



Echo Newsletter

March 2010

### **The Many Functions Of A Chamber of Commerce**

The Santee Chamber of Commerce functions as a trade association for member businesses and professionals. Included in their services to members are business education and promotion, legislative advocacy, referrals, networking opportunities, community/business events and the Santee Chamber is the primary source for community information. One of the first things a new business owner should do is join the Chamber and take advantage of its networking and referral opportunities. The monthly Business-After-Five mixers and the Sunrise Santee networking breakfasts are an excellent opportunity to inform members of the community about who you are and where you are located.

Chamber membership benefits provide you an automatic return on your investment. Find health insurance, save money on office supplies or post a job...Get enhanced credibility and publicity for your business when you join the Santee Chamber of Commerce. One of the programs that the Chamber is promoting is the reduced sales tax that Santee charges on purchases compared to neighboring communities.

The upcoming 2nd Annual Street Fair on Saturday, May 29 will bring 50,000 people into Santee. The 2009 crowd count approached 40,000. This year, the organizers are anticipating 300 plus booths at the event. The key to success in any Chamber is that you have to participate!

Santee Chamber of Commerce, 10315 Mission Gorge Road. Phone is 619-449-6572. We are here for you!



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### **President's Message**

The Chamber Board of Directors wants to help your business grow and prosper in 2010 and beyond.

Here are some of the programs we've created to help our members by raising awareness of Santee as a destination to shop and dine. We just started a partnership program with the Union Tribune that's only for Chamber members. Once a month, in the Saturday Our East County section, the Chamber will have space for articles and upcoming events, and, on that same page, room for you to advertise your business to over 100,000 homes in the East County.

Another way to spread the word about your business is to be a part of Santee's biggest event. Last year we brought more than 40,000 people to the heart of Santee to enjoy the 1st Annual Santee Street Fair. This year, we've increased our marketing efforts by adding TV commercials and more print advertisements to bring even more people from outside the city to the Street Fair.

Want to be seen by everyone in Santee? The Special Edition ECHO is a bi-annual publication that is mailed to more than 23,000 homes and businesses in Santee. It's a great way to promote your business, and is becoming more popular with every edition.

Remember, two of our biggest business builders and fundraisers are just around the corner. You can help your business, and the Chamber, by participating in the Santee Street Fair and the Special Edition Echo. Call the office for more information.

Last, but not least, welcome to our newest members. We have several new members listed on page 4 of this issue of the Echo. Please consider doing business with these new members. They support your community and residents need to support them.

Please e-mail your ideas and comments to me so the Board of Directors know where to focus their resources.=

by  
John Olsen  
2010 President Santee Chamber of Commerce



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### **Census 2010**

The United States Census has been conducted every decade since 1790. This constitutionally mandated census is conducted to determine the number of persons living in the continental United States as well as its tributaries and territories. The U.S. Constitution requires a national census once every ten years and is a count of everyone residing in the United States: all 50 states, the District of Columbia, Puerto Rico and the Island Areas. All residents must be counted. This includes people of all ages, races, ethnic groups, citizens and non-citizens. In 2010, the U.S. Census will define who we are as a nation and a community. Taken every ten years, the census affects political representation and directs the allocation of billions of dollars in government funding.

Every year, more than \$400 billion in federal funds is awarded to states and communities based on census data. Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools. Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives. The State of Illinois lost one of its seats in the House of Representatives despite a population gain from 1990 to 2000. The loss of a seat in the U.S. House also results in a loss of one electoral vote in the Electoral College.

The obstacles are many, but the 2010 Census has one thing working in its favor: Every household will get a short form with only ten questions about each person who lives there - name, sex, age and date of birth, race, ethnicity, relationship to the head of household and whether the home is owned or rented. This simple, short questionnaire takes just a few minutes to complete and return by mail. All responses provided on the 2010 Census questionnaire or to a Census Bureau employee are confidential and protected under title 13 of the United States Code. Under this law, no individual or agency can have access to this information.

For the first time since 1930, there will be no "long form" that previously was sent to one of every six households.



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### **Southern California Special Olympics Event to Be Held At West Hills**

Kiwanis holds the Special Olympics track and field events at West Hills High School on Saturday, March 13, 2010. The events are a qualifying meet for the statewide Special Olympics meet.

Special Olympics is an international non-profit organization dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.

Special Olympics currently serves 2.5 million people with intellectual disabilities in more than 200 programs in over 180 countries. Today, Special Olympics stands as a leader in the field of intellectual disability. It is a truly global movement, with 550,000 participants in the United States.

Kiwanis Divisions 11 and 31 hosts the event. Division 31 consists of 15 clubs with 445 members from the east County area and Kiwanis Division 11 with 13 clubs is from South Bay and the City of San Diego area.

The athletes come from the Southern California area to participate in the events. The organizers of the event are expecting 150 athletes and 500 volunteers to guide the athletes through the activities. Many organizations from the county volunteer to help stage the event including churches, Boy Scouts, Girl Scouts, high school and college students, Campus Life, Mother Goose Parade queen candidates. Every athlete was given a T-shirt and was introduced to his/her "Buddy". Every volunteer was also given a T-shirt.

The local Kiwanis clubs from East San Diego County and Santee participates in the Special Olympics program, furnishing both volunteers and money to the program. For information about Kiwanis, please call Richard Jackson at 619-449-0976.

Anyone interested in supporting the Special Olympics events can send checks to: Kiwanis Special Olympics, Box 711629, Santee, CA.



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### **Farmer's Market**

Santee now has a Certified Farmer's Market that is open year round, rain or shine. The market features artisan food makers and produce from San Diego and California farmers. The hours are every Wednesday with winter hours from 3:00 pm to 6:00 pm. From March 17th through November 7 the hours are 3:00 pm to 7:00 pm. The market is located in the parking lot of the old Santee School grounds at 10445 Mission Gorge Road.

Seasonal fresh foods include: dates, peaches, pears, grapes, oranges, citrus, apples and plums. Other products are herbs, eggs, rare fruits and many more delicious fruits and vegetables of the season.

Some specific products are Petrou Olive Oils, Jackie's Jams, Twisted Kettle Corn, Poppa's Fresh Fish, Caribbean Delites, Baba's Hummus, Gourmet Tamales, Cassie's Crepes, Goosie's Cookies, BTK'S, Bistro Blends, and lots of prepared foods.

Crafts are also available by local East County and San Diego artists. Plenty of parking is available at the rear of the Market.

### **Independent Contractor Withholding**

California lawmakers are at it again! The Senate Budget Committee is considering a budget package that includes independent contractor withholding. The idea seems appealing to lawmakers who mistakenly believe it can help address the state's chronic budget deficit.

The California Chamber of Commerce in conjunction with business and industry associations are actively participating in an intensive effort to educate legislators that independent contractor withholding will harm millions of companies and agencies, kill jobs and hurt the California economy.

The coalition is warning that independent contractor withholding places a maximum burden on businesses for a minimal return. It will amount to an interest-free loan to the state from small businesses—an onerous, never-ending mandate that is a one-time money-grab. It will not yield new

revenue, but merely accelerate income tax payments already owed or bring in monies that will have to be refunded to businesses that don't owe any income tax.

#### Who Must Withhold?

Companies, non-profit organizations and local and state agencies all would be required to implement the withholding.

#### Who Will See Money Withheld?

Independent contractors are self-employed individuals and businesses, ranging from small businesses and entrepreneurs to large firms.

Examples of operations that will see money withheld from payments to them include: builders, painters, plumbers, real estate agents, insurance agents, computer programmers, accountants, automotive mechanics, attorneys, doctors and other health care providers, engineers, gardeners, janitors, security guards and entertainers.

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 already 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 "jobs, jobs, jobs" is a top priority, independent contractor withholding will destroy rather than create California jobs.

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. These taxpayers already are providing the state information it can use to target independent contractors who aren't paying income taxes they owe.

The CalChamber is urging members to call or write their legislators to voice opposition to independent contractor withholding.

Business people can find a fact sheet and sample letter, or look up their legislators or legislators' telephone numbers at [www.calchambervotes.com](http://www.calchambervotes.com).

To join the opposition coalition, send an e-mail to:  
[laurie.lively@calchamber.com](mailto:laurie.lively@calchamber.com).