

NATIONAL CITY

CHAMBER NEWS

WINTER 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."

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.

National City Chamber offers three new Economic Development Programs

THE NATIONAL CITY CHAMBER OF COMMERCE is proud to announce three new Economic 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 Economic Development Loan Program.



SDSU Technical Assistance Program



SAN DIEGO STATE UNIVERSITY

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

(continued on page 2)

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.



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 will administer to the EDL Program, in partnership with the City of National City, including evaluating loan requests and processing all applications. The EDL 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 EDL Program Loan Committee, and approved by the National City Chamber of Commerce and the City of National City.

Past loan recipients include Niederfrank'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.
- FICA score of 640
- Priority will be given to projects and businesses that meet the project criteria listed in the loan application.

The Economic Development Loan Program workshop was held on November 12, 2008 at the Chamber conference room. Applications are due January 5, 2009. For more information, call the National City Chamber of Commerce at (619) 477-9339 or visit our website at www.nationalcitychamber.org.

Enterprise Zone Program

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
TOTAL	104	80	\$1,027,273.20

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.

2008 BOARD OF DIRECTORS

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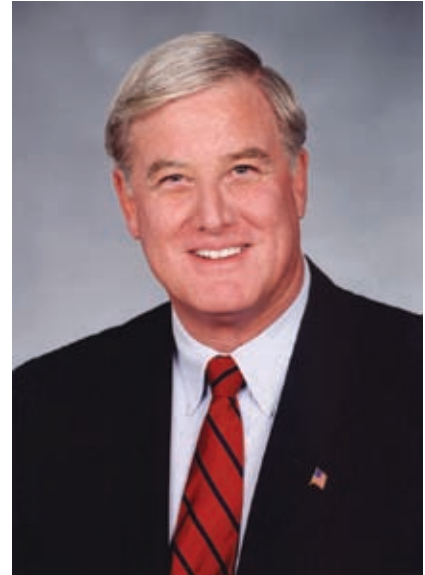
County of San Diego Grants \$11,800 to National City Chamber of Commerce

THE OFFICE OF SAN DIEGO COUNTY SUPERVISOR GREG COX awarded \$11,800 to the National City Chamber of Commerce on November 4, 2008.

The Supervisor's office invests in community projects on an annual basis. With the Community Project funds, the National City Chamber will perform capital improvements on the Chamber office building and conference room and purchase a new phone system to enhance Chamber communications.

The Chamber's building serves as the City's Visitor Information Center, hosts the Chamber's Board and Committee meetings, community forums, workshops and business development programs. "Our building has suffered ceiling leaks, white effervescent damage, and patio cracks. The grant will allow us to repair our building and maintain an inviting, safe, and professional business environment for the community to enjoy," shares Jacqueline Reynoso, CEO.

Critical to the Chamber's successful operation are modernized and reliable communications technology. The



County Supervisor Greg Cox

current phone system is out of date and dysfunctional. With a new phone system, the Chamber will be able to more efficiently and effectively communicate with the business community and respond to member needs.

The National City Chamber represents over 500 members in government relations, community relations, and promotes business growth and development. The Chamber works actively with its community partners to improve the quality of life in National City.



Policy Briefing: Chamber Successfully Represents the Business Community at the Polls



The National City Chamber of Commerce was a strong force for the business community during the November elections. Business owners spoke out loud and the Chamber listened. The Business community expressed their policy concerns and the Chamber took a position.

Local and regional voters faced critical decisions at the polls on November 4, 2008. The outcome of certain propositions during the November vote would impact the business community and the City's and Region's economic development. Thus, it was prudent that the Chamber take an active role and advocate for its membership. That's exactly what the Chamber did.

With in depth analyses and deliberations over Propositions M, B, and R, as well as on the City's Westside Specific Plan and Otay Mesa's Border Crossing Initiative, the Board of Directors of the National City Chamber of Commerce voted to:

- **OPPOSE PROPOSITION M– Repeal of Proposition D Initiative (National City's 1% Sales Tax Initiative).**
 - o Poll Outcome – Proposition M was defeated at the polls resulting in a continuous stream of additional sales tax revenue to the City ranging from \$7 million to \$9 million annually for 8 years providing for enhanced public safety services for the business community– faster response times, decreased crime activity, and graffiti abatement – and other quality of life initiatives for National City.
- **OPPOSE PROPOSITION B– The Port of San Diego Marine Freight Preservation and Bayfront Redevelopment Initiative.**
 - o Poll Outcome – Proposition B was defeated at the Polls resulting in the preservation of San Diego's maritime operations at the Tenth Avenue Marine Terminal (TAMT) which provides for thousands of well-paying jobs and serves as the Port's strategic port for the US Department of Defense. The TAMT will remain active and protect the shipyards and working waterfront.
- **SUPPORT PROPOSITION R– The Southwestern College School Bond**
 - o Poll Outcome – Proposition R won at the polls resulting in a \$389 million bond measure that provides for improved college classrooms and educational facilities, contributing to a well-trained local work force that will help build our local economy.
- **SUPPORT SMART GROWTH ON THE WESTSIDE – Calls for the City to establish a grandfather provision for fully-licensed non polluting businesses to continue operating under the Westside Specific Plan and increase height limit to 65 feet for type 3 buildings.**
 - o Plan Outcome – City Council voted to adopt the Chamber's requests based on the Smart Growth Coalition's recommendations resulting in a Conditional Use Permit process for green or light industrial businesses that would like to move to the City's Westside in the future and allow for increased height limit to 65 feet for mixed use commercial buildings. This allows for market-rate as well as affordable housing and creative design and helps maintain the value of the property.
- **SUPPORT OTAY MESA BORDER CROSSING INITIATIVE – Project was awarded \$75 million of Proposition 1B Trade Corridor Improvement Fund (TCIF) funding.**
 - o Policy Outcome – Governor Arnold Schwarzenegger signed into law Senate Bill 1486, allowing the border crossing project to move forward as a public toll financing project. Second, the presidential permit for this potential border crossing has recently been issued by the U.S. State Department.

REGIONAL

Major Infrastructure Development in Otay Mesa



If you have crossed the border in the last few months or weeks, you probably are aware that wait times have significantly increased. Even border crossers enrolled in a special program called SENTRI, where one has to go through a background check to use a special fast lane to cross back to the U.S., are waiting approximately an hour every day at peak times. Wait times at our ports are costing our economy more than \$8 billion dollars a year, according to a recent study produced by the San Diego Association of Governments.

Our San Ysidro and Otay Mesa passenger ports are operating at capacity and the only true solution to significantly reducing wait times is to expand our infrastructure. This month, we are celebrating two major milestones in the planning process of a new Otay Mesa Port of Entry project.

First, Governor Schwarzenegger signed into law Senate Bill 1486, allowing this project to move forward as a public toll financing project. Second, the presidential permit for this potential border crossing has recently been issued by the U.S. State Department. These two major accomplishments allow the San Diego Association of Govern-

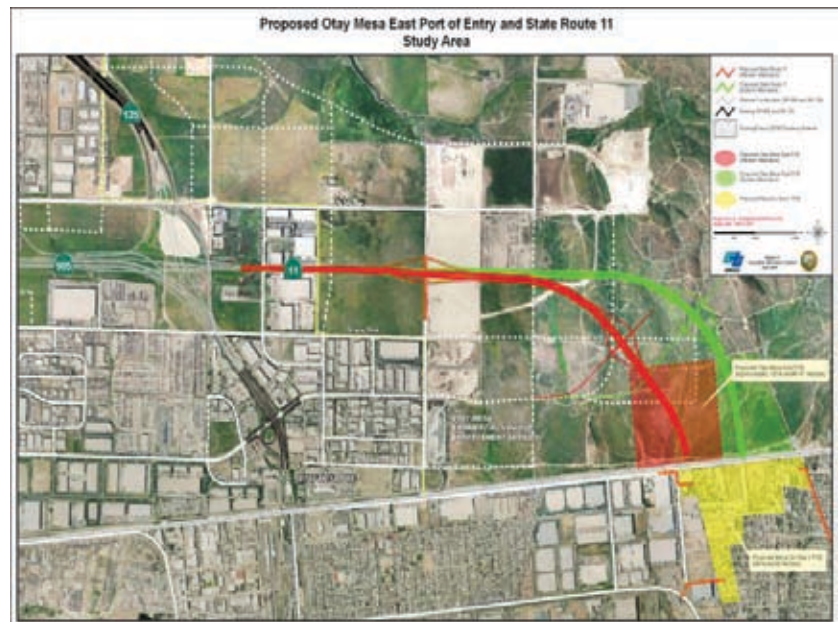
ments to toll this project and access the bond market in the private sector. This means people that want to use this new port will have to pay a fee. The good news is that the new innovative toll model will ensure that wait times are limited to a maximum of 25 minutes.

The highway connections to this new port on both sides of the border will be built as part of this project. This might seem obvious but in Otay Mesa the existing port of entry was built in 1985 and the major six lane freeway connection is currently under construction (State Route-905).

Timing is of the essence, since this project has been awarded \$75 million of Proposition 1B Trade Corridor Improvement Fund (TCIF) funding. These funds must be spent on construction by 2013. The total investment required on the U.S side only amounts to over six hundred million dollars. This aggressive schedule will allow the port and new roads to be operational by 2015. Meanwhile, we look forward to a significant expansion at the San Ysidro Port of Entry, as well as several short term measures that will hopefully put the brakes on increased wait times.

One of our competitive advantages as a region is our proximity to Mexico, which allows us to access “the best of both worlds.” If our borders don’t work, we lose that advantage. We must continue to focus our efforts on the infrastructure improvement that will give us the tools to become more competitive and enhance our quality of life.

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STATE

Tax Changes in the 2008-09 Budget: How Will They Impact Business?

Budget-Related Tax Items in AB 1452 and SBX1 28

Overview:

In light of recent developments indicating that the state's budgetary challenges are continuing and another special session may be necessary, the undersigned organizations believe it is important for decision-makers to have an understanding and appreciation of the impact of the recently-enacted budgetary tax law changes on the California business community.

As a result of the tax changes adopted as part of the 2008-09 Budget in AB 1452 and SBX1 28, California business will pay \$5.8 billion more in taxes in 2008-09 and \$1.6 billion more in 2009-10. These increases were effected through a combination of tax law changes that amount to interest-free borrowing and acceleration of tax revenues from businesses for the next two years and beyond.

While some offsetting reforms were also adopted, many companies investing in jobs and operations in California – or attempting to emerge from losses in the economic downturn – will suffer permanent harm.

What Are the Tax Changes?

1. PENALTY FOR REASONABLE DISPUTES (SBX1 28)

- **What is it?** A new 20% strict liability penalty in addition to all existing penalties, which applies to “understatements” of tax liability of \$1 million or more. *Estimated to raise \$1.5 billion from businesses.*
- **When?** May 2009 and stays in place permanently. Applies *retroactively* to tax year 2003.
- **How does it impact business?** Unlike most existing state and federal penalties, there is no “reasonable cause” exception, which makes this penalty applicable to even reasonable tax payer behavior where there is no culpability. This will force companies to overpay their taxes by May 2009 and subsequent years to include amounts reasonably in dispute, in order to ensure no 20% penalty if the dispute is decided against them.

2. LIMIT ON RESEARCH & DEVELOPMENT AND OTHER KEY TAX CREDITS (AB 1452)

- **What is it?** Two-year limit on the ability of businesses to use all business tax credits, including research and development, capping those credits at one-half of the taxpayer's tax liability. Very small businesses exempted. *Estimated to raise \$900 million from businesses.*
- **When?** 2 years, 2008 and 2009.

(continued on page 8)

2009 CHAMBER OF COMMERCE MONTHLY BREAKFAST SCHEDULE

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

January 15
LOCAL ECONOMIC
DEVELOPMENT RESOURCES

FEBRUARY 19
MEMORY WORKSHOP

MARCH 19
ACCESS TO CAPITAL
WORKSHOP

APRIL 16
DOING BUSINESS
WITH THE CITY OF
NATIONAL CITY

MAY 21
ADA WORKSHOP

JUNE 16
SOCIAL MARKETING
PRESENTED BY THE
UNION TRIBUNE

JULY 16
CIVIL SERVICE AWARDS

AUGUST 20
MAYOR'S
ANNUAL ADDRESS
TO THE CHAMBER

SEPTEMBER 17
CHORUS PRESENTATION

OCTOBER 15
MEET YOUR
ELECTED OFFICIALS

NOVEMBER 19
THANK YOU TO
CORPORATE SPONSORS

DECEMBER 17
STATE OF THE
CHAMBER ADDRESS
AND HOLIDAY PARTY

Tax Changes (continued from page 7)

- **How does it impact business?** This tax credit limitation will result in increased taxes for companies currently relying upon California's only remaining statewide investment incentive tax credits, research and development and enterprise zone. Credits that could have been used during the two-year limitation period are permitted to be carried over, but the lost time-value to companies is permanent.
- **Offsetting improvement.** Effective January 2010, tax credits (but not enterprise zone credits per SBX1 28) may be shared among a related group of affiliate or subsidiary companies, unitary utilization. This will help some companies who need the flexibility to allocate earned tax credits within their family of companies.

3. SUSPENSION OF NET OPERATING LOSS (AB 1452)

- **What is it?** Suspends for two years the ability of businesses to deduct net operating losses (NOL). Very small businesses are exempted. *Estimated to raise \$1.6 billion over two years from businesses.*
- **When?** 2 years, 2008 and 2009.
- **How does it impact business?** The NOL deduction gives businesses more flexibility to manage losses they experience within timeframes and cycles that differ from the arbitrary and rigid government tax filing deadlines. The suspension will directly impact marginally profitable businesses attempting to emerge from losses due to increased tax liability and reduced cash flow.
- **Offsetting improvement.** After the two-year suspension period, treatment of losses will fully conform to federal carryover and carryback, which will benefit some companies

needing more flexibility in use of the NOL deduction.

4. ACCELERATED ESTIMATED TAX PAYMENTS (SBX1 28)

- **What is it?** Business taxpayers must pay more of their estimated taxes earlier in the year. Instead of 4 payments of 25%, the first two payments will be 30% and the last two 20%. *Estimated to raise \$2.3 billion from businesses.*
- **When?** Beginning January 2009 and permanently thereafter.
- **How does it impact business?** This will reduce cash flow for independent contractors and other businesses, small and large, in the first half of the year.

5. ACCELERATED LIMITED LIABILITY COMPANY FEE (AB 1452)

- **What is it?** Limited liability companies (LLC) must pay their annual fees during the first six months of the current tax year. A 10% penalty will be assessed if businesses underestimate. *Estimated to raise \$360 million from businesses.*
- **When?** Beginning January 2009 and permanently thereafter.
- **How does it impact business?** Previously, a current year's LLC fee was due in the following tax year. The new fee deadline will result in a double payment of the fee in the early part of 2009 – the prior year's LLC fee and the current year's. This may pose a hardship for small companies with limited cash flow. Additionally, the LLC must estimate its following year's fee liability, or be subject to the 10% penalty.

THE ABOVE ARTICLE WAS DRAFTED BY THE FOLLOWING BUSINESS AND EMPLOYER ORGANIZATIONS



California Chamber of Commerce
 American Electronics Association
 California Aerospace Technology Association
 California Bankers Association
 California Building Industry Association
 California Business Roundtable
 California Grocers Association

California Hotel and Lodging Association
 California Manufacturers & Technology Association
 California Restaurant Association
 California Taxpayers Association
 Council on State Taxation
 Long Beach Area Chamber of Commerce
 TechNet

Access to Capital Workshop

The National City Chamber of Commerce hosted an Access to Capital Workshop on November 20, 2008 during its Monthly Breakfast meeting at the Holiday Inn Hotel in National City. Over 70 members participated in the Workshop. The workshop included a speaker panel including District Director Dr. Ruben Garcia from the U.S. Small Business Administration, VP Rigoberto Herrera from Vibra Bank, Branch Manager Miguel Vasquez from Union Bank of California, Tony Porras from USA Federal Credit Union, Eduardo Cruz from I-Cons Industrial Consultants, and a Loan Officer from Acción San Diego. Each representative delivered a thought provoking presentation on the misconceptions of business financing.



Left to right: Chamber President Ditas Yamane, Rigoberto Herrera, Dr. Ruben Garcia, Miguel Vasquez, Tony Porras, Eduardo Cruz, and Chamber CEO Jacqueline Reynoso

The event was sponsored by Neighborhood National Bank, Union Bank of California, USA Federal Credit Union, and Vibra Bank.

In light of these tough economic times, the Chamber set out to deliver a workshop focused on readily available financial resources for the business community. The inability to access funds myth was dispelled. Businesses are advised to search for well capitalized banking institutions that can assist with business's financing needs.

Banks and strategic management consultants advise business owners to be well prepared when seeking financing. Businesses should have prior years' tax records available, a business plan, marketing plan, financial statements, available collateral, articles of incorporation, balance sheet, and other key financial figures.

For more information on access to capital, you may download the Access to Capital presentations at www.nationalcitychamber.org or contact:

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Americans with Disabilities Act (ADA) Workshop

On October 8, 2008, Governor Schwarzenegar signed a California Chamber of Commerce-backed “job creator” bill that increases public access for individuals with disabilities while reducing unwarranted litigation (SB 1608). ADA laws and regulations are constantly changing and it is often difficult for business owners to keep up to date with the changes in law.

In response to membership demand and a high number of frivolous ADA lawsuits against small business owners in the area, the Chamber organized a workshop on ADA Accessibility on December 2, 2008 at the National City Public Library.



Dan Reeves at podium with panelists Luis Sainz, Laura Prouse, and James Mason.

Interactive and informative presentations were offered by Luis Sainz, Building Official from the City of National City, Laura Prouse from Citizens Against Lawsuit Abuse (CALA), Don Reeves, Architect and Principal of Reeves & Associates, and James Mason, Attorney and Principal of Law Office of James Mason.

Luis Sainz covered the California Accessibility Requirements and the City’s permitting and building inspection process; Laura Prouse provided a brief overview of the services offered at CALA to help protect businesses and individuals



against lawsuit abuse; Don Reeves and James Mason co-presented on the top ADA compliance issues and provided recommendations on sound compliance implementation plans.

Reeves & Associates recommend the following to avoid ADA Lawsuits:

Remove architectural barriers to individuals with disabilities such as:

- Incorrect Signage
- Non-Compliant Parking Spaces
- No Door Knobs
- No Ramps where required
- Stairs and Handrails
- Merchandise (blocking aisles)
- Service Counters
- Non-Accessible Restrooms

Begin an ADA Compliance implementation plan to include:

- Before and after photos
- Drawings
- Estimates
- Receipts
- ADA Compliance Savings Accounts
- IRS Tax Incentives Program

To access the ADA Workshop Presentations and your free version of the ADA Redflags guide, visit www.nationalcitychamber.org. For more information, you may contact:

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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 to make an appointment.

Phone: (619) 409-1401
Fax: (619) 409-8927

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SAVE A TRIP



SOCIAL SECURITY SERVICES

Don't Stand in Line, Go Online

Applying for benefits online offers several advantages, among them:

- You apply in the privacy of your own home, at your own pace.
- You avoid trips to a Social Security office, saving time and money.

www.socialsecurity.gov
1-800-772-1213 (TTY 1-800-325-0778)



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, along with links to training opportunities, online tools and tips, all designed to help your business save energy.



A Sempra Energy utility™

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



SAVE A TRIP

SOCIAL SECURITY SERVICES

online services

- apply for retirement benefits
- apply for disability benefits
- change address / phone number
- replace Medicare cards
- apply for Medicare extra help
- verify Social Security numbers for employers
- direct deposit

automated telephone services

- change address / phone number
- replace Medicare cards
- direct deposit
- proof of income

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SSA Publication Number 05-10615S
ICN 470218
March 2008

The projects you decide to fund today materialize in what your business will be in the future

Eduardo N. Cruz

In this highly competitive business world, corporate decision makers face the challenges of scarce sources for funding and hiring and retaining qualified human resources, one valid question arises:

Is your company allocating the financial resources to the appropriate products/services, projects or initiatives? Unfortunately only a small number of companies take into consideration how vital it is to master the art of effectiveness in business and strategic planning, optimizing resource allocation, and continuous organizational processes improvement. The message is unmistakable. Financial investment options are strategic choices. In fact, strategic planning is setting direction on a cluster of projects which executives must organize and prioritize according to their contribution to strategic goals.

Proper financial investment program selection is a critical driver for business success. Selecting a single project from a pool of alternatives is difficult. Selecting the complete portfolio of projects that will optimize the allocation of human and financial resources is even more difficult. This increases in complexity with small and medium size businesses.

It is imperative for your company to establish comprehensive processes along with the technology that allows your organization to analyze various “supposing” scenarios to select the portfolio of projects which will:

- Increase value – financial, strategic, risk, market and competitive.
- Reach balance – schedules, business/product/service, project categories and technologies.
- Enhance alignment with strategy – use business objectives for prioritization and execution.
- Optimize resource allocation –find the best set of projects/products/service to maximize the return with limited resources.
- Scrutinize projects - monitor and control project cost, time and quality.

Therefore, companies must focus on strategic planning, optimizing resource allocation, and continuous organizational processes improvement based on its leadership mission, values and goals; and develop objectives to achieve them. Implementation and subsequent evaluation of the success of the strategic plan and integral resource allocation, support the development and change necessary to improve and to maintain organizational quality.

In conclusion: 1) Only businesses with sound management, capable of visualizing the 21st century challenges, will have a healthy business life. Acting accordingly with the times is necessary. Traditional business practices need to be invigorated by new leadership models, strategic innovation and improvement systems. More importantly, businesses need a well educated and adaptable people system. 2) This can only be obtained by creating a rational and comprehensive strategic plan and a management control system, usually elaborated by outside eyes. 3) Decision maker have to look for proven accesible and implementable methodologies, among others: Baldrige Excellence Criteria, Lean Management and Six Sigma. These are approaches that mitigate risk, exceed customer expectations and manage the pace of business development. And, 4) No matter the size of your operation or the nature of your business, these practices are always applicable.



Eduardo N. Cruz, can be contacted at eduardo@iconsconsultants.com or (619) 415 - 5512

Mile of Cars: A Rich History of Innovation

Weldon Donaldson, Mile of Cars Association

Perhaps other than Detroit, no other city in America has more at stake over whether to bail out the auto industry than National City, home to The Mile of Cars, where 18 franchises sold over 24,000 vehicles in 2007. That resulted in almost \$5 million in taxes for National City in addition, property taxes bring in \$3 million more. Add in other taxes and fees on dealerships and supporting businesses like part suppliers and The Mile of Cars is responsible for almost a fifth of the City's general revenue.



Over fifty years old, The Mile of Cars was one of the first, if not the first, auto malls in the world. Since that time, The "Mile" has been acknowledged as one of the most successful in the country and the sales leader in San Diego. The "Mile's" television/radio and print advertising is seen by millions each year. Most of the dealers are number one in San Diego and some are sales leaders in California and highly ranked in America. The Mile employs over 2,000 people.

It's no surprise that business is off on The Mile. Nationwide auto sales have fallen. Recent reports show drops of 40 to almost 50 percent. Thankfully, because of the long history of Mile dealers (McCune Chrysler/Dodge/Jeep just celebrated it's 60th anniversary,) sales are off in the mid 20% range. Nevertheless, The Mile dealers have continued to advertise and look for innovative and more efficient ways to do business. Many of the dealers, for instance, are installing new energy saving lights and scaling back other expenses. At it's most recent meeting, members expressed confidence that business will get

better. After all, everyone needs a vehicle in Southern California and The Mile of Cars is "The Car Capitol of San Diego!"



Ron Baker; auto dealer 'had a way with people'

By Blanca Gonzalez, Union Tribune Staff Writer

When Ron Baker's brother needed to sell magazine subscriptions for school fundraisers, he always took his younger brother.

With his curly hair, big blue eyes and charming smile, Ron Baker was hard to resist when he asked potential customers to buy a magazine from his brother.

A natural salesman with an outgoing nature, Mr. Baker became a successful auto dealer and owner of Ron Baker Chevrolet in National City.

Mr. Baker died of complications from diverticulitis Nov. 26 at Sharp Memorial Hospital in San Diego. He was 71.

"Ron was a people person. He was very social and very gracious," said longtime friend Terry Janssen. "He loved camaraderie and just enjoyed life."

Mr. Baker started his automotive career out of high school, painting cars and working in the body shop of a Los Angeles dealership. His father was a car wholesaler so it was natural that young Ron and his brother, Robert, would go into the business.

When Robert "Bob" Baker opened his first dealership in Indianapolis, he had his younger brother join him. In 1974, Ron Baker bought his own dealership in Los Gatos.

Mr. Baker sold his Los Gatos business in the early 1980s so he could spend more time golfing and fishing but found he couldn't stay away from the business. In 1985, he and his brother bought the former Lamb Chevrolet in National

City, which became Bob Baker Chevrolet and later Ron Baker Chevrolet when he bought out his older brother.

Bill Cumming, general manager of Ron Baker Chevrolet, said Mr. Baker loved the auto business and knew how to treat his employees.

"He had a way with people and a drive to succeed," Cumming said.

"Ron said he would never retire because he wouldn't know what to do with himself," Cumming said.

Mr. Baker's family said he was proud that his business was one of the most profitable Chevrolet dealerships in the country. He served as president of the Mile of Cars Association and was a member of San Diego Car Dealers and National Auto Dealers Association.

Ronald Elias Baker was born Nov. 16, 1937, in Los Angeles to Hal and Dory Baker. He was the third of their four children. His parents divorced in 1942,



and both remarried and had more children.

He married the former Sharon Heinz of Los Angeles in 1957, and they had three



Ron Baker Chevrolet on National City's Mile of Cars is one of the most profitable Chevrolet dealerships in the country.

daughters. They divorced in 1974.

Mr. Baker enjoyed combining his love of golf and supporting charitable causes by participating in fundraising golf tournaments.

Mr. Baker is survived by his wife of six years, Sumei; three daughters, Nadine Kelley of Cottage Grove, Ore., Ronnette Baker of Sumerlin, Ore. and Rhonda Baker of Lakeside; two stepdaughters, Britt Eizak and Virginia Darenkamp of San Diego; siblings Robert H. Baker of Rancho Santa Fe, Peggy Stewart of

Rancho Mirage, Roseanne Luth of Rancho Santa Fe, Carole Soffer of San Francisco, Ronnette Ward of Camarillo, Hal Baker Jr. of Palm Springs; and three grandchildren. His brother

Richard D. Baker died previously.

The family suggests donations to the Nice Guys of San Diego to benefit junior golf programs. Donations may be sent to Nice Guys, P.O. Box 881456, San Diego 92168.

USS Tarawa decommissions after 32 years of service

By Chief Mass Communication Specialist Kristen Loedin



The amphibious assault ship USS Tarawa (LHA 1) conducted a decommissioning ceremony Dec. 4 at Naval Base San Diego, ending more than 32 years of naval service.

Tarawa returned in June to its pier at NBSD after wrapping up its final operational deployment to the Persian Gulf and Northern Arabian Sea.

“This ship exemplifies the Navy and what it means to be a Sailor,” said Legalman 1st Class Kory Fascio. “She has done it all and has served her country with excellence.”

Commissioned on May 29, 1976, Tarawa was the first of a new generation of multipurpose amphibious assault ships. The 820-foot-long ships, each with a crew of nearly 1,000, can carry more than 1,000 Marines along with two dozen helicopters and AV-8B Harrier vertical/short takeoff and landing (V/STOL) aircraft, utility trucks, amphibious vehicles and landing craft.

Four other LHAs — USS Saipan (LHA 2), USS Belleau Wood (LHA 3), USS Nassau (LHA 4) and USS Peleliu (LHA 5) — were constructed by Ingalls Shipbuilding Division at Pascagoula, Miss. Of the five, only Nassau and Peleliu remain active.

Tarawa served as a vital member of the Navy/Marine Corps team in the Pacific Fleet and a major factor in U.S. power projection overseas. Her final deployment included assisting disaster relief operations in Bangladesh, humanitarian assistance missions in Djibouti and maritime security operations in the Persian Gulf.

During its 32-year career, Tarawa’s primary mission was to transport Marine forces. However, Tarawa was also involved in providing evacuation and disaster relief when needed.

The Tarawa deployed 14 times to the Pacific Ocean, as well as multiple times to the Persian Gulf in support of operations Desert Shield, Desert Storm, Enduring Freedom and Iraqi Freedom. Tarawa’s first deployment in 1979 embarked and successfully operated AV-8A Harrier jets.

In May 1991 Tarawa provided two weeks of humanitarian assistance to typhoon victims in Operation Sea Angel. Water purification equipment, medical aid and 2,000 tons of



rice delivered by Tarawa’s helicopters and landing craft helped more than 1.5 million inhabitants of southeast Bangladesh survive the ravages of the storm’s aftermath.

While participating in joint exercises with Jordanian armed forces in Feb. 1998, Tarawa was diverted to the African nation of Eritrea to evacuate American citizens from the U.S. Embassy there during the Eritrean-Ethiopian hostilities. More than 200 Americans were safely rescued.

In October 2000 Tarawa delivered humanitarian relief supplies to the war-ravaged country of East Timor, then provided U.S. government agencies on-site logistics, force protection, and evacuation support following the horrific terrorist attack on the guided missile destroyer USS Cole (DDG 67) in Yemen.

A new class of amphibious assault ships, to be led by USS America (LHA 6), will replace the aging Tarawa class. The America class represents a conscious decision to increase the aviation capacity of future big-deck amphibious ships in order to maximize the Navy’s investment in future aircraft.

Following decommissioning, Tarawa will become part of the Fleet Ready Reserve Force in Hawaii.

National City Chamber of Commerce Presents El Toyon Elementary School Choir at Morgan Square



Principal Machado introducing El Toyon 2nd Graders

The National City Chamber of Commerce hosted the El Toyon Elementary School Choir at Morgan Square in National City on Friday, December 12, 2008 at 11am.

Brian Clapper, President of the National City Lion's Club, led the effort and approached the Chamber to coordinate a small but meaningful Holiday event. Over 60 El Toyon students performed

a mix of Holiday songs in Spanish, English and Tagalog. They delivered a heartfelt performance to the National City community. "The students were so excited to perform before a public audience," shared Brian Clapper.

This event also honored El Toyon students that have achieved perfect attendance during the school year. El Toyon Elementary School raised \$500 from the National City business community to provide a small gift to each honored student.

The National City Chamber quickly garnered the support of the local business community to sponsor the event. Within one day notice, over 8 business leaders stepped up to the occasion and contributed toward the Holiday presentation. El Torito donated tamales and enchiladas; Hometown Buffet donated holiday cookies; Party Time donated balloons; the Social Security Administration offered free goodie bags; Union Bank of California provided pop corn; San Diego Pretzel Company donated pretzels; and Neighborhood National Bank, Jess VanDeventor, and The Boys and Girls Club made a monetary contribution toward student excellence.

The event was well attended by City Officials, Chamber members, and National City residents.



El Toyon 2nd Graders at Morgan Square with: Brian Clapper, Kika Muniz, School Board President James Grier, Miriam Lopez, Superintendent Dennis Doyle, Melyn Acasio, Jacqueline Reynoso, Paul Robinson, Ditas Yamane, Ms. Vasquez, Ms. Tacto, Principal Machado



2009 SPECIAL EVENTS

January 17
ANNUAL INSTALLATION DINNER

April 10
TASTE OF NATIONAL CITY

May 29
"RETIRE THE DEBT"
GOLF TOURNAMENT
(Tentative)

July 9
BAYFRONT BUSINESS EXPO
AND JOB FAIR

August 2
AUTO HERITAGE DAY

October 7
SALUTE TO NAVY LUNCHEON

October 22
53RD ANNUAL
SALUTE TO NAVY LUNCHEON
AND 244TH NAVY BIRTHDAY
SHIPBOARD RECEPTION

UPCOMING BUSINESS EVENTS

Thursday, January 15
BAY VISTA
BEAUTY COLLEGE MIXER
1520 Plaza Boulevard
National City
4:00 PM-6:30 PM

Thursday, January 22
TONY ROBBINS
MOTIVATIONAL WORKSHOP
National City Chamber
Conference Room
6:00 PM-7:00 PM

Thursday, February 12
NEIGHBORHOOD
NATIONAL BANK MIXER
1717 Sweetwater Road
Suite B
National City
12:00 PM-1:30 PM

Tuesday, February 17
LA VISTA
MEMORIAL LUNCHEON
12:00 PM-1:30 PM

For more information,
call 619-477-9339



52nd Annual Salute to Navy Ship Board Reception

The National City Chamber of Commerce, the Port of San Diego, and the City of National City celebrated the men, women, and families of the United States Navy at the 52nd Annual Salute to Navy Shipboard Reception aboard the USS Tarawa on October 23, 2008.

The Chamber honored this year's Sailor of the Year, Culinary Specialist Chief Petty Officer (SW/AW) Marvin A. Tan, whom was accompanied by his beautiful wife and children. Mr. Tan received honorary proclamations from the offices of Supervisor Greg Cox, Assembly member Mary Salas, Senator Denise Ducheny, and Mayor Morrison.

The event was proudly sponsored by the Port of San Diego, City of National City, Port of San Diego Ship Repair Association, USA Federal Credit Union, California Coast Credit Union, Mile of Cars Association, Neighborhood National Bank, Paradise Valley Hospital and San Diego Cold Storage.

The Salute to Navy committee included Melyn Acasio of Pacific Western Bank, Board President Ditas Yamane, Luis Alcalá from USA Federal Credit Union, Kaseem Baker from the City of National City, PIO Walter Ham, Board member Dixon Le Gros, Assistant Chief Manuel Rodriguez, CEO Jacqueline Reynoso, and Principal Lee Romero. The Committee continued the exemplary tradition of recognizing the

many sacrifices of the men and women serving our country, as well as the sacrifices made by their families. With more frequent and longer deployments in times of war, the Chamber feels it is our civic duty to memorialize, praise and give thanks to the United States military.

National City's Salute to Navy was founded by ex-Army businessman George Buell, who was manager of the W.T.

Grant Department Store in National City. He recognized the long and mutually supportive association between the military in San Diego and the strong ties between National City and its Naval Station neighbor.

Mr. Buell's idea was to launch a business and community event that expressed city-wide gratitude to our armed forces. This event would be held in conjunction with the celebration of the United States Navy birthday. He introduced the idea to the National City Chamber of Commerce, which soon thereafter staged the first community-wide "Salute" in October, 1956.



National City's Salute to Navy has been a longstanding tradition for the past 52 years. With strong ties to the Navy station, National City holds this event every year during the month of October and jointly celebrates the Navy's birthday.

The event covers a one-week period, starting with a luncheon attended by civic and business leaders, community members, navy and military personnel, and public officials. The week culminated with the Ship Board Reception on board the USS Tarawa. The Ship Board reception was a great success with more than 400 guests in attendance.



*Irma Islas,
Membership
Coordinator
with USS
Tarawa sailors*

Kile Morgan Bust Unveiling

Morgan Square District, the City of National City and National City Chamber of Commerce celebrated the unveiling of former Mayor Kile Morgan's bronze bust at Morgan Square on September 17, 2008 during the 2nd Annual National City Week.

Morgan Square District coordinated the dedication ceremony attended by City officials and community leaders. Mayor Morgan was honored for his significant contributions to the City of National City, the Chamber of Commerce, and countless community organizations, and local businesses.

Morgan's proud bust stands before a wall of plaques with the names of contributing businesses in National City and Morgan Square that made this community project possible.

Morgan's bust will serve as a community pillar honoring the former Mayor's commitment to the City and as a symbol of his relentless dedication and leadership to National City.

Mayor Morgan is an instrumental leader in National City's history. The City experienced phenomenal growth under his leadership including the development of

the Mile of Cars, Plaza Bonita Mall, Morgan Towers and Kimball Towers residential buildings, and the National City municipal golf course. In 2002, he raised thousands of dollars for the new National City Chamber of Commerce building.

Kile Morgan is a well respected and generous contributor to National City; even on the day of his dedication, he requested that every participant at the event receive a free copy of his book, *The Kile Morgan Years*.

The Chamber of Commerce honors Mayor Morgan as an exemplary leader to businesses and residents of National City.



Photo from San Diego Historical Society

Mayors Walter F. Hodge and Kile Morgan and Claude Hunt were given keys to city on March 18, 1969. Morgan reshaped the city with urban redevelopment projects and tax-generating economic enterprises such as the Mile of Cars that replaced the Mile of Bars during his twenty years as mayor, 1966-1986. ©SDHS #UT8536475#5.

Renovations completed at National City JCPenney

Improvements Designed to Better Serve Customers and Deliver a More Exciting Shopping Experience

Shoppers in National City, Calif., will soon find it much easier to shop for their favorite JCPenney brands, from Liz & Co. and a.n.a. for women to The Original Arizona Jean Co. for kids, Stafford and Dockers for men, and JCPenney Home Collection for the home. The JCPenney department store at Plaza Bonita has undergone substantial renovations to provide customers with an even more enjoyable and exciting shopping experience.

With the completion of the project, the 151,000-square-foot store now has the look and feel of a new JCPenney store. New escalators, wider aisles, improved lighting and new signs and graphics make it easier to navigate the store and locate brands and departments. Other improvements include updated fine jewelry and footwear departments, new carpet and tile, improvements to fitting rooms and restrooms, enhancements to the JCPenney Salon and Catalog/Internet customer-service center, and installation of an all-digital JCPenney Portraits studio.

About JCPenney

JCPenney is one of America's leading retailers, operating 1,083 department stores throughout the United States and Puerto Rico, as well as one of the largest apparel and home furnishing sites on the Internet, jcp.com, and the nation's largest general merchandise catalog business. Through these integrated channels, JCPenney offers a wide array of national, private and exclusive brands which reflect the Company's commitment to providing customers with style and quality at a smart price. Traded as "JCP" on the New York Stock Exchange, the Company posted revenue of \$19.9 billion in 2007 and is executing its strategic plan to be the growth leader in the retail industry. Key to this strategy is JCPenney's "Every Day Matters" brand positioning, intended to generate deeper, more emotionally driven relationships with customers by fully engaging the Company's 155,000 Associates to offer encouragement, provide ideas and inspire customers every time they shop with JCPenney.

Completion of the project was marked by a grand re-opening celebration at the store on Oct. 10, 2008 with a ribbon-cutting ceremony at 9:45 a.m.

"We're getting the best of both worlds – a completely updated store that's easier to shop, and in the same location with our same great team of Associates," JCPenney Store Manager Rick Rico said. "We're confident that our customers will enjoy the improvements, and we invite everyone to come and celebrate with us."

JCPenney has operated stores in California since 1914. The Plaza Bonita store opened in 1981.

For further information, contact:

Media Relations

Tim Lyons; (972) 431-3400; tml Lyons@jcpenny.com



Freedom Furniture Opening

On November 13, 2008 Freedom Furniture and Electronics was enthusiastically welcomed to National City. The Welcoming Committee was led by the Mayor and made up of Chamber members, Miss National City and new neighbors. The owner's of Freedom Furniture and Electronics (Link and John Melley) plus the entire staff of the new location are all truly excited about this new opening. "We are all looking forward to meeting new people, making new friends and becoming an asset to the city. This is our new home and we feel welcomed by the community."

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310 NATIONAL CITY BLVD
NATIONAL CITY, CA 91950
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Caliber Collision Centers hosts ribbon cutting ceremony and open house

New National City Location Welcomes Chamber and Community Members

Caliber Collision Centers, an Irvine, Calif.-based operator of high-quality collision repair facilities in California and Texas marked the opening of its 35,000 square foot National City location with a ribbon cutting ceremony and open house that included a visit from the Mayor of National City, members of the Chamber of Commerce and over 150 customers and guests from the community.

“We’re thrilled with the turnout of guests for our grand opening celebration,” said Gary Hauptert, National City Center Manager. “It was great to meet with other local com-

munity businesses and neighbors and show everyone exactly what our new, larger National City facility can offer. We welcome other community members and customers to come by and tour the facility to see how we repair vehicles the right way...the first time, on time, every time.”

In 2000, Caliber opened its original National City location on National City Blvd., but over the years outgrew the space and moved in November to the newer and larger facility located at 2013 Haffley Ave. This new facility reflects Caliber’s ongoing commitment to providing vehicle owners and insurers with high-quality, efficient, and cost-effective automobile repair services in a professional environment and convenient location.



CALIBER COLLISION
2013 HAFFLEY AVENUE
NATIONAL CITY, CA 91950
(619) 474-8228

Building Paradise in National City

By Claire Newlon,
Marketing Director



THE SPOTLIGHT WAS ON NATIONAL CITY'S PARADISE VILLAGE, in mid-November when their Building Paradise Open House and Hard Hat event brought in over 200 potential residents and supporters of this amazing senior residential development project – the largest in San Diego's South Bay. Paradise Village is a 12-acre Independent and Assisted Living all-inclusive gated senior community. Paradise Village, which is owned and operated by Portland based Generations LLC, is located on East Fourth Street next to Paradise Valley Hospital.

Over 200 guests from all over San Diego swarmed the campus, enjoying live music, tasty food and hard hat tours of the buildings, showing off their amazing views of Coronado Bridge, the harbor and San Diego city skyline.

Paradise Village is family-owned and operated by the White and Gabriel families who were all on hand for the event,

greetings guests and giving hard hat tours. The event was a great success and highlighted the growth and revitalization that has come to National City. This private-pay only resort-style senior community brings a level of luxury to the South Bay that is rivaled by none.



Guests enjoy a hard hat tour with owner, Wendall White (back middle)

Paradise Village has already brought over 150 jobs to National City and will bring another 120 or more once opened and moving in residents - expected in August of 2009.

We look forward to welcoming the nearly 700 Paradise Village residents who will be patronizing our National City businesses and becoming part of our community.

You can reserve your apartment home at Paradise Village now and take advantage of the pre-opening specials and lock-in price savings available in December 2008 and early January 2009. For more information or to join the Paradise Village Charter Member Club, call 1.866.907.0998 or visit www.liveatparadise.com.

OCTOBER 2008

McCune Chrysler Jeep

MR. TONY MCCUNE is currently on the Board of Directors for the National City Chamber of Commerce and his auto dealership, McCune Chrysler Jeep Dodge is one of the Chambers longest active chamber businesses. Mr. McCune has been part of the Chamber of Commerce since 1953.

McCune Motors, a family-owned company, on the Mile of Cars in National City, California, has been honored by being awarded the coveted status of a 5-star

Award for Excellence rating by Chrysler LLC. In addition, McCune has also been awarded the Number One Chrysler LLC dealership in California for 11 years and running. Chrysler LLC has incorporated a number of McCune's departmental processes and business forms as a prototype for other dealerships to use in their daily operations, and Chrysler LLC has adopted these forms as well for their own 5-Star dealership process guidebook.

McCune's father, Dick, opened a small Chrysler dealership in 1948 in National City, and "Tony" – actually Richard McCune II – worked there during school vacations, washing cars. By 1970, Tony McCune had worked his way up to the position of general manager and was given control of the dealership in 1973.

In the late 1970s, he built the facility at the corner of 24th Street and National City Boulevard. Tony McCune remembered the day in 1980 when then-Chrysler Corporation President Lee Iacocca toured the dealership as the finishing touches were being applied. Walking through the expansive parts department, Iacocca asked, "Tony, do you know something that I don't?" He had no crystal ball, but he was optimistic about the future. "I took a big gamble and I'm glad I did," McCune said.

Aside from all of the business success Mr. McCune has had with Chrysler LLC through the years he has also been an active participant with the entire San Diego Community. "Mr. M" as his employees call him, has been a supporter of several non-profit organizations such as the Children's Hospital, Big Brothers and Sisters, Boy Scouts and the San Diego Humane Society.

In light of all of these accomplishments and success we would like to Salute Mr. Tony McCune for all of his active support and contributions to our community. The spotlight shines on Mr. M as one the Chamber's longest active members.

November 2008

Southwestern College

SOUTHWESTERN COLLEGE, which was established in 1961, is one of 110 public community colleges in the state of California and is the only public institution of higher education located in the southern portion of San Diego County. In addition to the Chula Vista location, the College has higher education centers located in National City, Otay Mesa, San Ysidro, and the Crown Cove Aquatic Center in Coronado. Southwestern College serves more than 20,000 students.

For more than four decades, Southwestern College has served as an economic engine for the South

County region. With nearly 2,000 employees the College is one of the greatest contributors to the economic growth and development of Chula Vista and its surrounding communities.

The Higher Education Center at National City (HEC, NC) is considered a catalyst to the redevelopment and growth of the National City community. Established in 1988, the facility opened with 600 students registering for one or more of 39 class offerings. In fall 2004, a new HEC, NC was constructed on a nearby site with money from Prop AA – the \$89 million bond South County voters approved in November of 2000.

The new HEC, NC, which has capacity for 5,000 students, features 12 classrooms, various laboratories, a lecture hall, and a family resource/childcare center. It is home to the College's signature Dental Hygiene Program, and offers a host of lower division general education courses, as well as business and community interest classes. In fall 2009, HEC, NC will begin offering courses in yet another signature program, Medical Laboratory Technology (MLT). The only one of its kind in Southern California, the MLT program will prepare students for a career in a clinical laboratory.



SWC staff celebrating its recent 10 year anniversary.

During summer 2008, William Kinney, the Dean of the Higher Education Center at National City, was honored by the National City Police Department for continued support of the National City Community.

In addition, October 2008 marked the 10 year anniversary of the Center and a celebration attended by local educators, city officials and members of the National City community was held.

With the recent passage of Prop R – the \$389 million bond passed by regional voters last month – improvements to infrastructure and expansion of the HEC, NC will take place over the next two decades.

The entire Southwestern College community would like to take this opportunity to thank the residents of National City for their unwavering support of the Center, as well as commend the leaders of the area for their leadership and partnership in moving the City of National City forward.

Southwestern College is honored for their commitment to National City and as one of the Chamber's long-time supporters.

DECEMBER 2008
San Diego Union-Tribune



THE SAN DIEGO UNION TRIBUNE has been a member of the National City Chamber of Commerce since 1953. We value their many contributions to National City and the business Community. Thank you, Union Tribune, for your longstanding support of the National City Chamber of Commerce.

The Union-Tribune Publishing Co., established in 1868, is San Diego County's leading local media company, with products reaching 58 percent of all San Diegans each week. Winner of the prestigious California Newspaper Publishers Association first place award for General Excellence among major California dailies in 2008, The San Diego Union-Tribune has late week circulation of 309,819, with more than 675,000 daily readers; Sunday circulation is 342,384, with readership of more than 928,000. The newspaper's Web site, SignOnSanDiego.com, is the leading online source for local news, entertainment information and classifieds in San Diego, with more than 31 million page views and 3 million unique users in a typical month. Other products include Enlace, the weekly Spanish-language news publication with the largest distribution in San Diego County, and Today's Local News, which distributes more than 66,000 copies in north San Diego County.

Based on Audit Bureau of Circulations (ABC) Publisher's Statement ending 9/30/08. (Subject to audit).

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 The San Diego Union-Tribune
 (619) 293-2605, email: yvonne.silva@uniontrib.com

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CTE, Inc.
Juan Ceseña
124 E 30th St, Suites B&C
National City, CA 91950
(619) 649-4000

Exercise & Physical Fitness Program

EMERSON'S
MARTIAL ARTS
Emerson Andrews
3142 E Plaza Blvd, Suite M
National City, CA 91950
(619) 479-0091

Landscape Contractor

ER QUALITY
LAWN MAINTENANCE
Ezekiel Rodriguez
982 Rutgers Ave
Chula Vista, CA 91913
(619) 417-0842

Management Consultant

HAINES CENTRE
FOR STRATEGIC
MANAGEMENT
Eric A Denniston
14080 Paseo Cevera
San Diego, CA 92129-2710
(858) 357-9600

Organizations-Non-Profit

ACCION SAN DIEGO
Elizabeth Makec
1250 6th Avenue, Suite 500
San Diego, CA 92101
(619) 685-1380
WPMA
Tom Alman
5319 E Beverly Blvd, Suite A
Los Angeles, CA 90022
(213) 683-1300

Restaurants

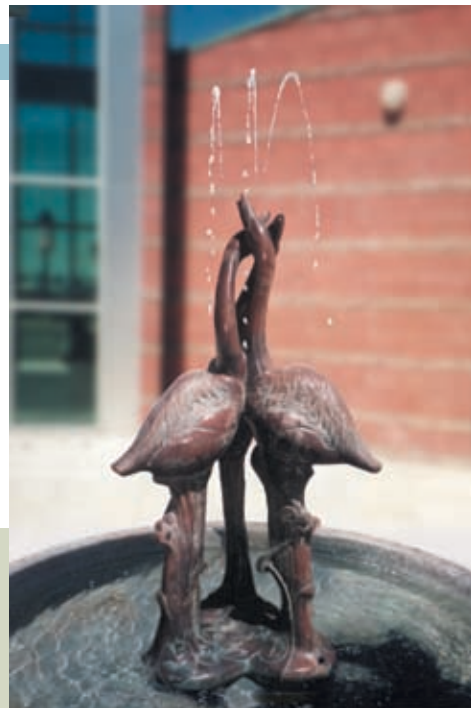
LOS TACOS
Gerardo Delgado
2241 Highland Avenue
National City, CA 91950
(619)434-8794
APPLEBEE'S
Robert Fiscus
3030 Plaza Bonita Road
Suite 1298
National City, CA 91950
(619)475-1855
DICKEYS BARBECUE PIT
Matt Rohrbach
3030 Plaza Bonita Road
National City, CA 91950
(503) 442-0362

Service Clubs

KIWANIS CLUB OF
SWEETWATER NC
Sergio Rosas
PO Box 13
National City, CA 91951
(619) 336-8643

Ship Building & Repair

PACIFIC DEFENSE
SYSTEMS
Tim Dermbach
1411 Harding Avenue
National City, CA 91950
(619) 474-8122



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)
- Display screen
- Projector
- White boards
- Professional conference table and seating
- Available on weekdays and weekends

Members



DIAMOND CIRCLE

SAN DIEGO UNIFIED PORT DISTRICT
Bruce B. Hollingsworth, 686-6200

PLATINUM CIRCLE

CONSTELLATION PROPERTY GROUP
Wayne Hann, 234-3032

EDCO DISPOSAL CORPORATION
John Snyder, 474-8855

NEIGHBORHOOD NATIONAL BANK
Robert McGill, 789-4400

PARADISE VALLEY HOSPITAL
Luis Leon, 470-4115

SAN DIEGO COLD STORAGE
Mike Jerde, 474-6525

GOLD CIRCLE

G8 DEVELOPMENT
Philip Chodur, 823-3402

MCCUNE CHRYSLER JEEP
Tony McCune, 477-1101

PASHA AUTOMOTIVE SERVICES
John Pasha, 419-1200

SAN DIEGO GAS & ELECTRIC
Ahmad Solomon, (858) 654-6449

SYCUAN RESORT & CASINO
Anita Bye, 445-6002

WAL-MART #5023
Bryan Campbell, 336-0395

SILVER CIRCLE

APPLEBEE'S
Robert Fiscus, 475-1855

BRICKCROW GROUP
Vanessa Estrella, 477-3133

CALIFORNIA COAST CREDIT UNION
Loveday Enriquez,
(877) 495-1600 ext 7700



COX COMMUNICATIONS
Ileana Ovalle, 262-1122



DANTE'S MODULAR PERFORMANCE
Dante Aguilar, 474-8675

DICKEYS BARBECUE PIT
Matt Rohrbach, 470-2227

EL CAMINO MEMORIAL-NC
Andrea Limon-Perez, 474-6565

EXPRESS CHAMPION FLOOR SERVICE
Steve Foronda, 461-4225

HOLIDAY INN
Dennis Patrick, 474-2800

JCPenny COMPANY, INC
Rick Rico, 267-6000

KONICA MINOLTA
Jean-Louis Montealegre
(858) 348-2237

MOTIVATIONAL SYSTEMS INC
Tony Young, 474-8246

NORTH ISLAND CREDIT UNION
Susan Skillman, 656-7273

PARADISE VILLAGE
Norm Smith, 495-7735

SOUTHWEST STRATEGIES LLC
Alan Ziegus, (858) 541-7800

SWEETWATER AUTHORITY
Dennis Bostad, 420-1413

TECHNICAL LOGISTICS CORP
Ada Ramos, 477-4852

VIBRA BANK
Need Name, 111-1111

WELLS FARGO BANK
Patrick Della, 477-1194

WESTFIELD PLAZA BONITA
Ryan Perry, 267-2850





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

E-mail: thechamber@nationalcitychamber.org
Web Site: 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



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

