apples
½ Cup sugar
¼ Cup Cinnamon
1 Tbsp cornstarch
2 Tbsp butter
2 pie crusts

Peel and core apples, slice apples and place in large bowl. Stir in sugar, cinnamon and cornstarch. Place 1 crust in pie pan, pour apple mixture into crust. Top with 1 Tbsp butter and add second crust over top. Pinch edges of crust together and take rest of the butter and spread over top of the top crust. Sprinkle a little more sugar over top pie and bake for 1 hour at 350.

Ma's Corner

**For parents of teen drivers
BY; Susie Stilson**

First of all, I can sympathize with parents that are getting ready for their teen to start driving. Parents will be the nervous ones and the teens are so excited they will say they are ready. I have put together a few tips to help you along the way.

#1. It is always a good idea to have your teen attend a driving school.

Here are a few to choose from.

First time driver 32999 Yucaipa Blvd ste103, 909-790-9710

AAA 1330 Industrial Park Ave, Redlands CA 92374 877-428-2277

Guardian Angel Driving School 501 W Redlands Blvd, Redlands CA 909-335-3053

#2. Contact your insurance company for a quote to add your teen to your insurance so you and your teen will be prepared for the cost.

#3. After your teen has completed the driving school and has received their driving permit, it's time to ride with your teen to get as many driving hours as possible. This will help with experience.

#4. After your teen has passed the driving test and receives their license, they will feel very independent. Make sure you set some ground rules, and get a system in place for you and your teen.

Have your teen driver always call before leaving where they are, and call when they arrive at a destination. Make sure they understand that there is to be no talking on the phone or texting while driving, this is for their own safety and others. Remember that they need to practice, practice, and practice. They will make mistakes but remember, we were in their shoes once ourselves. Have a safe holiday season and drive safely.

Calimesa City Hall:

Darlene Gerdes, City Clerk

Thursday morning November 4th and Calimesa City Hall is electric with activity. Friday and Saturday Calimesa will celebrate a 20th Anniversary and all city employees along with loyal volunteers are getting ready for a celebratory Friday evening dinner at City Hall and Saturday Fair at the Shoppes At Calimesa. Darlene Gerdes, City Clerk is right in the middle of it all, "I like being busy and the variety I encounter each day, that's one of the best things about working here," she states. Continuing on Darlene tells me, "Calimesa's 20th Year Celebration is an opportunity for the community to come together and celebrate twenty years of accomplishments and for the residents to meet city staff and see what we do for them."

Darlene worked in the Yucaipa City Clerk Office for 13 years before returning to California State University San Bernardino to complete her degree and in 2005 was hired for the Deputy Clerk position by Dave Lane here in Calimesa. The City Clerk position description includes many things including; secretary to the council, secretary to the city manager, administration of City records, historical documents, resource and archivist of legislation, council minutes, laws and historical documents. The City Clerk also coordinates with the county to administer elections, support committees and commissions and serves as administrator for mobile home rent control. "The smaller the city, the more hats you wear. Calimesa City has twelve city employees so we are called upon to do many things," explains Darlene. She continues, "The best part of this job is working with the public, helping and giving to others and that rare opportunity to observe the results of your efforts."



Since 2005 Darlene has seen change in Calimesa. "We have the best staff here. We work together as a team and every staff person really cares about what we are doing," exclaims Darlene". Then she enthusiastically continues, "The City Council, at its' core is civil and respectful and works well with the staff. Everyone has really come together well. Much of the credit is the positive influence of Randy Anstine, City Manager." Working well together requires conscience effort from each individual and it appears Calimesa City staff foster a positive, proficient and professional team.

Darlene also says she sees changes in "Calimesa's maturity, that is, new businesses have been established and the City is growing and progressing slowly in a classy way while preserving a focus on family and Calimesa's rural heritage." Darlene came to this area in 1985 where she met her husband. He works for the City of Banning and they have two children, both boys. The oldest son is attending John Brown University in Arkansas and they youngest son graduated this June from Yucaipa High School. The Gerdes family enjoys hunting, camping and fishing, Southern California style! I asked Darlene what advice she has for young people to-

day who face an economy with high unemployment and limited opportunities. She thinks a moment then says, "Get your education first, and complete your undergraduate and graduate work, even if you don't have a clear career path. Look for volunteer and internship opportunities because these positions will provide you a way to gain experience and professional references. And don't be afraid to try the unfa-

Important Contacts

Animal Control

Dispatch: 951-769-8500

Calimesa City Hall

909-795-9801

Calimesa Country Club

909-795-2488

Calimesa Public Library

909-795-9807

Dept. of Motor Vehicles

1-800-777-0133

Norton Younglove Senior Ctr.

909-795-2287

US Post Office

1-800-275-8777

CR&R

1-800-755-8112

SCE

1-800-655-4555



SHOP the PASS

To Launch November 12th

By: Steve Carlson

Shop the Pass will launch Friday Nov.12. The four month campaign designed to stimulate the shop local economy is patterned after the successful Yucaipa First program. There are some notable differences however. The first being that the Chamber members who have business licenses and physical locations in the appropriate zip codes 92220, 92223, 92230, & 92320 (Calimesa, Beaumont and Banning) have no charge to participate.

Non-members who wish to participate can pay a \$50 fee which can apply to membership or not if they choose not to join. Second, the prize for each drawing will be \$100 cash rather than \$100 gift certificates. Third, this is a regional campaign so each drawing will include all the entries from each Chamber thus giving the shoppers more chances to win.

Another positive point is that the merchants will have access to the www.shopthepass.com website to update any discount specials or promotions they want to present thus giving business with no web presence a chance for greater exposure.

From the shopper's point of view, they will be able to shop in all three cities giving them lots of opportunities to fill their Passports (reward cards). Each card needs to have 5 stickers (\$) in the form of dollar signs to complete the card and turn it in to their local Chamber. Shoppers will be able to go to the website www.shopthepass.com and see any specials being offered and also select businesses from a directory.

Why is all this so important?

1) Shopping locally supports the businesses, jobs, cities and counties. Studies have shown that for every

\$1 spent locally a minimum of \$7 is regenerated back into that economy

2) It is important for shopper's to know what businesses are available in their area. Many people drive all the way to Redlands for services that are available in their own backyard.

3) Shopping locally develops community spirit, fosters good relationships and increases networking.

For more information stay tuned to www.shopthepass.com

\$
**SHOP THE
PASS**

Paul Cook At Work for Small Businesses

Paul Cook is concerned that California Citizens are losing their jobs at an alarming rate "because we have not taken action. It's clear we must act now to lower the costs of doing business in our state and to make California more competitive. This is not done by raising taxes," explains Assemblyman Cook.

"The quality of life for Californians begins with a job. We, as leaders, need to be doing everything in our power to bring jobs into the state. The best way to jump start the economy is to get the people back to work. We should make use of the powerful and innovative minds in our state to create new jobs but also we should support the industries already in the state," states Cook.

Assemblyman Paul Cook (R-Yucca Valley) is pleased to announce that with the signing of AB 2671, small businesses owned by deployed military members,

which are unprofitable or defunct, will no longer have to pay the \$800 minimum franchise tax. This unfair tax was levied on our deployed service members and their families who could not operate their businesses because they are serving our country.

Under current law, a deployed service member's company or corporation owes an \$800 minimum franchise tax to the state annually regardless of whether or not it operates in the red or ceases to operate altogether. In many cases, these companies fail due to the fact that the owners have been called for deployments and are unable to oversee their operations.

California is one of six states in the U.S. that applies a minimum franchise tax, or tax equal to it, to businesses in

their state. California though has one of the highest minimum taxes paid to the state no matter the circumstances. The California tax has risen over the years from a low of \$100 to the current \$800.

The purpose of AB 2671 is to relieve deployed service members who operate unprofitable or failing businesses of a tax burden, when the business' struggles are the result of the deployment.

Prior to AB 2671, in a worse case scenario, if a service member was killed while deployed and his business failed, California still burdened the family with an \$800 tax while they were grieving.

continued on page 6

Paul Cook *(continued)*

Cook says, "This tax was an insult to our military. California is burdensome enough for any business let alone one that is owned by deployed military personnel. I'd prefer that we eliminate the franchise tax altogether, but this bill is a good step in the right direction."

AB 2671 will take effect immediately and sunset in 2017.

ECONOMIC VIEW

Writing about California, UCLA Anderson Forecast Senior Economist Jerry Nickelsburg writes that "all the evidence suggests that California is ever so slowly coming out of the recession ... but, slow growth means that while the groundwork for faster growth is being put down, there is not a lot or perceptible change."

The UCLA Anderson Forecast calls for "very sluggish growth" for the foreseeable future as the United States' economy continues to recover from the recession that plagued the nation earlier in the decade. As for the California economy, the State is looking at a difficult period ahead as it attempts to generate not only the 1.3 million jobs lost during the recession, but also the additional jobs needed for new entrants into the job market over the past two and a half years.

The Forecast implies that the weak growth will continue in the absence of any imminent changes in consumer or business

ECONOMIC VIEW (Continued)

behavior. According to the report, the very slow growth period will remain until next year.

The recovery from the recession will be driven by education, healthcare, exports and technology and to a lesser extent growth in the battered residential construction sector.

In a report titled, "The Uncertain Economy," UCLA Anderson Forecast Senior Economist David Shulman offers two explanations for the ailing national economy. The first is the "balance sheet hypothesis" the Forecast put forth almost two years ago and is analogous to the work done by economists Carmen Reinhart of the University of Maryland and Kenneth Rogoff of Harvard University, who noted that recoveries from the bursting of debt-fueled financial bubbles are invariably slow and are associated with high unemployment rates and rising government debt. Given that, Shulman suggests that a quick recovery is not likely.

The UCLA Anderson Forecast expects very sluggish growth accompanied by high unemployment. "As time passes," Shulman said, "the economy will naturally heal and the policy uncertainties will resolve themselves to allow growth to return to a 3% path causing unemployment to begin a long awaited downward trajectory. We forecast that these more ebullient trends will become noticeable by 2012." The Forecast calls for the unemployment rate to be 9.7% by year's end and 9.5% in 2011.

REMINDER

Calimesa Rose Caps, Visors and Shopping Bags are available for a donation at the Calimesa Chamber Office. Recommended Donation:

Caps \$16.00

Visor: \$14.00

Shopping Bags: \$1.00

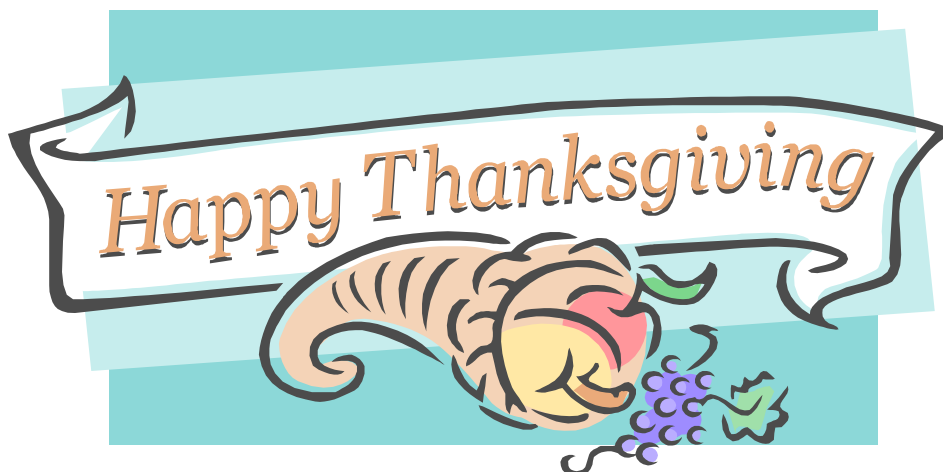
ADVERTISE IN THIS NEWSLETTER

Calimesa Chamber of Commerce is getting ready to include an opportunity for members to advertise in our quarterly newsletter. We are inviting all Chamber members to have their business ad in each issue. The newsletter will be published four times a year. We will be sending the newsletter by electronic email and for those without email it will be sent by USPS mail.

We will also be updating our website to include the newsletter. We will need your ads in to the Chamber by 3:00 PM Monday 12/13/2010. You may send your ad to us by email at: calimesachamber@cybertime.net. The target date for sending the fall newsletter is Monday January 10, 2011. We are all thanking you in advance for your participation.

Pricing

Bus Card Size \$20/per issue
¼ Page size \$25/per issue
½ Page size \$50/per issue
Full page size \$100



New Fundraiser for Calimesa Chamber of Commerce

We are introducing a new fundraiser for the Calimesa Chamber of Commerce from our newest volunteer and newest chamber member Susie Stilson. Susie has written a family cookbook that includes wild game, potato dishes, Crockpot dinners, soups & stews, sourdough starter & breads, sauces & marinade, main dishes, salads, desserts and more.

All of the wild game recipes are versatile to substitute any other meats you desire. These recipes have been gathered from several generations, some are from the old chuck wagon days. Susie has put the cookbook on CD in PowerPoint format for your convenience.

Susie and her husband (Scott)

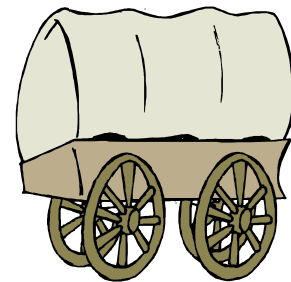
were born and raised in the beautiful state of Montana; they moved to California with their son in 1998



and have made California their home.

Susie's Cookbook CD will be available at the Calimesa Chamber for a recommended donation and a portion of the proceeds will be donated to the Chamber. These cookbook CD's make a great holiday gift.

Good Eat'n



CALIMESA CHAMBER BOARD NOMINATIONS

Steve Carlson, Executive Director of the Calimesa Chamber of Commerce announced today, "We are actively seeking Board Members for 2011 Installation".

Steve indicated Board members serve a three year term. Meetings are held the 2nd Thursday of each

month and are usually from 9:00 AM to 10:30 AM. "If you have a nominee please contact Steve Carlson at 909-795-7612 or email: calimesachamer@cybertime.net.

Nominations will be accepted through Monday November 15th and official ballots will be mailed

out to all members on Tuesday November 16th. All completed ballots must be returned or faxed to the Chamber Office on or before 3:00pm Friday December 3rd. New Board members will be introduced at the Annual Meeting on Thursday December 9th, 8:30 AM at the Kafe Royale.

Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in.

By Marjorie Moore, Minds Eye Information Service, Belleville, IL

FEDERAL FUNDING FOR SMALL BUSINESS

Priming the pump of small business to create jobs and speed an economic recovery, the Treasury Department announced Thursday that California will receive about \$169 million in federal funds that will be leveraged to support at least \$1.7 billion in new small business loans.

California received the largest state allocation from \$1.5 billion in funding to be distributed nationwide to increase lending to small businesses that during

this economic downturn have had difficulty borrowing for such needs as operating expenses and purchases of equipment and buildings.

California officials said the \$169 million that the state will receive next month would be used to expand the Capital Access Program, which is operated through the California Pollution Control Financing Authority chaired by the state treasurer.

With the new funding, the state program will have capacity to make an estimated 10,000 loans to small businesses worth upward of \$2 billion in the next two to three years, which is as much as the program has lent in its 16-year history, according to Mike Papanian, executive director of the California Pollution Control Financing Authority.

Continued on next page

FEDERAL FUNDING FOR SMALL BUSINESS (continued)

The Capital Access Program is designed for small businesses that cannot quite qualify for a conventional small business loans. As an alternative, they can borrow from banks that the state has approved to participate in the program. Those banks can agree to loan to small businesses with less than stellar credentials because the borrowers and the state contribute to the banks' loss reserves, thus reducing their risk.

The federal government requires that for every dollar the state adds to bank loss reserves, small businesses must receive at least \$10 in loans. Paparian said in California the leverage has been better, averaging 15 dollars in loans for every dollar the state contributes.

The federal government requires that for every dollar the state adds to bank loss reserves, small businesses must receive at least \$10 in loans. Paparian said in California the leverage has been better, averaging 15 dollars in loans for every dollar the state contributes.

According to the State Treasurer's website, California Capital Access Program loans can be for amounts up to \$1.5 million and can be used to finance the acquisition of land, construction or renovation of buildings, the purchase of equipment, other capital projects and working capital .

For more information about the California Capital Access Program and find the list of qualified lenders for the Capital Access Program contact the state Treasurer's Web site at www.treasurer.ca.gov/cpcf.



Inland Preschool needs your vote to win:
The Pepsi Refresh Grant For \$25,000
TO VOTE GO TO: <http://www.refresheverything.com/inlandpreschool>

Vote Every Day!
 Tell Your Friends & Family To Vote Every Day!
 Voting Ends November 30th.
 If you have facebook/twitter, you can always vote and post this link for us with just a click of the button. So easy to vote!

CALIMESA CHAMBER OF COMMERCE

P.O. Box 246
 1007 Calimesa Blvd., Suite D
 Calimesa, CA 92320
 Phone: 909-795-7612

Website: calimesachamber.org

