



# THE SAN CLEMENTE CURRENT

"Where the good life comes in waves"

Vol. 39, Issue #8

www.scchamber.com

August 2013

*"The mission of the San Clemente Chamber of Commerce is to protect the free enterprise system, champion business, strive for a healthy economy and a better quality of life in our community"*

## Chairman Circle Sponsors

Gold

**The Toll Roads**  
Stop sitting. Get moving.



Silver



## San Clemente Chamber of Commerce Fiesta Street Festival Celebrates 60 Years

The 60<sup>th</sup> Annual San Clemente Fiesta Street Festival is set for Sunday, August 11, 2013. The Fiesta Street Festival starts at 9:00 a.m. concluding at 7:00 p.m. on Ave. Del Mar in beautiful San Clemente.



SanClementePatch.com, Costco Wholesale, Rocket Fizz Soda Pop & Candy Shop, Brother's Flowers & Party Supplies, Three County Insurance Services, Awards 'N More, Best

Western Casablanca Inn, San Clemente Inn, KWAVE, Doctor's Ambulance and the San Clemente High School.

### FIESTA STREET FESTIVAL

#### Non-Profit Food & Games Booths

Thirty-six local nonprofit service organizations participate in the Fiesta Street Festival. The organizations market an array of international food.

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## 5 Core Competencies of the San Clemente Chamber of Commerce

- Creating a Strong Local Economy
- Promoting the Community
- Providing Networking Opportunities to Build Business Relationships
- Representing the Interests of Business with Government
- Political Action

### DID YOU KNOW...

Chamber made...**3,376**  
direct referrals to Chamber  
member businesses!

Website traffic **66,474**  
visits & **261,411** hits!



## **EXECUTIVE COMMITTEE**

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*Tony Struthers*

*"Saddleback Memorial Medical Ctr. SC"*

*Steve Ynzunza*

*"Coast Property Services, GC"*

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*Larry Rannals*

*Camp Pendleton Liaison*

## **CEO/PRESIDENT**

*Lynn Wood*

## **STAFF**

*Norma Hernandez, Administrative Assistant  
Arlen Flores, Production Specialist*

# FIESTA

In addition, they operate game booths for all ages to participate in. By taking part in the Fiesta, these local organizations raise funds that are then sent back into the community for various charitable causes.

## ***Live Entertainment***

The Fiesta presents three stages of continuous entertainment throughout the day. This year's "headline" bands include: **Sharp Turn Ahead, Ry Bradley, Stranger//Danger, World Tour-Legends of Rock, Department of Rock and more.** The Chamber is proud to highlight the following 2013 Street Festival Bands: **Dirty Pints, Monsoons, Joint Committee, Sharp Turn Ahead, Blackberry, Johnny Oskam, Donnie V, Bondservant, New Day, SMALLTIME, Holland Davis, The Raptured and Cloud of Hope.**



Additionally, there will be a performance featuring the Boys & Girls Dance Troupe & Solid Hip Hop Dance Crew. Clowns, Jugglers and Face Painters will mingle with the crowd.

## ***Contests***

Contests and events, for all ages, are planned, including: Hula Hoop Contest, Pie Eating Contest, Baskin Robbins Brain Freeze Ice Cream Eating Contest, Jump Rope, Tortilla Toss, Easter Egg Hunt, Costco Diaper Derby, Piñata Contest, Pickle Eating and Rocket Fizz Soda & Candy Shop Bubble Gum Blowing Contest.

## ***Salsa Challenge***



The "Salsa Challenge" is back and hotter than ever! The city's finest salsa makers, restaurants and individuals, will convene to present their Salsa, which will be judged by the public and official judges. Based on the best tasting salsa, awards will be given out for 1<sup>st</sup> place Best Individual, 1<sup>st</sup> place Best Restaurant, 1<sup>st</sup> place Best Decorated Booth Individual, 1<sup>st</sup> place Best Decorated Booth Restaurant, 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place People's Choice Individual and 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place People's Choice Restaurant. Public tasting for this event starts at 10:00 a.m. Winners are announced at 4:00 p.m.



# Creating a Strong Local Economy

## Arts & Craft Exhibit

The Fiesta will feature an arts & craft show. This exhibit showcases hand-crafted and unique merchandise from talented individual from Southern California.

## Business Exposition

The Fiesta will include a Members Only Business Exposition. What a great venue to market your business, and with a guaranteed audience. There is a nominal fee for the space and tables are provided. This is just another example of your Chamber working to help promote member businesses. This exposition is limited to members only and there will be limited entrants, so sign up soon.

## Children's Activities

There are many special activities for children of all ages, featuring: Vertical Rush, Euro Castle, Wild Wave Water Slide, Euro Bungee, Boot Camp Challenge, Criss Cross Water Slide, Big Kahuna Dry Slide, Contests, Face Painters, Balloon Art and more.

## Classic Car & Motorcycle Show

Auto & Motorcycle buffs will want to visit the Classic Car Show & Motorcycle Show sponsored by S.C. Rider Supply. Vintage cars from all over Southern California and as far away as Arizona enter the Classic Car Show. Trophies are awarded in many categories. Come see the hottest classic cars & bikes in the area.

## Exhibits

Exhibits include The U.S. Marines, U.S. Navy and U.S. Air Force, Pet Project Foundation, O.C. Sheriff's Department, Anaheim Ducks, San Diego Gas & Electric and many more.

## Marketing Spaces

Market your business to literally thousands of visitors in just one day, while enjoying the festivities. What a great way to obtain business exposure and promote your product or service.

## Sponsorship

Sponsoring the Fiesta Street Festival is a tremendous opportunity to develop public awareness of your business and/or service. It also sends a message of your willingness to extend goodwill toward your community. The Chamber would be honored to market your enterprise at this family event.

## Fun for Everyone

This is just a taste of what you will find at the 60<sup>th</sup> Annual Fiesta Street Festival. **There is no admission fee, and free shuttle service will be available from the San Clemente High School, 700 Avenida Pico. To San Clemente High School-Exit Avenida Pico, head East (inland) to 700 Ave. Pico.** The shuttle will run from 9:30 a.m. until 6:30 p.m.

**Sorry....NO DOGS or STYROFOAM allowed at event.**

**Call the Chamber office for more details at 949-492-1131 or visit us at our website at [www.scchamber.com](http://www.scchamber.com).**



# Fiesta Event Activities

## BAND & CONTEST SCHEDULE

### **STAGE 1 – Top of Ave. Del Mar**

Located at Ave. Del Mar & El Camino Real

9:00 a.m. Dirty Pints  
10:00 a.m. Hula Hoop Contest  
10:30 a.m. Monsoons  
11:30 p.m. Pie Eating Contest  
12:00 p.m. Joint Committee  
1:00 p.m. Baskin Robbins Brain Freeze Ice Cream Eating Contest - Kids 12 and under.  
1:30 p.m. Sharp Turn Ahead  
2:30 p.m. Jump Rope Contest  
3:00 p.m. Blackberry  
4:00 p.m. Tortilla Toss  
4:30 p.m. Johnny Oskam  
6:00

### **CENTER STAGE**

Located at Ave. Del Mar and Ola Vista

9:00 a.m. Sharp Turn Ahead  
10:30 a.m. Boys & Girls Club Dance Troupe  
11:00 a.m. Ry Bradley  
1:00 p.m. World Tour-Legends of Rock  
2:30 p.m. Solid Hip Hop Dance Crew  
3:00 p.m. Stranger//Danger  
5:00 p.m. Department of Rock  
6:15

### **STAGE 3**

Located at 2nd block of Ave. Del Mar, near Library

9:00 a.m. Donnie V  
10:00 a.m. Easter Egg Hunt (Park)  
10:30 a.m. Bondservant  
11:30 p.m. Costco Diaper Derby Contest (Park)  
12:00 p.m. New Day  
12:30 p.m. Piñata Contest (Park)  
1:00 p.m. Pickle Eating Contest  
1:30 p.m. sMALLTIME  
2:30 p.m. Salsa Prizes Awarded

3:00 p.m. Holland Davis  
4:00 p.m. Rocket Fizz Soda Pop & Candy Shop  
Bubble Blowing Contest  
4:30 p.m. The Raptured  
5:50 p.m. Cloud of Hope  
6:30

## PARK ACTIVITIES

10:00 a.m. Easter Egg Hunt  
11:30 a.m. Costco Diaper Derby Contest  
1 to 11 months (crawlers only)  
12 to 18 months (little runners)  
19 months to 2 ½ years (run up and back)  
12:30 a.m. Piñata Contest

## CLASSIC CAR AND HARLEY SHOW

Located corner of Del Mar and N. Seville

9:00 a.m. until 3:00 p.m.

2:00 p.m. Car Show & Harley Motorcycle

Judging Starts

## SALSA CONTEST & SALSA TASTING

Located on 100 N. Seville

Salsa is judged by the public and official judges. Based on the best tasting salsa, awards will be given out for 1st place Best Individual, 1st place Best Restaurant, 1st place Best Decorated Booth Individual, 1st place Best Decorated Booth Restaurant, 1st, 2nd and 3rd place People's Choice Individual and 1st, 2nd & 3rd place People's Choice Restaurant.

**10:00 a.m. Salsa Tasting begins on**

**Ave. Seville – Tickets are \$6:00 for six tastes**

**4:00 p.m. Salsa Prizes Awarded in at Stage 3**

**Located at 2nd block of Ave. Del Mar, near Library**

## ON AVENIDA DEL MAR

Exhibits, Food Booths, Game Booths, Business Expo., Vendors and Arts & Crafts Show The Food & Game Booths are all provided by local non-profit organizations. Proceeds are contributed to many local philanthropic programs.





FIESTA STREET  
FESTIVAL T-SHIRTS  
Commemorative T-Shirts,  
designed by internationally  
known artists Kimberleigh &  
Paul Gavin, will be available for  
purchase at the Street Festival.

APPLICATIONS FOR:  
Salsa Challenge, Marketing  
Spaces, Arts & Crafts, Car &  
Harley Show and available  
under the **Event Tab** of this  
website – **See Fiesta**  
Not-for-profit Organization Food,  
Game Applications and Busi-  
ness Expo. – Please call the  
Chamber Office at  
949-492-1131

#### FREE PARKING & ROUND TRIP SHUTTLE SERVICE

This is just a taste of what you  
will find at the 60th Annual Fiesta  
Street Festival. **There is no  
admission fee, and free  
shuttle service will be available  
from the San Clemente High  
School, 700 Avenida Pico. To  
San Clemente High School-Exit  
Avenida Pico, head East (inland)  
to 700 Ave. Pico.**

I-5 South Bound - Exit Avenida Pico  
Take a left off Exit  
Proceed to 700 Ave. Pico  
(San Clemente High School)  
I-5 North Bound - Exit Avenida Pico  
Take a right off Exit  
Proceed to 700 Ave. Pico  
(San Clemente High School)

*Three shuttles will run  
from 9:30 a.m. until 6:30 p.m.*

**SAN CLEMENTE**  
**FIESTA**  
MUSIC & STREET FESTIVAL  
FOOD • GAMES  
SALSA CHALLENGE  
KIDS STUFF  
ARTS AND CRAFTS EXHIBITS  
CLASSIC CAR & MOTORCYCLE SHOW 2013  
QUEEN OF THE SURF GUITAR

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Performances by  
SHARP TURN AHEAD • RY BRADLEY • WORLD TOUR • LEGENDS OF ROCK  
STRANGER//DANGER • DEPARTMENT OF ROCK  
DIRTY PINTS • MONSOONS • JOINT COMMITTEE • BLACKBERRY • JOHNNY OSKAM • DONNIE V  
BONDSERVANT • NEW DAY • SMALLTIME • HOLLAND DAVIS • THE RAPTURED • CLOUD OF HOPE

**RBF** CONSULTING A Baker Company  
**TARGET**  
**SDGE** connected Semptra Energy utility  
**LEFT COAST** RECORDS SAN CLEMENTE, CA  
**CITY OF SAN CLEMENTE**  
**CRSR** environmental services  
**SAN CLEMENTE VILLAS BY THE SEA** Aventura Senior Living  
**SOUTHERN CALIFORNIA EDISON** AN EDISON INTERNATIONAL Company  
**SPARKLING ICE**





# Summer of Opportunity SWEEPSTAKES

**The San Clemente Chamber of Commerce will host a Member Membership Sweepstakes for the month of August**

## **Tier 1**

Any member who brings in a minimum of 5 new members will receive an Apple iPad mini, 16 GB with Wi-Fi. Each additional new member, past 5, will receive a \$25.00 Visa card for each new member.

## **Tier 2**

Any member who brings in a minimum of 10 new members will receive an Apple iPad with Retina Display, 32 GB with Wi-Fi and Ematic 10-in-1 Accessory Kit w/ Bluetooth Speaker for iPad. Each additional new member, past 10, will receive a \$25.00 Visa card for each new member.

## **Grand Prize**

Grand Prize Winner (The member who recruits the highest number of members) receives a two night WEEKEND stay at Welk Resorts Luxury Villas at either San Diego or Palm Springs resort. (Expires August 11, 2014-based on availability and major holiday periods are blacked out)

## **Rules**

Sweepstakes timeline – August 1st – August 31st at 4:00 p.m.

**Must have each new member application filled out completely, signed and paid in full at time of delivery to Chamber office and by deadline of July 31st at 4:00 p.m. (New member payment must be based on proper number of employees and include processing fee)**



## Members Market their Business to Thousands of Potential New Clients at the Fiesta

The San Clemente Chamber of Commerce presents the Fiesta Street Festival, held on Sunday, August 11<sup>th</sup> from 9:00 a.m. until 7:00 p.m. on Ave. Del Mar in beautiful San Clemente.



The Fiesta Street Festival Block Party represents a variety of activities that attract numerous families and visitors to the Southern California Coast year after year, approximately 25,000 people will attend this year's party.

The San Clemente Street Festival is held on picturesque Ave. Del Mar, where the two main blocks of downtown San Clemente are dedicated to an entire day of FUN.

The Chamber promotes member businesses at this event by hosting a **Business Exposition**.

**The Fiesta Business Expo is a great opportunity for businesses to highlight their goods and services, to literally, thousand of attendees. The Expo gives companies direct contact with numerous potential new customers in a single day!**

In addition to the Business Expo., the Fiesta Street Festival features activities for the whole family, including: Food and game booths sponsored by local nonprofit organizations, three stages with continuous live music throughout the day, contests for all ages, a Salsa Challenge, arts & crafts show, kiddie rides, a classic car & motorcycle show, exhibits, clowns, jugglers, face painters and much more.

Must be a member in good standing to participate in the Business Expo. Sponsorship and marketing spaces are available.

**Visit the Chamber website [www.scchamber.com](http://www.scchamber.com) for an Expo. application – Events – Fiesta – Expo. or call the Chamber for more information at 492-1131.**

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## Providing Networking Opportunities and Business Contacts

### Meet Our New Chamber Members!

#### **Beach City Florist**

1109 S. El Camino Real  
San Clemente, CA 92672  
(949) 361-7913  
[www.beachcityflorist.com](http://www.beachcityflorist.com)  
Business Classification: Florists

Every Occasion  
Flowers, cards,  
balloons, gardens,  
local artists jewelry  
and other gifts.  
We're a small, family



owned custom fine floral provider since 1995.  
We deliver daily to the coastal cities from as far  
south as Encinitas, through Camp Pendleton  
Naval Base and as far north as Huntington  
Beach. With a large selection of fresh flowers  
and new ones personally selected daily, we can  
fulfil virtually any floral request.

We are open six days a week, Monday through  
Saturday for general business hours

#### **D'Vine Salon & Spa**

2716 Via Cascadita  
San Clemente, CA 92672  
(949) 391-7789  
[www.fringe-photography.net](http://www.fringe-photography.net)  
Business Classification: Beauty Salons &  
Services

We offer hair, skin  
and nail services as  
well as sugar waxing  
and makeup service.



*"To nurture our guests with outstanding  
service helping them to feel beautiful,  
relaxed and valued"*



#### **Downtown Flowers & Design**

111 Avenida Del Mar  
San Clemente, CA 92672  
(949) 492-7062  
Business Classification: Florists

Beautiful family  
owned flower  
shop. We carry  
all types of  
flowers, tropicals  
and plants. The  
designer has  
been arranging  
flowers for events



and weddings for 28 years and is one of the  
best out there! Gorgeous flower shop. We  
service weddings and events.

#### **Lake Forest Limousines, Inc.**

P.O. Box 5735  
San Clemente, CA 92674  
(949) 380-7794  
[www.lakeforestlimos.com](http://www.lakeforestlimos.com)  
Business Classification: Transportation

Lake Forest Limos is a full service luxury  
chauffeured transportation provider offering  
sedans, limousines and featuring the Classic  
(American Rolls Royce) 1939 Packard  
services in Orange County, California.

From the time Lake Forest Limos started  
chauffeuring its customers to such locations  
as airports, sporting events, concerts  
and restaurants or servicing its wedding  
customers, the one constant factor is Lake  
Forest Limos high level of service.

As the owner of Lake Forest Limos likes to  
convey, "Lake Forest Limos employees are  
chauffeurs not drivers". This distinction starts  
with the hiring process by selecting people  
that possess the traits and characteristics  
required to be a chauffeur at Lake Forest  
Limos. Lake Forest Limos chauffeurs  
exemplify the ideals and qualities required of  
a good chauffeur such as professionalism,  
punctuality, strong organizational and  
communication skills, a high attention to  
safety and the highest level of service  
orientation.

### June 2013 Anniversaries

The San Clemente Chamber of Commerce  
would like to thank the following  
companies and individuals for renewing  
their membership in June 2013. It is  
through member's renewed annual  
commitment that the Chamber can  
continue to serve the business community  
in an effective manner.

**45 YEARS OR MORE**  
*Lesneski Mortuary*

**40 YEARS OR MORE**  
*Century 21 - O.m.a.*

**30 YEARS OR MORE**  
*Mission Plumbing & Heating*

**25 YEARS OR MORE**  
*Creative Angle*

**20 YEARS OR MORE**  
*Gibbs Law Firm, APC, The  
San Clemente Cove  
Three County Insurance Svcs.*

**10 YEARS OR MORE**  
*Krikorian Premiere Theatres  
Transportation Corridor Agencies  
OC Spine & Physical Medicine  
Swift Health Chiropractic  
San Clemente Self Storage*

**5 YEARS OR MORE**  
*Sea Horse Resort  
San Clemente News  
San Clemente Auto Center  
Cafe Mimosa  
O'Gorman Pacific Realty, Inc.*

**3 YEARS OR MORE**  
*Frank's Auto Collision  
OC Tavern  
Coastal Postal*

**2 YEARS OR MORE**  
*Swipe Merchant Services, Corp  
Tutor Doctor*

**ONE YEARS**  
*Dishin' It Out Communications  
Fringe Photography  
Lee, Kyu H. DMD*



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AUGUST 11, 2013 SAN CLEMENTE FIESTA STREET FESTIVAL  
BUSINESS EXPOSITION APPLICATION

NAME OF BUSINESS \_\_\_\_\_  
CONTACT PERSON \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
CELL PHONE \_\_\_\_\_ HOME PHONE \_\_\_\_\_  
E-MAIL ADDRESS \_\_\_\_\_

The fee for an Expo Space is \$375.00 per 10 x 10 space.

Expo. placement is on the West side of the Library, on the lawn (242 Ave. Del Mar). Participant will be provided with a 6' table. Expo. placement is first come, first serve at event. Sorry, there is NO electricity available. You must provide your own table cloths and chairs. This is another great member benefit – Must be a member of the San Clemente Chamber of Commerce to participate.

**Certificate of Insurance and an endorsement (binding the Cert. of Insurance) naming the San Clemente Chamber of Commerce, City of San Clemente & the City of San Clemente Redevelopment Agency, its Officers, Agents and Employees as additional insured, must accompany this application.** Call your local insurance agency for details.

**Please note: Your insurance will not be accepted without the Endorsement.**

We (I, the applicant and the business I represent), hereby enter the above entry at our own risk and will abide by all rules and regulations of the Fiesta Division. We further agree that if any damages be occasioned, or loss, or damages occur from any cause, to the booth, merchandise, decoration of articles that we may enter with this entry, we will make no claim therefore against the Fiesta Division, the San Clemente Chamber of Commerce, the City of San Clemente, or the City of San Clemente Redevelopment Agency: and we further agree to indemnify and hold harmless the San Clemente Chamber of Commerce, the Fiesta Division or the City of San Clemente, or the City of San Clemente Redevelopment Agency against any legal proceeding for personal injuries or property damage arising from an accident of any cause whatsoever. We understand we have, no larger than, a 10 x 10 space. We understand that we are prohibited from selling T-Shirts, Food and Beverages. We understand that we must be a member of the San Clemente Chamber of Commerce, in good standing, to participating in the Fiesta Business Expo.

Date \_\_\_\_\_ Signed \_\_\_\_\_

Note: Application must bear the signature of an officer of the organization or person designated and authorized by the organization to sign this application.

**\*Deadline for entry is May 31<sup>st</sup>.** Please return completed application to the San Clemente Chamber of Commerce. **No refunds for cancellations.**

Amount \_\_\_\_\_ Check No. \_\_\_\_\_ Date \_\_\_\_\_

**Note: After the event, you must clean up your area. Your space will be inspected, if there is trash, you will not be permitted to attend the following years event. The San Clemente Chamber of Commerce has the right to refuse applicant to participate in the Fiesta Street Festival. Commercial vendors are strictly prohibited. There are no refunds for cancellations!**

# Chamber Markets Your Business at Seafest Business Exposition



With an audience of over 3,000 people expected to attend, the Seafest Business Expo is a great opportunity for businesses to highlight their goods and services. The Expo gives companies direct contact with numerous potential new customers in a single day!

This Exposition is one of our many Chamber benefits. You must be a member to participate. Registration cost is \$200.00. Space is limited, so sign-up soon and don't be left out of this unique marketing experience.

The Business Exposition is held in conjunction with the Annual Seafest, which takes place in the "Pier Bowl" area, overlooking the Pacific Ocean, on **Sunday, October 6<sup>th</sup>**. Please fill-out the attached application to participate.

## ***Sponsorship Available***

**Numerous levels of sponsorship are available. Sponsors receive premium booth space, expanded signage, and logo placement on marketing and advertising materials.** For more information or to get involved, call Norma Hernandez at the Chamber at (949) 492-1131 or sign-up on-line at [www.scchamber.com](http://www.scchamber.com).

Together we're Better!



# Chamber Promoting the Community at San Clemente Seafest

Mark your calendar - The San Clemente Chamber of Commerce is hosting the **26th Annual San Clemente Seafest** on Sunday, October 6, 2013, sponsored by **Fisherman's Restaurant and Bar, Southern California Edison, CR&R Environmental Services, The Crab Pot, San Clemente Cove, Wal-Mart, Universal Press, The Warehouse, Usedsurf.com, EDIT, San Onofre Surf Co., SUPCO, OK, The City of San Clemente, Costco Wholesale, Rocket Fizz Soda Pop & Candy Shop and San Clemente High School.**

The Seafest features a **Chowder Cook-off, Fisherman's Lobster, Business Exposition, Arts & Craft Show, Surf Contest, Children & Teen Contests, Children's Complementary Arts & Crafts and a U.S. Coast Guard Search & Rescue Demo Operation** all taking place at the historic San Clemente Pier area.

## Chowder Cook-off

A Chowder Cook-Off with area citizens, restaurants, and businesses competing for the best tasting chowder this side of New England.

Chowder tasting begins at approximately 11:00 a.m. and concludes at approximately 1:30 p.m. Tickets are \$6.00 for five tastes.

## Fresh Seafood

**Fisherman's Restaurant and Bar** will be serving a variety of their culinary delights right on the beach - Fresh Seafood such as *Lobster, Oysters on the Half Shell, Crab, Steamed Mussels & Clams and much more.*

## Surf Contest

The 16<sup>th</sup> annual Seafest Surf Contest is back and bigger than ever. This exciting event features local amateur surfers competing for a variety of prizes and trophies.

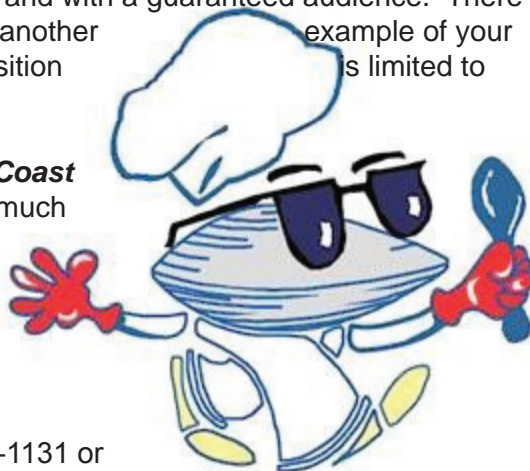
## Business Exposition

The Seafest will include a Business Exposition with over 3,000 people attending the event (800 additional attendees via Train). What a great venue to market your business, and with a guaranteed audience. There is a nominal fee for the space and tables are provided. This is just another example of your Chamber working to help promote member businesses. This exposition is limited to members only and there will be limited entrants, so sign up soon.

The event will also include: An **Arts & Craft show, United States Coast Guard Search and Rescue Demo Operation, face painting** and much more.

Free shuttle parking is available at the San Clemente High School, 700 Ave. Pico.

For information regarding the event, tickets, surfing, vending and sponsorship opportunities call the Chamber office at (949) 492-1131 or visit our website at [www.scchamber.com](http://www.scchamber.com)



# Outrage of The Month

## Labor Leaders Says "Off With Their Heads"



In a video posted online, Karen Lewis, president of the Chicago Teachers Union, praised the violent tactics that an earlier generation of labor leaders used to resolve their differences with the wealthy. "The labor leaders of that time, though, were ready to kill. They were just off with their heads," Lewis said this past December. Chicago Public Schools issued a statement critical of the comment.

## What Can the Chamber Do For Me?

Are you a New Chamber Member or would you just like to get an update on the many valuable benefits available to you through your Chamber Membership and at the same time meet and network with new members.

The Chairman for the Ambassador's Council cordially invites you to attend a **Membership Orientation on Friday, August 23rd at OC Tavern**, 2369 S. El Camino Real, San Clemente at 12:00 p.m.

## Nominating Committee accepting nominations for Board of Directors

Are you interested in serving on the Chamber's Board of Directors? All current members in good standing and hold a business membership classification are eligible to apply to serve on the San Clemente Chamber of Commerce Board of Directors.

Board meetings are held monthly, with three-year terms beginning February 1, 2014.

The San Clemente Chamber's Board of Directors creates and implements Chamber policy and serves as a business advocate through the Chamber's outreach programs and activities.

The Chamber's Nominating Committee will select the final slate of board nominees. If you're interested in being considered for this slate, call San Clemente Chamber of Commerce CEO Lynn Wood at (949) 492-1131 for more information and to receive an application. Your application, cover letter and resume must be submitted to the Chamber by October 1, 2013.

# South Coast Area DIRECTORY

is a yearly publication of the San Clemente Chamber of Commerce

The 67<sup>th</sup> edition of the South Coast Area Directory is out, your local phone book-produced by the San Clemente Chamber of Commerce for 66 years, is approaching.

Reserve your space now, call the Chamber office as soon as possible to place your advertisement. Remember...as another Chamber benefit your price is 25% less to advertise than non-members.

- ☐ Business card size ad is \$374 a year.
- ☐ Advertising costs per year, what some competitors charge per month.
- ☐ Online directory
- ☐ Chamber member benefit 25% off advertisement.



Produced by the San Clemente Chamber of Commerce  
1100 N. El Camino Real  
San Clemente, CA 92672  
Phone: (949) 492-1131 Fax: (949) 492-3764  
[www.scchamber.com](http://www.scchamber.com)



# Discover & Explore Scenic Ireland

Chamber  
**Discoveries**  
Journeys of Discovery



CASTLEMARTYR

## 8-Day Journey

### Highlights:

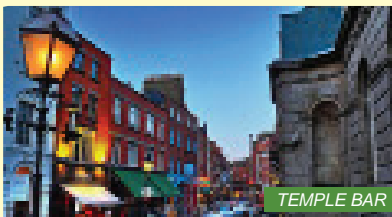
- Round trip scheduled airfare
- Round trip transfers between airports and hotels
- Personal airport VIP greeting and check-in service
- Pre-departure orientation and travel documents
- 6 nights at Castlemartyr Villas
- 1 dinner
- Irish folk evening
- Breakfast provided in self catered pre-stocked Villa
- Discovery Program Guide
- Cliffs of Moher
- Rock of Cashel
- Kilkenny Castle
- Killarney
- Excursion to Ring of Kerry

Single  
Hotel  
Holiday!

## Dublin Post-Tour

2 nights - \$499

Extend your stay with 2 extra nights in Dublin, Ireland's majestic capital, including a visit to Trinity College home of the Book of Kells, St. Patrick's Cathedral or O'Connell Street.



TEMPLE BAR

## Day by Day:

**Day 1:** Board your transatlantic flight

**Day 2:** Arrive in Ireland and transfer to your Castlemartyr Villa for 6 nights

- Remainder of day at your leisure

**Day 3:** Cliffs of Moher

- Visit the Cliffs of Moher and stop at Visitor Centre
- Free time to explore shops, cafes and pubs
- Return to Castlemartyr

**Day 4:** Castlemartyr

- Today you can explore on your own
- Waterford optional tour
- Local Chamber Visit

**Day 5:** Ring of Kerry Excursion

- Stop in Killarney
  - Return to Castlemartyr
- Day 6:** Cashel - Limerick
- Explore the Rock of Cashel
  - Visit Kilkenny Castle
  - Enjoy Irish folk entertainment & dinner

- Return to Castlemartyr

**Day 7:** Castlemartyr

- Today is at leisure

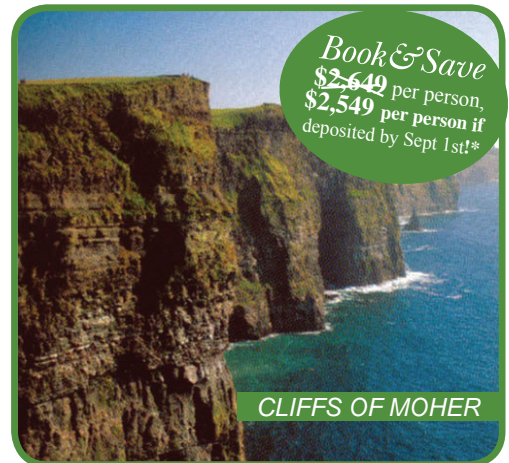
**Day 8:** Breakfast at your hotel

- Transfer to airport for flight home

*Departing  
March 12, 2014*

*For more information,  
please contact  
Lynn Wood at  
(949) 492-1131*

*Book & Save  
\$2,649 per person,  
\$2,549 per person if  
deposited by Sept 1st!\**



CLIFFS OF MOHER



.... = Flight, — = Motorcoach, ④ = # of nights



## CHAMBER AMBASSADORS

### CHAIRMAN

**Burton Brown**

*Capstone Affluent Strategies*

**Beth Apodaca**

*Creative Angle*

**Ray Arocho**

*CDA Law Center*

**Timothy Dishong**

*Edible Arrangements*

**Kelly Finney**

*San Clemente Office Suites*

**Cindy Holmes**

*Civilian*

**Tyler Johnson**

*Chiropractic Center*

**Elaine Kwoh**

*Servpro San Clemente*

**Ben Medina**

*Friendly FixIT*

**Scott Melcher**

*Paradise Miniature Golf*

**Jerry Quinlan**

*Quinlan Properties*

**Luigi Scollo**

*Link Web Services, Inc.*

***Ambassadors generate goodwill among the present and potential Chamber of Commerce members, local business and the community in which we live and conduct business. Ambassadors are committed to membership retention within the Chamber of Commerce and attend new member receptions, Sunset Networking functions and Grand Openings.***

# Chamber Markets Member Businesses

The San Clemente Chamber of Commerce is producing the annual **Business Resource Guide**, which will be direct mailed to all the members and distributed throughout the year to pertinent community locations and to all new members. *This important Business Guide is produced to help market your business to other Chamber members.* The Guide will feature a listing both by alphabetical order and by business classification, as well as showcasing San Clemente. This is a complimentary service from your Chamber of Commerce.



**As a Chamber Member, you can have the unique opportunity to advertise in this Member to Member Business Resource Guide** by purchasing an advertisement.

*On page 15 are the Pre-Pay Rates - **Members take a 25% Discount***

Reserve your spot in our 1st Edition publication

Don't be left out. There is limited space. Deadline is August 1st. Call the Chamber for more info at 492-1131.

The Resource Guide is another example of how your Chamber is promoting your business.

***Together We're Better!***



# Creating a Strong Local Economy



## 1st Edition Business Resource Guide

### COVERS - Full Color Ads

\*Page size - Trim: 8.25" x 10.75"

\*Bleed: 8.5"x11"

\*Safe area: 7.25" x 9.75"

(Please make sure all text is within Safe Area)

AD	SIZE	RATE	PRE-PAY RATE
Back Cover	see above*	\$4,190	\$3,890*
Inside Front	see above*	\$3,690	\$3,490*
Inside Back	see above*	\$3,490	\$3,290*

### PREMIUM (Editorial/Demographic Section) 4- Color Ads

AD	SIZE	RATE	PRE-PAY RATE
First Page	see above*	\$3,490	\$3,290*
Full Page	see above*	\$2,890	\$2,690*
1/2 Page	7.25" x 4.75"	\$1,990	\$1,790
1/3 Page	7.25" x 3"	\$1,690	\$1,490

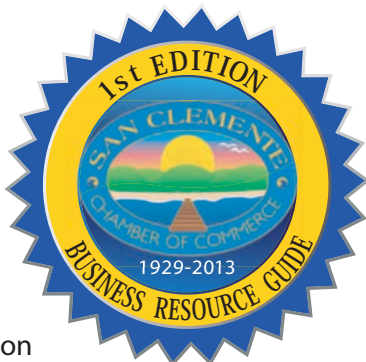
### BUYER'S GUIDE SECTION — Black & White Ads

AD	SIZE	RATE	PRE-PAY RATE
Full Page	see above*	\$1,690	\$1,490
1/2 Page	7.25" x 4.75"	\$1,090	\$990
1/3 Page	7.25" x 3"	\$890	\$790
1/4 Page	7.25" x 2.25"	\$790	\$690
1/6 Page	4.75" x 2.25"	\$590	\$490

### 25% OFF FOR SAN CLEMENTE CHAMBER MEMBERS

All rates are subject to change without notice.

- 15% charge for premium/special position



### BUSINESS GUIDE LISTINGS

No discounts given on listings.

One free listing under business category.

### ONE BOLD LISTING \$150

(Free with advertisement)

### ADDITIONAL BOLD LISTING \$75

### MULTIPLE ADVERTISING INSERTIONS

If you purchase more than one ad, the most expensive display ad is sold at full price.

Each additional display ad of the same or lesser value will be discounted 25%.

### GRAPHICS REQUIREMENTS

When supplying your ad material for our directory, please keep in mind the following guidelines:

- PDF documents preferred
- All fonts must be embedded or converted to outlines
- Convert all colors to CMYK.
- Images must be at least 300dpi and should be placed at 100%.

### WE CAN CREATE YOUR AD AT NO CHARGE!

If you would like us to create your ad, please submit all the following:

- All text for the ad
- All images including logos should be jpg, eps, or tiff.
- All advertisers get one (1) adjustment/design change after the initial proof is presented.

### ADVERTISING DEADLINE

All space must be reserved by Aug. 31, 2013

Please contact  
**NORMA HERNANDEZ**  
at 949- 492-1131  
or [nh@scchamber.com](mailto:nh@scchamber.com)

## Upcoming Chamber Meetings & Activities...

Sunday, August 11  
**FIESTA STREET  
FESTIVAL**  
on Ave. Del Mar  
from 9:00 a.m. - 7:00 p.m.

Friday, August 23  
**Membership Orientation**  
at OC Tavern  
at 12:00 p.m.

Friday, September 20  
**Membership Orientation**  
at OC Tavern  
at 12:00 p.m.

Friday, August 16  
**Ribbon Cutting**  
  
209 Avenida Del Mar  
at 11:30 a.m. - 12:30 p.m.

Friday, August 30  
**Ribbon Cutting**  
  
2716 Via Cascadita, SC  
at 11:30 a.m.

Thursday, September 26  
**Business Networking  
Luncheon &  
10 Year Anniversary**



32082 Camino Capistrano, SJC  
at 11:30 a.m.  
\$15.00 pp – cost of lunch

Saturday & Sunday,  
August 17 & 18  
**Arts & Craft Faire**  
at Community Center  
at 10:00 a.m.

Friday, September 20  
**Board Meeting**  
at SDG&E  
at 7:30 a.m.

## Chamber Major Events

Fiesta Street Festival – Sunday, August 11, 2013 at Avenida Del Mar at 9:00 a.m.

Seafest – Sunday, October 6, 2013 at the SC Pier at 9:00 a.m.

Taste of San Clemente – Friday, November 1, 2013 at the Casino San Clemente at 6:00 p.m.

Annual Meeting of Members, Installation of Officers & Award Ceremony - Thursday, February 20, 2014 at the Bella Collina Golf & Towne Club at 6:00 p.m.

San Clemente Mixologist Competition - Thursday, March 20, 2014 at BeachFire, 204 Ave. Del Mar at 3:00 p.m.

State of the City – Friday, April 11, 2014 at the Bella Collina Towne & Golf Club, 200 Ave. La Pata at 11:30 a.m.

San Clemente Microbrew Festival - Saturday, April 26, 2014 at Left Coast Brewing Company, 1245 Puerta Del Sol at 12:00 p.m. \$25/\$35

Annual Golf Tournament – Friday, May 2, 2014 at the Marine Memorial Golf Course at Camp Pendleton at 11:00 a.m.