

# THE LAKESIDE LINK

IF IT AFFECTS YOUR BUSINESS - WE'RE HERE TO HELP



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Lakeside, CA 92040  
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Phone (619) 561-1031  
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M-F 9am-2pm

September 11, 2007

## From the President's Desk...

Dear Members of the Lakeside Chamber of Commerce,

Today cannot pass by without causing me to reflect back on our national tragedy six years ago. It is with deep sincerity that I pause to pay my respects to the fallen, and salute those who stepped in to help. We are a nation of staunch character, and when challenged we come through. I am proud to be an American, because of who we are as a people.

Closer to home, I am excited about much of the progress we are making at the Chamber. Though change is harder on some people than others, I am proud to say that our leadership team (Board of Directors, Executive Committee, office personnel, and volunteers) is adjusting well, and everyone seems to be willing to go the extra mile. I couldn't ask for better people to work with. Thank you, one and all.

If you haven't heard already, we are moving forward with our new objectives, plans, and initiatives so we may greatly improve the way we serve all our members, as well as the Lakeside community. Over the past few months, and even for the past several years, we have been sorting through our long list of needs, and most recently have been able to put some changes in place that are going to help us tremendously. Kathy Kassel has been promoted to Executive Director, and we have added a staff support position so we can hopefully be more available to meet your needs. I am also privileged to work with the dedicated members of our Board of Directors as we take on this challenge, and would like to personally thank those who attended the additional meeting last month.

On August 22nd, many of us gathered at a special meeting called for during the August 6th Board of Directors meeting. The Board felt we needed to collaborate our efforts more and so we rolled our sleeves up and got to work. My deepest thanks to Director, Bonnie LaChappa, for hosting the meeting at the Barona Resort. The food and service were both outstanding and we got a lot of work accomplished.

The purpose of the meeting was to develop better ways of providing you, our members, the results you deserve. We formed program committees that will provide a continual focus on key areas of need as well as an opportunity to connect, work, and associate with some dynamic people. A new strategy for conducting meetings with a focus on action plans was presented by Steve Clark. And, Director Terri Leimbach shared much of her research on best practices that other chambers of commerce are doing to serve their members.

As expected, the pursuit of improvement means changes, and changes mean a bit of conflict and chaos. We actually expected more issues to arise than what have come up, and this is a testament to the team's willingness. But, while we are "under construction" please feel free to offer your input so we may add your thoughts to our plans. You are welcome to attend any of our Board of Directors meetings, participate on our event and program committees, or just email us with your input. The Chamber is your place to interact and grow in business and community. Please join us.

In service to our members,  
Steve Menefee, President

## Our 2007-2008

### Board of Directors

We're here to serve you

President: Steven Menefee  
1st V.P.: Todd Williams  
2nd V.P.: James Fread  
Treasurer: Jean Stanzick  
Past President: Frank Hilliker  
Directors: Chad Enniss  
Julie Bugbee  
Anton Botter  
Grace Parrott  
Warner Parker  
Terry Leimbach  
Mike Anderson  
Bonnie LaChappa  
Bobbi Buettgenbach  
Amy Ruiz

### Contact information

Supervisor Dianne Jacob  
619-531-5522  
Lakeside Community Center  
619-443-9176  
Lakeside Historical Society  
619-561-1886  
El Capitan Stadium Assoc.  
619-561-4331

## Calendar of Events

**Sept. 26 Lindo Lake ParkWatch—6pm  
Lakeside Planning Group**

**Sept 28—30**

**& Oct. 5—7 Oktoberfest—El Cajon**

**Oct. 1 Board of Directors Meeting**

**3 Lakeside Planning Group**

**10 Design Review Board**

**11 Business Mixer**

**28 Lakeside Auto Speedway**

**Centennial—Lindo Lake**

**31 Lakeside Planning Group**

**Nov. 5 Board of Directors Meeting**

**7 Lakeside Planning Group**

**14 Design Review Board**

**28 Lakeside Planning Group**

Please contact the chamber if you  
would like your event added to the calendar.

The Chamber of Commerce offers its members a fun place to meet other business people in the Lakeside community. We also provide a community of our own as people work together to achieve goals, serve Lakeside, and make a difference.

Knowing we can always do a better job of it, we are in the process of making changes to how we work and what we offer,



We are looking forward to new ways of organizing our work flow, balancing out the efforts, and bringing FUN back into our journey.

If you are interested in making a difference, making friends out of neighbors, or discovering more of what makes Lakeside a great community, come work with us.

### Safer Lakeside

**Come Join Safer Lakeside**

**&**

**Learn how you can be prepared**

**Join their Yahoo Group to**

**Get all their monthly information**

**To Sign up go to**

**www.yahoo.com**

**Click on Groups**

**Enter: SaferLakeside**



**WINE & CHEESE  
TASTING**

**MIXER**

**Oct. 11— 6:00 pm**

**Alpine Rock & Block**

**13288 Old Hwy 80**

**SAVE THE DATE!**



## MEMBERSHIP SPOTLIGHT

Chamber members, Mike and Jennifer Randazzo, of MJ LANDWORKS, attended the last two Board of Directors meetings, and spoke up about their concerns for Lakeside. It was not only refreshing to see people who care enough to speak up, but it was inspiring to many others. Mike grew up in Lakeside and wants to see the community grow into its potential. He believes the Chamber can help grow the commercial base and thereby provide more income to their employees - our neighbors. As an unincorporated community with no central governmental leadership, Mike sees Lakeside as needing the Chamber to provide leadership, interactive support, and collaboration. To that end, Mike and Jennifer have jumped in and are making a positive difference. Mike is trying to help Lakeside win in the El Monte Valley sand project, and Jennifer has joined our Spirit of Christmas team.

As Mike puts it, "Everyone has their opinion, and that's fine, but when we have the chance to come together and make decisions that are good for everyone, we have a civic responsibility to do so. The Chamber needs to do a better job of getting people to work together, and instead of sitting back and complaining about it, Jennifer and I decided to see if we could help out."

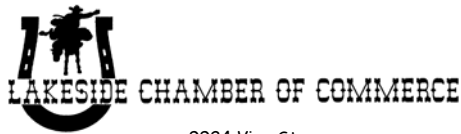
And help out they did. We are thrilled to have people like the Randazzos showing their dedication for Lakeside and we would like to encourage everyone who needs landscape work to give them a call at 619-390-5246.

**As Always, Please Support Fellow Members**

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**It's time to take back YOUR park**

LINDO LAKE PARKWATCH MEETING  
 SEPTEMBER 26, 2007 ♦ 6:00 pm  
 Lindo Lake Park Gazebo  
 Meet with the Crime Prevention Unit, S.D. County Sheriff



9924 Vine St.  
Lakeside, CA 92040

# HUGE Trade Show Opportunity!!!

The Greater East County Chambers of Commerce Alliance  
ALPINE, BORREGO SPRINGS, JULIAN, LAKESIDE, LEMON GROVE, RAMONA,  
RANCHO SAN DIEGO-JAMUL SANTEE, SPRING VALLEY and the SAN DIEGO EAST VISITORS BUREAU

**GECCA Networking Trade Show 2007**  
Wednesday October 24, 2007 5:30 to 8:00 pm  
Carlton Oaks Golf Course - 9200 Inwood Dr., Santee

Introduce your Service or Product  
to the East County Community

**Reserve your Display Table now!**

Table Reservations must be made, and paid for by Oct 19th

To register, contact The Lakeside Chamber of Commerce  
619-561-3101      [chamber@lakesideca.com](mailto:chamber@lakesideca.com)