

Congratulations Dave Smyle, President of Magnaglobe Enterprises

Winner of the "Name The Newsletter Contest"



With over 17 suggested names for the La Mesa Chamber newsletter, Dave Smyle's nomination was chosen as the winner. At the Chamber's first breakfast meeting



held on July 23rd, Mayor Art Madrid along with Chamber President Jim Wieboldt opened the envelope and announced the winner to an overflow crowd of attendees. The winning name is the "**Jewel Box.**" The "Jewel Box" captures the slogan of the beautiful City of La Mesa, "Jewel of the Hills" as well as the "new" Jewel of La Mesa, the La Mesa Chamber of Commerce. We

thank all who submitted nominations and thank you for your interest. Many had numerous submissions. The following people are our "stars" as well as our "jewels" for submitting names: Dr. Stephen Earle, Grossmont Escrow Company, Your Yoga Voyage, Wholesale Priced Printing, Stacey Davis, Michele Huey, and David Smyle. We now have a perfect name for our new Chamber newsletter and shall continue to move forward as we continue our amazing journey!

Dave is a Founding Member of the La Mesa Chamber of Commerce and currently serves as Treasurer. He runs several successful businesses, one of which is Magnaglobe Enterprises. Dave markets this unique product, which features Magnabrite light gathering magnifiers. These highly crafted 4x magnifiers are made of precision machined solid optical quality acrylic. They are great for reading small print, maps, drawings, blurred images, phone books and more. Thanks again Dave for your dedication to the La Mesa Chamber of Commerce and congratulations on having your entry selected to brand our new newsletter!

Join Us for the 35th Annual La Mesa Oktoberfest!!!

The La Mesa Chamber is thrilled to be partnering with the La Mesa Village Merchants Association for one of the largest 3-day street fairs West of the Mississippi. We expect approximately 200,000 visitors to our fine city during this event. The celebration starts with a Pre-Oktoberfest party that will be held on September 10, 2008 at The New Continental Catering location with sponsors including Tarantino Gourmet Sausages and Classic Party Rentals. The celebration continues with the main event starting October 3rd (11 a.m.—11 p.m.), continues October 4th (11 a.m.—11 p.m.) and October 5th (noon—6 p.m.). Begin by stopping at our information booth, which will be located in the middle of the 4 corners of La Mesa Blvd. and Palm Ave. Where we will have **exclusive** 2008 Oktoberfest t-shirts available for sale, as well as other items. Then head on down the street for your choice (but not limited to) jumbo bratwurst, hot dogs, pickles, potato pancakes, German pretzels, fried zucchini and other delicious delectable's. We will also have ice cream and novelties for the youngsters and don't not forget to fill your stein with water, soft drinks and Karl Straus Beer. At 9 p.m. we will stop serving beer and you can enjoy local entertainment, coffee and pastries. Make plans now to spend the day with us and enjoy German music and performances by local talent, such as, the Peter Pan Junior Theater.



AND MUCH MORE!!!

There is still time to get involved so, contact us by *e-mail at info@lamesacc.org or phone at 619-465-7700*

SEE YOU AT THE KICK OFF PARTY ON SEPTEMBER 10th!!!

See Enclosed Flyer For More Details

“IT’S ABOUT YOU!!!”

Please share with us your great news so, we can pass it on. We want to hear what is **NEW** with you or your business, this could be anything from staff changes, your under going a remodel, running a special, changing your menu, got a new piece of equipment, etc... OR a new baby on the way, there is going to be a wedding, you’re a new grandparent, got a new puppy, etc... We will be sharing in various chamber communications. Please send us your “It’s About You” items by e-mail to info@lamesacc.org—we look forward to hearing from you soon.



Mark & Connie invite you to visit their web-site and take advantage of one or all of their monthly specials at www.campbowwow.com/elcajon

RON COOK
PHOTOJOURNALIST

Visit Ron’s Web-Site to view and order pictures from Chamber Events at :
www.roncookphotography.com



Gio Announces:
NEW Wine Bar Now Open
To view our selections of wines Visit:
www.giorestaurant.net



Heartland invites you to subscribe to their **NEW** Heartland Payroll Services monthly e-Newsletter, "In The Heartland" For more information visit:
www.heartlandpaymentsystems.com

**YOUR NEWS
HERE!**

PROPOSED SALES TAX INCREASE EDUCATION DAY

Holiday Inn (8000 Parkway Drive • La Mesa, CA)
Wednesday • August 27, 2008
7:30 a.m.—9 a.m. or 6 p.m.—7:30 p.m.

RSVP by August 22nd via
E-mail rsvp@lamesacc.org
Fax 619-465-3851 or
Phone 619-465-7700

Cost: *Free*

- Must be a Chamber Member in Good Standing to attend
- Featuring 1 Speaker “For” & 1 Speaker “Against”
- Will receive a ballot from the Chamber once educated
- Members Vote will determine position Chamber will take
- Initiative will be on November Ballot

NOTE: *Free* For Members in Good Standing (current on dues)



**NEW
LA MESA MAP
COMING
SOON!**

See Insert



“Your La Mesa Chamber Is On The Move - Our Journey Continues”

By Mary England, CEO

It doesn't seem possible that since I have joined the team of the La Mesa Chamber of Commerce we have facilitated so many successful events, in a very short period of time! The FIRST breakfast meeting was a roaring success with an overflow crowd of over 105 people. A great breakfast was served by Gio Restaurant and the morning meeting could not have been in a better location, with the beautiful La Mesa sun peeking over the building, welcoming us to another beautiful day in “paradise.”

We then made sure that we celebrated the opening of La Mesa's FIRST wine bar at Gio Restaurant in style, with a great wine tasting on July 30th. That event was a standing room only event and unfortunately, we had to turn people away! The food was delicious, the wine was divine and a good time was had by all!

Move on to 4 days later and we held our FIRST “Day At The Races” and took 48 people to a private box at the Del Mar Race Track. This was a day filled with great horses, good food and lots of good old fashioned fun! Many of our attendees came home with their pockets a lot heavier than when they arrived and people are already asking if we can “go again!” Events like this bring us closer together as friends as well as an organization. As we build the La Mesa Chamber together it is important to have fun while we do it. A Day At The Races is a necessary tool in that building process!

We have lots more activities that will educate, entertain and emphasize our goals and mission. On August 13th we honor the history of the La Mesa Fire Department, as we bring the business community together to celebrate 100 years of service to the City of La Mesa. Our firefighters place their lives in jeopardy each time they answer the call of those in need and today we salute each and everyone who currently serve and those who have gone before us. These brave men and women serve selflessly and are a pillar of strength in the City of La Mesa. It is only befitting that we recognize this milestone in their service history and thank them for a “job well done!”

We have scheduled several upcoming activities that are educational and fulfill that portion of our mission. We are proud to team with the City of La Mesa as they present a free morning workshop to review code changes on various subjects that are important to our business community: the storm water recovery program, fats, oil and grease requirements and the Fire and Building Department code changes. This workshop will be held on Thursday, August 28 between the hours of 8 a.m. - 10:45 a.m.

We are proud to feature a FREE “Members Only” Proposed Sales Tax Increase Education Day. This important workshop will allow members to become informed on this upcoming ballot initiative. Once educated, members (in good standing) will receive a ballot and will cast their vote on the position they want the Chamber to take on this critical issue. This workshop is just another way your new La Mesa Chamber is allowing your voice to be heard.

I encourage you to continue this journey with us as we build the La Mesa Chamber back to what it used to be. Our course is set, we have been given our directions, we have a full tank of gas and we have marked our map. Join us on this exciting journey of a lifetime!

MEMBER REFERRAL PROGRAM

Effective Immediately: for every new Member that is enrolled or referred by you, the Chamber will give you \$25.00 off your renewal dues. For example: if you enroll or refer 5 new members prior to your renewal date and all 5 new members are in good standing (their dues have been paid) you will receive \$125.00 off your annual dues renewal fee. There is no limit as to how many \$25.00 off credits you can earn!!! New member applications (now available on our web-site) have been changed to reflect a “referred by” line for you!

So Start Referring & Earning Today!!!



NEW CONTEST!!!

The Member who refers the most new members between now and August 31st (with a minimum of 5 in good standing) will receive the following:

- Spotlight Article in the October Jewel Box,
- 2 tickets to the Pre-Oktoberfest Party,
- 2 tickets to the Chamber's 1 Year Anniversary Celebration, &
- 2 tickets to the Holiday Party

WELCOME MEMBERS

From May 19, 2008 to July 31, 2008



DIAMOND MEMBER

- Theatron Productions, Inc.

PLATINUM MEMBER

- Town and Country Resort & Convention Center

BUSINESS MEMBERS

- AAA Imaging
- Advanced Massage Therapeutics
- Affairz Event Consulting
- Allied Office Plaza, LLC
- Aries Salon
- Banana Printing and Design
- Bank of the West—La Mesa
- Barona Valley Ranch Resort & Casino
- Bay Kitchen and Bath Remodelers
- C & D Towing Specialists
- California Bank & Trust
- California Comfort Restaurant
- Collins Jewelers
- Copy Link
- Courtesy TV
- Deck Doctor
- Dell Enterprises
- Dirk's Niteclub
- Dr. Stephen Earle,, DDS
- East County Family Martial Arts
- Edward Jones Investments-La Mesa
- Ewin Brock, LLC
- First Future Credit Union-La Mesa
- First Republic Bank
- Focuscom, Inc.
- Golden Artistry
- Gunther Development Partner
- Hallman Jewelers
- Hanken Cono Assad & Co., Inc.
- Healing Hands
- Home Fabrics
- King's Trophies
- La Mesa Appliance Co.
- Lanning and Owens, CPA'S, APC



CHAIRMAN'S CIRCLE MEMBER

- Giordano Family Enterprises

SILVER MEMBERS

- A Phone Man, Inc.
- Century Publishing
- Community Collective
- Country Villa—La Mesa
- Hitzke Development
- Dr. Kevin Swartzberg, DDS
- TelePacific Communications

172 Members & Counting

GOLD MEMBERS

- American Medical Response
- De La Fuente Cadillac
- Gio Restaurant
- Kona Kai Resort
- Randall Lamb
- Ron Cook Photography
- RV Communities
- Send Out Cards
- Village Studio Photography

NON-PROFIT MEMBERS

- Church of Scientology of San Diego
- Communities Against Substance Abuse
- East County Youth Symphony
- First Baptist Church of La Mesa
- Helix Water District

BUSINESS MEMBERS

- MacNeill & Walski, CPA's
- Millicent & Co.
- The Monterey Trellis
- Dr. Renata Ochabski Eye Care
- Pacifica Glass Co., Inc.
- Palomar Cleaners
- Park Estates Antiques
- Park Station
- The Pet Hospital of La Mesa
- Pete's Place
- The Pool Store
- Por Favor Restaurant—La Mesa
- Postal Annex 29
- Precision Concrete Cutting
- Premier Restoration Services, Inc.
- The Real Estate Shoppe
- Rick's Custom Framing—La Mesa
- Rockscapes Unlimited, Inc.
- San Diego Shirt Works
- Sanfilippo's Pizza
- Silvergate Bank
- Soto Solution
- Southwest Strategies, LLC
- Sparkle Carpet & Tile
- State Farm Insurance—Lakeside
- Tarantino Gourmet Sausages
- Tax and Business Services
- Thomas F. Lennon, Inc.
- Trattoria Tiramisu
- University Air Conditioning & Heating, Inc.
- Urban Housing Partners, Inc.
- Warner Pool Service
- Your Yoga Voyage

FRIENDS OF THE CHAMBER

- Alexis Abad
- Joan O'Steen

- La Mesa Fireman's Association
- Lemon Grove @ Sunrise Kiwanis Club
- Neighborhood Market Association
- San Diego East County Visitors Bureau
- Santee Chamber of Commerce