

Calimesa Chamber of Commerce



Volume 31 Issue 1

Winter 2011

UPCOMING EVENTS

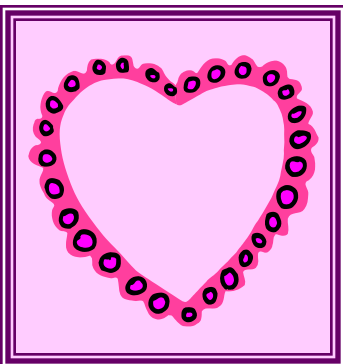
**King & Queen of Hearts
Dinner 4:00 PM
Norton Younglove Center
February 11, 2011**

**Calimesa Community
Garden
Tomato & Pepper Plant
Sale 8am-Noon
April 2 & 3, 2011**

**State of The City
Luncheon
May 12, 2011
Check in 11:30AM**

**Calimesa Street Faire
April 9, 2011**

**Calimesa Street Faire
October 8, 2011**



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



President's Message

By: Jack Kramer, President

Welcome to 2011

Hi – There! We are well into a new year. Hopefully Calimesa Chamber will encourage growth for our economy in Calimesa and The Pass. Things seem to be slowly turning around regarding the economy. Whenever anyone gets an idea that helps improve our business community, please don't hesitate to share it with Steve at the office. Any time we can share ideas, it's a good thing.

Working together unified

all parties for the betterment of businesses in this community. I would like to see Calimesa Chamber continue working cooperatively with the city officials. A recent example of Chamber-City collaboration was the Holiday Banner problem. I spoke to Bob French, the Superintendent of Calimesa Public Works and he showed me torn Holiday Banners. I suggested Steve Carlson, Executive Director of Calimesa Chamber, help with repairs. Steve showed LC Upholstery and Auto Glass here in Calimesa the problem; he repaired the banners at no charge.

Of course rains came making it too wet and

unsafe to display Holiday Banners this year. What a positive partnership between Calimesa City, Chamber and business owner and we now have Holiday Banners ready to hang for December 2011!

Shop the Pass is holding its own and momentum is growing. Shoppers regularly ask for Shop the Pass Passports and each week new participating businesses join this campaign. With this increasing level of activity, confidence and funding needed to continue Shop the Pass will happen.

At the Chamber January board meeting volunteers filled the various vacancies (President-Elect, Vice President, Secretary and

(Continued on page 2)

2011 BOARD OF DIRECTORS

Jack Kramer
President

Linda Molina
Treasurer

DIRECTORS

Dr. Sue Brown
President Elect

Nicole Moore
Secretary

John Halcon
Genevieve Hartgrove
Eddie Meek
Dennis Morgan
Paul Zanowic

Jan Gudgell
Vice-President

Steve Carlson
Executive Director

President's Message (cont)

Treasurer).

The Board also discussed how to best raise funds, increase membership and maybe have a Chamber summer community picnic before it gets too hot. Here again if you have any ideas, please share them with Calimesa Chamber Executive Director Steve Carlson or any Board Member. Don't be bashful now!!

It's time to close this letter. As 2011 progresses, I remain confident we will be successful and active in our progress toward serving Calimesa's business community. Until next month.

To a prosperous 2011,
Jack Kramer
President

Updates: State Senator Bill Emmerson

Senator Bill Emmerson (R-Hemet, 37th District) has introduced State Constitutional Amendment 6, a legislative measure that will create a two-year budget cycle. SCA 6 is the first bill Senator Emmerson introduced this legislative session. Currently, 20 other states use the two-year budget model.

"Budget reform must be part of a comprehensive solution to our state's financial problems," Emmerson said. "Our current budget process is dysfunctional and has resulted in multi-billion dollar deficits. That's why we must begin considering other budget models, such as the two-year budget cycle, that will enable legislators to thoroughly review the state's budget as well as increase oversight of state expenditures."

Under SCA 6 the first year of the legislative session will be solely dedicated to an in-depth review of

state finances and the passage of a two-year budget. In the second year, legislators will be able to introduce and debate all non-budget legislation.

During the budget year each standing committee in both houses of the Legislature will function as a budget subcommittee and conduct oversight hearings of government programs. The oversight hearings will continue throughout the two-year legislative session to ensure that program objectives are being met.

"Oversight hearings are the key to ensuring that taxpayer dollars are being spent wisely and are not wasted on bureaucracy," Emmerson added. "It's time that we end the gimmicks, increase accountability, and bring financial stability back to California."

WELCOME

New Members

- ◆ Blum Counseling Services
- ◆ Discover the Pass
- ◆ Friends of Liberty Bookstore & Print Shop
- ◆ Inland Preschool
- ◆ Rumors Sport Bar
- ◆ The Hair Company
- ◆ Town Hosts



Renewing Members

All Season's Hay Company
Paul C. Zanowic
Southern California Gas Co.
Willdan

Economic Report

January 25, 2011, Bureau of Labor Statistics announced California has the second highest seasonally adjusted unemployment rate at 12.5%, second only to Nevada's rate of 14.5%. Riverside County unemployment remains at 14.6% and San Bernardino and Ontario follow reporting 14.3%.

Some economic experts predict that as unemployment remains high, banks will resume home seizures, limit lending, and the number of foreclosure filings will climb to 20 % in 2011. Rick Sharga, RealtyTrac's Senior Vice President said in an interview at Bloomberg New York, "We will peak in foreclosures and probably bottom out in pricing, and that's what we need to do in order to begin the recovery."

The Bureau of Labor Statistics also announced that real average hourly earnings for all employees fell 0.4 percent from November to December, seasonally adjusted. Real average hourly earnings for production and nonsupervisory employees fell 0.6 percent (seasonally adjusted) for the same period.



Winter Weekend Dinner

By: Susie Stilson-
Local resident, Chamber member

Old Fashioned Crock-Pot Beef Stew

2 – lbs. Beef stew meat
1 – Turnip, diced
1 – Rutabaga – diced
1 Pkg. frozen California style vegetables (Broccoli, cauliflower, carrots)
1 – Onion, diced
2 – C. frozen sweet corn
6-8 white potatoes, diced
1 – pkg. beef stew seasoning mix

Lightly brown beef pieces and onion in medium fry pan. Boil potatoes and other vegetables in water for about 10 minutes. Drain potatoes and vegetables and place in crock pot. Add meat and onion to crock pot mixture. Add 4 cups of water and seasoning and stir. Leave on medium heat for 4-6 hours.

Serve with Texas toast or bread and butter.

Italian Green Salad

1 Head lettuce Chopped
1 Cucumber, peeled & sliced
Shredded carrots
Chopped Green onions
1 Green pepper
1 yellow pepper
1 orange pepper
5 radishes, sliced
1/2 Cup Creamy Italian dressing
Add all vegetables to salad bowl and toss with dressing and serve.



Strawberry & Banana Dessert

1 pound Cake cut into pieces
4 cups banana pudding
3-4- bananas peeled and sliced
10-12 strawberries, sliced
Cool whip (whipped cream)

Line bottom of dessert dish with half of the cake pieces, layer bananas, strawberries and top with half of the pudding. Repeat with cakes pieces, fruit and pudding until dish is full. Top with Cool whip. This is a great dessert and you can add any fruit you like.

This is also good with pineapple and peaches.



Shop Local Studies

Surveys conducted by Institute for Local Self Reliance (ILSR) in 2008, 2009 and 2010 found that independent businesses in cities with Buy Local campaigns reported stronger sales than those in communities without such an initiative. The city of Portland, Maine is involved in helping with marketing for the Shop Local in that city. “It’s in the city’s interest to preserve independent businesses,” said Liz Darling, marketing director at the city’s economic development office. “There is a homogenized world going on,” she said, “but we need to preserve our one-of-a-kind business and distinct character. That’s our economic advantage. That’s what makes Portland unique.”

“Even in this very challenging economic climate, for the third year in a row, independent retailers in communities with active shop local campaigns have outperformed retailers in cities and towns without such campaigns,” said ABA CEO Oren Teicher. Buy Local campaigns are helping businesses achieve greater sales. Locally owned businesses return about 80% of each dollar to their community. ILSR found that each dollar spent at a local business will return five to seven times that amount to the local community through city taxes, employees’ wages, and purchases of materials, supplies and services. In other words spending locally supports Calimesa’s community social services, schools, public library, nonprofits, and city and county services. More important independent thinking, unique qualities and the people are what we like about Calimesa. That’s the best reason to shop local; independent businesses and services represent creative independent minds that offer unique products and services.



Calimesa City Hall:

Ella Zanowic, Mayor



Her initials are EZ, yet she is not simple or easy. This is a person with an energetic smile, eyes that show constant thought and she is continuous motion, Ella is everywhere! She has the ability to visit more Calimesa businesses and organizations in one day than a Fuller Brush Salesman or Super Avon Lady and she is also connected electronically with even more of Calimesa and beyond.



man of the then newly formed Senior Advisory Committee. She believes "every day is delightful when you learn a lesson". Ella has been helpful in the lives of Calimesa seniors, she has coached middle school youth in personal career profiles and she has been a civic leader improving lives, businesses and city government here in Calimesa.

I just had to ask her why Mayor, what more do you hope to accomplish? Her response discloses much, she is a thoughtful, complex person. "I never dreamed about being in politics" she says, "I'm a caregiver, I like to help people. I was driven by circumstances and took the worst possible life experience, personal loss, and made the best of it." She describes how determination to survive difficult circumstances and a desire to understand taught Ella that her most satisfying moments are engaging people in self discovery, helping others and making this world a better place.

It was 1991 when Ella started her Training and Development business, EZ Success after an emotional personal loss. Just a few years ago she survived being terminated from her volunteer position on the Community Services Commission of Calimesa teaching her that she could make a positive contribution to Calimesa by serving on City Council. After being removed from the Community Services Commission, Ella was instrumental in bringing the Family Service Association to Calimesa and served as the first Chair-

Ella was instrumental in organizing the October 2009 and April 2010 Street Fairs' and getting the digital sign board installed along Calimesa Blvd. How does she accomplish so much?

"I'm passionate about leaving a legacy for my grand children and great-grand children; they are a big part of my life. I want to teach them and spend time with them. Second, I think Maslow's Theory illustrates life well and I'm at that place where I have all I need to be satisfied, I really want to give back.

Finally, I can accomplish things because I have good health. I am mobile," she explains. "I can." The smile, slowly, easily, spreads radiating her face. Her eyes gently pull you in to her thought, and it's easy, so comfortably easy, to sit and talk to her. She is a complex, positive person with powerfully clear ideas and boundless energy. Mayor Zanowic is a visionary with realistic goals and that focused "can do" spirit to achieve. She will accomplish many good things for Calimesa and improve our local business climate.

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

Citizen Patrol

909-795-0054

Dept. of Motor Vehicles

1-800-777-0133

Fire Dept. (Non-Emergency)

909-795-1010

Norton Younglove Senior Ctr.

909-795-2287

Police Dept (Non-Emergency)

1-800-950-2444

So Cal Edison

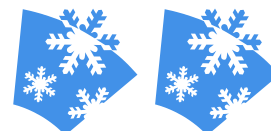
1-800-655-4555

US Post Office

1-800-275-8777

CR&R

1-800-755-8112



SHOP the PASS

By: Steve Carlson



Shop the Pass campaign is a regional shop “local” program that supports the River-

side County cities of Banning, Beaumont and Calimesa. The purpose of the program is to spotlight local businesses and continue circulating dollars spent locally for local benefits. The program is funded through Pass EDA and three local cities. Both the Yucaipa/Calimesa News Mirror and Banning Record Gazette offer print advertizing to local businesses for reduced rates as well as highlight businesses with full sheet back page advertizing to promote this campaign. Businesses are also listed on the website www.shopthepass.com

where shoppers can view a directory of services and alpha listing of participating businesses. In addition to this, businesses can offer discounts that are identified by the **Shop the Pass** logo. If the shopper clicks the \$ logo they will be sent to another web page that shows any business that currently offers a discount or special.

This month’s **Shop the Pass** winner is Stacy Matthews of Beaumont. She will receive **\$100** in cash. The next drawing will be at the Beaumont Chamber Mega Mixer at the Oak Valley Golf Club on Feb 10th at 5:30 pm. We look forward to some very active participation from our shoppers.

Assemblyman Paul Cook

Assemblyman Paul Cook (R-Yucca Valley, 65th District), chair of the Assembly Veterans Affairs Committee, responded to Governor Jerry Brown’s 2011-2012 budget proposal to eliminate funding for County Veteran Service Officers (CVSO) with the following;

“...the Governor proposed the elimination of all general fund Support for the CVSO program. This is an extremely short-sighted move that serves neither state finances nor our veterans well.

CVSOs bring in money to the state by helping veterans apply for federal benefits that are due to them. Each year, with; minimal funding, these officers help thousands of veterans gain \$250 million in new federal aid for California, money that goes into the state’s economy. They bring in

over \$100 in federal funding for every \$1 that is budgeted to them, which means that it could cost the state over 4800 million if the funding for CVSOs is not maintained

The elimination of CVSO funding will leave our veterans to fight alone with the federal bureaucracy to get the health, housing and other benefits to which they are entitled. And if they can’t get federal benefits, the state will be on the hook to pay for their services.

I fought hard last year to increase funding for CVSOs and will fight to prevent its elimination this year. Adopting the Governor’s proposal will not only end up costing the state hundreds of millions of dollars, but will make it far more diffi-

Participating Shop the Pass Businesses

- Amazing Bechtel’s Magic, Novelties & Costumes
- America’s Best Value Inn
- Bob’s Big Boy
- Buckle & Belts
- Bullseye Darts
- Calimesa Country Club
- Calimesa Drive Thru Dairy
- Calimesa Insurance Services
- Calimesa Motorsports
- Calimesa News-Mirror
- Carol’s Kitchen
- Denny’s Restaurant
- Friends of Liberty Bookstore & Print Shop
- George’s Market & German Deli
- Gray Chiropractic & Medical Massage
- Hair Studio 555
- Kafe Royale
- Lady Lea Body Wraps
- Mary Kay Consultant, Karen Pope
- PC Care
- PC Mechanix
- Prudential California Realty
- Quiet Mouse
- Richard L. Parker, DDS. MS.
- Rumors Sport Bar
- Side by Side Humanitarian
- Stater Bros. Market #71
- The Hair Company
- Walgreen’s
- WD Fascination Ranch



cult to provide the services we have promised our veterans.”

“We have to make America the best place in the world to do business”.

Dick Cheney, Vice President of the United States 2001-2009

Marion Ashley County Supervisor

I want to thank the City of Calimesa and Chamber of Commerce for the positive working relationship we all enjoy. Working together in these tough economic times is the very best way to see our economy recovery in the future and help our residents get jobs and our businesses survive and thrive.

Riverside County continues to work with private sector businesses to assist them with permitting issues, job training programs that assist local business with hiring, training, and we continue to provide marketing and human resource related services. Additionally, we encourage manufactures located in and around Calimesa to export the goods they manufacturer or produce to new markets overseas. The Riverside County Economic Development Agency looks forward to assisting you and I recommend you contact them if you need assistance. Please take a good look at the EDA web page at www.rivcoeda.org to see just how we can help your business expend, grow, and thrive.

We look forward to a slight improvement in the economy in the Fifth District and across the county. This all depends on factors beyond our local control. New federal law and policy, state budget issues, and a poor global economy are holding us back from the type of job market we need to put our people back to work and the same goes for the jump starting of our economy. As always, thank you for the privilege to serve as your County Supervisor and thanks for your support for my third term in office.

Very Sincerely yours,
Marion Ashley



REMINDER

Items below are available for a donation at the Calimesa Chamber Office:

1. **S & S Stilson's Wild Game Recipes \$6.00**
2. **Caps \$16.00**
3. **Visor: \$14.00**
4. **Shopping Bags: \$1.00**

ADVERTISE IN THIS

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 business card and payment to the Chamber by 3:00 PM Monday April 18, 2011. You may send your ad to us by email at: calimesachamber@cybertime.net. The target date for sending the Spring newsletter is Monday April 25, 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

CALIMESA CHAMBER OF COMMERCE JANUARY INSTALLATION DINNER



Left: State Assemblyman Paul Cook, California State Senator Bill Emmerson (center), County Supervisor Marion Ashley (right).

Right: Eddie Meek and Genevieve Hartgrove



Left: Getty Denver, Chief Ross Koepp

Right: Dennis Morgan, Steve Carlson



Below Right: Jackie & Bill Davis



CALIMESA CITIZENS OF THE YEAR 2010

By Kathy Houlihan, Crown Village Center

At the Chamber of Commerce Annual Installation and Community Awards Dinner Thursday night the 20th Mayor Pro-Tem Bill and his wife Jackie Davis were introduced as Citizens of the Year for 2010.

Bill and Jackie have been privately helping this community for many years. Some of the beneficiaries have been the Chamber of Commerce, Bark 4 Life, Smiles for Seniors, Citizens

on Patrol, and cat rescue in particular and animal rescue in general.

Bill and Jackie have generously supported having a Community Picnic, Chamber mixers as well as supporting a ranch full of dozens of different animals. Not to mention a large number of people they have helped by giving their harvest from a large garden to the Senior Center. They have also smoothed private



roads and helped start the Calimesa Community Garden. They have assisted people with illnesses and with financial difficulties. They do all this while running one of the largest businesses in the City thus providing jobs for Calimesans.

Bill and Jackie are two of the nicest kindest people around. We are honored and privileged to have them as Calimesa Co-Citizens of the Year for 2010.

Shop the Pass January Winner



Left to right: Kyle Warsinski, Brenda Knight, Stacey Matthews, Steve Carlson, and Brandon Contreras

January's winner of the \$100.00 dollar Shop the Pass drawing is Stacey Matthews. Her name was drawn on Jan 20th at the Calimesa Installation and Community Awards Dinner at the Calimesa Country Club by Supervisor Marion Ashley.

Stacey, who works for the Noble Creek Community Center and the School District, is a single mom who recently was selected as a recipient of a Habitat for Humanity Home.

"The money will help a lot with the new house," Stacey said enthusiastically.

CALIMESA CHAMBER OF COMMERCE

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Calimesa, CA 92320
Phone: 909-795-7612

Website: calimesachamber.org

