

Santee Echo

Jan Issue

Chamber Officers Elected for 2010

The Santee Chamber of Commerce announced the election of its new board officers, including John Olsen (J. Olsen Sales and Marketing) as 2010 President of the Board of Directors. Olsen was one of the organizers of the 1st Annual Santee Street Fair which drew upwards to 40,000 people in the first event in 2009.

"Never has our business climate been more important to the future of Santee than now," said John Olsen. "I am honored to serve as President of the Santee Chamber of Commerce at a time when our leadership can truly make a difference in working to improve our economy and create jobs. Together with my colleagues on the Board of Directors, we will be dedicated to making our city a better place to do business."

Serving with Olsen as 2010 officers of the Santee Chamber Board are:

- 1st Vice President: Ronn Hall (Ronn Hall Insurance & Notary Services)
- 2nd Vice President: John Morley (Morley and Son Signs)
- 3rd Vice President: Barbara Ryan (Santee School District)
- Secretary: Richard Jackson (Jackson Publications)
- Treasurer: Robie Evans (North Island Credit Union)

Elections were also held for seven Board of Directors positions who were elected to serve 3 years terms. Elected were: Pat Chambers, Tina Hertenstein, Forrest Higgins, Robie Evans, Jim Miller, Warren Savage, and Ken Zuurro.

The Board also voted to increase the number of Board of Director positions by three members.

Santee Chamber Events Calendar
Chamber Installation/Annual Mtg.
Carlton Oaks Country Club
9200 Inwood Drive. Santee
Friday, January 8, 2010
5:30 pm to 8:30 pm

- Santee Chamber Planning Retreat
Carlton Oaks Country Club
9200 Inwood Drive. Santee
Saturday, January 9, 2010
8:30 am to 3:00 pm

- Sunrise Santee
Networking Breakfast
Santee HomeTown Buffet
Tuesday, January 19, 2010
7:25 am to 8:45 am

- January Mixer
Liberty Tax Service
9535G Mission Gorge Road, Santee
Thursday, January 21, 2010
5:30 pm - 7:30 pm

- Miss Santee Pageant
March 5, 2010, 6:00 pm
Sonrise Church

Santee Echo

Jan Issue

Happy New Year!

There's no way to sugar coat it, 2009 was a tough year for a lot of families and businesses. Mr. Beach, my high school history teacher from Santana, used to say "Those who forget history are apt to repeat it." There were a lot of lessons to be remembered from 2009.

Even with all of the challenges of 2009 there were still some things we can hang our hats on. The Santee Chamber hosted the first Santee Street fair, the Awards Night Dinner, the Miss Santee Pageant, and the Golf Tournament for the Santee School District. Each one of the events we sponsored were examples of excellent teamwork and persistence. Thanks for a job well done.

We'll have another ambitious agenda for 2010. The details will be revealed next month after the Board of Directors Planning Retreat.

Like last year, the Street Fair will be held on the last Saturday of May. That's the Saturday of Memorial Day weekend. Street Fair 2010 will have a larger footprint, more elbow room, more vendors, more entertainment, and more FUN! Mark your calendars for May 29, 2010!

I'm interested in what you want from your Chamber and your City. Please e-mail me John@Int1st.com.

What can the Santee Chamber do to help your business, company or organization?

Are you interested in business, marketing and management classes? Are you just starting out and need to know what to do next? Let me know what I can do to help you.

In times like this your community needs you. There are many service organizations and clubs in Santee that need people like you to volunteer. Most groups are only looking for a few hours a week. You don't have to commit your life to them – just a couple of hours. It's pretty cool. You meet new people, help some people and teach your kids the value of helping others. Call the Chamber office for a list of organizations that could use your help.

My dad used to tell me, "Focus on what you can control and deal with the things you can't".

Remember that small businesses are the heart of the economy. These small businesses employ more than 65% of working Americans – we've invented more, innovated more, feed more and accomplished more than any other group in history. The world depends on American Small Businesses. Keep working on and in your business and sooner or later the government will get out of your way so you can get back to making a living.

THANK YOU for doing your part.

John Olsen

2010 President, Santee Chamber of Commerce

John Olsen 2010 President

John Olsen has been elected President of the Santee Chamber of Commerce for 2010. John was one of several people who helped organize the 2009 First Annual Street Fair. With some 40,000 people showing up for the one day event, it was hugely successful.

Olsen was also instrumental in starting the Santee Chamber's Member-to-Member program. The idea of that program was to present to members an opportunity to offer other members a discount on services and products. A new list of participating members is published every other month in the Echo. John's first article as Chamber President appears on page 2 of this issue of the newsletter.

Santee Echo

Jan Issue

Incentives and Tax Breaks to Lure Businesses

Not in California!!

Even as California lawmakers and Governor Arnold Schwarzenegger jockey for enough votes to impose even higher taxes and even more regulations on businesses, other states increasingly are offering tax breaks and incentives to lure those companies away.

California's elected leaders seem oblivious to the repellent effect the state's Draconian policies and heavy tax burdens have on private companies, and the jobs they provide.

Study after study has shown that California consistently ranks near the bottom in the nation when it comes to providing a business-friendly environment. While many in Sacramento fail to see this as a reason why jobs are leaving, other states like Arizona and Nevada are taking advantage of our dire situation for their own benefit.

The Wall Street Journal reported that "rising unemployment has touched off a race among state governors to woo companies with tax breaks and financial incentives..."

Many states dangle promises of reduced business taxes (Texas), new tax credits (Colorado) and tax-free zones (Minnesota) to persuade businesses to relocate. Others offer lures more akin to corporate welfare, such as New Jersey's offer of \$3,000 checks for each new company hire in a "green" job.

For the fourth consecutive year, the number of people leaving California for other states exceeded the number moving here from those states, last year a net loss of 144,000 people. California's highest-skilled and best-paying jobs have been steadily eroding.

The Sacramento Bee recently reported that Arizona's Department of Commerce has proposed an initiative to lure companies away from California. It would appear that California is doing its best to accommodate Arizona's strategy.

Inevitably businesses will consider offers such as Kansas which has a strong program "Come here, and we'll take care of you." California's higher taxes and additional regulations send a far different message: "Come here and we'll take advantage of you."

Miss Santee and Miss Santee Teen 2010

The pageants have been a tradition in the city of Santee for over 35 years! The program is rich with tradition and is an outstanding mentoring and leadership opportunity for young women.

Miss La Mesa and Miss Santee Pageants are held together in the same show to help offset the costs of the production (both programs are sponsored by non-profit organizations). The 2010 pageants are set for Friday, March 5, 2010. The staff puts on a fabulous show that is open to the public where four young women earn the opportunity of a lifetime to be the official hostesses for their cities.

This year a \$750.00 scholarship will be awarded to Miss Santee 2010 and \$350.00 to Miss Santee Teen 2010. Contestants will be scored in the following categories: Interview (35% of total score), Poise and Personality (25% of total score), Sportswear (15% of total score), Evening Gown (15% of total score), On Stage Impromptu Question (10% of total score).

Individuals competing in the Teen division must be at least 13 and no older than 17 and a junior in high school. Anyone who wishes to move on to the Miss Greater San Diego Teen Pageant must qualify under the Miss USA age requirements (to be determined). If competing in the Miss division the contestant must be at least 17 and a high school senior and no more than 26 years old. If moving on to the Miss Greater San Diego Pageant the individual must qualify under the Miss USA age requirements (to be determined).

A complete packet of information is available at the Santee Chamber office located at 10315 Mission Gorge Road.

Santee Echo

Jan Issue

Santee's Superintendent

With the retirement of Dr. Lis Johnson as superintendent, the Santee School District had to select a replacement. Dr. Patrick Shaw was selected. He was a former district teacher, principal and assistant superintendent in the district.

Shaw started his new job on July 1, 2010. The board appointed Shaw to lead the district which has about 6,100 students and a \$50 million budget. Shaw served as an assistant superintendent of curriculum under Johnson before leaving three years ago to take a job as an international educator in Hong Kong. He worked in the district for more than 25 years, including his service as a principal at Chet Harritt School and a teacher at Hill Creek School.

Dr. Shaw arrived in Santee in the middle of a \$128 million modernization project, plus a time of tight budgets and declining enrollment. In September, three new classroom buildings were dedicated and open houses were held for the new and modernized facilities at Carlton Hills, Carlton Oaks and Rio Seco schools. Five of Santee's schools have undergone modernization. State funding of the approved money from the State of California will help continue the project. Funding of school programs has also declined in the past few years and the declining enrollment has cost the district state dollars. These are certainly trying times for a superintendent in any district, however, the Santee School District continues to excel with an excellent educational program.

During the month of October the Board and Superintendent's cabinet gave an update regarding the District's financial situation to the staffs at all schools, PTA presidents, and the District's Communication Committee. The purpose of the presentation was to give everyone an idea of the financial condition of the district.

Taste of Santee Mixer

The December Mixer sponsored by Union Bank was the highlight of the year. Entrance to the event was with canned food, an unwrapped toy or a cash donation. All donations went to Santee Santas to help support their program of providing food and gifts to needy families. Fifteen restaurants furnished food and a band played for the evening entertainment. A great holiday celebration!!

Taste of Santee Participating Restaurants

Chili's - Coffee Brake - Cold Stone Creamery - Costco - Don Lucio's Taco Shop - Submarina
Eccentric International Chefs - Elegant Buffet - L & L Hawaiian Barbecue - Michael's Grill
Mimi's Café - Olive Garden - Pinnacle Peak - Quiznos - Rubio's Fresh Mexican Grill

Santee Caring Neighbors

Join this dedicated team to help low-income seniors and adults with disabilities who need minor home repairs so they can continue to be safe and independent in their homes. You can make a difference in your community by helping!!

Contact

Suzanne Stephens, Coordinator
619-448-1888
sstephens@lsssc.org

A program of Lutheran Social Services made possible through a grant from the City of Santee