

# NATIONAL CITY CHAMBER NEWS

FALL 2008

Official Publication of the National City Chamber of Commerce



## MISSION STATEMENT

“To increase opportunities for businesses and advocate for our membership in matters related to business, government, and community relations.”

## CHAMBER PRIORITIES

- Advocate for members.
- Provide information on current issues.
- Promote business growth.

## City of National City Grants \$120,000 to National City Chamber of Commerce

THE COMMUNITY DEVELOPMENT COMMISSION of the City of National City voted unanimously to grant the National City Chamber of Commerce \$120,000. The decision was made at the City Council meeting on September 15, 2008 at City Hall, 1243 National City Blvd., National City, CA.



The National City Chamber of Commerce will administer the City’s Economic Development programs for \$50,000 and receive up to \$70,000 to retire the building debt on the National City Chamber of Commerce office building. The National City Chamber will assume administration of the City’s Enterprise Zone Program, San Diego State University Technical Assistance Program, and Community Benefit Loan Program. The Chamber will also implement a debt retirement campaign to relieve funds and improve business operations.

“The City and the Chamber have enhanced their working relationship to retain and attract new businesses to National City,” shares Mayor Ron Morrison. “The Chamber is well equipped to partner with the City to help our businesses grow.”

“The Chamber’s new office building and enhanced business services are paramount to a welcoming, proactive, and professional business organization. This will allow our organization to grow and create a regional presence,” adds Jacqueline Reynoso, Chief Executive Officer of the National City Chamber of Commerce. The National City Chamber represents its members in government relations, community relations, and promotes business growth and development.

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**The Chamber will assume administration of the City’s Enterprise Zone Program, San Diego State University Technical Assistance Program, and the Community Benefit Loan Program.**

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South County Economic Development Council (SCEDC)

## Christmas in July and EDCO receive awards at Annual Economic Summit

**Pioneer Award** (sponsored by AT&T)

**T**HE PIONEER AWARD is presented to a leader (Business or Citizen) whose visionary contributions have broken traditional, societal, political or economic barriers; whereby opening doors and setting a new course for the South San Diego County region.

The winner of this award is **Cecilia Kirk for Christmas in July**. John Sheldon first organized Christmas in July with the National City Chamber of Commerce. Cecilia began working on “Christmas in July” in National City in 1990. Together with the Navy and community volunteers homes for low-income families are rehabilitated. Most recently one of the homes needed an extra loving touch. Among one of the many dated items found in the home was a 1931 calendar. More than the obvious aesthetic need was the impact made on the great-grandparents who were in their 70’s raising their great grandchildren on \$1700 per month. It is for this effort and other “Christmas in July” efforts that the South County EDC salutes Cecilia Kirk.

**Corky McMillin Best of South County Award** (sponsored by The Corky McMillin Companies)

**T**HE CORKY MCMILLIN BEST OF SOUTH COUNTY AWARD is named after Corky McMillin in recognition for the exemplary business he built in South County. It is presented to a local business that has a history of consistent excellence in products, service, customer satisfaction and overall performance as judged by colleagues and customers alike.

The Corky McMillin Best of South County Award is presented to **EDCO**. EDCO has served several South County cities, but continuously goes beyond their typical trash hauling business. They are active on multiple community boards and contribute to various organizations throughout the region. South County EDC is delighted to recognize EDCO as this year’s winner of the Corky McMillin Best of South County award.

## LOCAL

## National City Chamber opposes Proposition M

Position Statement on Proposition M –  
Repeal of Proposition D Initiative (City’s 1% Sales Tax Initiative)

Prepared by: Economic Development Committee, National City Chamber of Commerce

**T**he Economic Development Committee of the National City Chamber of Commerce (NCCC) deliberated on Proposition M—Repeal of Proposition D Initiative (City’s 1% Sales Tax Initiative).

The Committee was faced with three choices including the following:

- 1) Take no position on the initiative
- 2) Support the initiative to repeal the sales tax
- 3) Oppose the initiative to repeal the sales tax

The Economic Development Committee took the approach of developing a recommendation based on three inputs: Proposition M Member Survey, the City’s budget proposal that includes fiscal implications with and without the 1% sale tax, and the results of the September 18, 2008 Sales Tax Breakfast Forum. The NCCC also conducted a “City Walk”

on September 15, 2008 to obtain survey responses and input from business leaders. The responses from the walking surveys were subsequently added.

The survey provided for some input, but due to the limited response, the other sources of information were viewed to be a more accurate indicator of member opinion.

The walking survey provided some interesting feedback. Most businesses were not in opposition to the sales tax. Some were concerned about the negative impacts if the initiative

passed and public safety programs were eliminated. Most businesses expressed the noticeable benefits from the sales tax such as enhanced public safety services—faster response times, decreased crime activity, and graffiti abatement. In a time of economic hardships, the business community relies on City services to provide a safe and welcoming business environment.



**Most businesses expressed the noticeable benefits from the sales tax such as enhanced public safety services—faster response times, decreased crime activity, and graffiti abatement.**

(continued on page 4)

## 2008 BOARD OF DIRECTORS

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Proposition M (continued from page 3)



Chamber CEO Jacqueline Reynoso serves as moderator for the Sales Tax Forum with Mayor Ron Morrison and Richard Rider of the San Diego Tax Fighters Association.

A review of the City budget shows two starkly different scenarios. Without the sales tax, many public safety functions would be impacted. Recent progress in the reduction of violent crimes could be affected. Public safety services are impacted more than other programs because public safety is a major component of the City's General fund. The budget with the 1% additional sales tax preserves public safety at current levels and maintains crime prevention and fire safety programs.

The September Breakfast Forum provided the opportunity for a one-on-one debate between Mayor Ron Morrison of the City of National City and Chairman Richard Rider of the San Diego Tax Fighters Association before business leaders. A clear difference was seen between a "no new tax under any circumstances" approach and a presentation of the positive impacts of the programs paid for by the additional 1% sales tax. With this information, business leaders were able to weigh the value of reduced sales tax vs. increased services for members (especially public safety).

As a result of these inputs, the committee co-chairs discussed the overall results in order to provide a recommendation to the full Board of Directors. The walking surveys and discussions with the Mile of Cars and large auto parts retailers revealed that there was a perception of minimal impact on businesses by the sales tax. The structure of the tax could be perceived as directly impacting National City residents and consumers more than National City businesses.

The majority of businesses surveyed do not see a negative impact to their business from the 1% sales tax, and most wish to maintain the level of increased services. The City's 1% Measure D sales tax generated an additional \$2,071,321 or 11% more the second quarter of this year than the same quarter one year ago according to the last sales tax report issued by the City of National City. Thus, it seemed prudent to the Economic Development Committee to advocate opposition to the sales tax repeal in order to keep the sales tax at its current level of 8.75%.

**The budget with the 1% additional sales tax preserves public safety at current levels and maintains crime prevention and fire safety programs.**

The Economic Development Committee recommended to the Board of Directors to oppose Proposition M. The Board of Directors voted to approve the Committee's Recommendation on October 7, 2008. The NCCC Board of Directors strongly urges the City to continue to address the fundamental circumstances that led to the revenue/expense imbalance, and to continue to develop a detailed plan to sunset the 1% sales tax in 8 years. This was the original intent of the initial tax measure in 2006 (Proposition D). Taking no position before the City is not considered to be in the best interest of the National City Chamber of Commerce.

The Economic Development Committee recommended to the Board of Directors to oppose Proposition M. The Board of Directors

## LOCAL

### National City Chamber of Commerce supports Smart Growth on the Westside

The Board of Directors of the National City Chamber of Commerce (NCCC) voted unanimously to support a request letter from the Smart Growth Coalition, which includes active Chamber members. The support letter specifies two requests to City Council regarding the Westside Specific Plan (WSP). Namely, the Chamber supports the request to have the City establish a "grandfather" provision that would allow fully licensed, non-polluting businesses to continue operating and maintaining job opportunities on the Westside. The Chamber also supports the Coalition's request for the WSP to allow for Modified Type 3 buildings with a maximum height of 65 feet.

The Old Town National City (OTNC) Smart Growth Coalition presented a letter to the National City Chamber of Commerce on July 22, 2008. The letter was presented to the Board for a final vote of endorsement at the Board meeting on August 12, 2008. The NCCC Board expressed their strong support for National City businesses. "Local businesses are the life line of this City's economy," expressed Jess Van Deventer. "We must continue to support employment opportunities, smart growth, and a comprehensive planning process on the Westside."

The Westside Specific Plan proposes to remove or make all industrial businesses within the plan area legal non-conforming. The NCCC would like to see a grandfather provision implemented, as well as a Conditional Use Permit process for green or light industrial businesses that would like to move to the City's Westside in the future. The WSP proposes to limit building height in the mixed use commercial areas to 50 feet. The Chamber supports an increased height limit to 65 feet. This would encourage market-rate as well as affordable housing, and creative design. In addition, the option to build to an increased height limit would help maintain the value of the property.

The National City Council held a hearing on the Westside Specific Plan at the August 19, 2008 City Council Meeting. The National City Chamber of Commerce presented their position letter before City Council. At the September 2, 2008 City Council meeting, Council voted to approve the Chamber of Commerce's recommendation to increase height limit to 65 feet in commercial areas and implement a Conditional Use Permit process under the Westside Specific Plan.

## REGIONAL

### Vote No on Proposition B

#### Background

**Proposition B** - The Port of San Diego Marine Freight Preservation and Bayfront Redevelopment Initiative (Initiative) proposes to amend the Port Master Plan and to provide for the redevelopment of the Tenth Avenue Marine Terminal (TAMT) and surrounding area. The Initiative is backed by San Diego Community Solutions (SDCS), funded by Richard and Nancy Chase, and Frank Gallagher. The project is a repeat of a 1997 proposal by the same Chase-Gallagher group. In 1997, the group proposed to put a second deck on the TAMT to accommodate the Padres Ball Park. Elected officials thoroughly analyzed the idea, determined it was infeasible and it never gained traction. Proposition B is another attempt for a handful of developers to seize control over a crucial regional asset.

The Board of Directors of the National City Chamber of Commerce voted to OPPOSE Proposition B.

(continued on page 6)

Proposition B (continued from page 5)

**Proposition B would:**

- Replace San Diego’s maritime operations at the Tenth Avenue Marine Terminal (TAMT) with hotels, office towers, and retail development thereby eliminating thousands of well-paying jobs and endangering the Port’s status as a key US Department of Defense strategic port;
- Threaten the sustained growth and the very existence of current maritime related to businesses including ship yards that provide thousands of well-paying jobs; and
- Threaten the waterfront, Barrio Logan, and much of the area with gentrification.

**Opposition to Proposition B**

- The **San Diego Unified Port District** voted unanimously to oppose the Initiative.
- Groups representing a multiplicity of constituencies, including the **San Diego World Trade Center**, the **Working Waterfront Group**, **Port of San Diego Ship Repair Association**, and the **San Diego Port Tenants Association** have taken a position against the Initiative.
- Waterfront businesses such as **Northrop Grumman**, **RE Staite**, **Harborside Refrigerated Services**, **Pasha Automotive Services** and **NASSCO** have committed over \$125,000 and, along with labor organizations, have formed a truth-telling committee to begin the counter-campaign against the Initiative; and
- Representatives of **waterfront businesses** have met with dozens of elected representatives and civic organizations to inform them on the impacts of the Initiative on Bayfront businesses.

**Protect Waterfront Businesses and VOTE NO ON PROPOSITON B!**

**LIST OF THOSE WHO OPPOSE PROPOSITION B**

**ORGANIZATIONS**

San Diego Board of Port Commissioners  
 San Diego County Taxpayers Association  
 San Diego World Trade Center  
 International Longshore and Warehouse Union (ILWU)  
 San Diego-Imperial Counties Labor Council-AFL CIO  
 San Diego Military Advisory Council  
 San Diego Port Tenants Association  
 San Diego Ship Repair Association  
 San Diego Taxpayers Association  
 The California Trade Coalition  
 Working Waterfront Group  
 Pacific Merchant Shipping Association  
 Industrial Environmental Association  
 Otay Mesa Chamber of Commerce  
 Chula Vista Chamber of Commerce  
 National City Chamber of Commerce  
 San Diego Regional Chamber of Commerce

Environmental Health Coalition  
 Machinists Union Local #389  
  
**COMPANIES**  
 Jankovich Company  
 CP Kelco  
 SSA Marine  
 Harbor Tug  
 General Dynamics NASSCO  
 Pasha Automotive Services  
 Harborside Refrigerated Services  
 H & M Landing  
 San Diego International Terminals  
 Shelter Island Boatyard  
 Bali Hai Restaurant/  
 Tom Ham’s Lighthouse  
 R.E. Staite Engineering  
 The Marine Group Boatworks  
 Dole Fresh Fruit

**ELECTED OFFICIALS**

San Diego Mayor Jerry Sanders  
 Coronado Mayor Tom Smisek  
 Imperial Beach Mayor Jim Janney  
 National City Mayor Ron Morrison  
 Councilmember Kevin Faulconer  
 Councilmember Donna Frye  
 Councilmember Ben Hueso

**BUSINESS LEADERS/INDIVIDUALS**

UCSD Professor, Steve Erie

**Otay Mesa Border Crossing Initiative**

The National City Chamber of Commerce endorses the Otay Mesa Chamber of Commerce position on incompatible land uses in the Otay Mesa Community Plan update.



A consistent approach to land use planning that provides for an equitable growth potential for all land uses is a key component of regional business expansion strategy. A community plan for Otay Mesa which accommodates growth for residential, commercial industrial and public facilities, while avoiding land use conflicts, is essential for sustainable development in our region. Otay Mesa is a critical component of the San Diego region industrial and distribution networks, and is an important element for future economic expansion of the San Diego region.

This potential for industrial growth and expansion of goods movement could be threatened by the introduction of incompatible land uses adjacent to busy truck corridors. The California Air Resources Board has recognized the importance of prudent land use planning when evaluating future land uses adjacent to critical goods movement corridors and facilities.

The Otay Mesa truck corridor has been determined to be an essential through-way for cross border goods movement as shown by the nomination by SANDAG of this corridor for State Proposition 1B bond funding. Any inconsistent land use could create future conflicts that could eventually lead to mandated constraints or restrictions on use of this corridor which is important for all regional businesses, including many in National City.

The National City Chamber of Commerce fully supports the vision of the Otay Mesa Chamber for sustainable growth.

**STATE**

**ADA Lawsuit Protection**

(October 8, 2008) Governor Arnold Schwarzenegger has signed a California Chamber of Commerce-backed “job creator” bill that increases public access for individuals with disabilities while reducing unwarranted litigation.

The CalChamber worked closely with the authors and their staff, other business groups, disability rights groups and the consumer attorneys to achieve this historic reform.

*(continued on page 8)*

**2008 CALENDAR OF EVENTS**

**CHAMBER OF COMMERCE MONTHLY BREAKFAST**  
 Every 3rd Thursday of each month  
 Holiday Inn  
 700 National City Boulevard  
 7:30-9:00 AM

**November 20**  
 “ACCESS TO CAPITAL”  
 WORKSHOP

**December 18**  
 HOLIDAY GREETINGS/  
 STATE OF THE CHAMBER

**CHAMBER ANNUAL EVENTS**

**October 23**  
 SALUTE TO NAVY  
 SHIPBOARD RECEPTION  
 USS Tarawa  
 5:30 PM-8:00 PM  
 RSVP Required

**BUSINESS DEVELOPMENT EVENTS**

**November 11**  
 LA VISTA MEMORIAL  
 GRAND REOPENING  
 3191 Orange Street  
 National City  
 1:00 PM-2:00 PM

**November 12**  
 COMMUNITY BENEFIT  
 LOAN WORKSHOP  
 National City Chamber  
 Conference Room  
 9:00 AM-10:00 AM

**November 14**  
 SOUTH COUNTY EDC  
 BUSINESS OUTREACH

**December 2**  
 ADA WORKSHOP  
 National City Chamber  
 Conference Room  
 10:00 AM-12:00 PM

**December 17**  
 SUNDOWNER  
 California Coast Credit Union  
 1704 Sweetwater Road  
 5:30 PM-7:30 PM

For more information,  
 call 619-477-9339

ADA Lawsuit Protection (continued from page 7)

SB 1608 is a bipartisan, bicameral comprehensive reform measure, authored by Senators Ellen Corbett (D-San Leandro), Tom Harman (R-Huntington Beach) and Ron Calderon (D-Montebello), and Assembly Members Cameron Smyth (R-Santa Clarita) and Lois Wolk (D-Davis).

The legislation is the culmination of a two-year collaborative effort involving countless hours of work, crafting reforms within an extremely complex body of law that appropriately balanced the interests of those impacted. The bill received unanimous support by both Houses of the Legislature before being sent to the Governor.

#### Goals of Legislation

SB 1608 is designed to address two important goals:

- promoting and increasing compliance with state and federal civil rights laws providing for equal access for individuals with disabilities in public accommodations; and
- reducing unwarranted, unnecessary litigation that does not advance the goals of disability access.

#### Reform Provisions

SB 1608 arrives at a solution through a combination of the following key reform provisions:

- Clarifications in the law to help reduce unwarranted damages and attorneys' fees.
- A new disability commission which will be tasked with evaluating and providing recommendations on further disability issues having an impact on the disability community and business.
- Improved continuing education in disability access laws for building inspectors and architects.
- Incentivizing building owners to use state-certified access specialists to ensure compliance.
- A new court procedure to encourage early resolution of disability access lawsuits.



One of the important reforms in SB 1608 is a provision clarifying that plaintiffs may recover damages only for a violation they personally encountered or that deterred access on a particular occasion, rather than for alleged violations that may exist at a place of business but did not cause a denial of access.

In addition, SB 1608 clarifies that a court can consider reasonable written settlement offers made and rejected in determining the amount of reasonable attorneys' fees to be awarded at the end of a case, which is aimed at reducing unnecessary protraction of litigation by either party.

#### Addresses Long-Term Problem

The CalChamber has worked diligently for a number of years toward reform of the disability access laws because of the significant, ongoing state harm inflicted upon businesses by a small, but widely destructive, atypical group of plaintiffs and lawyers using the disability laws and court system to seek monetary profits rather than access. Too many California businesses have closed their doors for good.

Businesses have both a vested interest and responsibility to comply with disability access laws. At the same time, California's laws should facilitate and acknowledge the efforts of businesses that desire to comply and take steps accordingly. The CalChamber believes SB 1608 strikes a fair and reasonable balance.

The CalChamber commends the authors and their staff for their leadership in achieving a legislative proposal that is responsive to and respectful of the interests of the business community and the disability community. SB 1608 is an important benchmark for the state, not only as an advancement of disability access with less litigation, but also as a meaningful collaborative and bipartisan reform.

*The National City Chamber of Commerce will hold an ADA workshop on December 2nd, 2008. For more information contact the NCCC at (619) 477-9339.*

## Down Economy: Layoffs Can Lead to Unlawful Termination Claims

### What Businesses Need to Know to Protect Against These Lawsuits

By Jessica Hawthorne

**B**Y ANY MEASURE, it's a pretty rough economy out there, and inevitably, there have been and will continue to be layoffs – a process that's an emotional and complicated procedure, and no less so than during tough economic times.

So what do employers need to know to protect themselves from wrongful termination lawsuits before they are forced to lay off members of their workforce?

The truth is that no one procedure guarantees businesses freedom from exposure to wrongful discharge liability or, even in the absence of liability, prevention of the filing of a wrongful termination action by an employee. But there are a number of things that can be done to mitigate potential issues:

- Businesses should have all new employees sign agreements at the very beginning of employment that protects their status as an at-will employee.
- Standardize termination procedures in a way that maximizes company protection from wrongful termination suits, and ensures that the procedures are consistently applied.
- Train supervisors thoroughly in the area of protecting the at-will nature of employment and to follow all company policies especially related to terminations and layoffs.
- If your company is considering a layoff, be sure to establish objective, nondiscriminatory criteria for selecting the employees to layoff.
- If termination of an employee becomes necessary: do not make the employee's situation so miserable that he or she resigns just to get away.

If an employee feels singled out during a layoff or was unaware of performance issues before being terminated, they may also file a suit for wrongful discharge in violation of an express state or federal government public policy.



Further, be careful and consult with legal counsel before laying off employees with actual or perceived disabilities, those who have just returned from a protective leave of absence, and even those who have reported inappropriate activity such as harassment or safety violations. These employees may have, or believe they have, more rights than other employees. And angry employees or ones who feel wronged are more likely to sue.

In addition, the federal Worker Adjustment and Retraining Notification (WARN) Act and comparable state law require businesses to provide written notice to employees before laying off a significant portion of their workforce.

Unfortunately, there are literally layers of laws that deal with layoffs and terminations, which can make navigating this area of employment law a potential minefield. But if employers act in good faith, make their policies clear and offer ample notification of pending action, the likelihood of a wrongful termination lawsuit succeeding is minimal.

*Jessica Hawthorne is an employment attorney at the California Chamber of Commerce. More information on terminating employment and many other workplace issues can be found at [www.HRCalifornia.com](http://www.HRCalifornia.com).*

**Safe Routes to School Program**

Last year the State of California Safe Routes to School (SR2S) Grant provided the City of National City with \$432,000 and an additional \$900,000 this year. The City of National City is contributing a total of \$150,000 matching funds to the program. The project consists of two phases. Phase I included installation of advanced warning beacons, red beacons for stop signs, signing & striping enhancements, and in-roadway lighting crosswalk system with LED-enhanced school crossing signs. Phase II will also include many of the features listed above in addition to vehicle radar speed feedback signs, corner bulb-outs (curb extensions at intersections), raised median islands for pedestrian refuge, pedestrian countdown signal heads, and new sidewalks and curb ramps. The first phase was completed in April 2008 and the 2nd phase should be completed by the fall of 2009. Public outreach and education activities are also funded through the program. These efforts are on-going.



**Plaza Senior Apartments**

This project was completed in April 2008. It consists of an eighty-unit senior and assisted living development on 1.8 acres of land located on the north side of the 1500 block of Plaza Boulevard. The former site of the Ha' Penny Inn and across the street from the South Bay Plaza Shopping Center. During the development of the site, the owner dedicated an additional street right-of-way to facilitate the installation of a bus stop. Shoring walls were

constructed to allow for the installation of 51 parking spaces and provide slope stabilization for the northerly slope. The total cost of the project was \$5.8 million.

**Pacific View Estates**

This project is a development of 49 2-story single-family dwellings to be built in three phases. Each home is between 1969 and 2023 sq. ft, each with 420 sq. ft. of garage space. The project cost is \$1.45 million. Construction began in November 2007 and the anticipated project completion is May 2009.



**PARKS PROJECTS**

The City of National City is currently working on a \$1.2 Million three-phased parks rehabilitation and beautification project at the three major parks (Kimball, Las Palmas, and El Toyon) both in size and usage in our magnificent city.

The park project included painting of buildings at various, new park furnishings, miscellaneous upgrades/repairs of parks buildings, and the recently resurfaced tennis courts in Las Palmas and El Toyon Park. The current construction consists of rehabilitation of scoreshacks, and a snackbar and



the construction of a new pedestrian walkway. Additionally, an artificial turf soccer field in Kimball Park is in the design stage.

**Skateboard Park**

National City's long-awaited public skate park, located in the southwest section of Kimball Park, has finally arrived! With a budget of \$165,000, a new skating surface, fencing, lighting repair, and several skateboard components were installed in record time. Since its recent grand opening on Friday, September 19, 2008, during National City Week, kids and adults of all ages have enjoyed and utilized this new park feature.



**Paradise Village**



The project includes several parcels totaling approximately 11.9 acres in

size and is located at 2700 E. 4th Street. It is between 4th Street and 8th Street and west of Arcadia. The total project budget is estimated at \$120,000,000.

The project includes the construction of approximately 752,000 square feet of building area. It will include a total of 498 residential units, including both assisted living units and independent congregate units. Also included is a Village Square build-

*(continued on page 12)*



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*Paradise Village (continued from page 11)*

ing that will provide a variety of amenities and facilities for the community residents, including a restaurant. Other significant site improvements include several open space amenities for residents, including putting greens, multiple fire pits and gazebos, shuffleboard courts, bocce ball courts, and community gardens.

**Street Resurfacing Project**

The City of National City is currently working on \$8,000,000 pavement construction/rehabilitation projects. The pavement projects will be conducted in three phases. The first phase consists of the slurry seal application at various locations throughout the City. The second phase consists of Rubberized Asphalt Concrete (RAC) overlay, asphalt-rubber aggregate membrane (ARAM) chip seals, and slurry seals. The final phase will be the resurfacing of Highland Avenue using RAC overlay. This project began in May 2008 and is anticipated to be completed in November 2008.



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e-mail: jwells@voitco.com

Jeff Wells, CCIM  
Vice President

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CORFAC International CCIM

**International Community Foundation Profile**

**T**HIS PAST SUMMER THE INTERNATIONAL COMMUNITY FOUNDATION (ICF), permanently moved its offices to National City on the site of the historic Noyes House (former Walton House) located on 2505 & 2525 N Avenue. The property was donated to the foundation by the late John and Christy Walton in



an effort to convert their family's former home to a center that would promote expanded binational programs, outreach, dialogue and exchange aimed at fostering healthy, more livable communities in the San Diego-Baja California region.

As part of its future plans, the International Community Foundation has established the International Community Foundation Center (formerly known as the Center for Cross Border Philanthropy) with the goal of bringing

together diverse civic leaders from the public, private, and nonprofit sectors and foundations from both the United States and Mexico with the goal of improving the level of cross-border understanding to address emerging issues and challenges in the San Diego-Baja California border region and beyond. Through such dialogue and cultural exchanges, the Foundation hopes to expanded philanthropy and volunteerism in our shared binational region.

A key focus of the Center will be to provide opportunities for experiential learning on issues related to environmental and health impacting the border region. Partnering with other local area nonprofits, the Center's organic garden will be used to promote healthy eating and nutrition among under-served communities in San Diego and Tijuana. Current partners include the UCSD Cancer Center as well as the Whittier Institute of Diabetes.

The Center's future plans to establish an educational outreach program with Olivewood Elementary School focused on the local heritage of National City, as well as urban farming, healthy eating and nutrition.

Established in 1990, the International Community Foundation seeks to increase charitable giving and volunteerism across U.S. borders to benefit overseas communities and nonprofit organizations. During fiscal year 2007, the International Community Foundation made grants totaling \$4.6 million with over 74% of its grants benefiting nonprofit organizations located in Mexico.

For more information on the International Community Foundation, visit [www.icfdn.org](http://www.icfdn.org) or call (619) 336-2250.



## New Chamber Website

The National City Chamber of Commerce launched its new website, designed by Golden State Web Solutions (<http://www.GSWS.com>; 619-203-1432), on July 1, 2008. The website offers up-to-date press releases, a current calendar of events along with sponsorship applications, access to newsletters and policy issues, a list of regional, state, and federal Business Resources including the Chamber's new economic development programs, FREE Job Postings offered exclusively to Chamber members, a member directory and an online membership application. The website's new look reflects the Chamber's cutting edge approach to clear, direct, and responsive business assistance. For just \$50, businesses can include their company logo and website link in the online business directory. The Chamber stands behind its members and will continue to improve member communications and promotions. Visit our new website at [www.nationalcitychamber.org](http://www.nationalcitychamber.org).

To post a job or include your link on the Chamber website, please call the National City Chamber office at (619) 477-9339.



## San Diego Futures Foundation donates 5 computers to the Chamber

The San Diego Futures Foundation (SDFF) donated five computers to the National City Chamber of Commerce on September 24, 2008. "When I first arrived to the Chamber, staff told me, "our computers are so old, we're scared they may crash on us!" – I immediately began researching options to obtain new computers," shared Jacqueline Reynoso, National City Chamber CEO. With a limited budget, purchasing new computers was not an option. Jacqueline learned from Danny Melgoza, representative from County Supervisor Greg Cox's office, that SDFF donates refurbished computers to nonprofit organizations.

Staff develops all marketing and communications materials in house. Like any business, up-to-date office technology is crucial to maintain the Chamber's operations. The computers are Dell GX280 desktop computers with 40GB or larger hard drives, a minimum 512 MB of RAM and a 2.4 GHz - 2.8 GHz Pentium 4 Processor. They are configured with the Windows XP operating system and include recent Windows updates and a variety of free software.

**Did you know?** San Diego Futures Foundation (SDFF) collects and recycles used computers and monitors, as well as other electronic equipment at NO COST! If your business or organization has surplus/obsolete computers and electronic equipment, please donate them to the San Diego Futures Foundation to help alleviate the digital divide in San Diego County. For more information on SDFF's Computer and Electronics Recycling Program, please contact them at 619-906-5591, or log on to <http://www.sdfutures.org/ourwork/recycling/recycle.htm>

If you are a non-profit organization and would like to apply for a computer donation, contact the SDFF at 619-269-1684 or visit their website at <http://www.sdfutures.org/>.

## New Government Business Website – [www.business.gov](http://www.business.gov)

For most companies, gadgets have been around for while, but [www.business.gov](http://www.business.gov) is one of the first government programs to utilize them as a true service tool for start-up businesses.



This new toolkit allows small business owners to:

- Search for information, forms, and contacts from federal, state and local governments
- Find topics of current interest to the nation's small business community
- Get a listing of licenses and permits that apply to your business
- Watch videos featuring expert advice from successful entrepreneurs and small business owners

Check it out for yourself at: <http://www.business.gov/about/gadget.html>.

## Digital Transition is Coming! Are You Ready? *By Cox Communications*

On February 17, 2009, the nation will undergo a dramatic and historic change in how television signals are broadcast over the air.

Under the federal government's Digital Transition mandate, all broadcast television stations such as ABC, NBC, CBS, FOX, and KPBS must return their analog air waves and begin transmitting their signals in digital format after February 17, 2009. That sounds confusing, but it's not. The switch to a digital format does not affect televisions that are already hooked up to cable, such as Cox Communications, and other video service providers.

However, if you have a TV that uses an antenna or rabbit ears for reception, or if your TV doesn't have a digital tuner, you won't be able to receive digital signals from local broadcast affiliates including KGTV Channel 10, KFMB Channel 8, KNSD 7/39, KUSI, Fox 5, San Diego 6 the CW, and KPBS unless you choose one of these three options:

- Purchase a converter box that will down-convert the digital signals into analog format. [www.dtv2009.gov](http://www.dtv2009.gov).
- Subscribe to cable or other video provider
- Use or purchase a new TV with a built-in digital tuner and attach to an antenna. Check your owner's manual and look for terms: "Digital-Ready" or "ATSC Tuner." Most TVs purchased prior to 1998 do not have a digital tuner.

By choosing one of the three options listed above, you will continue to receive your favorite broadcast channels and receive better picture quality. For more information, visit [www.dtvtransition.org](http://www.dtvtransition.org) or [www.coxsandiego.com](http://www.coxsandiego.com).

## It's time to turn up the heat on energy savings

Early fall is an ideal time to prepare for winter heating. This is especially true if you're concerned about natural gas prices, which are expected to be higher this winter than last winter.

### Get cash back on new equipment

One of the smartest ways to ease the impact of higher natural gas prices on your company's operations is to improve energy efficiency.

Among the 140 gas and electric measures that may qualify for rebates through SDG&E's Small Business Super Saver and Express Efficiency programs are: tankless (instantaneous) water heaters that conserve both natural gas and water; storage water heaters; boilers; insulation for pipes and tanks; and commercial food service equipment such as ovens, steam cookers, fryers and griddles.

### Take advantage of 0% financing

Energy-efficiency upgrades also may qualify for SDG&E's On-Bill Financing. This program offers 0% financing for up to five years – and the convenience of paying on your SDG&E bill – for measures that cost \$5,000 to \$50,000.

Before buying new equipment or starting energy-efficiency projects, be sure to call SDG&E's Energy Information Center at 1-800-644-6133 to verify that your upgrades qualify for available rebates or incentives. You'll also find rebate information and applications posted online at the Energy Savings Center, [www.sdge.com/esc](http://www.sdge.com/esc), along with links to training opportunities, online tools and tips, all designed to help your business save energy.

*These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.*



# Automobile Heritage Day

## Automobile Heritage Day 2008

*A trip down memory lane that has become regional asset in 17 years*

In 1991 a group of National City activists were looking for a way to expand their schedule of community events and provide local citizens with some pleasant weekend diversions. They reasoned wisely that the automobile has been a time machine of sorts for people of all ages. Every one can relate to a moment in their life when a particular car was important or memorable for one reason or another. Why not stage a car show in Kimball Park and hit a double? City officials decided to take an asset that

has been lightly used and offer their residents a no-cost public event that people of all ages could enjoy.

Over the past 17 years, the Annual National City Chamber of Commerce Automobile Heritage Day car show has grown into one of this regions premier car shows, drawing entries from Arizona and throughout Southern California. The August 3rd, 2008 event featured "Orphan Cars", Nash, Hudson & American Motors products—vehicles that are no longer being manufactured but names that are familiar to many people and are eagerly sought by collectors. This year's show drew over 240 entries in 24 separately judged classes. The number of spectators was estimated at 5,000 or so from 9:00 am until the awards ceremony ended at 4:00 pm.

With more than 120 different established car clubs, San Diego County is the site of several "show & shine" car shows every week, but the Annual Automobile Heritage Day car show is one of the few public events with something for everyone in a broad field of entrants that ranges from horseless carriages to late model customs, exotic foreign cars, classics and motorcycles. The Automobile Heritage Day car show also offers a variety of food and drinks, live entertainment and a drive-by awards ceremony for the winners in each class at the end of the day.

Next year's featured car will be Packard, one of America's great luxury cars with an illustrious past and with a very large number of prized collector cars throughout San Diego County. Members of Packards International, the owners of those magnificent machines are already making plans for a very pleasant weekend in National City on the 1st Sunday in August of 2009.



*Best of Show Winner, 1958 Chevrolet, Steve Halushe, accompanied by Miss National City and Mayor Morrison*

## Bayfront Concert & Business Expo

The City of National City, Port of San Diego and National City Chamber of Commerce hosted another successful Bayfront Concert and Expo. This year's event featured Boogie Knights doing classic hits from the 70s, Savor covering Grammy Award-winning



artists Santana, and San Diego's own Big Time Operator performing big band music. With over 20 food, business, and social service groups participating including Niederfrank's Ice Cream, Infinity, and American Lung Association, the event was attended by over 1,000 participants. The Home Depot and the Rad Hatter provided fun with arts and crafts for all ages and the Mile of Cars displayed new and economical vehicles for 2009! The night of entertainment was concluded with the movie Jaws on a large outdoor screen under the moonlight. If you missed this year's event be sure to mark your calendars for September 12, 2009 for next year's Bayfront Concert.



## Salute to Navy Luncheon

The National City Chamber of Commerce, the Port of San Diego and the City of National City hosted the 52nd annual Salute to Navy luncheon on October 8 at the Martin Luther King Community Center. Over 300 guests attended the event making it the most successful luncheon in over five years.

Rear Adm. (Sel.) Dixon R. Smith was the guest speaker at the National City's 52nd Annual Salute to the Navy luncheon at the Martin Luther King Jr. Community Center.



*Navy Band Southwest Brass Quintet*

"I've had the privilege of working with National City on a variety of issues during my three years here," said Smith. "We have worked together closely, and it is my belief that our relationship has bettered both our communities."

Smith talked about the important role NBSD-based sailors are playing both locally and globally.

He singled out the volunteer work of Chief Master-at-Arms (SW) Ahmed Wiggins and Electronics Technician 2nd Class Nichole Helmen from Maritime Expeditionary Security Group 1 and Chief Information Systems Technician Robert Halsey from the Center for Information Dominance Learning Site. Smith also mentioned NBSD's recent Main Street clean-up that took place in National City and the Barrio Logan section of San Diego.

"This clean-up was my seventh, and I have watched the number of volunteers expand exponentially over the past three years," said Smith. "Along with the annual Operation Clean Sweep of San Diego Bay, which has included Pepper Park in past years, your sailors and Navy family members have demonstrated their pride in the local community."

"Naval Base San Diego's primary customers are always the fleet, the fighter and the family, and that is why Navy towns like National City are so important," said Smith. "National City, along with the other local communities, serves as a critical hub not only for maintaining, training and launching our naval forces. But it is also as a place ... a community ... where when our sailors are home from deployment, they can relax, get involved, and most importantly, raise families."

Naval Base San Diego is home to 53 ships, 35,000 Sailors and civilian employees and 120 tenant commands. The base supports the majority of the Pacific Fleet's surface combatants, all of the Navy's west coast amphibious ships and a number of U.S. Coast Guard and Military Sealift Command vessels.



in San Diego County."

She was also commended by National City Councilmember Rosalie Zarate, Chula Vista Mayor Cheryl Cox, Southwestern College Dean Mary Wylie, the National City Chamber of Commerce, and several of her co-workers and friends.



*Committee Co-Chair Ditas Yamane, Jacqueline Reynoso, S.U.P.P.O. Donnie Gamboa, Committee Co-Chair Melyn Acasio, BOD Member Janice Martinelli*

## A Fond Farewell to a Great Friend to Southwestern College

Carole Eklund, the dedicated Small Business Assistant of the Small Business Development and International Trade Center (SBDITC) retired on July 31, 2008.

Mrs. Eklund worked with the SBDITC for over seven years. She helped handle client inquiries, coordinated consultant activities, and assisted in the client-consultant management process in order to serve the small business community.

On July 29, 2008, SBDITC staff organized a farewell reception for Carole at the National City Chamber of Commerce. Local leaders came to recognize the work Carole has contributed to the community during her career. County Supervisor Greg Cox declared it "Carole Eklund Day

## CEO Welcome Reception



*New Chamber CEO, Jacqueline L. Reynoso addresses honored guests and family*

On September 4, 2008 (5:30 pm-8:00 pm), business leaders, City officials, family members, community partners and the National City Chamber Board of Directors welcomed Jacqueline Luna Reynoso to her new position as the Chief Executive Officer (CEO) of the National City Chamber of Commerce. Ms. Reynoso joined the Chamber on July 1, 2008 after leading the City of National City's Economic Development Division. A native of National City, Ms. Reynoso was named to the top leadership role following a thorough six-month recruitment and interview process, led by John Pasha, the Chamber's First Vice-President.

The event was held at the beautiful new Pier 32 Marina in National City. Guests and family members were entertained by a live Latin Jazz band, Michela and the Latin Quartet. WalMart was the generous sponsor of the CEO Welcome Reception, along

with El Torito, Pier 32 Marina, Creative Images Photography, and Gary Bell Design Associates. All sponsors were presented with an honorary Certificate from the National City Chamber of Commerce.

Over 150 guests, including Councilman Luis Natividad, Mayor Morrison, City Manager Chris Zapata, and Community Development Director Brad Raulston, gathered at the Pier 32 Community Room and deck, with full access to an open wine bar, delicious food, and surrounded by a scenic view of the San Diego Bay and Pepper Park. Board President Ditas Yamane welcomed Ms. Reynoso to her new role and commended Jacqueline for her hard work and dedication to the National City business community and the South Bay region. Mayor Ron Morrison acknowledged the many developments taking ground in National City and thanked the Chamber for their diligent work to improve quality of life and promote economic development in National City.

CEO Reynoso addressed a large crowd of business and family members including husband Alexander Colón Baez, mother Yolanda, sister Michelle, and brother Michael. Leading an organization at the forefront of business development and pro-active community relations is an endeavor that CEO Reynoso welcomes with open arms and great enthusiasm. First Vice President John Pasha closed the ceremony. "Jacqueline

brings a high level of energy, vision and commitment to serve our region's businesses," said Mr. Pasha. "We are poised for economic growth, cooperation and prosperity and we are very confident she has the requisite leadership skills to lead this collective effort."

*Ms. Reynoso surrounded by supportive family members at the Welcome Reception. Top row from left to right: Giovanna Sepulveda, Marcos Reynoso, Rebecca Reynoso, Lizbeth Rodriguez, Alexander Colón Baez, Jacqueline Reynoso, Yolanda Reynoso, Michelle Reynoso, Marla Luna. Bottom row left to right: Michael Reynoso, Antonia Luna, Yolanda Sepulveda*



*National City Chamber of Commerce Board Members and CEO From left to right (Gary Bell, Ditas Yamane, Pat Santos, Patti Finnegan, Jacqueline Reynoso, John Pasha, Nancy Estolano, Paul Robinson, Dixon Le Gros)*



Take advantage of FREE Business Consulting, State TAX CREDITS, and a FORGIVABLE LOAN at the National City Chamber of Commerce.

The National City Chamber of Commerce is proud to announce three new Business Development Programs that add significant value and benefit to its active members.

The National City Chamber of Commerce, in partnership with the City of National City, now administers the San Diego State University (SDSU) Technical Assistance Program, the Enterprise Zone Program, and the Community Benefit Loan Program.

## SDSU Technical Assistance Program

The National City Chamber of Commerce and SDSU's College of Business Administration have teamed up to offer a mutually beneficial service to small businesses located within the redevelopment areas of National City. Working with the NCCC, SDSU offers free consulting services provided by senior level and graduate business students. Consulting teams (typically three to four students) work with small businesses to make recommendations to improve business performance. The consulting process is generally three months. National City Chamber staff and two business professors from SDSU oversee the whole process. Participating businesses are eligible for a forgivable loan of up to \$15,000 from the City of National City to implement the recommended business improvements.

## Some of the Services Provided:

- Market research
- Identifying potential new business opportunities
- Conducting customer satisfaction studies
- Developing advertising and promotion plans
- Analyzing cash flow
- Revising accounting systems
- Developing financial plans
- Analyzing inventory control systems
- Developing business and marketing plans

## Past beneficiaries of the SDSU Technical Assistance program include:

- Valmar Printing
- Rodeo's Market
- Stardust Inn
- CPP Printing and Direct Mail Marketing
- Westflex Industrial
- Isle Surfboards
- My Body Works
- Niederfrank's Ice Cream
- Creative Images Photography Studio
- El Juan's Café
- Martin's Vogue of Flowers
- Café la Maze
- El Dorado Cleaners
- Los Girasoles Restaurant

For more information call Angelica Bouras, Program Coordinator, SDSU College of Business Administration at (619) 594-3900 or the National City Chamber of Commerce at (619) 477-9339 or [www.nationalcitychamber.org](http://www.nationalcitychamber.org).



SAN DIEGO STATE  
UNIVERSITY

## Enterprise Zone Program – Are you in the ZONE?

If your business is located in National City, it is 95% likely that you are within the San Diego Regional ENTERPRISE ZONE and that your business qualifies for State TAX CREDITS.

An Enterprise Zone is a geographically designated area in which businesses can receive several substantial state tax breaks and other benefits. Enterprise Zones were created in California to stimulate business investments in areas where they are traditionally low, and to increase job opportunities in areas of high unemployment. National City is home to one of 42 Enterprise Zones statewide.

The San Diego Regional Enterprise Zone was established in 2006. It is a regional economic development program incorporating portions of the City of San Diego's Third, Fourth, Seventh and Eighth Council Districts, a significant portion of the City of Chula Vista and the majority of the City of National City.

*The major benefits of the Enterprise Zone Program are the tax savings on California Business income tax. These include:*

- **Sales or Use Tax Credit:** A tax credit against the purchase of new manufacturing, assembly, data processing or communications equipment equivalent to the amount of sales or use tax, or up to \$1.55 million annually.
- **Hiring Credit:** A tax credit of up to 50% of the wages to qualified new employees over a five-year period (up to 50% in the first year, 40% in the second year, etc.). This credit could exceed \$37,000 per eligible employee.
- **Accelerated Depreciation Deduction:** The option to accelerate depreciation on business property. A business may treat 40 % of the cost of qualified property as a business expense in the first year it is placed into service for a maximum deduction of \$40,000, whichever is smaller.
- **Net Interest Deduction for Lenders:** Allows lenders a deduction on the net interest earned from loans made to Enterprise Zone businesses. Qualified loans include business loans, mortgages and loans from noncommercial sources.

*Other advantages include:*

- Job referral service that can be used to find, at no cost, qualified employees whose wages can be claimed as tax credits
- Development permit assistance
- Tax savings for Enterprise Zone employees
- Access to specialized technical and financial assistance programs

*The City of National City's Enterprise Zone Record in 2008*

- 228 Voucher Applications Processed!
- Approximately \$2.8 Million in Hiring Tax Credits to Businesses in National City this year alone!
- Over a 5-year period from today, approximately \$8.5 Million in Hiring Tax Credits to National City Businesses!

Since the San Diego Regional Enterprise Zone expanded into National City back in 2004, the following companies have taken advantage of the EZ hiring tax credit and received hiring credit vouchers for qualifying employees in the first two years of EZ designation.

Company	# of Vouchers Issued	# of Vouchers Pending Required Documentation	Estimated Tax Credit for First Year for Vouchers Issued
PASHA	7	56	\$73,673.60
Knight & Carver	17	24	\$178,921.60
Motivational Systems Inc. (MSI)	80	0	\$841,984.00
<b>TOTAL</b>	<b>104</b>	<b>80</b>	<b>\$1,027,273.20</b>

This is money that stays in the Zone. Company owners are on record as using their savings to hire new employees, purchase new equipment and expand their businesses. These financial incentives are also attracting new businesses to relocate into the Zone and keeps National City competitive amongst other jurisdictions in the South Bay.

For more information, call the National City Chamber of Commerce at (619) 477-9339 or visit our website at [www.nationalcitychamber.org](http://www.nationalcitychamber.org).

## Community Benefit Loan Program

The Community Benefit Loan (CBL) Program is designed to assist local businesses with financing for projects that help to improve business activity and stimulate the overall economic vitality of the City. The CBL Program will provide a forgivable loan to qualified business of up to \$15,000 with available terms of up to 5 years. The loans are forgivable if the business owner continues to maintain the business and/or property pursuant to the loan documents and the business is not sold within the terms of the note.

The intent of the Community Benefit Loan Program is to provide financial incentives to enhance the economic viability of businesses, promote commercial business opportunities, encourage reinvestments by property owners and commercial tenants, and grow the business's taxable sales.

The National City Chamber of Commerce will administer to the CBL Program, in partnership with the City of National City, including evaluating

loan requests and processing all applications. The CBL Program will be funded using Tax Increment funds from the City of National City. Funding is approved each fiscal year during the City's budget process. All projects and loan requests must be formally reviewed by the CBL Program Loan Committee, and approved by the National City Chamber of Commerce and the City of National City.

Past loan recipients include Niedefrank's Ice Cream, Westflex Industrial Inc., CPP Printing and Direct Mail Marketing, Emerson's School of Martial Arts, Creative Images Photography, and El Juan Café.

Loan Program Eligibility

- Successful participation in the San Diego State University (SDSU) Small Business Technical Assistance Program and/ or successful participation in the Southwestern College Small Business Development and International Trade Center Technical Assistance Program. Priority will be given to businesses that were participants in the SDSU Technical

Assistance Program in the Spring of 2008 to Fall 2008. Past SDSU technical assistance program participants are also encouraged to apply.

- Existing businesses with a demonstrated need for financial assistance that are located within the City's Redevelopment Area. Preference will be given to retail establishments with the potential to grow their taxable sales.
- Projects that propose to improve commercial activity and contribute to the economic development of the City.
- Applicants must meet a minimum FICA score of 640.
- Priority will be given to projects and businesses that meet the project criteria listed in the loan application.

Community Benefit Loan Program workshop is scheduled for November 12, 2008 at the Chamber conference room. For more information, call the National City Chamber of Commerce at (619) 477-9339 or visit our website at [www.nationalcitychamber.org](http://www.nationalcitychamber.org).

## SBA Forms Strategic Alliance with the National City Chamber of Commerce

*Agreement improves access to technological information, education and local resources needed by entrepreneurs to start and grow small businesses*

The U.S. Small Business Administration's (SBA) district office in San Diego signed a strategic alliance with the National City Chamber of Commerce (NCCC). The two organizations have pledged to work together to improve business access to technological information through educational opportunities and SBA resources while also providing maximum financial opportunities and training to entrepreneurs. The agreement was signed by SBA District Director Ruben Garcia and NCCC CEO Jacqueline Reynoso.



SBA District Director Ruben Garcia and National City Chamber of Commerce CEO Jacqueline Reynoso.

(continued on page 22)

SBA Alliance (continued from page 21)

"I am extremely pleased with the work that is being accomplished by the NCCC and their excellent new leadership through Ms. Reynoso," said Garcia. "Reynoso has a rich history of assisting entrepreneurs to take their places as business owners and I know that she'll take advantage of our SBA programs to help potential owners fulfill their dreams of small business ownership."

The National City Chamber of Commerce is one of the most influential forces in local government and regional economic development. With more than 600 members, the Chamber of Commerce is actively involved in public policy and providing valuable resources to its members. With more than 97 years of experience, the Chamber offers unprecedented benefits, discounts, and opportunities to make San Diego businesses prosperous. The National City Chamber of Commerce is excited to pave the way for a growing regional economy as we venture into the new millennium.

To learn more about the SBA, call 619-727-4883 or visit [www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego).

## SCORE

(Service Corps Of Retired Executives)

The National City Chamber of Commerce and SCORE have partnered to offer small businesses access to experienced and qualified consultants...FOR FREE!

SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA).

SCORE is headquartered in Herndon, VA and Washington, DC and has 389 chapters throughout the United States and its territories, with 10,500 volunteers nationwide. Both working and retired executives and business owners donate time and expertise as business counselors. SCORE was founded in 1964.

The National City Chamber of Commerce houses SCORE counselors every Wednesday from 9am-1pm at the Chamber Office Building located at 901 National City Blvd., National City, CA 91950.

Take advantage of this FREE resource and call a SCORE scheduler today at (760) 945-6756 to make an appointment.

## Chamber Member Benefits

### Business Promotion

- 2 free listings in Community Business Directory (over 12,000 copies distributed to residents and businesses)
- Free listing on Chamber's website
- Referral's to your business
- Member-to-member discounts

### Business Resources

- Monthly breakfast speaker and program about public issues important to you
- Workshops to help you grow your business
- Legislative advocacy
- Input into local planning processes
- Chamber conference room with special rates for members
- Certificates of origin free to members
- Local demographic statistics
- Major employer list

### Advertising Opportunities

- Community Business Directory
- National City map
- Chamber website
- Chamber newsletter

*Each new member receives one free business card ad in the Chamber newsletter and one mailing of an advertising flyer to all Chamber members*

### Networking

- Monthly Chamber breakfasts
- Sundowners/mixers
- Committee meetings
- Quarterly workshops
- Special events (Automobile Heritage Day, Taste of National City, Salute to Navy, Annual Dinner and Installation)

Join the  
National City  
Chamber of Commerce  
today!



CALL (619) 477-9339  
or visit us at [www.nationalcitychamber.org](http://www.nationalcitychamber.org)

JUNE 2008

## Westfield Plaza Bonita



### Westfield's Plaza Bonita Leads the Way

With the completion of its new \$120 million expansion project, Westfield's Plaza Bonita now ranks among San Diego's finest shopping destinations.

The expansion, which was completed in June 2008, includes a 14-screen AMC theatre, Target and Borders book store, as well as popular restaurants Johnny Rockets and El Torito. Retail outlets including H&M clothing store, G by Guess, Zumiez and Wet Seal provide expanded shopping opportunities for locals and regional visitors.

Located off the 805 Freeway and Sweetwater Road in National City, Plaza Bonita is just one of several new developments that will generate much-needed revenues for the city in fiscal year 2009-2010.

By itself, Plaza Bonita is projected to generate \$1.2 million annually in sales taxes for the City of National City.

With this and other exciting projects, this is clearly an exciting time for National City. The National City Chamber of Commerce thanks Ryan Perry, General Manager, Westfield Plaza Bonita, for his service to the Chamber as an active Board Member, and an astute community partner.

July 2008

## Highland Tax & Financial Services



Highland Tax & Financial Tax Services specializes in the preparation of Individual, Sole Proprietorship and Corporate Tax Returns. HTS has been in business since June 1, 1983.

Victor M. Ibarra, MBA is the principal officer of the Corporation. HTS is a small family-operated business run by Victor M. Ibarra, his wife Maria, daughter Ana, step-daughter Madison and a temporary helper during the Tax Season.

Customer service is their number one priority. The National City Chamber of Commerce recognizes Highland Tax & Financial Services for their commitment to small business development. Without hesitation, HTS provided pro-bono bookkeeping services to the Chamber of Commerce. Victor Ibarra helped the Chamber transition into a new era under the leadership of its new CEO, Jacqueline Reynoso. The Chamber is extremely grateful to Mr. Ibarra's professionalism and dedication to the Chamber as a part-time bookkeeper.

HTS provides Electronic Filing, RAL's (Refund Anticipation Loans, Audit Assistance and free review of prior tax returns. Other services include notary public and real estate services.

HIGHLAND TAX & FINANCIAL SERVICES  
511 HIGHLAND AVENUE  
NATIONAL CITY, CA 91910  
619-474-4410

August 2008

## Neighborhood National Bank



New Neighborhood National Bank Logo outside National City Branch

*Neighborhood National Bank celebrates the Grand Re-Opening of their National City location and their new Branding*

Neighborhood National Bank celebrated the grand re-opening of their National City location on Monday, August 25th with much fanfare. Participating the ribbon cutting celebration were National City Mayor Ron Morrison,

Ditas Yamane, President and Jacqueline Reynoso, CEO of the National City Chamber of Commerce along with bank Chairman and CEO, Bob McGill.

The event was well attended by National City dignitaries, Chamber of Commerce members, community leaders and Neighborhood National Bank Board Members and employees.

At the event, Neighborhood National Bank unveiled its new branding design developed by renowned Maximo, Inc. The new branding will be used in all marketing, advertising, web and printed materials. The line art throughout the branding, which symbolizes community, diversity, small business and growth, was drawn by multi-national artist Raphael Lopez.

Moving into the next ten years, Neighborhood National Bank embarked on a new brand image to give expression to, and embrace, the diverse communities they serve.

After the ribbon cutting, Neighborhood National bank hosted a Small Business Resource Day where community partners such as SBA, SCORE, National City Chamber of Commerce and Southwestern College and Women's Business Resource Center provided information and assistance to small business owners. NNB also included in its celebration and event, the business partnerships it has with some of its customers.

"NNB has always believed that we are more than just a lender. Our vendors are very often our customers, and our customers are very often provided with information that is just as valuable as the money they are lent. 'Serving our customers and caring for our community' is more than a slogan to us; it is the way we conduct our business." said Robert M. McGill, Chairman and CEO.

Neighborhood National Bank opened to the public in 1997 and was the first bank to be designated by the U.S. Treasury as a nationally chartered Community Development Bank (CDB), and a Community Development Financial Institution (CDFI), which requires the bank to place at least 60% of its deposits into loans into low-to-moderate income census tracts within the community. Neighborhood National Bank is a full-service bank with assets exceeding \$100 million. Neighborhood National Bank operates from three banking locations, one in San Diego, one in National City, and the newest location in the East County. In addition, Neighborhood National Bank maintains standalone ATM sites in Paradise Valley and Mission Hills.

For more banking information, please call 619-789-4400 or visit [www.mynnb.com](http://www.mynnb.com)



NNB President and CEO Bob McGill addressing guests. Wendy Williams, NNB Marketing Manager, Ditas Yamane, Jacqueline Reynoso, and Mayor Morrison listening attentively.

September 2008  
Mariscos Choy's



Mayor Morrison and Restaurant Owner Gabriel Quinones cut the Welcome Ribbon

Mariscos Choy's, a Mexican seafood restaurant located at 1231 Highland Avenue in National City, recently opened their doors in September of 2008. The National City Chamber of Commerce welcomed the community to the new restaurant with a Ribbon Cutting Ceremony on September 16, 2008. It was an opportune time to welcome a new seafood restaurant to National City as Mexican patriots all over the country celebrated Mexican Independence Day.

City Officials, Chamber Board Members and staff including Mayor Ron Morrison, Vice Mayor Frank Parra, Councilmembers Luis Natividad, Fideles Ungab, and Rosalie Zarate joined in the celebration. Mayor Morrison and restaurant owners, Yesenia and Gabriel Quinones, performed the time honored ribbon cutting ceremony. Guests were invited to experience a taste of Mariscos Choy's delicious food including fish tacos, clam chowder, ceviche, and freshly prepared natural juices such as lemonade and horchata.

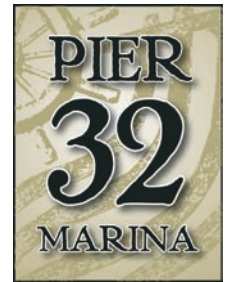
Mariscos Choy's offers a seafood cuisine with origins in Sinaloa, Mexico. Visit Mariscos Choy's in National City and experience the difference!

**MARISCOS CHOY'S**  
1231 HIGHLAND AVE.  
NATIONAL CITY, CA  
91950  
(619) 477-7080



## Pier 32 Marina celebrates Grand Opening

Pier 32 Marina is now open for business. Fifteen years of planning finally paid off on August 16, 2008 as the finest Marina on the West Coast officially opened. Located on the Sweetwater Channel, between the Sweetwater Marsh and Pepper Park, Pier 32 Marina is surrounded by open space giving boaters, and the public a break from the busy city in a setting that is peaceful and serene.



The celebrations were initiated with the blast from a cannon, and a procession of boats into the marina. 300 guests were at the ceremony which was lead by John Grimstad, Mayor Ron Morrison, and Chairman Michael Bixler of the San Diego Port Commission. Flags were exchanged and hung proudly on the nautical flag pole that is indicative of the quality of the facility. A public art project in the form of the skeleton of a vessel was christened by the V.I.P.s at the event. The "Boaters" and guests celebrated with fine food, drink, and music, setting the stage for the community that is blooming in National City.



The site was open for viewing and boasted amenities including incredible restroom/shower facilities, professional putting green, oil and paint recycling center, deluxe BBQ areas, complete fitness center, laundry room, pump out dock, an observation platform, Boaters Lounge that, beautiful sunsets from the boaters deck, plenty of parking, as well as a future spa and pool, and deli.

Pier 32 is open daily for tours from 8:00 am – 5:00 pm. 1,400 square feet of office space with a bay view is available for lease.

PIER 32 MARINA  
3201 MARINA WAY, NATIONAL CITY, CA 91950  
1-800-729-7547  
[office@pier32marina.com](mailto:office@pier32marina.com), or [www.pier32marina.com](http://www.pier32marina.com)

# Members

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SOTELO-SOLIS  
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(619) 246-0330

MONA RIOS  
3414 Eleanor Place  
(619) 470-5812

## Auto Detail Supplies

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Robby Roberts  
1302-B  
National City Blvd  
(619) 427-8464

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EVANGELICAL CHURCH  
Sara Esther Salinas  
1200 E 8th St  
(619) 477-8092

SWEETWATER  
ZEN CENTER  
Herb Deer  
2727 Highland Ave  
(619) 477-0390

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Jean-Louis Montealegre  
6010 Cornerstone  
Court W, #100  
San Diego, CA 92121  
(858) 348-2237

## Department Stores

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Rick Rico  
3040 Plaza Bonita Rd  
(619) 267-6000

## Developer- General Contractors

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Philip Chodur  
4538 Cass St  
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## Estate Service Group

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1240 East Plaza Blvd  
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El Cajon, CA 92019  
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## Marketing

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3421 Stetson Ave  
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(858) 452-6607

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Shannon Brown  
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Tustin Ca 92780  
(714) 884-3344

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San Diego, CA 92123  
(858) 277-2822

## CENTER FOR EMPLOYMENT TRAINING

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San Diego, CA 92102  
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Ste G  
San Diego, CA 92126  
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## Real Estate

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BROKERAGE  
Jeff Wells  
4370 La Jolla Village Drive,  
Ste 990  
San Diego, CA 92122-1233  
(858) 458-3378

## Restaurants

MARISCOS CHOY'S  
Yesenia &  
Gabriel Quinones  
1231 Highland Ave  
(619) 477-7080

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ELITE SIGNS  
Geoff M Uda  
356 Brightwood  
Chula Vista, CA 91910  
(619) 425-8647

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500  
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(619) 464-1324

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Regional Manager  
Cell: (619) 322-5583



**NATIONAL CITY  
CHAMBER OF COMMERCE**  
901 National City Boulevard  
National City, California 91950-3203

E-mail: [thechamber@nationalcitychamber.org](mailto:thechamber@nationalcitychamber.org)  
Web Site: [www.nationalcitychamber.org](http://www.nationalcitychamber.org)

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## CHAMBER COMMITTEES

### Executive

Chair: Ditas Yamane  
Members: Jess Van Deventer, John Pasha,  
Janice Martinelli, Patti Finnegan,  
Paul Robinson  
Meets: 1st Thursdays at 8:00 am

### Economic Development

Chair: Ed Plant  
Co-Chair: John Hoegemeir  
• Government, business & public policy,  
business advocacy & education  
• Impacts the business community and  
promotes a better quality of life  
Meets: 2nd Thursdays at 8:00 am

### Ambassador/Membership

• Red Jackets-reception  
• Ribbon-cutting ceremonies  
• Membership visits  
Meets: 2nd Wednesdays at 4:00 pm

### Chamber By-Laws

Chair: Dixon Le Gros  
Co-Chairman: John Snyder  
• Revisit by-laws for amendment to fit in the  
current chamber business operations  
Meets: as determined by Chair

### Taste of National City

Chair: Pat Santos  
• Plans and produces event showcasing  
multi-cultural food from National City's  
restaurants  
Meets: as determined by Chair

### Automobile Heritage Day

Chair: Patti Finnegan  
• Plans and produces a vintage auto parade  
and show celebrating National City's  
automobile heritage  
Meets: 3rd Thursdays at 6:00 pm

Graphic design by Gary Bell Design Associates, (619) 477-2355 • [gbelldesign@cox.net](mailto:gbelldesign@cox.net)



## THE NATIONAL CITY CHAMBER OF COMMERCE

### Developing a Great Place to Work and Live

National City has one of the healthiest business climates on the West Coast and boasts more than 2,500 businesses—a remarkable number for a population of 62,000. More than 100 manufacturing plants are located here. National City is good for business—and offers affordable land prices, affordable housing and easy access to local government leaders and agencies.

The National City Chamber of Commerce has represented businesses and promoted networking in the local community since 1911. Now, in this era of complex economic and political issues, the Chamber provides community leadership and strong representation with local agencies and policy makers to collaboratively capitalize on the city's growth potential. Our diverse board and staff remain committed and invite your vital support.

***Not a Chamber member? Sign up, get involved and stay informed.***

*For information about membership, upcoming events and workshops, please call*

**619.477.9339** or visit us at

[www.NationalCityChamber.org](http://www.NationalCityChamber.org) • 901 National City Blvd., National City, CA 91950

