

NATIONAL CITY CHAMBER NEWS

SPRING 2010

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.

Stop State Raids!

On March 16, 2010, the NCCC Board of Directors voted to approve support for a county wide petition to Stop State Raids.

The Local Taxpayer, Public Safety, and Transportation Protection Act is a constitutional amendment that we are working to place on California’s November 2010 statewide ballot. The initiative would stop the state from raiding or borrowing funding for local public safety, transportation, transit, and other essential local government services.



California Assembly Chambers

“State raids and borrowing of local government and transportation funds hurt our economy and business climate. The Community Development Commission of National City has been slated for \$6.2 million in state raids in the next 2 years. This directly impacts community revitalization projects, local jobs and economic development”– Jacqueline Reynoso, President/CEO

The State recently passed a budget that borrows and takes approximately \$5 billion in city, county, transit, redevelopment and special district funds this year and the State continues to threaten to borrow or take billions in transportation funds every year. The borrowing and raiding of local government and transportation funds jeopardize our local economy:

- Raiding and borrowing local government funds hurts the services businesses rely upon and leads to increased pressure for local fees and taxes on local businesses- when local funds are reduced, it slows business development and increases pressure for local fees and taxes to pay for these services
- Raiding or borrowing transportation funds immediately harms the economy- \$1 billion spent on highway construction generates \$5 billion in economic activity and creates 18,000 jobs. Businesses rely on a reliable transportation and public transit network to move their employees to

Continued Page 2...

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work and products to the market.

- The State raid of \$2+ billion in redevelopment funds this year could otherwise support up to 198,000 full and part-time jobs in the construction and related industries- Redevelopment activities help support new business opportunities in local communities- when redevelopment funds are raided, it stymies job creation and business development.

The Local Taxpayer, Public Safety and Transportation Protection Act, scheduled for the November 2010 statewide ballot, would:

1. Prohibit the State from taking, borrowing or redirecting local taxpayer funds dedicated to public safety, emergency response and other vital local government agencies.
2. Protect vital, dedicated transportation and public transit funds from state raids.
3. Protect business development and the economy
4. Protect local taxpayers
5. Reform state government and enhance fiscal accountability

Sign the petition today at the National City Chamber of Commerce at 901 National City Blvd., National City, CA 91950. Visit www.savelocalservices.com to learn more.

2010 BOARD OF DIRECTORS

Officers



Chairman
Ryan Perry
Westfield Plaza Bonita



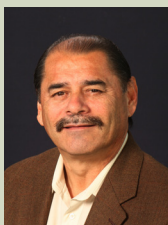
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Bryan Campbell
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South Bay Fish & Grill



John Freeman
Knight & Carver Wind Group
Christine Perri
Southwestern College



Co-Chairs of Ambassador/ Membership Committee
Kimberly Nguyen, Veridian Strategies
Dr. Blanca Fresno, Pediatrics in Paradise

BY VOLUNTEERING TODAY, YOU ARE LAYING THE FOUNDATION FOR A MORE FINANCIALLY RESPONSIBLE WORKFORCE TOMORROW!

VOLUNTEERS NEEDED!

Every year, over 1,400 business and community members step into classrooms to teach students important lessons on work readiness, entrepreneurship and financial literacy.

By using their own experiences, Junior Achievement volunteers give students a taste of life outside the classroom.

Training provided by Junior Achievement prior to your first lesson.

CONTACT CHAYO MORENO TO HELP BRING THIS VITAL EDUCATION TO NATIONAL CITY STUDENTS!

cmoreno@jasandiego.org ~ 619-906-4916

Junior Achievement's primary mission is to educate and inspire young people to succeed in the growing global economy and reach their highest potential.



VOLUNTEER OPENINGS
May 21, 2010
Palmer Way Elementary,
2900 Palmer Way

June 9, 2010
Ira Harbison Elementary
3235 E. 8th Street





INTERAMERICAN COLLEGE

InterAmerican College is **THE COLLEGE** *for Nursing & Education*

WHY INTERAMERICAN COLLEGE

Realize your full potential and gain the knowledge you need for continued success in the real world. Our flexible and nurturing academic programs have been developed with the focus of helping you reach your goals in a timely manner. We are an accredited institution, but more importantly we are a family that has a strong commitment to support our students growth and achievement in their chosen careers.

PROGRAM OFFERINGS

- > Pre-Licensure Nursing Program
- > Bachelor of Arts, Liberal Studies
- > Teaching Credential Program
- > Bachelor of Arts, Interdisciplinary Studies
- > Bachelor of Arts, Spanish
- > Master of Science in Nursing and Family Practitioner Program (MSN-FNP)

FINANCIAL AID

InterAmerican College is eligible to award and disburse Federal Student Aid in the form of Federal Pell Grants, Federal Stafford Loans and GI Bill Benefits to its eligible students.

TAKE ACTION — ENROLL TODAY!
CALL (888) IAC-EDU1 OR VISIT WWW.IACNC.EDU

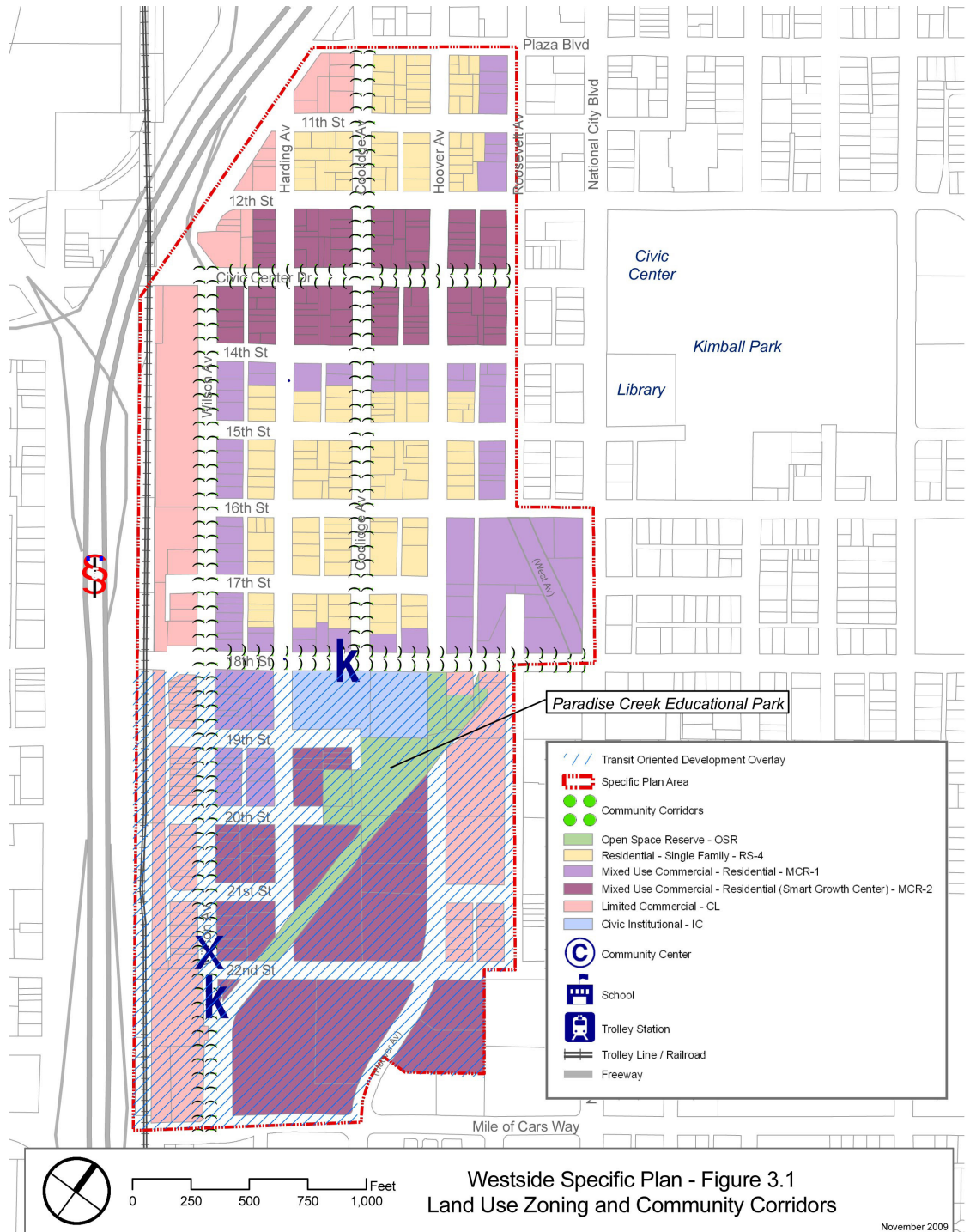
Westside Specific Plan Passed at Last! Implementation Strategy a top Priority for the Chamber

The City of National City took a huge leap forward on March 16, 2010 at the City Council meeting by approving the Westside Specific Plan, a plan 5 years in the making. The Chamber supports the Westside Specific Plan in its intention to eliminate non-licensed businesses and industrial uses that are polluting/nonconforming.

However, we remain concerned that the Westside Specific Plan may displace some complying, non-polluting, licensed businesses (including many of our members) that employ hundreds of people. Paramount to the Chamber is to protect the health and safety of our community, and to ensure the vitality of business operations. The Chamber's primary appeal to the City is that a Grandfather Clause be included in the Westside plan that will specifically allow fully licensed, non-polluting businesses to continue operating. "We want to ensure that job opportunities are maintained and that economic sustainability is preserved in the Westside." – Ryan Perry, Chairman

Moreover, we request cautious implementation of the amortization ordinance that will allow local businesses an opportunity to address their grievances through

a defined process, employ relocation assistance, and be treated fairly with respect to market norms. The Chamber requests to remain fully informed and involved in the future implementation of the Westside Specific Plan in order to represent business interests and offer balanced solutions benefiting the community at large. To get involved, contact us and join our efforts to maintain a healthy economy in Old Town National City.



Southwestern College Accreditation Update



April 4, 2010

Southwestern College (SWC) welcomed an accreditation visit by the Accrediting Commission for Community & Junior Colleges (ACCJC) of the Western Association of Schools and Colleges (WASC) in October of 2009. The accreditation process evaluates all California community colleges every six years. While the Commission was complimentary of a number of the College's programs and services, and its academic growth, they noted a number of deficiencies that resulted in the College being placed on a status of probation. SWC began to address recommendations immediately after the team visit, and continues to proactively work to make the needed improvements. We anticipate that each concern will be effectively addressed well ahead of the timeline provided by the Commission.

Please rest assured that a probation status does NOT affect students' transfer credits/eligibility, degrees and certificates, academic programs, financial aid, and other student services provided to the community. SWC remains a fully-accredited institution.

We are committed to responding to each issue and reaffirming our accreditation. The SWC administration is working closely with all of our stakeholder groups, including faculty, staff, students and our Governing Board, to address each recommendation. We are working proactively together to make the needed changes and have already made marked progress.

We are very proud of our students, faculty and staff, and the quality education provided at SWC. Our students are successful when they transfer to four-year universities or upon entering the workforce. We continue to offer low-cost and effective education with limited resources.

In an effort to keep you informed about the latest

information on Accreditation, the College has established an Accreditation link on the Southwestern College website (www.swccd.edu).

Please feel free to contact my office if you have any further questions or concerns.

Sincerely,

Raj K. Chopra, Ph.D.

Superintendent/President

Save Jobs Now - Halt Sweetwater Union High School District Wide Layoffs

In a weak economy, pink slips have become a fact of life. This month, 23,000 public school teachers and other employees across the state were put on notice that they may not have jobs next year if proposed education cuts pass. Locally, the five school districts in the South Bay combined issued more than 650 pink slips to teachers and others. If history holds true, not all of those noticed will ultimately be laid off. But any layoffs are too many.

The City of National City is maintaining a relatively healthy financial position with respect to budget cuts, development projects, and sales tax generation. However, we are the anomaly in San Diego. Nonetheless, layoffs are a reality that we all face in the community.

Here in the South Bay, too many jobs have already been trimmed. Too many businesses have already been forced to close. Too many homes have been lost. Any more job losses would only put recovery further out of reach for some of our more distressed communities.

As business leaders we know that in order to rebuild our economy, we need to do whatever we can to save jobs. Beyond the huge personal toll on individuals and families, layoffs hurt the community in very tangible ways. Foreclosures and falling home prices have depleted the property tax base in some of South County's newest development project areas. It's those taxes that come back to local cities in the form of state funding. So when the property tax pie shrinks, state budget cuts follow and are passed along to communities in a reduction of public services.

If it weren't for National City's district tax, our community may be suffering from decreased public services as well. We have been fortunate to preserve our quality of life. However, economic sustainability must not be taken for granted.

Local governments are strained to pay for essentials from libraries to fire and police protection, as well as funding

projects that have a long term return on investment. Our standard of living is only as strong as our economic base. Without jobs, thriving businesses, and a financially sound education system, our economy is weakened. With no paycheck to fill their wallets, people also lose buying power. Spending slows down to the necessities.

Belt-tightening can be painful, but some public agencies have successfully avoided layoffs by taking other steps. In National City, it's been several years since some top officials, including the city manager, have taken a pay raise. Furloughs, paycuts and job-sharing are options being used by other jurisdictions instead of cutting jobs. Anyone relying on an unemployment check will tell you that a smaller paycheck is better than no paycheck.

One important lesson of the downturn is that jobs can be saved if the pain is spread around. Businesses and local agencies are finding that when everyone shares a piece of the burden, then the brunt of the crisis doesn't need to fall on the backs of just a few. In some of our districts, labor contracts are settled. As business owners, we understand that agreements with workers need to be respected. But when both sides agree to search for solutions, talks and compromise can lead to saving jobs.

The bottom line is this: We urge teachers and district administrators to do whatever is necessary to avoid layoffs. Our school districts provide thousands of local jobs and many public school employees live right here in the community. They are our neighbors and family members. When they're out of work, we all lose.

- National City Chamber of Commerce



Top: Greg Sandoval, Dr. Jesus Gandara, Jim Cartwell
Bottom: Bertha Lopez, Arlie Ricasa, Student Rep., Perla Quinones

Green Build Begins! San Diego International Airport Construction



It's Here! Beginning in March, travelers to/from San Diego International Airport will notice construction activity in front of Terminal 2 related to The Green Build, the largest project in the airport's history.

The Green Build will bring a number of long-awaited upgrades for passengers traveling in and out of San Diego International Airport. All travelers – whether visiting San Diego County on vacation, traveling on business or headed out of town on holiday – will reap the benefits of these improvements. Travelers can expect to take advantage of the finished facilities in 2013.

You can find additional information about The Green Build at www.san.org.

The Green Build Highlights:

- * 10 new jet gates at Terminal 2
- * A dual-level roadway at Terminal 2
- * New, expanded dining and shopping options
- * More comfortable waiting areas at the gates
- * Increased number of security lanes
- * Additional aircraft parking

In addition, the project will pursue Leadership in Energy and Environmental Design (LEED) silver certification. Goals of the project's sustainable design include:

- Decreased water usage
- Reduced energy consumption
- Use of alternative energy sources

Construction will proceed over a three-year period – at its peak, the project is expected to create more than 1,000 constructed-related jobs.

-Richard Kwiatkowski, San Diego County Regional Airport Authority, Director, Marketing
619-400-2867, rkwiatko@san.org

Driving Green



By Liberty Mutual Group

With gasoline prices still high and perhaps on the rise, as well as increasing reports about the impact of greenhouse gases on the

environment, now is the time to rethink how you typically maintain and operate your vehicles. Try following these tips to increase your fuel efficiency:

Driving

- Consider a hybrid car that uses less gas, creates less pollution, and gets better mileage.
- Avoid idling for more than 30 seconds. Save gas by turning off your engine.
- Eliminate excess weight from your trunk and luggage racks.
- Use air conditioning conservatively to consume less fuel and decrease emissions.
- Avoid “jackrabbit” stops and starts that can dramatically reduce mileage on the highway and in the city.

Maintenance

- Follow the recommendations for fuel octane in your manual and only use higher octane gas if it’s recommended.
- Use “energy-conserving” motor oil that contains friction-reducing additives to improve fuel economy. Conform to the manufacturer’s recommendation when changing oil.
- Keep your tires properly inflated to save 2-3% in fuel economy. Tires can lose one pound of pressure per month.
- Follow a preventative maintenance schedule according to your manual’s guidelines to enhance engine performance.

For more information, please visit us at (www.libertymutual.com/gspnationalcitycoc)© 2009 Liberty Mutual Group. All rights reserved.

NATIONAL

Senate Passes Jobs Bill

Washington, D.C. – U.S. Senator Barbara Boxer (D-CA) lauded the Senate passage of the HIRE Act, a bill that will create jobs by investing in transportation and providing tax credits to small businesses that hire more workers. As chairman of the Environment and Public Works Committee, Boxer helped craft the transportation provisions, which would preserve over 1 million industry jobs.

“This is a great day. Today, a million American workers

– including 100,000 in California -- know their jobs are more secure because we have renewed the transportation bill through the end of the year,” Senator Boxer said. “Now that this is behind us, we will focus on moving forward with a transformational transportation authorization that will create jobs and build the infrastructure America needs for economic recovery and long term prosperity.”

Majority Leader Reid unveiled the HIRE Act as the first of a series of bills designed to spur job creation. The HIRE Act will help to rebuild our nation’s infrastructure through the extension of the Highway Trust Fund, which will allow for billions in infrastructure investment and has the potential to save one million American jobs. It will also extend the highly popular Build America Bonds program, which allows state and local governments to borrow for infrastructure projects at a reduced rate.

Major provisions of the HIRE Act include:

- **Schumer-Hatch Jobs Payroll Tax Exemption:** offers an exemption from social security payroll taxes for every worker hired in 2010 that has been unemployed for at least 60 days. There would also be an additional \$1,000 income tax credit for every new employee retained for 52 weeks to be taken on the employer’s 2011 income tax return.
- **Section 179 Expensing:** helps small businesses grow by allowing them to write off more of their expenditures.
- **Highway Trust Fund Extension:** extends existing highway programs which provide states and localities with the certainty they need to make decisions on projects. It allows for billions more to be invested in infrastructure throughout the nation and saves one million jobs.
- **Expanding Build America Bonds:** allows state and local governments to borrow at lower costs to finance more infrastructure projects and put people to work.



Senator Boxer speaking on HIRE Act with Senate Majority Leader Harry Reid (D-NV), Senate Finance Committee Chairman Max Baucus (D-MT) and Democratic Conference Vice Chair Chuck Schumer (D-NY).



PARADISE VALLEY HOSPITAL

Total Commitment. Total Care.

00714.030310

Paradise Valley Hospital is the oldest hospital in the South Bay. Our 106 years of service to our community demonstrates our unmatched dedication and consistency. We are the largest employer in National City, and our maternity service boasts the best price for birth and delivery. Our emergency services are available around the clock, seven days a week. We offer comprehensive senior care through our Senior Health Center. And our renewed sense of mission has revitalized our drive to acquire new and innovative technology.

We are your hospital—dedicated to serving the families of the South Bay and to excellence in health care.



2400 EAST FOURTH STREET | NATIONAL CITY, CA 91950 | 619/470-4321
WWW.PARADISEVALLEYHOSPITAL.ORG

Free Help Available For Your Business

In today's challenging economic climate, South County employers can benefit from federally subsidized programs available now. The South County Economic Development Council (SCEDC) wants to ensure that businesses are aware and take advantage of these programs provided by a new initiative with the San Diego Workforce Partnership.

SCEDC can:

- Help businesses determine how to qualify to receive federal tax incentives such as the Work Opportunity Tax Credit, and Enterprise Zone Tax Credits.
- Assist companies facing layoffs by presenting a toolkit of services to employees including the opportunity to talk with unemployment insurance benefits representatives, engage in networking opportunities, obtain access to free or low-cost training, and enroll in various workshops to prepare employees for career transitions.
- Provide staff recruitment assistance and assist employers in writing job descriptions and posting job openings for free on an online statewide job search engine.
- Facilitate recruitment by hosting hiring events at the South County Career Center, a partner agency.
- Through its partnerships with Vet-Works and Able-Disabled Advocacy, refer pre-screened qualified job applicants to employers interested in hiring discharged service men and women, and individuals with a disability.

Additionally, SCEDC can direct employers to subsidized job training programs for new staff. One program, On-the-Job Training (OJT), allows businesses to be reimbursed for up to 50% of the wages or salaries earned by new hires during their training period. Another program, Customized Training, is designed for companies in expansion mode. This program funds up to 50% of an employer's training costs to train new employees.

Find out how your business can take advantage of these free services by making an appointment with a SCEDC Business Outreach Coordinator at 619.424.5143 or visit www.SouthCountyEDC.com.



South County

Economic Development Council

South County Economic Development Council wants to ensure South County businesses are prospering. We promote programs that are specifically designed to help your business succeed.

- **Looking To Hire?**
 - Workforce Recruitment of Qualified Employees
- **Facing Layoffs?**
 - Unemployment Assistance for At Risk Employees
- **Need Funding?**
 - Small Business Loans
- **Taxes Too High?**
 - Tax Credits/Incentives
- **Relocating To South County**
 - Site Search Assistance, Early Permit Assistance

If you would like to make an appointment please contact us at (619) 424-5143

"We're Here To Help"



www.SouthCountyEDC.com

The South County Economic Development Council is funded in part by grants from the San Diego Workforce Partnership and the cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego, the County of San Diego, the Port of San Diego and our members.

Advertising Opportunities

Newsletter Ads: For new and current chamber members, it is a great idea to place your ad in our Chamber Newsletter that is published on a quarterly basis. Our Newsletter is distributed to over 600 Chamber members and posted on our website for easy downloading and email forwarding. Newsletters are also distributed to over 2,000 contacts from the chamber's database.

PRICE RANGE: \$50 (business card ad) - \$250 (full page color ad)

Latest News



Monthly Mailers: The Chamber's monthly mailers are an excellent way to promote your business, event, workshop, or discount product or service to National City businesses, residents, and community partners. You deliver us 700 copies, and we prepare the postage and mailing. Mailers are due the second week of each month.

PRICE: \$60 Members / \$100 Non Members



Electronic Mailers: Email your flyer to our extensive database of business and community contacts.

PRICE: \$25 per e-flyer sent out

Member Discount Program: The National City Chamber of Commerce has instituted a program where new and current members can provide a generous discount to other Chamber members when they purchase a particular product or service. The program not only helps other members but also provides additional exposure for participating businesses. FREE to participate.

2010 Luncheon Meetings:

The Chamber hosts monthly luncheons at diverse locations throughout National City. You can sponsor a luncheon meeting and provide excellent exposure for your business to an active group of business leaders, prospective clients, City officials, and elected representatives. Luncheon sponsorships offer display tables, prominent banner placement, logo in program, live recognition, and commercial time. *Secure your sponsorship today! Limit 4 sponsors per luncheon meeting.*

Luncheon Sponsorships: \$50 - \$250



SCORE

(Service Corps Of Retired Executives)

The National City Chamber of Commerce and SCORE partner to offer small businesses access to experienced and qualified consultants...FOR FREE! SCORE is a nonprofit association dedicated to educating entrepreneurs and building and growing small businesses nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA).

The National City Chamber of Commerce houses SCORE counselors every Wednesday from 9:00 am-1:00 pm 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 (619) 557-7272.



CALIFORNIA BANK & TRUST

JOSÉ R. DE LA GARZA
Vice President
Branch Manager

CHULA VISTA OFFICE

444 Third Avenue • Chula Vista • California • 91910
(619) 409-4017 • Fax (619) 409-4009
jose.delagarza@calbt.com

National City Awarded \$1 Million for Brownfield Revolving Loan Fund

Contact: Patricia Beard, 619-336-4255

A Revolving Loan Fund for commercial and industrial properties contaminated by hazardous materials has been established in National City, thanks to a \$1 million grant from the US Environmental Protection Agency (“EPA”). The Fund is being administered by the Redevelopment Division at City Hall.

“The Brownfield Revolving Loan Fund is a useful tool for eligible property owners,” said Patricia Beard, the city’s redevelopment manager. “Loans can be custom-tailored to assist cash flows for projects. Extremely attractive interest rates can be offered, with incentives for early repayment. The program objective is for loans to be repaid within less than five years.”

The funds are available for the clean up of hazardous materials and petroleum. “These loans are perfect for eligible property owners who already have a remediation plan under review or approved by the City, County or State,” Beard said. Demolition and/or abatement of lead or asbestos are eligible projects for consideration. No minimum loan amount is required and loans can be as large as the current fund balance, which sets aside \$800,000 for clean up of hazardous materials and \$200,000 for clean up of petroleum. The City Council will approve all loans, which

must be used on properties in National City.

Non-profit organizations may qualify for sub-grants from the City if they are the property owners of eligible sites. In order to be eligible for a loan (or sub-grant for non-profit entities) certain specific due diligence activities must have occurred for properties acquired later than October, 2006. Successful applicants cannot be the parties responsible for the contamination.



Jobing.com & National City

The National City Chamber of Commerce has strategically partnered with Jobing.com to promote services benefiting the community.

Jobing.com supports various San Diego professional and community organizations, educational channels and media outlets and is committed to the professional development of the HR / business community and helping people find better jobs and career opportunities. We are focused on local workforce and economic development.

We offer a functional online resource that can be used to view and apply for great local jobs. Visit <http://nationalcitychamber.jobing.com>

This partnership will serve four main functions in support of the National City Chamber of Commerce Business Community:

- To provide access to posting, searching and applying to local employment opportunities through a customized job board
- To provide additional marketing opportunities and exposure through the Jobing.com website, e-newsletters, publications, and other resources.
- To deepen community involvement and outreach by being partnered with a Local online community
- To position the National City Chamber of Commerce as an employment resource and commonly used tool for employers and local residents



HR Tips Provided by Employer's Group

1. Can employers dock an exempt employee's wages for time spent on jury duty regardless of the number of weeks on such duty?

If a salary exempt employee works any part of the workweek, then he/she must be paid for the entire workweek. If no work is performed in the week, then no salary is due.

2. Can I dock exempt personnel's pay in hourly increments?

No. To do so would threaten the exemption.

3. If an employee reports to work and there is no work available, are there special pay requirements?

The employee shall be paid for half the usual or scheduled day's work, but in no event for less than two (2) hours nor more than four (4) hours, at the employee's regular rate of pay.

4. Can an employer deny a FMLA day to an employee who has an existing medical certification under FMLA?

No, provided that the medical certificate specifies intermittent leave.

5. Once an employee has a FMLA certification does the Department of Labor (DOL) allow the employer to request re-certification?

Yes, you may request a new certification every 30 days, but not more frequently unless there is a change in the employee's condition. If the health care provider puts the employee out for more than 30 days, you may request recertification only after that time expires. A recent DOL opinion letter states that you can request a new recertification annually.

6. Must employees have one day a week off?

Yes, but it can be averaged out over a month's time. In other words, they must have at least four days off per calendar month.

7. What are the maximum hours an employee is allowed to work in one 24-hour workday period?

There is no maximum number of hours. Exceptions exist

for special occupations, i.e. airline pilots, and class A commercial truck drivers.

8. If the employee withdraws a sexual harassment complaint does the employer continue with the investigation?

Absolutely, company liability is still possible if an investigation is not done. Once an allegation has been made, an employer is "on notice" and must investigate.

9. When an employee quits, how much time does an employer have to furnish the employee with the final check?

A resigning employee who provides at least 72 calendar hours of notice must be paid at the time of quitting. If an employee quits without giving notice, an employer must make payment within 72 calendar hours.

10. Is it permissible to pay a discharged employee his/her final check on their next scheduled payday?

No, a discharged or laid-off employee must be paid all earned wages immediately including accrued vacation pay immediately on termination. (Special rules apply to certain seasonal employees, motion picture employees and oil-drilling employees.)



Thank You

National City Chamber
of Commerce
for your continued
partnership with us.



portofsandiego.org

Thursday, February 25, 2010
“Small Business Tax Services”

Featuring Mr. John Bowlen from Liberty Tax Services and Mr. Noel Wisegarver from US Tax Credits; both speakers presented a unified presentation to teach small businesses how to take advantage of tax credits through the Enterprise Zone program and accounting resources.

Thursday, March 18, 2010
“Health Stimulus Workshop”

Featuring Mr. Brandon Newman, CEO of Veridian Strategies. This workshop was developed to assist medical physicians implement new software to improve patient care through electronic medical record management. Discussion topics included: how to improve patient safety and quality of care; reducing costs and taking steps to modernize the health care system; taking advantage of health stimulus dollars. All physicians are urged to implement the new software before 2015.

Thursday, March 25, 2010
“E-Commerce and Marketing Solutions”

Featuring Mr. Gabriel Collignon, AKB Solutions, Ms. Shannon Brown, Brown Marketing Strategies, and Ms. Heather Mlodinow, Frextr. These three distinguished speakers addressed an audience of 65 members on topics such as creating a new and invigorating website that draws more traffic to your business; using your mobile phone to text message your events/ product discounts with a simple click of a button; overview of marketing options ranging from facebook to newspaper ads.



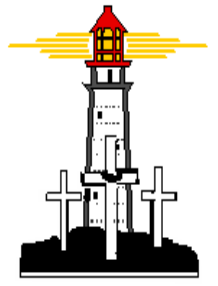
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 Incentives &
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 Your Business



WWW.
SanDiegoRegionalEZ
 .org





Phone: (619) 474-2254

Website: <http://www.firstchristianchurchnationalcity.org>
Email: info@firstchristianchurchnationalcity.org

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

First Christian Church

Weekly Services



Sunday (Domingo)

9:00 am Contemporary Worship Service

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 Traditional 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) - every Friday at

6:30 pm Women's Ministry Bible Study

Every 4th Friday Joint Couple Fellowship

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.

First Christian Church is a non denominational church consisting of three congregations meeting on the same campus: English Language, Spanish Language and Tagalog Language, each with their own pastor and leadership. The church has a board of elders which supervises its congregations and ministries. 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
Christian Mission Press, Spanish Countries
Church of Christ Santol, Tanza, Cavite, Philippines
First Christian Church Rizal, Laguna, Philippines
Manila Bible Seminary, Novaliches, Philippines
San Narciso, Quezon, Philippines
Church of Christ Sipocot, Naga, Philippines
The Biblical Church of Christ, Tagaytay City, Phils.
Church of Christ, Antagan, Isabela, Philippines

Our campus is the location for the community **Head Start Program** a distribution point for the **Treasure Box Food Program** (see the treasurebox.org) and **Food Bank Pantry** (call FCCNC for more details) We are also a member of the National City Chamber of Commerce.

Church Calendar for the 2nd Quarter:

April 04, 2010, Easter SONrise Service at Marina Parkway 6:30 am.

April 18, 2010, Youth Fund Raising

May 02, 2010, Tagalog Ministry Anniversary

May 06, 2010, National Day of Prayer

May 08, 2010, Mother's Day Banquet

May 30, 2010, Memorial Day Patriotic,

Joint Worship for English, Tagalog and Spanish Ministries

May 31, 2010, Memorial Day

June 13, 2010, Presenting our 2010 Graduates

June 19, 2010, Father's Day Banquet

Ministers:

Steve Thomason

Hans Labor (Youth)

Alejandro Gonzalez (Spanish)

Rollie Pel/Vic Magyawi (Tagalog)

8th Street Revitalization Underway



The National City Chamber of Commerce is working with the City of National City and businesses benefiting from the 8th Street Corridor Smart Growth Revitalization Project. The project will include street improvements along 8th street from the National City 8th Street Trolley Stop (West of I-5) to “D” Ave.

Construction is slated to begin in May of 2011. However, as early as this summer, there will be a series of planning workshops with the community to develop a theme for the 8th Street district. Residents and businesses will be invited to participate.

The project will include:

- New bike lanes extending from the Trolley Station to Roosevelt Ave.
- Street Banners
- Community Murals
- Improved Lighting
- Traffic Calming measures
- Street Trees
- Angled Parking
- Widened Sidewalks
- Bike Racks
- Benches
- Crosswalk Enhancements

The National City Chamber of Commerce will provide outreach support to the City and represent the interests, concerns, and ideas of the business community.

Update to Countywide ATM Theft Security Precautions for Businesses

From January 23rd to March 4th 2010, there have been fourteen thefts or attempted thefts of ATMs throughout San Diego County. Two of these incidents occurred in National City (February 8th and 18th). Historically,

National City averages two ATM thefts a year.

Detectives from law enforcement agencies throughout the county have been meeting and comparing notes from their respective cases in a concentrated effort to solve this crime series.

Here are some preventative measures businesses can take to help deter future ATM thefts.

Location of the ATM: All too often, the targeted ATM is placed too close to the front door which presents thieves with easy access. A suggestion would be for businesses to place the ATM machines deeper into the business or shopping mall, and place benches or other types of displays between the ATM and front door.

ATM Display Itself: Many times, ATMs within businesses are poorly secured, stand-alone machines. Within a short period time (sometimes seconds), thieves are able to knock over or dislodge an ATM by chaining it up and pulling it out with a vehicle, or simply pushing it over on its side and carrying it away. A suggestion would be for businesses to require ATM owners to better secure theirv ATMs to deter would-be thieves. Examples of this would be to attach the ATM to a wall or firmly secure them into the floor.



Lack of ATM Security Measures:

Although tracking equipment similar to “LoJack” for ATMs exists, ATM owners oftentimes do not install such equipment. The most common reason cited is the cost. ATM owners tend to buy the lowest costing ATM and then only stock the ATM with a couple thousand dollars. Unfortunately, when a vehicle smashes through the front of a business to steal an ATM, the perception for the whole area now becomes one of danger and shoppers end up going elsewhere – which affects all businesses in the area. There are tracking devices that can be installed in ATMs for about \$500. When used, these devices often lead to the quick arrest of the thieves.

Additional precautions include implementation of surveillance video, private security, and National City’s Business Liaison Program.

The National City Police Department is in the second year of its Business Liaison Program. The focus of this program is to enhance the partnership with City Government and

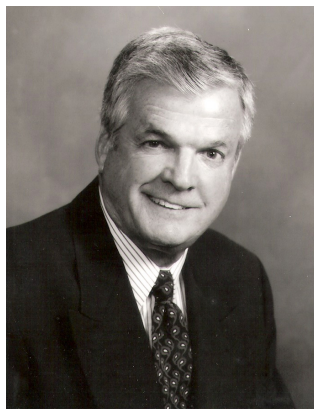
...Continued from Page 16

the Business Community, and to resolve conflict and quality of life issues affecting the business community in National City. Police Officers from the Business Liaison Program are available to visit your business to discuss ways to improve security and address any other concerns you may have. For questions, comments, or other concerns, please contact the National City Police Department's Community Services supervisor – Sergeant Mike Harlan at (619) 336-4423 or mharlan@nationalcityca.gov.

Bob Shumake, Mile of Cars Association

January 5, 1932 - December 31, 2009

Bob was a lifelong resident of San Diego and a San Diego State graduate. He was an Air Force veteran. He spent



his career in the outdoor advertising business and was known as "Mr. San Diego Outdoor." An accomplished handball player, Bob won the County championship many times. He also played golf and tennis. He was an active member of Kiwanis and served as President of the downtown chapter. He also served as an

officer in the San Diego Advertising Club. An original member of the Holiday Bowl since its inception, he was a Lifetime Director. Bob was given a lifetime achievement award from the Holiday Bowl in December. Bob was instrumental in bringing the USS Midway to San Diego and was a member of their Board of Directors. After his retirement, Bob became co-executive director of the Mile of Cars and served in that capacity until his death.

He is survived by his wife of 50 years, Edwynna, son Robert, daughter-in-law Michelle and grandson Hunter.

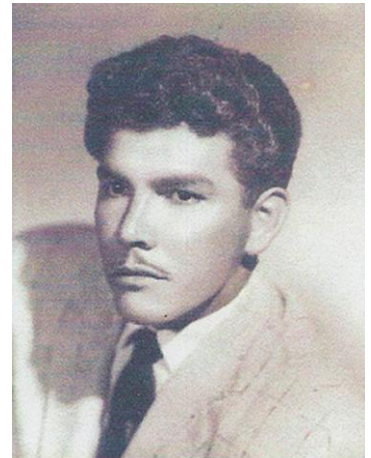
**Gilberto Romero
Iconic Business Leader**

October 9, 1929 – February 6, 2010

When someone is identified as a natural leader, certain images come to mind. First thoughts are of a direct, tough-minded, dedicated and disciplined person. This

description accurately depicts Gilberto G. Romero, founder of Romero's Roofing Service, Inc. Professionally, he will be remembered as an honest, hard working quality driven business owner. Personally, Gilberto G. Romero was a devoted and loving father. Deeply ingrained in his person, Gilberto carried a strong sense of duty throughout his life. Well Respected, Gilberto was a stable force in his community.

As a roofer, Gilberto worked hard and promoted efficiency, always striving to do the best job he could and constantly improve along the way. His distinct work ethic and problem solving abilities enabled him to raise the ranks of his roofing trade and become an excellent project supervisor.



On March 18, 1968, he proudly opened the doors to Romero's Roofing Service here in National City. For over 40 years he specialized in quality roofing installation and unparalleled customer service, establishing himself as a successful businessman. Throughout the years, he developed a strong bond and admiration with National City, a city abundantly rich in history and accomplishment. He felt honored to not only share in this legacy but to contribute to it as well. Gilberto directed his company under one motto, "We Specialize in Quality, not Quantity."

Gilberto G. Romero will be deeply missed yet his spirit and business live on through his children. Romero's Roofing is now in its second generation of ownership and we look to continue our tradition of quality roofing service as we celebrate our 42nd anniversary.

Article By Fernando C. Romero, President
Romero's Roofing Service, Inc. Est. 1968,
1827 Cleveland Ave., National City, CA 91950,
(619) 474-6016 Office, (619) 721-3FCR (3327) Cell,
Romerosroofing@gmail.com



Chamber Donates \$500 to SUHI Cheer Team

On January 29, 2010, the National City Chamber of Commerce presented a \$500 check to the Sweetwater High School Cheer Team on behalf of the Salute to Navy Committee. Every year, SUHI Cheer volunteers their time as servers for the Salute to Navy celebration held at Martin Luther King Jr. Community Center. “Without their help, this event would not be possible.” – Melyn Acasio, Salute to Navy Committee Co-Chair.

SPECIAL *Events*

VIP Reception for New Port Commissioner- Robert “Dukie” Valderrama

January 19, 2010

On Tuesday, January 19th, 2010, the National City Chamber of Commerce along with the City of National City hosted a VIP Reception in honor of the new Port Commissioner, Mr. Robert “Dukie” Valderrama. Many of his closest family and friends attended the event in his honor. He is a well respected figure in National City. South Bay Fish & Grill and One Ten Market sponsored the event.



Jess VanDeventer, Frank Parra, Alejandra Sotelo Solis, Dukie Valderrama, Ron Morrison, Josie Flores-Clark

Annual Dinner “100 Years of Building Business”

January 30, 2010

The National City Chamber of Commerce held their Centennial Installation Dinner on Saturday, January 30, 2010 at Anchors & Spurs Banquet Hall. Its celebrated theme was “100 Years of Building Business.” The event was made possible by major sponsors such as the City of National City, Pacific Western Bank, and InterAmerican College, among other respected businesses.

The Chamber honored Pier 32 Marina as the Business of the Year, and Weldon Donaldson as Volunteer of the Year. The new 2010 Board was inaugurated by Congressman Bob Filner and Mayor Ron Morrison.

“I had a great time at the gala! I enjoyed the company of many friends and associates. I especially enjoyed getting the award for Volunteer of the Year because it represented all the hard work of so many others who participated in Chamber activities” -Weldon Donaldson

Live auction, amazing raffle prizes, largest gathering of past presidents, elected officials, and business leaders – this was a historic event in its own right!

Visit <http://www.nationalcitychamber.org/photo-gallery.asp> to view pictures from the Annual Dinner and <http://www.youtube.com/watch?v=lmEzxNCQLhc> to enjoy our Centennial Celebration commemorative video.



Past Presidents: Tim Moynahan, Roger Cazares, Steve South, Tony McCune, Patti Finnegan, Al Garcia, Louis Phipps, Melyn Acasio, Paul Robinson, Ditas Yamane, John Snyder, and Ryan Perry, 2010 Chairman

Circus Vargas in National City

February 18, 2010

On Thursday, February 18th, the National City Chamber of Commerce was invited to participate as Ring Master at Circus Vargas. The Chamber named the Honorable Mayor Ron Morrison as Master of Ceremonies. Mayor Morrison was a true host to Circus Vargas. Not only did he open up the show, he also participated in a 1950's skit. It was a true thrill to experience!



ABA International Mixer at Oggi's

March 18, 2010

On Thursday, March 18, 2010, the National City Chamber of Commerce and the Asian Business Association hosted together a Networking Mixer for all Chamber Members.

Costco Breakfast Reception

Friday, March 19, 2010

On Friday, March 19th, Costco Wholesale hosted a Breakfast Reception for National City Chamber of Commerce businesses. There was an assortment of delicious pastries and coffee for everyone to enjoy. This was a great networking event for members.

UPCOMING

Taste of National City-



May 6, 2010

The National City Chamber of Commerce will host its 19th Annual "Taste of National City" on May 6, 2010 from 4pm-7pm at Brick Row on "A" Ave. and 9th Street. Participants will enjoy a variety of food samples from over 20 restaurants. Come feast on traditional Mexican food, Korean food, Mediterranean delicacies, fresh fruit and more. Live entertainment will be provided by Afro Mestizo. Take advantage of great raffle prizes and giveaways. General Admission is \$20; Seniors & Students \$10; Children under 3 years old are free. Admission is \$25.00 on the day of the event. Come and join us for this delightful community event that will surely fulfill your appetite. Tickets are available at the National City Chamber of Commerce and select locations including the National City Police Department, Southwestern College, Martin Luther King Jr. Community Center, Boys and Girls Clubs, and Intergrity Charter School.



Food vendors and patrons, Brick Row National City

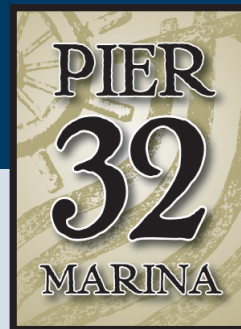
Bayfront Business Expo and Career Development Stimulus Opportunities for Small Businesses

On July 8, 2010, The National City Bayfront Business Expo will offer an exciting marketing, networking, and educational platform for businesses to access stimulus resources. The event will be held at 740 Bay Marina

Continued page 21...



*Thank You National City Chamber of Commerce
for the 2009 Business of the Year Award!*



We are truly honored for this award. We invite our neighbors and partners of National City to come by, enjoy a meal at our fabulous new restaurant overlooking this beautiful marina located at National City's only waterfront property. Come and enjoy!

We are located at 3201 Marina Way just south of the Marina Gateway Best Western on Bay Marina Dr.



The Grill is open 7 days a week from 7 am - 8 pm serving breakfast, lunch and dinner. Happy Hour is Monday - Friday from 3 pm to 6 pm. Check out our daily specials and special events at www.mywaterfrontgrill.com or call us at 619-718-6240.



www.mywaterfrontgrill.com

www.pier32marina.com

SPECIAL *Events*

...Continued from page 19

Drive, National City, CA. 91950.

The Bayfront Expo will include exhibitor booths, workforce development workshops, live musical entertainment, cash bar, and engaging panel presentations.

Over 1,000 participants are expected to attend the event. The Bayfront Business Expo serves as an excellent marketing venue for businesses to showcase their products and services. Sponsor a booth today!

NATIONAL CITY



19th Annual Automobile Heritage Day

Sunday, August 1, 2010



Featured Marque – Buick Rivieras

display. This year's event is co-organized with the Buick Rivera regional show.

Automobile Heritage Day will include business booths, an array of performers from the Parasol Strutters to Costume Walkabout participants, live bands, and barbecue cooked just for you by the Mayor and Council.

The 19th Annual National City Automobile Heritage Day Car Show will be held at Kimball Park on August 1st, 2010. The event will kick off with a classic car parade at 7am starting at 22nd Street & Cleveland Ave. in National City. The parade ends at Kimball Park and festivities begin at 10 am-4pm. Over 200 cars and motorcycles will be on



*Show your support!
Beautifully San Diego!*

Saturday, May 8
0700 - 1030
Mariners Park
Across the street from main exchange entrance gate.

BBQ PICNIC
1030 - 1300
Stick around for hamburgers, hotdogs and refreshments.

For more information, contact MA1 Uotani, MA1 Downer or BM1 Barcena at (619) 259-4791.

E-mail
erika.l.uotani@navy.mil,
delvin.downer@navy.mil
bryan.barcena@navy.mil

2010 SPECIAL EVENT DATES

May 6th

19th Annual Taste of National City

(4:00pm-7:00pm)

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

“A” Avenue & 9th Street in NC

June 13th

“National City Day” at San Diego County Fair

(10:00am-5:00pm)

Local exhibits showcasing the best of National City
Booths from local businesses, Chamber of Commerce, City
Government and local Musicians

San Diego Pavilion

Infield, Del Mar Fair Grounds

July 8th

Bayfront Expo & Career Development

(10:00 am-3:00pm)

National City Chamber hosts county and state offices,
city government, business booths, panel presentations,
and exhibits to promote business opportunities and
workforce development

Marina Gateway Plaza

740 Bay Marina Drive

August 1st

19th Annual Automobile Heritage Day

Parade of antique classic cars winds through National City

To an exhibition and car show competition

Kimball Park, National City

12th and D Avenue

September 13th 2010

2nd Annual Golf Tournament

(10am-4pm)

All Donations and sponsorships are tax deductible

Location: TBD

October 6th

54th Annual Salute to Navy Luncheon

(11:30am-1:00pm)

Time cherished program honoring the US Military, their families, and Sailor of the Year

The oldest tribute to the military in the U.S.

Martin Luther King Jr. Community Center

140 E. 12th Street

October 21st

245th Navy Birthday and Shipboard Reception

(5:30pm-7:30pm)

United States Naval Base

Location: TBD

2010 Luncheon Series

April 29th

“Meet the Press”

SD Union Tribune / SD Daily Transcript/ Star News/ EXA
Radio/ NC Times/ Filipino Press

(11:30am-1:00pm)

South Bay Fish & Grill in Chula Vista

570 Marina Parkway, Chula Vista

May 27th

“Centurion Awards”

Honoring outstanding leaders from the National City school district, Fire Department, and Police Department

(11:30am-1:30pm)

South Bay Fish & Grill in Chula Vista

570 Marina Parkway, Chula Vista

June 24th

“Sustainable Business Practices & Cost Saving Strategies”

SDG&E / Clean Tech San Diego/ Sweetwater Authority/
California Center for Sustainable Energy

(11:30am-1:30pm)

South Bay Fish & Grill in Chula Vista

570 Marina Parkway, Chula Vista

D&S Insurance Opens its Doors

March 2, 2010

D&S Insurance dba Farmers Insurance. “The Scott Mills Agency” has been doing business in the Southbay since 1964. The owners are a 3rd generation insurance agency with over 90 years of industry experience. Scott Mills along with father in law, wife and son pride themselves on their knowledge and great customer service. D&S Insurance is a full service insurance agency. Scott has also been an ambassador with the National City Chamber for 2 years. Scott and his staff would like to welcome you today. If you have any questions please don’t hesitate to call them at 619-477-0505 or drop by their office at: D&S Insurance and Financial Services, 404 Mile of Cars Way, Ste A, National City.



From Left to right Scott Mills, Son-Brad Mills, Wife-Dommi Mills, Mother in law Frankie Bland, Father in law Don Bland.

San Diego Area Family Dining & Entertainment Establishment Announces Grand Opening In National City, CA

February 24, 2010 (National City, CA) -- John’s Incredible Pizza Company, Inc. announces the March 15, 2010 Grand Opening of the company’s destination dining and entertainment establishment located in Westfield Plaza Bonita at 3010 Plaza Bonita Rd, Ste 1025. John’s has hired approximately 180 employees for its newest location that seats nearly 800 guests and at full capacity will serve 300 pizzas an hour. The \$8 million restaurant



is a 43,000 square foot facility that occupies the northeast side of the mall. “John’s has been dedicated to creating an “incredible” experience for guests by providing multiple themed dining rooms; an all-you-can-eat pizza, pasta, soup, salad and dessert buffet; and rides, attractions, video and ticket-dispensing games geared at pleasing visitors of all ages, “ said Director of Operations, Mike Stout.

Visit www.johnspizza.com for a 3-D experience of John’s Incredible Pizza Company!

Sephora Inside JCPenney Expands its Presence in National City, CA



San Diego area beauty seekers have reason to celebrate this month.

Sephora, the ultimate beauty destination, and JCPenney, the ultimate destination for discovering great style at compelling prices, opened new locations in the two newly remodeled JCPenney stores at North County Fair Mall and Westfield Plaza Bonita on Friday, March 26th, 2010.

As the exclusive beauty offering in JCPenney, Sephora adds a fashionable glow to the National City location, making the store a one-stop shop for complete head-to-toe style. Sephora provides makeup mavens, fragrance fanatics,

GRAND *Openings*

and skincare addicts a new way to shop. It's a world where prestige cosmetics are showcased in gorgeous displays, and clients have the freedom to explore and sample.

The 1,500-square-foot Sephora inside JCPenney, situated prominently in the center of the store, offers hard to find favorites including cult makeup lines such as Bare Escentuals, Nars and Smashbox; innovative skincare lines including Peter Thomas Roth, Korres, Clarisonic, and Bremenn; specialty hair care lines Oscar Blandi, ghd and Ojon; and fragrance offerings from Dior, DKNY, Aquolina and Sean John. Plus, Sephora has its own collection of makeup, skincare, bath and body products, and tools and accessories.



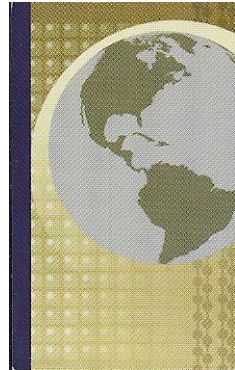
Ryan Perry Receiving Beauty Consultation at New Sephora Counter



Victor M. Carrillo
Store Manager

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F: 619.477.0990

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Volunteer of the Year Weldon Donaldson, Executive Director, Mile of Cars Association

Volunteerism is willingness to work on behalf of others without the expectation of pay or other tangible gain. It's basically a thankless job, but fulfills moral obligation and social responsibility to help and to serve.

Our 2009 Volunteer of the Year has the urge to make a difference in other people's lives. A community and civic leader - honored and respected – expands far beyond the boundaries of the City of National City. He has given back to make a difference to the community that he cares so much about.

The National City Chamber of Commerce is proud to honor this individual for his service of continuing to promote a better quality of life for our community – unselfishly - and always willing to lend a helping hand with a smile.

As the old saying goes “we make a living by what we make, but we make a life by what we give.” Mr. Weldon Donaldson, Chairman of the NCCC Golf Tournament Committee, Board of Director for the San Diego Zoo, Executive Member of the National City Chamber of Commerce, Past Chairman of Holiday Bowl, and many other notable community contributions, was proudly named Volunteer of the Year at the Annual Dinner Celebration. Congratulations!



Business of the Year Pier 32 Marina and Waterfront Grill

This visionary development group brought to National City a world class 20 acre Marina with 250 boat slips and a public promenade. The development offers an array of boater amenities, public uses, and a picturesque restaurant with scenic views and delicious, plus affordable food for the community to enjoy.

Although National City is thriving with a host of economic development projects all deserving of recognition, no other business stands as strong and notable in the minds of the business community as the one we honored at the Annual Dinner Celebration on January 30, 2010.

Greg Boeh proudly accepted the 2009 Business of the Year Award on behalf of Mr. John Grimstad of G.B. Capital Holdings, developer of Pier 32 Marina. Pier 32 is a private development made possible by G.B. Capital Holdings, Architect Miller Hull Partnership, and Bellingham Marine.

InterAmerican College Appoints Dr. Yoram Neumann as its New President and CEO

National City, CA. February 23, 2010 – SignificantFederation, LLC, the holding company of Educacion Significativa, LLC, the new owner of InterAmerican College, announces the organization of the leadership team of InterAmerican College effective immediately. Dr. Yoram Neumann (formerly the President, CEO, and founder of TUI University) has assumed the position of President and Chief Executive Officer of InterAmerican College (IAC). Before founding TUI University in 1998, Dr. Yoram Neumann served as the Executive Vice President and Vice President for Academic Affairs at California State University, Dominguez Hills. Throughout his career, Dr. Neumann has been committed to excellence in higher education while enhancing the access and opportunities for underserved groups. Dr. Edith Neumann (formerly the Vice President for Academic Affairs at TUI University) has been appointed as the Provost and Chief Academic Officer of IAC.

Tom Finaly (formerly Vice President for Administration at TUI University) has been named as the Chief Operating Officer of IAC.

Roy Finaly (the former Vice President for Information Technology at TUI University) has been appointed as the Chief Information

Officer of IAC.

“The new leadership team has the proven track record with all the qualities synonymous with the InterAmerican College’s vision, mission, and values of meeting the professional needs of working adults from underserved groups, primarily those from the Hispanic communities, through high quality and student-centered learning” said Surendra Naidoo, President and Chief Executive Officer of SignificantFederation, LLC.

Veridian Strategies

Today’s busy physician practices are faced with a growing list of challenges. It has become increasingly difficult to run a profitable practice while still providing quality patient care. Veridian Strategies delivers industry-leading services focused on maximizing profitability without compromising quality. Physician practices are able to increase the profitability of their practice by over \$200K/provider/year through a well-executed plan focused on the implementation of the following key solutions:



- Certified Electronic Health Record (EHR) provided by the nation’s largest EHR provider, Allscripts
- Prescription Dispensing Solution
- Customized Billing Services
- IT Outsourcing Solutions

Additionally, with federal “stimulus” funds readily available, providers stand to gain an additional \$44K-\$65 to implement a certified EHR.

Join the 160,000 of other physicians taking advantage of these benefits by scheduling a meeting with Veridian Strategies’ local expert, Kimberly Nguyen. A complimentary savings analysis will identify the immediate opportunities to streamline your practice and maximize your profitability.

Kimberly Nguyen | Territory Executive-CA
San Diego Region

www.veridianstrategies.com

P: 619-807-1496

F: 858-435-4336

knguyen@veridianstrategies.com

**Sid’s Carpet Barn
Celebrating 60 years of business in
National City!**

Family owned and operated since 1950, Sid’s Carpet Barn is Southern California’s Carpet and Hard Surface Flooring leader. We carry every major brand of carpet, tile, wood, laminate, vinyl, stone, and more.

26 Spring 2010

Sid’s proudly offers its customers the lowest prices, highest quality floor coverings, and unparalleled customer service and installation. Whether you are looking for residential, apartment (multi-unit), or commercial floor coverings, Sid’s Carpet Barn will meet or exceed all of your needs.

Contact us at National City (619)477-7000, Miramar (858)444-4490, San Marcos (760)761-1100, Corona (951)898-1600, or visit our website www.sidscarpet.com.



**The Barbecue Pit
National City’s One and Only
Barbecue Spot**

The Barbecue Pit has been in business in San Diego since 1947 and has been here in National City since 1955. The restaurant was opened by Joe Browning and Ed Jenson. The Barbecue Pit is currently owned by Joe’s son Gary and his wife Sue Browning and is managed by their son Todd. We use only choice cuts of meat that are pit barbecued over an oak wood fire. All our soups, stew, salads, beans and barbecue sauce are made from scratch from recipes that have been handed down from generation to generation. We also do catering for groups large and small. We appreciate our loyal customers that have supported us through three generations. Please visit our website at www.thebbqpit.biz.



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San Diego, CA 92101

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Morris Streater
Administrator

Home Health Care

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LOVEATHOME27@YAHOO.COM



James Edwards
Owner

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www.fastsigns.com/237

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Kimberly Nguyen
Territory Executive

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knguyen@veridianstrategies.com

Independent Contractor

Skin Deep Aesthetics

Caridad Ponce-Luna
President

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National City, CA, 91950

Telefax: 619.472.1914

Email: carie_luna@yahoo.com
www.skindeepaesthetics.com

HRS. 9-6 MON.-FRI.

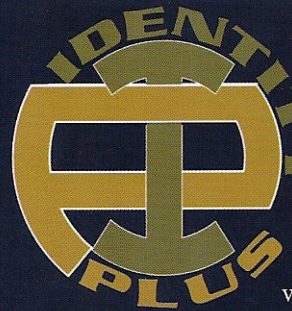


BY APPOINTMENT

DR. JAMES V. DENTICE
CHIROPRACTOR

1060 SOUTH EUCLID AVE.
SAN DIEGO, CA 92114

TELEPHONE
(619) 262-6862



Esteban Ramirez
President

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Corporate/Group Sales



Kim Lamb
Regional Manager
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lalcala@farmersagent.com



MEMBERSHIP APPLICATION

MEMBERSHIP FEE SCHEDULE

# OF EMPLOYEES	APARTMENT/ MOBILE PARKS	HOTELS/ MOTELS	Associate Individual (non-business)	\$65
1 to 5 \$150	1 to 10 units \$150	1 to 10 units \$150	Non- Profit Organization	\$100
6 to 10 \$200	11 to 50 units \$225	11 to 100 units \$325	(Government or 501 (c) 3 organization)	
11 to 20 \$225	51 and up \$550	101 and up \$350		
21 to 30 \$275				
31 to 40 \$400				
41 to 50 \$450	+ \$1.00 per add'l unit	+ \$2.50 per add'l unit	*** <u>membership dues are non refundable</u>	
51 to 100 \$550				

Over 100 Negotiable

I/ We agree to invest \$_____ annually in the national City Chamber of Commerce to obtain the benefits of business association and increase the business opportunities in National City.

Business _____ Business Phone _____

Fax _____ Date Established _____ # of Employees _____

Classification (How you want to be listed in our Directory) _____

Owner or Person in Charge _____ Title _____

Business Address _____ City _____ State _____ Zip _____

Authorized by (Please sign) _____ Print Name _____

Business License# _____

Would you like a link to be on our website? (\$50 per year) Yes _____ No _____ (please check mark)

Would you be interested in being notified about Chamber news via email? Yes _____ No _____

Email Address _____

Website Address _____

Any Additional information you would like us to know about you or the company/ organization

Please Bill My Credit Card

Name on Credit Card _____ Address on Card _____

Credit Card # _____ Expiration Date _____

Signature of Approved Signer _____

FOUNDED 1911

901 National City Blvd., National City 91950

tel: 619-477-9339

fax: 619-477-5018

Email: thechamber@nationalcitychamber.org

Website: www.Nationalcitychamber.org

BAYFRONT EXPO

Thursday, July 8, 2010
Marina Gateway Plaza , National City, CA

SPONSORSHIP OPPORTUNITIES

BUSINESS LEADER SPONSOR \$3,500

- Priority banner placement
- Priority Company tent placement and display table for collateral (10X10 Tent, Table, 2 Chairs)
- Priority Company name and logo in Business Expo Program
- Logo on Chamber website and listed as Business Leader Sponsor
- Recognition as Business Leader Sponsor from podium
- Company's collateral material at registration table
- Promotional mentions and logo in all print and media published

BUSINESS EXPO CORPORATE SPONSOR \$2,500

- Signage at Business Expo
- Company tent placement and display table for collateral (10X10 Tent, Table, 2 Chairs)
- Company name and logo in Business Expo Program
- Company name and logo on Chamber website
- Recognition as Business Expo Corporate Sponsor from podium
- Logo in Print Media
- ½ Page Ad in Chamber News

BUSINESS EXPO PARTNER SPONSOR \$1,500

- Signage at Business Expo
- Company tent placement and display table (10X10 Tent, Table, 2 Chairs)
- Company name and logo in Business Expo Program
- Company name and logo on Chamber website
- Recognition from podium
- Logo in print media

ENTERTAINMENT SPONSOR \$1,000

- Preferred Signage Placement at Entertainment Stage
- Priority Booth Space (10X10 Tent, Table, 2 Chairs)
- Logo on Chamber Website and Program

PREMIER BUSINESS BOOTH \$350

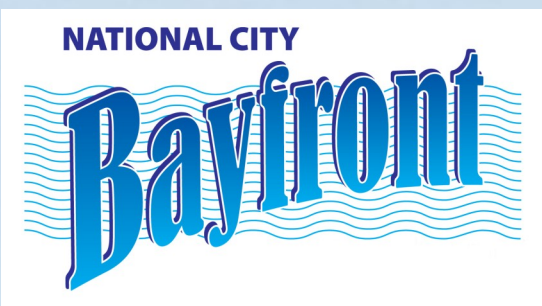
- Booth Space (Table and 2 Chairs)
- Signage at Business Expo
- Logo on Business Expo Program

BUSINESS EXPO BOOTH \$250

- Booth Space
- Signage at Expo

NON-PROFIT BOOTH \$150

- Booth Space
- Signage at Expo



National City Chamber of Commerce

901 National City Blvd.
National City, CA 91950
Tel: 619-477-9339
Fax: 619-477-5018

Email: thechamber@nationalcitychamber.org
Website: www.nationalcitychamber.org

Yes, I want to support the Chamber as a Bayfront Expo Sponsor. *Please invoice my company for the sponsorship circled below:*

BUSINESS LEADER SPONSOR \$3,500 **BUSINESS EXPO CORPORATE SPONSOR \$2,500** **BUSINESS EXPO PARTNER SPONSOR \$1,500**

ENTERTAINMENT SPONSOR \$1000 **PREMIER BUSINESS BOOTH \$350** **BUSINESS EXPO BOOTH \$250** **NON-PROFIT BOOTH \$150**

NAME: _____ COMPANY: _____

ADDRESS: _____

PHONE: _____ FAX: _____ EMAIL: _____

SIGNATURE: _____



NEW

Members

Baron Center

2588 El Camino Real F-304
Carlsbad, CA 92008
(760)476-9110

Love At Home

PO Box 740064
San Diego, CA 92174
(619)227-4836

Corporate Business Associates

9260 Trade Place, Ste 102
San Diego, CA 92126
(858)549-8008

Discount Cab, Inc.

220 W 14th St
National City, CA 91950
(619)521-0940

Taxi

220 W 14th St
National City, CA 91950
(619)709-1922

Taxi Service

220 W 14th St.
National City, CA 91950
(619)200-4700

Identity Plus

1120-B Hoover Ave
National City, CA 91950
(619)474-1776

Monoceros Capital Management

17905 Caminito Pinero #160
San Diego, CA 92128
(858)705-6006

Liberty Mutual Insurance

900 Lane Ave, Ste 125
Chula Vista, CA 91914
(619)216-4803

Angola Mae Cultural Arts Project

3017 C St #1
San Diego, CA 92102
(619)201-4511

Skin Deep Aesthetics

3403 E Plaza Blvd, Ste J-1
National City, CA 91950
(619)472-1914

SuperShuttle San Diego (Cloud 9)

123 Camino De La Reina E,
Ste 200
San Diego, CA 92103
(619)564-7900

J C Towing

2501 Faivre St
Chula Vista, CA 91911
(619)429-1492

Farmers Insurance

1011 Camino Del Rio South,
#100
San Diego, CA 92108
(619)651-3889

Lutuung Best - Salad Master

220 W 25th St, Ste C
National City, CA 91950
(858)722-1465

Ramos Law Firm

2424 Hoover Ave. Ste G
National City, CA 91950
(619)477-7600

Lorna Baker

3140 Mandan Way
San Diego, CA 92117
(858)273-6272

Liberty Tax Service

123 Worthington St, #107
Spring Valley, CA 91977
(619)472-1165

Sports World

2103 Grove St
National City, CA 91950
(619)203-5044

Fastsigns

1240 E Plaza Blvd Ste 602
National City, CA 91950
(619)474-1111

Veridian Strategies

8646 Longwood St
San Diego, CA 92126
(619)807-1496

John's Incredible Pizza Company

3010 Plaza Bonita Rd, Ste 1025
National City, CA 91950
(619)472-5555

All American Engineering

3035 East 6th St
National City, CA 91950
(619)479-4047

Firestone Tire & Service Centers

943 Highland Ave
National City, CA 91950
(619)477-2109

A K B Solutions

1041 Market St #178
San Diego, CA 92101
(619)646-7329

El Super

14601-1B Lakewood Blvd.
Paramount, CA 90723
(562)616-8647



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
- White boards
- Professional conference table and seating
- Available on weekdays and weekends



Members

DIAMOND CIRCLE

SAN DIEGO UNIFIED PORT DISTRICT
Charles D. Wurster, 686-6200

CITY OF NATIONAL CITY
336-4241

PLATINUM CIRCLE

EDCO DISPOSAL CORPORATION
John Snyder, 474-8855

NEIGHBORHOOD NATIONAL BANK
Robert McGill, 789-4400

PARADISE VALLEY HOSPITAL
Luis Leon, 470-4115

MILE OF CARS
Weldon Donaldson, 991-9904

GOLD CIRCLE

A K B SOLUTIONS
Gabriel I. Collignon, 646-7329

BEST WESTERN MARINA GATEWAY
Edgar Santos, (818) 620-6636

INTER-AMERICAN COLLEGE
David McGee, 477-6310

KNIGHT & CARVER YACHT CENTER INC
Sampson Brown, 336-4141

KNOEFLER ENTERPRISES
Josh Knoefler, P E, (858) 578-8673

MCCUNE CHRYSLER JEEP
Tony McCune, 477-1101

MILLER MARINE
Edward W. Senter, Jr., 474-5491

PARADISE VILLAGE
Norm Smith, 495-7735

PASHA AUTOMOTIVE SERVICES
John Pasha, 419-1200

RON BAKER CHEVROLET
Bill Cumming, 477-2163

SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY
Richard Kwiatkowski, 400-2567

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

SUPER SHUTTLE SD (Cloud 9)
Angela Vereen, 564-7900

SYCUAN RESORT & CASINO
Adam Day, 445-6002

WAL-MART #5023
Bryan Campbell, 336-0395

WESTFIELD PLAZA BONITA
Ryan Perry, 267-2850

SILVER CIRCLE

ALL AMERICA ENGINEERING
Raul Q. Vera, 479-4047

APPLEBEE'S
Robert Fiscus, 475-1855

BRICKROW GROUP
Vanessa Estrella, 477-3133

COSTCO WHOLESALE
Andres Vasquez, 358-2303

CTE, INC.
Juan Ceseña, 649-4000

COX COMMUNICATIONS
Ileana Ovalle, 262-1122

DANTE'S MODULAR PERFORMANCE
Dante Aguilar, 474-8675

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

EXPRESS CHAMPION FLOOR SERVICE
Steve Foronda, 461-4225

G8 DEVELOPMENT
Philip Chodur, 823-3402

HOLIDAY INN
Dennis Patrick, 474-2800

JOHN'S INCREDIBLE PIZZA CO.
Jeff VanDyke, 472-5555

JCPenny COMPANY, INC
Rick Rico, 267-6000

JC TOWING
John Clark, 429-1492

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

MOSSY NISSAN
Philip E. Mossy, 474-7011

MOTIVATIONAL SYSTEMS INC
Tony Young, 474-8246

NORTH ISLAND CREDIT UNION
Nathen Triplett, 656-7273

PACIFIC WESTERN BANK
Melyn Acasio, 407-4217

PIER 32 MARINA
Greg Boeh, (800) 729-7547

SAN DIEGO COLD STORAGE
Mike Jerde, 474-6525

SUDBERRY PROPETIES, INC
Colton Sudberry, (858) 546-3000

SWEETWATER AUTHORITY
Mark Rogers, 420-1413

UCSD RADIATION ONCOLOGY
Teresa Langley, 502-7730

UNION BANK OF CA
Miguel Vasquez, 336-2000

VIBRA BANK
Scott Parker, 422-5300

WELLS FARGO BANK
Patrick Della, 477-1194

WESTCOTT MAZDA/KIA
Kam Firozie, 474-1591

Unified Port of San Diego

CALIFORNIA NATIONAL CITY
1937

EDCO
WASTE & RECYCLING SERVICES

Neighborhood National Bank





NATIONAL CITY CHAMBER OF COMMERCE

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.

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 Husk Partners Marketing Division (619) 929-9547 • Ryan@HuskPartners.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

