



Yucaipa CHAMBER TIMES

Yucaipa Valley Chamber of Commerce • 35139 Yucaipa Blvd. • P. O. Box 45 • Yucaipa CA 92399
Hours: Monday through Friday 8 a.m. to 4 p.m. • info@yucaipachamber.org • (909) 790-1841 fax 363-7373

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March, 2010

Independent contractor withholding: CalChamber cites proposal as job killer

A proposal to require businesses to withhold three percent of payments to independent contractors amounts to an interest-free loan to the state from small businesses, the California Chamber of Commerce has pointed out to state leaders.

"We respectfully urge you to abandon this proposal," CalChamber President and CEO Allan Zaremberg wrote in a letter to Senate President Pro Tem Darrell Steinberg (D-Sacramento), who has been quoted in news articles as expressing support for independent contractor withholding.

The CalChamber also sent copies of the letter to Governor Arnold Schwarzenegger and all state legislators.

'Job Killer' vetoed in 2009

An independent contractor withholding mandate was

Yucaipa Chamber supports local independent contractors

included in special session legislation last year that was vetoed by the Governor.

The "job killer" proposal (SBX3 17; Ducheny; D-San Diego) would have required a three percent across-the-board withholding on payments to resident independent contractors.

Independent contractors are self-employed individuals and businesses, ranging from small businesses and entrepreneurs to large firms. Examples include: builders, real estate agents, computer programmers, accountants, automotive mechanics, attorneys, medical doctors and engineers.

As businesses, independent contractors pay more kinds of taxes than employees, such as self-employment taxes and local business taxes; pay income taxes throughout the

year through quarterly estimated tax payments; and are subject to penalties for not paying or underpaying.

Because of recent budget agreements, independent contractors must pay 70 percent of their taxes by June of each year for the next two years.

Threatens small business

In a year when the Governor and legislative leaders have indicated that job creation is a top priority, independent contractor withholding "will destroy rather than create California jobs," Zaremberg wrote.

CalChamber opposition to independent contractor withholding is based on the following:

- Independent contractors

already have a greater tax burden than employees

- Withholding will wrongly force small businesses to loan money to the state, interest-free

- Withholding could generate little if any new revenue for the state and

- Withholding targets the wrong group of taxpayers—taxpayers who are already compliant.

Action needed

CalChamber members need to make their voices heard! To join the opposition coalition, contact kyla.christoffersen@calchamber.com.

The Yucaipa Valley Chamber of Commerce Board of Directors made the decision to join this coalition in support of our independent contractor members.

Larry Winget: Live and unleashed March 18

The most in demand speaker in America — Larry Winget — is coming live to the Ontario Convention Center for his first ever public seminar.

Larry is a four-time New York Times bestselling author and television personality. He has been paid to speak at nearly 400 of the Fortune 500 companies in America. To hear Larry in action, go to www.larrywinget.com.

One of Larry's top national trainers, Nick Fletcher has been asked to speak at a number of industries and groups in the Inland Empire area including the Yucaipa Valley Cham-

ber of Commerce.

On March 18, at the Yucaipa chamber's regularly scheduled member luncheon, Nick Fletcher will be presenting Larry Winget's Five Points of Success:

- Take Responsibility
- Make a decision
- Take action
- Pay attention
- Keep it Simple...Stupid (KISS)

When the session concludes, there will be an announcement for Larry Winget's upcoming seminar on April 6. Those who have questions and/or choose

to register for the seminar, will have an opportunity to do so at the end of the workshop.

Special business owner managers event

Also, there will be a business owners and managers event prior to Larry's seminar. This is with Ron Marks, author of *Managing for Sales Results*. This is a \$150 value and Chamber members in attendance will be given complimentary tickets to this event. There will be a raffle for a ticket to the main event valued at \$250.

Due to the nature of the workshop, we will have check-in and networking from 11 a.m. to 11:30 a.m. and the program will begin promptly at 11:30.

This will allow for our regular Chamber business and still give time for the workshop. A.J. Barile's Chicago Beef & Pizza will be catering this special luncheon.

You won't want to miss this special member luncheon, so be sure to make your reservations ahead of time to guarantee your seat!

Call the Chamber office today at 790-1841 or register online at www.yucaipachamber.org.

2010 California Business Summit to be held May 17 in Sacramento

Reserve early and save

Businessowners, CEOs, public affairs staff members, local chamber of commerce staff, board members, committee members, people involved in economic development, industry/trade and regional business organization representatives should plan to attend the 2010 California Business Summit on Monday and Tuesday, May 17, and Tuesday, May 18, at the

Sacramento Convention Center, 1400 J Street in Sacramento.

Register early and save. Prices are good until April summit/host reception/host breakfast is \$220/\$275.

The summit/reception is \$195/\$250 and the summit only is \$165/\$220.

To register by phone, call 916-444-6670 or e-mail events@calchamber.com.

THIS SPACE FOR MAILING LABEL

2010 Board of Directors

Malissa Grinnals
Chairwoman
"Dining In" Style
Personal Chef Service
446-8200

LeAnn Alanis
Chair-elect
ResCare Home Care
951-682-8060

Nena Dragoo
Vice-Chairman of Finance
First Baptist Church of
Yucaipa
790-1971

Sherrie Williams
Vice-Chair
Government Affairs
S.B. County
Sheriff's Dept.
790-3105

Rosilicie Bogh,
Immediate Past Chair
Century 21 Loix
Lauer Realty
709-5905

Jay Brosky
Director
Inland Empire
Business Group
748-5181

Doug Goethe
Director
Yucaipa Auto Collision
797-0100

Kim Humphries
Director
AXA Advisors
792-8394

Arinda Lotze
Director
Waddell & Reed
800-386-3797 x129

Pamela Emenger
President/CEO

Estella Samreth
Volunteer

Save the Date!

April 22 — 11 a.m. to 1 p.m.

State of the City Luncheon

Featuring Mayor Dick Riddell and City
Manager Ray Casey

Golden Oaks Dining Room

33398 Oak Glen Rd., Yucaipa

\$30 per person

Sponsorships available!

Chairman's Message

Malissa Grinnals

"Dining In" Style
Personal Chef Service

2010 Board of
Directors Chairperson



Dear members

Top of the morning to you! It's time for corned beef and cabbage, shamrocks, and of course green beer, along with the enjoyment of being a "wee bit Irish" for a day.

I would like to thank all those who attended the February luncheon. I was pleased with the turnout and those in attendance enjoyed networking and getting to know other members and their businesses. What a great event!

I have to say that I believe there is a definite advantage in attending the monthly luncheons and chamber functions in general. It's a good way to connect with others, learn about other businesses, and increase your own exposure. If you're thinking the customers you are looking for don't necessarily go to these types of events...think again! You just never know who you might meet. Keep in mind that not everyone you meet will be your future customer, but the key is that they may know someone who is.

Joe Garcia, the author of "Give to Get Marketing" states, "In order for people to do business with you, they have to know you, like you, and trust you." I think this is true for any size or type of company. If you think about it, more often

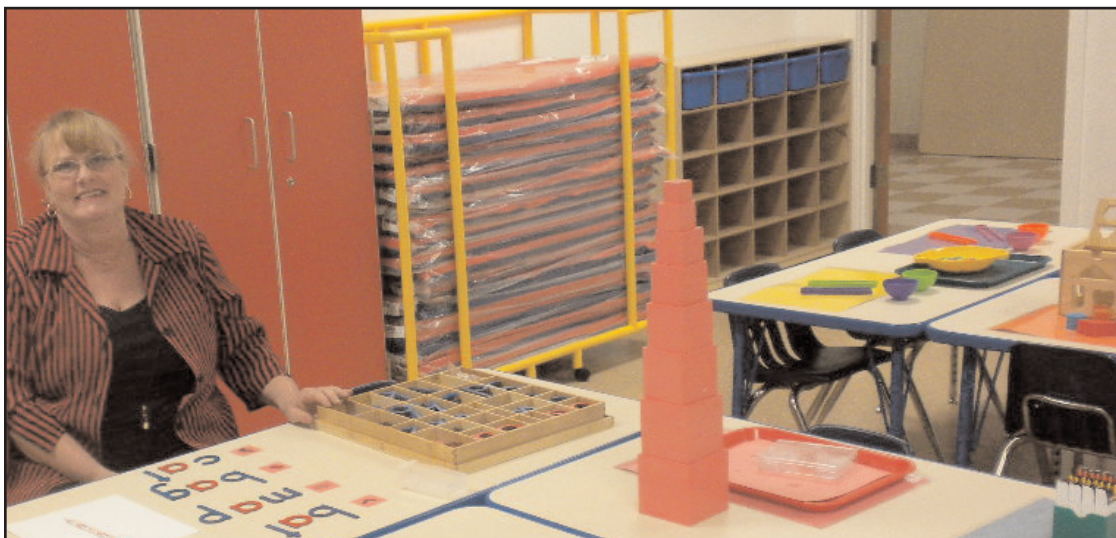
than not, we all tend to do business with people we know, because we have established that comfort level as a result of getting to know them. The reality is, it doesn't necessarily matter what the sign on the door says; ultimately it's the people inside that attract and keep loyal customers.

I encourage you to come and visit the Yucaipa Chamber of Commerce. Take advantage of the opportunity to meet people and for people to get to know you. Remember a chamber member when referring clients, friends, and family looking for goods and services.

Lastly, if there's something that we are not currently offering that you feel could be a benefit to you and our members in general, please feel free to contact me or the chamber directly. We are always mindful of the needs of our valuable members.

Have an excellent March and thank you for your continued support. I leave you with this Irish saying:

*For each petal on the
shamrock
This brings a wish
your way
Good health, good luck,
and happiness
For today and
every day.*



Good Shepherd mixer delights

Good Shepherd Lutheran Church hosted the Chamber of Commerce mixer in January. The church staff and members are excited about the opening of their new preschool. Pastor's wife Vivien Baker, has over a decade of experience in working with young children and will serve as the director for the new preschool. A toast was made by Pastor Baker to honor Chamber office volunteer and Good Shepherd member John Sharp who passed away at the end of 2009. Good Shepherd Lutheran Church welcomes the community to worship on Sundays and learn more about the preschool. Visit the congregation at 34215 Avenue E or call 790-1863 for more information.



Disaster news — Loans for homeowners, renters and businesses of all sizes

Low-interest federal disaster loans are now available in California for residents and business owners affected by the severe winter storms which generated heavy rain, snow and high winds causing flooding, debris flows and mudslides beginning Jan. 17.

U. S. Small Business Administration acted under

its own authority to declare a disaster in response to a request received from Governor Arnold Schwarzenegger on Feb. 11. The disaster declaration makes SBA assistance available in the counties of Kern, Los Angeles, Orange, San Bernardino and Ventura.

"Low-interest federal dis-

aster loans are available to homeowners, renters, businesses of all sizes and private, non-profit organizations whose property was damaged or destroyed by the disaster," said Alberto G. Alvarado, SBA's Acting Regional Administrator. "SBA customer service representatives are on hand at SBA Disaster Loan Outreach Centers to issue loan applications, answer questions about SBA's disaster loan program, explain the application process and help each individual complete their application." Alvarado continued. No appointment is necessary. SBA Disaster Outreach Center:

City of Big Bear Lake City Hall

39707 Big Bear Blvd.
Mondays through Fridays,
From 8:30 a.m. to 4:30 p.m.
Open until further notice
Hesperia City Hall
9700 Seventh Ave.

Hesperia

Mondays through Thursdays,
9 a.m. to 5 p.m.; Fridays,
from 8 a.m. to 4 p.m.

Open until further notice
Disaster loans up to \$200,000 are available to homeowners to repair or replace damaged real estate. Renter are eligible for up to \$40,000 for destroyed personal property.

Welcome To Our New Members!

Radiant Salon & Day Spa
Hair Salon
Tamara & Michael Betor,
Owners
33261 Yucaipa Blvd.
Yucaipa, CA 92399
(909) 797-1730
www.radiantsalonand-dayspa.upweb.com

Eco Rooter Plumbing Inc.
Plumbing
Alfonso Jimenez, Owner
Yucaipa, CA 92399
(909)435-8135
www.ecorooter.com

Wells Fargo Mortgage
Mortgage Loans
Ray Moore
P.O. Box 491
Calimesa, CA 92320
(951) 264-0394
www.wfwm.com/raymond-moore

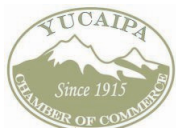
The Hair Company
Full Service Hair Salon
Annette Rice, owner
579 W. County Line Road
Calimesa, CA 92320
(909)795-0930

Sorenson Engineering Inc.
Manufacturing
Paul Sewell, COO/CFO
32032 Dunlap Blvd.
Yucaipa, CA 92399
(909) 795-2434
www.sorensoneng.com

Neva Cole
Freelance Writing
and Grant Consulting
12189 7th Street, Suite 15
Yucaipa, CA 92399
(909)570-4803

Elite Financial Solutions
Credit Restoration
Cesar & Danielle Marrufo,
Owners
33562 Yucaipa Blvd., Suite
44341
Yucaipa, CA 92399
(909) 570-9048
www.solutionsmade-simple.net

Cookie Lee Jewelry
Fashion Jewelry
Danielle Marrufo,
Representative
33562 Yucaipa Blvd., Suite
44341
Yucaipa, CA 92399
(909)570-9048



Center Stage Dance Academy
Dance Studio
Jennifer Riggs, LeeAnn
Smith-Trafzer & Cliff
Trafzer, Owners
33575 Yucaipa Blvd.
Yucaipa, CA 92399
(909) 790-0703
www.centerstageyucaipa.com

Shelby's Eden Pet Resort & Services
Pet Boarding
Nancy Smith & Joseph
Barrett, Owners
12605 7th Street
Yucaipa, CA 92399
(909) 222-8658
www.shelbyseden.com

Testimonials!

As a pool contractor with years of experience, I have developed business relationships over the years. As we all know, business relationships are priceless. At times, however, we may need to seek out a new relationship for one reason or another.

My most current need arose recently with a need for a portable toilet rental for a new project that I was starting. I went on the internet and I called around and studied the prices of a handful of companies. Virtually, all offered the same product within dollars of one another. Each explained why I should use their company, and how their service was better than the competitor. None of them won me over because they all had similar product at a similar price. I

took it one step further and went online to the Yucaipa Chamber Directory to see if we had a member that offered this service. Well, we did and it happened to be one of the bids I received. It also happened to be the lowest bid I received as well. The decision was easy. I called Pat's Pots and the deal was completed

Consider the following points:

- First, maintain your business and customer relationships. Don't give your clients or your customers any reason to change. Treat them with respect and they will reward you with orders.

- Secondly, if you're in need of a product or service, consider supporting those who support the Chamber. After all, isn't that one of the reasons

why you joined the Chamber in the first place?

We are all looking for opportunities. There are so many ways we can help one another if we just remind ourselves to do so. By the way, when was the last time you looked at our Chamber Membership Directory and asked yourself, Who can I support?

Sincerely

Glenn Douglas
President / CEO

LA Custom Pools and Spas



Heather Carruthers
PetMommy Pet Sitting
34428 Yucaipa Blvd.,
Suite E #109
Yucaipa
795-1595

I hired Malissa with "Dining In" Style Personal Chef Service.

She was great. There was nothing she wouldn't do to please her customer. Very

professional service and a good listener on a personal level.

Thanks again Malissa for helping me in my time of great need.

OFFERED TO CHAMBER MEMBERS

Yucaipa FIRST!

Join for only \$ 25.00

Benefits: Marketing Opportunities All Year, Promotional Materials, Shop Local Media Campaign, Advertising Discounts All Year, Web Site Advertising, Business Guide Listing (March 2010), and the Rewards Card Program.

Newsletter Advertising

Members can insert a 8 1/2x11 paper Ad in our monthly newsletter.

We suggest you use both sides of the paper or pair up with another business and save money.

\$ 40.00 per newsletter issue

-1st time is FREE-

if within 90 days of joining the Chamber.

Maximum 5 member inserts per newsletter.

-First Come, First Serve-

Deadline for Inserts: 25th of each month

Membership Hard Copy List

-FREE-

You can pick up a print-out list of up to date members. Call first.

Membership Mailing Labels

Cost: \$ 25.00 per set

We also can print them on paper and you can copy them to labels for FREE. Call first.

Member to Member "Key Benefits"

-FREE-

Give a special discount to other chamber members.

We insert the list of business discounts in our monthly newsletter and online.

Member Web Page

-FREE-

Post Hot Deals, Events, and job openings

When you become a member we automatically put you on our website. The site lists your business information & may list your website link. Call the Chamber and get a username and password, so you can manage your website.

Enhance Your Web Page

Includes: Priority Placement (Your business name will be displayed above any none-enhanced members in search results), Bullet Points (up to 5), Company Logo, Photo Gallery (up to 8), Expanded Description (1500 characters), Map Link, Four Links to Website, Additional Key Word Search Terms.

Cost: \$ 25 per month or \$ 250 per year (2 months free)

Banner Sponsorships on our Website & Enhanced Web Page

Includes: Top priority placement on search results. Limited sponsorships available.

We ask that you have someone design your banner ad.

Cost: \$ 100 per month or \$ 1000 per year (2 months free)

Don't forget you can bring in brochures and business cards into the office to display.

Chamber February membership luncheon



Supervisor Derry updates businesses

The Yucaipa Valley Chamber of Commerce held its monthly luncheon on Feb. 18 with County Supervisor Neil Derry as the guest speaker to the large crowd. Asaderos Authentic Mexican and Seafood Restaurant, catered the event. "We have ongoing specials and live music on the weekends, so please come visit us," Asaderos owner Dora Ordonez announced. Following an introduction of new chamber members, upper left, Alfonso Jimenez of Eco Rooter Plumbing and the Annette Rice of The Hair Company, Chamber Chairwoman Malissa Grinnals introduced Neil Derry. "I've been in office for just over a year now, and have gone through one budget cycle," Derry began. Derry announced that San Bernardino County is about \$90 million short, "but are in better shape than surrounding counties including Los Angeles, which has a billion dollar deficit." Derry announced the goals of the county are to maintain current service levels and layoffs are not expected. "Some of the issues we are pushing forward include the Sunshine Ordinance, which allows public records to be more open and available to the media." Derry also indicated that "San Bernardino County has a history of corruption and the issues in the county are nothing new." However, Derry said he and his staff are working to end corruption and bring the county into a better light. Derry concluded, "Thank you for allowing me to serve you. There are great things in Yucaipa including the Regional Park, beautiful homes and a safe community."



MARCH CALENDAR OF EVENTS

- 2nd *Ambassador Committee Meeting 11:30 a.m., A.J. Barile's Chicago Beef and Pizza, 32693 Yucaipa Blvd., Yucaipa
- Yucaipa Iris Festival Association "Sneak Preview," 5:30 p.m. to 7:30 p.m. at the Yucaipa Woman's Club, 35215 Avenue A. Come and see what's new for 2010. Raffles, food & networking!
- 3rd Planning Commission Meeting, City Hall, 6:30 p.m.
- 6th Center Stage Dance Academy Grand Opening and Ribbon Cutting, 33575 Yucaipa Blvd., 12 p.m. to 3 p.m.
- 8th City Council Meeting, City Hall, 6 p.m.
- 10th Board of Directors Meeting @ Chamber office at 11:30 a.m.
- 11th *New Member Orientation, Chamber office, 35139 Yucaipa Blvd., 8 a.m. to 9 a.m. Learn how to make the most of your membership! R.S.V.P. 790-1841.
- 15th FREE S.C.O.R.E. Business Counseling at the Chamber office, 35139 Yucaipa Blvd., 1 p.m. to 3 p.m. Call for an appointment 790-1841.
- 17th HAPPY ST. PATRICK'S DAY!
- Planning Commission Meeting, City Hall, 6:30 p.m.
- 18th *Special Member Luncheon, Yucaipa Community Center, 34900 Oak Glen Road, 11 a.m. - 1 p.m. Special presentation by Larry Winget's top national trainer, Nick Fletcher! Check-in & networking 11 a.m. to 11:30 a.m. program will begin promptly at 11:30 a.m. A.J. Barile's Chicago Beef & Pizza will be catering this special luncheon. R.S.V.P. required 790-1841 or register online at www.yucaipachamber.org.
- 19th The Hair Company adult "Formal Evening" Grand Opening 3 p.m. to 8 p.m. and Ribbon Cutting 3 p.m., 579 W. County Line Road, Calimesa. Champagne, wine & cheese with free limo rides courtesy of Live Oak Limousine Service.
- 20th The Hair Company Family Day Celebration Grand Opening, 10 a.m. to 3 p.m., 579 W. County Line Road, Calimesa. Bring the family and celebrate with us! Barbecue, raffles and much more!
- 22nd City Council Meeting, City Hall, 6 p.m.
- 25th *Chamber After Hours Business Mixer hosted by Pre-Paid Legal Services (Pat Adeff) at Atlas Storage Center, 12189 Seventh Street, 5:30 p.m. to 7 p.m. Networking, refreshments & tours!
- 26th *VisionQuest Reception honoring the artistic talents of Marsha Burgan, 35136 Avenue A, Yucaipa, 6p.m. Hors d'oeuvres and wine will be served.



Library mixer fun

The Yucaipa Branch Library hosted a Yucaipa Valley Chamber of Commerce mixer on Thursday, Feb. 25. New library manager Carl Elser was at the event along with library staff, Friends of the Library volunteers, chamber members and city officials. The library offers an array of services for all ages and needs. Programs for toddlers include a fun boot camp class, elementary school students are offered ongoing programs and special events and literacy skills for adults are available. The Yucaipa Branch Library is open Monday through Thursday 10 a.m. to 8 p.m., Friday 10 a.m. to 6 p.m. and Saturday 9 a.m. to 5 p.m. Visit the library located at 12040 Fifth Street during operating hours or call 790-3146 for more information. Left, Yucaipa Library Branch Manager Carl Elser with Councilwoman Diane Smith and Yucaipa Mayor Dick Riddell chat about library services at the mixer. Above, there was plenty of refreshments and networking.

Thank you to our renewing members

Alpine Storage
American Cancer Society
Ark Engineering
Assemblyman Paul Cook
Automobile Club
of Southern California
AXA Advisors
Bob Walker Signs
Braswell's Community
Convalescent Center
Braswell's Hampton Manor
Braswell's Yucaipa
Community Convalescent
Calimesa Inn Motel

Cobb's Printing
Coldstone Creamery
Marti Button, Realtor
Coldwell Banker Kivett-
Teeters Associates
Colton/Redlands/Yucaipa
Regional Occupational
Program
Curves for Women
Dr. Brian Van Dusen, O.D.
Fillman Orthodontics
First Time Driver
Garden of Angels
Granlund's Sweet

Temptations
Hands-On Medical Massage
& Hydrotherapy Clinic
Inland Empire United Way
James R. Wise, D.D.S., M.S.
JLN Enterprises
Joan Dendinger, D.D.S.
Jose's Mexican Food
Klocek Insurance Agency
Mail for Me Club
McDonald's
Mina Naron
Morongo Band
of Mission Indians

MP Couture
New World Fountains
Newell Nurseries
Paoli Construction
Pet Mommy Pet Sitting
Pilgrim Pines Camp
Pre-Paid Legal Services
Pulsifer Insurance Agency
Red Ribbon Foundation
San Bernardino County
Superintendent of Schools
Senator Bob Dutton
St. Frances Xavier Cabrini
Catholic Church

Yucaipa Branch Library
Nu-Skin Enterprises
Plymouth Village
Yucaipa Disposal
Comfort Keepers
Global Sleep
Konica Minolta Business
Solutions U.S.A., Inc.
Law's Coffee Shop
Calimesa Country Club
Kopper Kettle Kafe &
Katering Co.
Help Me 2 Learn Company