

NATIONAL CITY CHAMBER NEWS

SPRING 2009

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."

VISION STATEMENT

"The National City Chamber of Commerce is recognized as the premier local Chamber of Commerce in the San Diego Region, is highly respected by the community as the unified voice of business, and participates as a major partner in planning the future of our community, insuring a healthy balance between economic prosperity and quality of life. The Chamber is an advocate for business friendly legislation at all levels of government, and is an organization with a strong, active membership."

CHAMBER PRIORITIES

Advocate for members.

Provide information on current issues.

Promote business growth.

Member Restaurants Reach Hundreds at the 18th Annual Taste of National City

The Taste of National City is back, marking its 18th year in National City. The Annual Taste of National City will be held on May 7th, 2009 from 5pm- 8pm at Heritage Square ("A" Ave and 9th Street) in National City. This is a perfect follow-up to National City's first Farmer's Market, which kicks off on May 6th from 2pm-6pm.

We are still seeking participation from member restaurants. This is a great way to market your restaurant to prospective customers! Download a participation form online at www.nationalcitychamber.org. Please join us to make this the most successful Taste of National City in history. Sponsorship opportunities are also available.



At the "Taste," local restaurants offer an array of multicultural food set to the tune of a live Latin jazz band and Sweetwater High School Mariachi at historic



Brick Row. The event will include a karaoke competition sponsored by the Karaoke Specialist, a stunning performance by the Pasakat dance troupe, raffle prizes, and of course, the delicious taste of varying foods from member restaurants. You can expect to delight

in authentic tastes from Mexico, the Philippines, American cuisine, Café style, barbeque, local bakeries, and more. The program will begin with a formal address by the honorable Assemblymember Mary Salas.

You don't want to miss out on family fun and this unique cultural experience set in the heart of National City's historic district. Open houses will be held at Brick Row and the Kimball House Museum. This year, the Chamber is offering a discounted rate to senior citizens and children under 12 years old for \$10 admission, regular price presale (before May 6, 2009) is \$15, and \$25 at the door on the day of.

Come prepared to meet with business leaders, City officials, National City neighbors, regional visitors, and explore National City's fine dining. Tickets are on sale now at the Chamber Office! For more information, call (619) 477-9339 or visit the Chamber website and click on the Taste of National City link.

LOCAL

National City Chamber Supports Job Creation and Workforce Development

The National City Chamber of Commerce issued a letter to Assemblyman Marty Block's Office supporting AB 24.

Assembly Bill 24 will require the Trustees of the California State University (CSU), by January 1, 2011, to conduct a feasibility study for a San Diego State University satellite program, and ultimately an independent CSU campus in the City of Chula Vista (CV.)

Problem: In November 2008, the CSU Chancellor received approval to designate the entire university system as impacted, which is expected to result in fewer students admitted for next fall. The CSU is already serving 10,000 students for whom the state provides no funding. This is the first time that the nation's largest four-year university system has officially endorsed a state-wide concept of limiting admission to eligible students, ending a 48-year track record. At a time when California needs to expand its workforce, train for new

technologies, and give all of the rising college students opportunities to succeed, this impaction policy will compromise the quality of education and deny access to higher education.

Solution: AB 24 would be the first step in developing a San Diego State University satellite program and ultimately the 24th campus of the CSU system. Chula

Vista has identified an area of land in their General Plan for use as a future educational complex.

This location is one of the few developable vacant large areas of land

left in the highly populated region. A future campus sited at this location would significantly alleviate the overcrowding, high traffic congestion, and pollution at other regional campuses. It will create construction jobs and small business opportunities and allow more people access to higher education.

For more information, contact Martha Rañón, (619) 462-7878, Martha.ranon@asm.ca.gov



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8th Street Smart Growth Corridor

The National City Chamber of Commerce voted to support the City of National City's grant application to SANDAG for National City's 8th Street Corridor Smart Growth Revitalization Project. The Chamber of Commerce works hard to promote local business and projects that stimulate economic growth, sustainable communities, and efficient commerce. We believe that this project is an important element in revitalizing Downtown National City.

We applaud The City of National City for taking a proactive and leading role to creating a regionally central, vibrant, and urban neighborhood center. With this grant, National City will be able to more efficiently connect regional visitors to our commercial corridors along National City Blvd. and 8th Street, and welcome them to the award winning Southwestern College Education Village, and 3 new mixed-use multi-family housing projects.

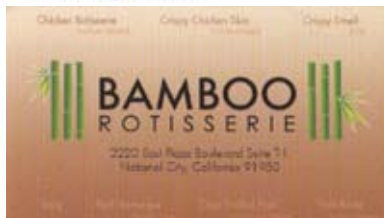


The National City Chamber of Commerce can help the City of National City realize a successful project by participating in the project review process and utilizing our member network of local businesses and community members to advertise and promote this undertaking.

We believe in the City of National City's prosperity and want to continue to see this City grow to be a leader of smart and sustainable development. SANDAG's grant will allow National City to take that next step forward.

Daniel Guadarrama
Financial Consultant
Southern Division, CA Insurance Lic. #010664

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Branch Manager
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REGIONAL


SCEDC update on CEDS

During these challenging economic times the need for collaboration and planning is great. Through a collaborative effort between South County Economic Development Council (SCEDC), Imperial Valley Economic Development Council (IVEDC), East County Economic Development Council (ECEDC) and the counties of Imperial and San Diego, SCEDC will create a Comprehensive Economic Development Strategy (CEDS) designed to create a path to prosperity. This effort is underwritten by the Economic Development Administration through the Federal Department of Commerce. The creation of a CEDS will seek economic opportunities and address economic challenges in Imperial County and along the southern portion of San Diego County. Using what these areas have in common, including but not limited to the international border, Highway 8, joint housing/workforce and shared water supply, this document will be used as a guide toward ongoing efforts to monitor and implement action items that will be outlined in the future CEDS.

A task force has been charged with overseeing the creation of the CEDS. The expertise needed to accomplish this is equally as great. The next meeting will be in Imperial County on April 2. Visit the SCEDC website at www.SanDiegoSouth.com to find agendas, meeting announcements and more. This effort will ensure we have reportable actionable items and assist with the creation of a quality document designed to stimulate this bi-county effort. The completion of this effort is expected in October.

Chamber Strengthens Business Leadership in Governmental Affairs

The National City Chamber of Commerce has organized a Governmental Affairs Committee that meets on the Second Thursday of the month at 9:15am at the Chamber Conference Room. The Governmental Affairs Committee of the National City Chamber of Commerce is the legislative and regulatory advocate for businesses at the local, state, and federal levels. The Governmental Affairs Committee reviews legislation, supports pro-business legislation and actively represents Chamber members. Please call the Chamber with your policy and governmental concerns. We are here to represent your business interest! Members of the Governmental Affairs Committee include William "Bill" Kinney, Chair of the Committee, Mayor Ron Morrison, Vice-Mayor Alejandra Sotelo-Solis, Port Commissioner Robert "Dukie" Valderrama, and representatives from the offices of Senator Denise Moreno-Ducheny, Assemblywoman Mary Salas, San Diego County Supervisor Greg Cox, and Congressman Bob Filner.



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...Many thanks!

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SDSU Technical Assistance

The National City Chamber of Commerce (NCCC) 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
- Developing business and marketing plans
- Analyzing inventory control systems



**SAN DIEGO STATE
UNIVERSITY**

Past beneficiaries of the SDSU Technical Assistance program include:

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

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

Economic Development Loan Program

The Economic Development Loan (EDL) 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 EDL 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 Economic Development 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 administers the EDL Program, in partnership with the City of National City, including evaluating loan requests and processing all applications. The EDL Program is 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 EDL Program Loan Committee, and approved by 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.

In 2009, Sizzler, Howard Johnson Express, The Karaoke Specialist, Dante's Modular Performance, and San Diego Pretzel Company were approved for a forgivable loan.

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

The Chamber Helps Small Businesses with ADA Lawsuit Protection



The National City Chamber of Commerce will organize its second ADA workshop to help small businesses prepare for ADA compliance. The workshop will be held on May 21st at

7:30am at Café Terrace inside Westfield Plaza Bonita.

The National City Chamber is working to assist businesses protect themselves against a destructive, atypical group of plaintiffs and lawyers using the disability laws and court system to seek monetary profits rather than access. Businesses have both a vested interest and responsibility to comply with disability access laws.

The ADA workshop will provide an overview of some disabled access improvements many judges consider to be easy and inexpensive for most small businesses to make. Your commercial property may have access conditions, or lack thereof, which are specific to your property or business, all of which must eventually be addressed. You may download the top 10 ADA Red Flags on the Chamber's website at www.nationalcitychamber.org under the Business Resources link. The items on this list are seen at nearly every business and institution. These consist of the most common "red flags" in the multitude of ADA/access lawsuits filed in California.

Banking With VIBRA BANK

Vibra Bank was conceived as San Diego South Bay's only locally owned community bank to focus on the Hispanic market, which is the fastest growing population within the county. Our founders, comprised primarily of local Hispanic business people, saw the need for a bicultural community bank providing San Diego South Bay's busi-



nesses, business owners and professionals with a personalized banking experience and a day-to-day commitment to great execution.

Free Business Expo at Union Bank, National City

The National City Branch of Union Bank and the National City

Chamber of Commerce co-hosted a FREE Business Expo on Friday, February 20, 2009 from 3:30 p.m. – 5:30 p.m. The event was sponsored by Cal Tax Group, boutique style enterprise zone consultants.

Acción San Diego, Elevon Merchant

Merchant Services, ADP Payroll Services, National City Chamber of Commerce, and Cal Tax Group hosted informational booths.

Attending businesses took advantage of free information on UnionBanc investment services, commercial services, small business services, merchant credit card services, payroll services, business diversity programs, and much more!

Invest in you



Carol Wiley and Marketing Intern from the Small Business Development and International Trade Center (SBDITC) at the Business Expo.

Memory Training Workshop, Powerful and Effective



Your profession demands that you remember a wealth of knowledge. A simple slip of the mind can result in thousands of dollars in lost sales or credibility. Jeffrey Czajka (pronounced Chi-ka) is a Trainer with Freedom Personal Development.

He has helped train thousands of business professionals, from all walks of life, develop an instant recall memory for names, presentations, and information.

Corporations such as Harley-Davidson, State Farm Insurance, Wells Fargo, and The National Association of REALTORS® have all given rave reviews for the life-changing skills Jeffrey shared with our members on February 19, 2009 at the Chamber Breakfast Meeting.

The Program, titled “Discovering Your Memory Power,” showed how having a trained memory can make you more money, reduce stress, and save you time. Jeffrey gave an introductory program of approximately 45 minutes to share the benefits of a more powerful memory, which include: less stress, higher sales, a boost in confidence, better time management, increased referrals and repeat business.

“Regarding the complimentary introductory program, Discovering Your Memory Power, the Brokers in my office felt it was valuable. The introductory program was well done, the speaker was excellent, and the Brokers all took away something of value.”

- Jeffrey D Wiren
Branch Manager, RE/MAX

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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.



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**1800 East 17th Street
National City, California
91950**

First Christian Church



Mission:

First Christian Church is committed to transforming lives by the work of the Holy Spirit through caring for one another, reaching others for Christ, offering ourselves, studying the Scriptures, and serving together as a family to be Christlike in authentic relationship with God and one another.

Weekly Services

Sunday (Domingo)

9:30 am - Bible School

English: Adult, New Converts Class,
Nursery - 6th grade, Teens
Spanish: Adult, 1st - 6th Grade,
Spanish Nursery
Tagalog: Adult

10:30 am - Worship Service

English Adult - Spanish Adult

Nursery, Junior Church (thru 6th grade)

5:00 pm - Tagalog Worship

6:00 pm - Spanish Class

Wednesday (Miercoles) 6:30 pm

Prayer Meeting/Bible Study
Teens/Youth Meeting
Spanish Adult Bible Study

Friday (Viernes) 1st, 3rd, 5th - 6:30 pm

Women's Ministry & Bible Study

Saturday (Sabado) 1st & 3rd - 5:00 pm

Men's Ministry & Bible Study

Ministers:

Steve Thomason
Hans Labor (Youth)
Alejandro Gonzalez (Spanish)
Rollie Pel (Tagalog)

Elsa Gonzales - Women's Ministry Chairman
Gloria Nolasco & Liberty Amon - Pianist
Agnes Dayrit - Mission (women's ministry)
Vicky Magyawi - church secretary

First Christian Church is a non denominational church consisting of 3 congregations meeting on the same campus: English Language, Spanish Language and Tagalog Language, each with their own pastor and leadership. Our discipleship and outreach ministries focus on men, women, children, teens, young families and college single students.

Missions Supported

Featherstone Christian Camp, CA
Casa Hogar - Tecate, Mexico
Casa Hogar—Tijuana, Mexico
Christian Mission Press, Spanish Countries
San Narciso, Quezon, Philippines
The Biblical Church of Christ, Bethany,
Tagaytay City, Philippines
Church of Christ, Tondo, Manila, Philippines

Our campus is the location for the community Head Start Program and we are a member of the National City Chamber of Commerce.



Please join us in worship, Bible study, outreach and encouragement as we build up each other as the Body of Christ in love!

Greetings to:

Our neighbors in National City

Message:

You are all cordially invited to our spiritual emphasis events including Easter Sunrise Services, Creation Museum tours, concerts and other special programs. Please consider joining us for our regular worship, prayer and Bible study opportunities. Just call or email Vicky at the church office.

National City Chamber Launches Restaurant Promotion Program



The National City Chamber of Commerce has launched a new Restaurant Promotion Program to market its member restaurants throughout the San Diego Region.

The Program is three pronged and includes a bi-monthly Meet and Greet with local restaurants, the development of a Restaurant Guide for distribution region wide, and a Member to Member Discount Program of at least 10% offered by participating restaurants.

Effective February 6, 2009, the Chamber began organizing “Meet and Greet” visits to local restaurants on the first and last Friday of the month. Everyone is encouraged to attend! While enjoying the diverse flavors of National City, we are helping to support our local economy and generating new foot traffic in local dining establishments.

The program is gaining traction and has been very successful. All restaurants in National City should take advantage of this great marketing tool to



help keep your business thriving. Word of mouth travels fast! Let the Chamber share your unique taste with the entire region. Download the participation form online at www.nationalcitychamber.org.

The Barbeque Pit, Bamboo Rotisserie, El Torito, and Ethnic Deli are the first to fully participate in the Restaurant Promotion Program.

Also don't miss out on the 18th Annual Taste of National City. It is fast approaching on May 7, 2009. Get your free booth and promote your great taste to residents and regional visitors alike. Download an application on line at www.nationalcitychamber.org.



The Barbecue Pit
920 E Plaza Blvd
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Contact: Sue and Gary Browning
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www.thebarbecuepitrestaurant.com
Member Discount: 10%

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Member Discount: 10%

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www.eltorito.com
Member Discount: 10%

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Tony Kabbany
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www.ethnicdeliandcafe.com
Member Discount: 10%

*Melyn Acasio and
Debra Manley at Bam-
boo Rotisserie Meet
and Greet*



RISEN FROM THE ASHES MARINA GATEWAY HOTEL COMPLEX

A longtime dream of the City's will become reality this summer when the 173-room Marina Gateway hotel opens in July on Bay Marina Drive at Interstate 5. The 15-year project is the result of extraordinary efforts by a wide team of participants including the National City Community Development Commission ("CDC"), California Integrated Waste Management Board, Sycuan Band of the Kumeyaay Nation, US Fish and Wildlife Service, the Port of San Diego and developer MRW Group.



Before Marina Gateway Project

The 6.5-acre site previously housed a slaughter house, auto wrecking yard and unregulated landfill that resulted in soil and groundwater contamination by hazardous materials. After acquiring the site in the 1990's, the CDC was able to secure a grant from the California Integrated Waste Management Board to conduct an environmental remediation project which included restoration of a portion of Paradise Marsh

federal wildlife preserve and an embankment between the hotel site and the marsh. The state constructed public walking paths and a scenic overlook from the site into the marsh and Sycuan reimbursed the state for those costs. The County of San Diego Department of Environmental Health deemed the remediation project complete in August, 2007, following which development plans could be finalized and construction commence.

"We are really excited to see this example of redevelopment reaching fruition," said Mayor Ron Morrison. "It has taken a good deal of diligence, patience and determination on the part of many. Now the community will see the pay-off."

The project will include the full service hotel and Buster's Restaurant (well-known from its Seaport Village location) in addition to a 16,000 square foot retail center. Seventy-five to 100 jobs will be cre-



Marina Gateway Project in Progress

ated as well as significant sales tax dollars. A Bay Marina Drive improvement adjacent to the project will be constructed in the coming months and promises an enhanced look and travel experience at the gateway to the new National City Pier 32 Marina. Additional revitalization efforts in the immediate vicinity are currently being planned.

Plaza Boulevard Widening Project

National City, CA (February 10, 2009)– The National City Chamber of Commerce visited with Property Owners and Tenant Businesses located on Plaza Blvd. on Friday, February 6, 2009 to engage them in the planning process for the proposed Plaza Blvd. Street Widening Project.

The City of National City is applying for a Federal Grant to widen Plaza Blvd. from Highland Ave. to Euclid Ave. The project will include commercial corridor beautification with enhanced landscaping and increased traffic safety.

The project cost approximately \$20 million and the City has placed it on top of the project priority list in anticipation of receiving the Federal infrastructure stimulus package.

The Federal stimulus package is targeted towards projects that are “ready to go.” With the completion of project plans and environmental document for Plaza Blvd., the City is in a great position to receive a very big sum of funds and make this project a reality after so many years.

The Chamber encourages businesses to get involved. With the support and cooperation of business owners, this project can materialize successfully.

“The project will offer drivers a safer route to easily access their destination point and enhance one of the City’s busiest commercial corridors. This translates into greater commercial opportunities for the businesses located alongt Plaza Blvd.” – Jacqueline Reynoso, CEO.

The National City Chamber is a strong advocate for businesses. To this end, the Chamber organized a project meeting for property owners and tenant businesses on Thursday, February 12, 2009 (4pm-5pm) at the National



Calling all local venders and community organizations to participate in...

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City Chamber Conference Room. The meeting was attended by Mayor Ron Morrison and City Engineer Maryam Babaki, whom addressed all business questions and concerns.



PARADISE VILLAGE HOUSING DEVELOPMENT

The first phase of the largest residential project in National City's history is approaching completion. Paradise Village, 498 unit Senior's complex is being constructed on 12 acres of property near Paradise Valley Hospital. The development will entail 406 senior apartments and 92 assisted living units. A Village Square is proposed to serve the development and will include a theater, coffee shop, beauty salon, health club, credit union, medical clinic, chapel and conference room. The Village Square, along with 375 apartment units constitute the first phase of the project, which is forecast to be completed by late August, with a Grand Opening in September or October. Paradise Village is a \$130 million project that involves approximately 100 temporary construction jobs and 120 permanent jobs!

National City Goes Green

Taxpayer Dollars Spent Wisely

In less than three years, National City has aggressively pursued a green and fiscally responsible street maintenance strategy, utilizing Asphalt Rubber Aggregate Membrane (ARAM) applications. In 2006, the city applied almost 200,000 square yards of ARAM on both residential and arterial streets. That project alone recycled approximately 14,000 scrap tires. If stacked like Lifesavers, that many tires would equal the height of seven Empire State Buildings, end-to-end. The city has since applied over 42,000 square yards in 2007 and over 356,000 square yards in 2008, recycling an additional



National City Mayor Ron Morrison leans on his city's on-site CIWMB ARAM grant award sign.

Business incentives make doing business in National City attractive and affordable.

Get in the Zone!

New San Diego Regional Enterprise Zone offers:

- 15-year tax credit program
- Free job referral services
- Development permit expediting and assistance
- Tax savings on loans
- Tax savings for Enterprise Zone employees
- Access to specialized technical and financial assistance programs

Foreign Trade Zone offers:

- Duty free warehousing and distribution services for importers, exporters and manufacturers.
- Potential elimination of many U.S. custom duties for companies that manufacture, assemble, package, test or re-export merchandise with imported materials.

Recycling Marketing Development Zone offers:

Allows manufacturers of recycled products and other recycling companies to take advantage of permit and financial incentives, low interest loans, and site and feedstock identification, among other benefits.

Contact Jacqueline Reynoso, President/ CEO, at the National City Chamber of Commerce for more information: (619) 477-9339.

oneZone



28,000 scrap tires. ARAM designed streets have a history in San Diego County of being durable and pothole free for 20+ years.

ARAM is already one of the greenest and most cost effective long-term maintenance strategies available for residential and arterial streets, but also qualifies for the California Integrated Waste Management Board's (CIWMB) Rubberized Asphalt Concrete (RAC) Chip Seal grant program. The state agency currently provides cities and counties \$1.00 per square yard reimbursements for ARAM projects (up to \$150,000 per project), rewarding them for recycling. National City has already received well over \$100,000 in CIWMB grant funds for ARAM, significantly reducing the burden on taxpayers. In a time of increasing environmental awareness and severe economic challenges, National City has emerged as a leader in green public works projects and fiscal responsibility, proving that the City Council and Public Works Department are committed to their taxpayers.

2009 SPECIAL EVENT DATES

March 25, 2009

International Mixer

(5:30 pm-8:00 pm)

Se San Diego Hotel

1047 5th Ave., San Diego, 92101

April 2, 2009

Small Business Workshop

"Weathering the Economic Downturn"

(4:00-5:30pm)

Chamber Conference Room

April 30, 2009

Workman's Compensation & Employer/Employee

Fraud by District Attorney's Office

(4:00-5:30pm)

Chamber Conference Room

May 7th

18th Annual Taste of National City

(5:00pm- 8:00pm)

Local restaurants offer an array of multicultural food set to the tune of a live band at historic Heritage Row.

Heritage Square at Brick Row

9th Street and "A" Ave.

May 12th

Free Working Waterfront Tour

(9:30-11:30am)

RSVP (619) 477-9339

June 14th

"National City Day" at San Diego County Fair

(10:00am-5:00pm)

Local exhibits showcasing the best of National City including booths from local businesses, National City Chamber of Commerce, City Government, Musicians, Police Department, Fire Department, and more.

San Diego Pavilion

Infield Del Mar Fair Grounds Track

July 9th

Bayfront Business Expo and Job Fair

(10:00am-2:00pm)

Pier 32 Marina

3201 Marina Way

National City, CA 91950

August 2nd

18th Annual Automobile Heritage Day

(10:00am-4:00pm)

Parade of antique classic cars winds through National City to an exhibition and car show competition

Kimball Park, National City

August 31st

"August Adventure"- 1st Annual Golf

Tournament

(1:00pm)

1st Annual Golf Tournament dedicated to retiring the Chamber's Building Debt. Held at the beautiful Sycuan Golf Course offering a spectacular 18-hole championship course. All donations and sponsorships are tax deductible.

Singing Hills Golf Course

3007 Dehesa Road

El Cajon, CA 92019

October 7th

53rd Annual Salute to Navy Luncheon

(11:30am-1:00pm)

Dedicated program honoring the United States military and their families, and Sailor of the Year. National City began this October tradition in 1957, making this the oldest tribute to the military in the nation.

Martin Luther King Community Center,

National City, CA

October 22nd

244th Navy Birthday Shipboard Reception

(5:30pm-8:00pm)

United States Navy Base (Location TBD)

January 30, 2010

100th Annual Installation Dinner

(5:30pm-9:00pm)



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Founder

2009 Annual Installation Dinner



The National City Chamber of Commerce celebrated its 99th Annual Installation Dinner on January 17, 2009 at the Anchors and Spurs Banquet Hall in National City. The event was attended by over 300 guests including City, County, State and Federal Officials, business friends, and Chamber members. Guests were entertained by live music performed by the

Irving Flores Jazz Quartet and our honorary Guest Speaker, Gary Gallegos, Executive Director of SANDAG.

The 2009 Annual Dinner was a great success thanks to our proud sponsors including EDCO, San Diego Unified Port District, Niederfrank's Ice Cream, Pasha Automotive Services, South County Economic Development Council, MAAC Project, Sycuan Resort and Casino, Wal-Mart, Neighborhood National Bank, Paradise Valley Hospital, USA Federal Credit Union, Wells Fargo, Westfield Plaza Bonita, San Diego Airport Authority, Southwestern College, Motivational Systems, Inc., Vancon Corp, ABB Management, Sweetwater Union High School District, SDG & E, and McCune Chrysler Jeep.

Special honors were given to John Pasha, now Chairman of the Board, who was recognized as the 2008 Volunteer of the Year, and to Neighborhood National Bank, recognized as the 2008 Business of the Year. Congratulations!



*Top row- Lee Romero, Vice Mayor Alejandra Sotelo-Solis.
Bottom- Charlotte Webster and Marty Aspenleiter*



2008 Business of the Year- Neighborhood National Bank, Conny Jamison (NNB Board of Director/ former SD City Treasurer), Wendy Williams (VP/ Neighborhood Relations), Ast. Chief Manuel Rodriguez, Patty Staples (NNB Chief Credit Officer)

2009 BREAKFAST PROGRAMS

HELD EVERY THIRD THURSDAY
OF THE MONTH AT 7:30AM

WESTFIELD PLAZA BONITA
MALL, CAFÉ TERRACE

3030 PLAZA BONITA ROAD,
NATIONAL CITY, CA, 91950

April 16

Doing Business with the City of
National City

May 29

ADA WorkShop

June 18

Social Marketing with Union
Tribune

July 16

Civil Service Awards

August 20

Mayor's Annual Address to the
National City Business Community

September 17

Chorus Presentation

October 15

Meet your Elected officials

November 19

Thanksgiving Program - TBD

December 17

State of the Chamber Address and
Holiday Party

For Sponsorship Opportunities
and/or Booth Space

Contact the Chamber at

(619) 477-9339 or

thechamber@nationalcitychamber.org

Volunteer of the Year

The National City Chamber of Commerce is proud to announce John Pasha, General Manager of Pasha Automotive Services, as the 2008 Volunteer of the Year. The Pasha Group is a well-known, family owned business and global transportation services enterprise, with three main operating divisions: Automotive, Maritime, and Relocation Services.



John Pasha, General Manager of Pasha Automotive Services, 2009 National City Chamber of Commerce Chairman

John has committed himself to an organization called Peace Child International. This program is now in its 26th year, which empowers young people from around the globe to take responsibility for peace, human rights and the environment through education, leadership development and direct participation in events that shape our world community.

The lessons he took away from this experience helped shape his goal to be part of his local community.

He received his BA from Santa Clara University, with an English major, and minors in Business and Spanish.

After having worked all over the world including Brazil, South and Central America, and Switzerland, he returned to San Diego.

In 2004, he came to the Southbay to help manage the National City auto terminal, Pasha Automotive Services. To date, they have processed more than 3 Million cars and have over 500 employees.

His Voluntary contributions to the Chamber Business community are countless. He led the Chamber's CEO recruitment process in 2008; Conducted Community Outreach and Business Walks to inform businesses of local tools and resources; Is a Strong Policy advocate for Business Friendly

Policies for the Working Waterfront Group and National City Chamber membership; Adamant supporter of business programs in National City and the Chamber's Automobile Heritage Day; Excellent track record for actively serving on the Chamber's Executive Committee, Economic Development Committee, and Board of Directors.

For all these reasons, the National City Chamber of Commerce honored John Pasha as the 2008 Volunteer of the Year.

Business of the Year

Neighborhood National Bank was founded ten years ago by Bob McGill, as the country's first nationally chartered community development bank. He realized there was a need for bank services in the low-income communities of San Diego that was not being addressed. The Bank was also designated as a minority-owned bank by the FDIC because of its diverse Board of Directors and certified as a Community Development Financial Institution (CDFI) by the U. S. Treasury.

The certification requires that the Bank maintain at least 60% of its loan portfolio to organizations and individuals in Low-to-Moderate Income census tracts and because of that, Neighborhood National Bank's mission states an ongoing lending commitment to the inner-city of San Diego, minority- and women-owned businesses, and affordable housing. The bank's three retail offices are located in southeastern San Diego, National City and Spring Valley. The Bank maintains a diverse staff of 60 people. Neighborhood National Bank was recently a recipient of the Bank Enterprise Award of \$675,000 by the U.S. Treasury which gives more capital for lending in our local communities.

The National City Chamber of Commerce honors Neighborhood National Bank as the 2008 Business of the Year.



Neighborhood
National Bank

Bay Vista College of Beauty Treats National City Chamber Members to a Day of Beauty!

Bay Vista College of Beauty hosted the National City Chamber of Commerce Sundowner on Thursday, January 15th. In the past, new programs were introduced to students which allowed the expansion of client clinic services.

The Sundowner was a huge success, offering more than networking opportunities. All guest's were treated to a variety of complimentary services - Spa Manicures, Mini Facials from Murad, Hairstyling Services and Make-up Lessons and Applications. In addition, NC Chamber Members were given sample goodie bags that included a \$25.00 gift certificate to return for additional Salon services. "For days following the event, our client clinic was humming with new business," says Jenny Kinports, General Manager of BV College. "We created new partnerships that allows us to promote our services yet support other businesses; that's how great relationships are created and the best of advertisement efforts are achieved," says Kinports.



School of the Year 2008 firstchair

Dickey's Barbecue Pit Celebrates Soft Opening Westfield Plaza Bonita



On March 10, 2009, Dickey's Barbeque Pit opened its doors in National City, CA at the east side of Westfield Plaza Bonita Shopping Center. First-time restaurant guests included Vice-Mayor Alejandra Sotelo-Solis, Councilman Frank Parra, Assistant City Manager Leslie Deese, Lavonne Watts, Liberty Tax business owner, RG Reyes, Photographer Fernando Peña, Kimberly Nguyen from AIG Insurance Company, and Chamber employees Irma Islas and Jacqueline Reynoso. Mayor Morrison made a brief appearance and was very excited to welcome Dickey's to town. The Chamber will organize a formal ribbon cutting ceremony in the next couple of months. Stay tuned!



The original Dickey's opened in Dallas in 1941, with a simple goal – "Serve barbecue so good people will crave it. And don't make 'em wait too long to get it."



Enterprise Zone Program Assessment Services

"I never thought my small business would be eligible. I met with the Otay Mesa Chamber of Commerce and they assessed my company and now I'm getting approximately \$80,000 in refunds plus \$190,000 in future credits!"

Carolyn Goding, International Automated Brokers

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for a free assessment on how much you could save or get back!

**Contact Monica Magoni at
(619) 661-6111**

An Enterprise Zone is a geographically designated area (such as National City), in which businesses can receive substantial state tax breaks and other advantages. These zones were created in California to stimulate business investments in areas where investment has decreased and to make jobs available in areas of high unemployment.

National City Chamber of Commerce Thanks...

de Castro, P.C. Attorneys & Counselors



Audie De Castro of De Castro, P.C., Attorneys & Counselors, committed countless hours to update the Chamber's 2009 Bylaws and Policies and Procedures Manual. The National City Chamber of Commerce is tremendously grateful to Audie's for his dedication to the National City business community.

De Castro, P.C., Attorneys & Counselors focuses on business, corporate and securities laws. It represents entrepreneurs, businesses, and investors in a variety of business related matters, including business formation (corporations, LLCs and other partnership arrangements), corporate governance, mergers and acquisitions, capital raising and securities compliance, and contract review and negotiations. For more information, see www.decastropc.com.

El Camino Memorial - National City

Caring for People and Making a Difference is what it's all about at El Camino Memorial in National City. We strive to make families as comfortable as possible in their time of need. Our focus is on celebrating life through memories and although death brings sadness we want to make the memory of your loved one as unique and special as they were.

The National City branch of the El Camino family was formerly known to many National City residents as Berge Roberts Mortuary, while part of the El Camino family since the nineties, the El Camino name wasn't added until 2003 as part of an effort to unite the six locations under a common brand of quality service known throughout the county.

We think about those who have passed on and those who still have a need. Lastly, we're here to answer any questions you may have, so please don't hesitate to call us or log onto our website www.elcaminomemorial.com.





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Chula Vista, CA 91910
(619)476-9100

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San Diego, CA 92106
(619)291-3594

A X A Advisors

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San Diego, CA 92101
(619)557-8294



CHAMBER CONFERENCE ROOM & COURTYARD

If you are interested in using the National City Chamber Conference Room or Courtyard for your business meeting, workshops, or private reception please contact the National City Chamber office at (619) 477-9339 or by email at reynoso@nationalcitychamber.org. Special rates apply to Chamber members.

The NCCC Conference Room hosts:

- 100 person capacity/36 with conference table set-up
- Display screen
- Projector
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NATIONAL CITY CHAMBER OF COMMERCE

Membership Involvement

As a Chamber Member we invite you to get involved with one or more active committees. We are constantly seeking volunteers to assist with community events.

E-mail: thechamber@nationalcitychamber.org

Web Site: www.nationalcitychamber.org

CHAMBER COMMITTEES

Ambassador/ Membership Committee

The Ambassador and Membership Committee is responsible for building and sustaining a strong, pro-active membership organization, providing financial assets to support programs and initiatives necessary to ensure the Chamber continues to be a leading advocate for businesses.

Meets Second Wednesday (4pm-5pm)

Business Development Committee

The Business Development Committee collaborates with the City of National City, National City Chamber of Commerce Visitor Information Center and other community partners to foster a healthy business environment by marketing the Chamber of Commerce services, promoting members and community assets, and is responsible for the development of the Chamber's communications and collateral material including the Business Directory, Quarterly Newsletter, Website, and Press Releases.

Meets First Wednesday (8am-9am)

Economic Development Committee

The Economic Development Committee focuses on promoting economic development in National City through the development and implementation of projects, programs, and policies that stimulate

economic growth and prosperity, enhance community development initiatives, leading to improved quality of life.

Meets Second Thursday (8am-9am)

Executive Committee

The Executive Committee maintains oversight of the Chamber's fiscal viability and execution of Chamber Policies, member services, products and programs.

Meets Second Fridays (8am-9am)

Governmental Affairs Committee

The Governmental Affairs Committee is the legislative and regulatory advocate for businesses at the local, state, and federal levels. The Governmental Affairs Committee reviews legislation, supports pro-business legislation and actively represents Chamber members.

Meets Second Thursday (as needed) (9:15am-10:15am)

Special Events Committees

The Special Events Committees are tasked with organizing the Chamber's special events including Automobile Heritage Day, Taste of National City, Bayfront Business Expo, Golf Tournament, Salute to Navy Week, and Annual Installation Dinner.

Visit The Chamber's Website for meeting dates.

Graphic formatting by Beau Ryan Productions, (619) 929-9547 • beauRYN@me.com



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 • 901 National City Blvd., National City, CA 91950

