

President's Message

by

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2010 President

Santee Chamber of Commerce

Do you think you could make some money if one day 60 thousand people walked by your business?

On May 29th, the last Saturday of May, the Chamber will host its second annual Santee Street Fair!

To make room for the 60 thousand people we're expecting to attend this year we're increasing the size of the events footprint by 30%. This will allow us to increase the number of vendor booths from 220 to 300 so more local businesses have a chance to participate. Because every food vendor sold out of product at least once, we doubled the number of food booths to help accommodate the larger crowd. We are also making the beer and wine garden bigger and relocating it for a better view of the main stage and adding another live music stage at the Trolley Square.

This event can change your bottom line overnight by introducing new customers to your business.

To help you make the Santee Street Fair work for your business, you need to decide on a goal or purpose which is:

- build your customer list for mailing and marketing
- make retail sales
- book appointments at the event
- increase awareness and advertise your business to new customers with coupons
- it all of the above

If you decide that building a customer list is your goal, have a drawing and use the entry form to collect names, addresses and phone numbers. Make the give away a service or prize related to your business and something that is of value to the new customer. You can also use the drawing slip as a quick 3 question survey to find out what service the new customer is interested in. Make sure to follow up the event with mailings and phone calls!

If your goal is same day sales, make sure to promote your store with bounce back coupons that include a map and in store specials for Street Fair buyers. Use the event to clear out old inventory, and transfer in discontinued items from your other stores or from your suppliers to stock your booth and offer huge discounts on those items.

Plan your booth well in advance! Have large signs and banners that are easy to read from the midway. Make sure you have a reason for people to come to your booth.



Sports Clips Will Host May Mixer

Sport Clips Haircuts will host the May Mixer at their store on May 20, 2010. The business opened in Santee in January, 2009. The store has seen steady growth as the community has learned about this innovative approach to the male haircare market. Sport Clips specializes in haircuts for men and boys in an exciting sports-themed environment. There are always sports on the big screen television in the lobby, as well as carrying the same action at each of the cutting stations - watch sporting news, the game, or the race while getting your haircut. You'll also find new issues of magazines like Sports Illustrated, the Sporting News, Car & Driver, and Golf Digest in the lobby. The store also features their signature MVP treatment, which includes a relaxing, scalp-massaging shampoo to remove the hair clippings after your precision haircut, a classic hot towel treatment with facial pressure point manipulation, and a neck and shoulder massage to cap off the experience. It's very relaxing and only adds a few extra minutes onto your visit. All of the store's hair stylists are experienced and well trained on the male haircut. The store is kept impeccably clean with their central vacuum system used after every haircut. It's a fun atmosphere where you're always welcome to walk in and get a haircut, since Sport Clips does not take appointments. The store is open weekdays from 9 am to 8 pm, Saturday's from 9 am to 6 pm, and Sunday's from 10 am to 5 pm. Sport Clips is located in The Marketplace at Santee, 9349 Mission Gorge Road, next to the new Henry's Farmer's Market. Sport Clips Haircuts - "where it's great to be a guy".

NEW LOCATION

Sunrise Santee networking
breakfast will be meeting
at Italia Ristorante
starting May 18th.

The restaurant is located at
8918 Carlton Hills Blvd.
Meetings start at 7:25 am.



7th Annual Golf Classic



The 7th Annual Golf Classic, sponsored by the Santee Chamber of Commerce and the Santee School District Foundation, will be held on Tuesday, June 29, 2010, at the Carlton Oaks Country Club. Tee time is at noon.

Local businesses are encouraged to become part of this annual Santee event. You can help by providing a sponsorship, donating a prize, or providing coupons for goods or services to our golfers. Those looking for an afternoon of great golf are in luck. It's the perfect time of year for 18 holes while supporting a good cause. If golf is not your sport, we invite you to attend the dinner for an evening of good food, fun, prizes, and live music.

Please support this worthwhile event that donates all funds back into the Santee community!

The Foundation and Chamber of Commerce have made a commitment to continue to provide resources for the art instruction and technology learning tools for students in the Santee School District. Let's help meet this goal! This exciting event includes lunch, dinner, prizes, and silent and live auctions for great items. In the past, participants have won cruises, vacation lodging in Florida and Belize, Charger and Padre tickets and autographed sports memorabilia, golf weekends and much, much more.

Sponsors and golfers for this event are encouraged to call Linda at 619-258-2304 or visit the Santee School District Foundation website at www.santeefoundation.org to find more information.

IRS Hoax

Recently, some businesses have been receiving e-mails containing the IRS logo and referring to the United States Department of the Treasury which inform the recipient that a party has filed a complaint against the business which the IRS is willing to arbitrate. This one is actually a double-whammy hoax. First, it functions as a "phishing" attack, inviting the unwary to send in their personal information (which will then be misused by the operators of the site). Second, it contains a virus which will activate if the site is accessed. It's always wise to be very suspicious of e-mails purporting to be from well-known government agencies or financial institutions. The IRS does not communicate by e-mail.



Yet, Another Threat

Pressure groups in a number of states are pushing "do not mail" legislation with the usual disregard for the facts. Fact: Direct mail is the least invasive form of advertising communication (which is easiest to ignore, including the weekly mailing from Capital One or a commercial mail piece for satellite TV.) Fact: Advertisers say it's less wasteful than national media advertising because of its ability to focus on likely buyers). Fact: If direct mail were to disappear from the mail stream, the cost of first class mail would have to rise to preserve the USPS national distribution system, most likely to double or triple present levels. Santee and U.S. residents have just experienced a 2 cent first class stamp increase because the mail volume has dropped in the past year. There is also discussion that mail delivery will be dropped one day a week. Its also interesting to note that any state level legislation restricting the use of the United States mails is probably unconstitutional as the governance of this system is reserved to the U.S.

The problem in the 2009 fiscal year proved to be the deep economic recession which significantly affected commercial mailing activity. Total mail volume declined an unprecedented 13 percent, or 25 billion pieces, compared to 2008, when operating revenues declined 9.1 percent.

Sycamore Canyon School A California Distinguished School

Nestled in a quiet residential neighborhood amid the green hills overlooking Santee Lakes is Sycamore Canyon School. Sycamore Canyon School is a gem in the Santee School District. It serves students pre-kindergarten through grade six. Sycamore Canyon's academic program has been recently recognized as a California Distinguished School. It has also been honored on California's Honor Roll for high achieving schools.

Sycamore Canyon has collaborative classroom environments with rigorous instruction. Classroom instruction is based on assessment data, state standards, and the collective inquiries of students. Students collaborate, problem solve, innovate, and communicate using a variety of media formats. Students are responsible and generous with the courage to reach out to their local and global community.

Sycamore Canyon School provides abundant opportunities for students to develop creatively and explore the arts. Visual and performing arts are taught at every grade level. Drama opportunities for every child are offered three times a year. Students are exposed to graphic arts and design using mini-laptop computers. Music appreciation and expression is embedded in the curriculum through out the year and sixth graders participate in classical

dance instruction each spring. Sycamore Canyon has a specialized art room and a music room for creative exploration. Multimedia projects incorporate the visual arts and photography.

On the community service note, a thanks to all of the parents and students that participated in the Kids News Day Sales! It was a great Success! Sycamore Canyon had the privilege to donate to Rady Children's Hospital \$153.40!!!! A special thanks for all of the contributions and for purchasing the newspaper for this great cause!!!!

Sycamore Canyon School invites you to visit any school-wide event. Please visit our website, www.santeesd.net/sc, for pictures and the event calendar to see the incredible things happening at Sycamore Canyon School.

New County Curfew For Youth

Young people in Santee, El Cajon, La Mesa, San Diego and the unincorporated areas of the region will need to be home by 10 p.m. following a unanimous decision of the San Diego County Board of Supervisors. Supervisor Dianne Jacob urged turning back the curfew from 11 p.m. to 10 p.m. to make the County consistent with other cities and keep young people safe.

The curfew will apply to all those under 18 loitering in public places without permission from a parent or guardian. It won't apply to minors at or heading home from sanctioned events.

Jacob said the change will especially help crack down on gang-related activity in the Spring Valley area.

"Statistics reveal that the hour between 10 p.m. and 11 p.m. is prime crime time for kids. By enforcing the earlier curfew we can ensure that kids are exactly where their families believe them to be". More than 43 percent of curfew violations within the Sheriff's jurisdiction occur on Friday and Saturday night, according to the Sheriff's Department.

Free Booth at the San Diego County Fair

Please Join the Santee Chamber of Commerce in "Celebrating Santee Day" at the 2010 San Diego County Fair on Saturday, June 19th, 2010.

Chamber business members are invited to participate in the day's festivities by staffing a booth where they can promote themselves to fairgoers. It's fun and easy!

This is free to all participants who are members of the Santee Chamber of Commerce.

- All it takes is 1 or 2 people to staff your booth for approximately 7 hours (10:00 am to 5:00 pm). After the event is over, you can stay and enjoy the rest of the fair.
- Bring promotional materials like flyers, coupons, free samples and/or demonstrate what you do.
- The Fair will provide the credentials (tickets) you need and the booth, including tables, chairs, electrical and shade.
- You can sell selected items from your booth space that promote your city such as logo'd t-shirts, sweatshirts, mugs, etc.
- This year's theme is "Taste the Fun" with the emphasis on everything food. There will be interactive displays, fun activities and personal appearances by local and other famous celebrities.

Other Activities within the Pavilion:

- Wine tasting, twice daily, hosted by the San Diego County Vintner's Association and emceed by a popular local radio personality.
- Cooking demonstrations featuring chefs from various San Diego County restaurants and sponsored by the San Diego Wine and Culinary Center.
- Daily entertainment showcasing local talent.
- A fun and relaxing forum to showcase your community and promote your business.

The attendance at the 2009 fair was 1,274,442 (highest attendance in history). This was based on a 22 days fair run. For any further information please contact the Santee Chamber of Commerce Office @ (619) 449-6572.

Text Messaging

Pew Research Center reports that daily text messaging among American teens has shot up in the past 18 months, from 38% of teens texting friends daily in February of 2008 to 54% of teens texting daily in September 2009. And it's not just frequency – teens are sending enormous quantities of text messages a day. Half of teens send 50 or more text messages a day, or 1,500 texts a month, and one in three send more than 100 texts a day, or more than 3,000 texts a month. Older teen girls ages 14-17 lead the charge on text messaging, averaging 100 messages a day for the entire cohort. The youngest teen boys are the most resistant to texting – averaging 20 messages per day.

Text messaging has become the primary way that teens reach their friends, surpassing face-to-face contact, email, instant messaging and voice calling as the go-to daily communication tool for this age group. However, voice calling is still the preferred mode for reaching parents for most teens.=

Initiative Process in CA

California lawmakers have endorsed raising the fee to file a ballot initiative, despite concerns that doing so would limit the ability of individuals to put their ideas before voters.

The state Assembly voted to raise the filing fee over a six-year period from \$200 to \$2,000. If the legislation becomes law, it will be the first time the fee is raised since it was imposed in 1943.

The bill's author, Assemblywoman Lori Saldana, D-San Diego, said the low fee has resulted in an increase in frivolous initiatives that never make the ballot but cost the state money because the attorney general's office has to review the proposed text.

Since 1911, more than 1,600 initiatives have been circulated in California, of which 338 have qualified for the statewide ballot. A third of those have been adopted by voters.

In the 1960s, there were 47 initiative proposals submitted for review. That jumped to 647 in the decade that began in 2000, according to the attorney general's office. California refunds the fee if petitions are properly filed or qualify for the ballot.

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