

BUSINESS

JOURNAL

SERVING LAKE ARROWHEAD AND THE SURROUNDING COMMUNITIES

"Promoting a positive, vital economy for the benefit of our members"

Bye Bye Business Journal, HELLO Lake Arrowhead *Life*

Get your information out to over 60,000 unique visitors each month via the Chamber's new digital monthly publication!!
This is an AWESOME member benefit

Beginning on August 5, the Business Journal will cease to exist and a new digital publication titled *Lake Arrowhead Life*, will take its place. *Lake Arrowhead Life* will be similar to the Business Journal in many ways, but will be a greater benefit to Chamber members. One of the first big changes is that it will primarily be available via the in box of your computer. A few hard copies will be available at the Chamber's Visitor Center, but this new publication, highlighting the Lake Arrowhead Communities, will arrive in the inbox of your computer the first Thursday of every month.

Lake Arrowhead Life will be distributed to all chamber members as well as residents and visitors who ask to be added to the email list. The Chamber has over 3,000 names currently on our email list and will have several thousand more by the end of the year. Remember, if you would like us to add your customers to our email list, just

send us your list and we will take care of the rest, along with an "opt out" option for anyone who does not want our information.

This new publication will also feature coupons from Chamber members that can be download or picked up at the Visitor Center. The Visitor Center staff is constantly asked for area coupons so this new program will be of great benefit to both the visitor and the Chamber member. The price to participate in the coupon program is \$150.00 and your coupon will be available via the internet as well as at the Visitor Center. You can participate in the coupon program by contacting the Chamber office.

Lake Arrowhead Life will be available on the internet, the link will be highlighted on the front page of the Chamber's website and what's new and unique about advertising in this new publication is that within your ad will be a direct link to your webpage. Much more visibility for Chamber members who advertise!

For advertising information, please contact Marianne DuPlain at (909) 336-1059.

The same deadlines will apply to *Lake Arrowhead Life* as the Chamber had for the Business Journal - we need to receive your information by the 15th of the month prior to when your article will run. *Lake Arrowhead Life* will be digitally published the first Thursday of every month.

So, bottom line, if you would like to receive *Lake Arrowhead Life*, please send an email to update@lakearrowhead.net and put *Lake Arrowhead Life* in the subject line - the Chamber will take care of the rest! Your email address will never be shared with anyone - we keep our list totally private. It's an easy way to stay up on all that is happening within the Lake Arrowhead Communities!

JULY 2010

July Mixer Hosted by Wildwood Canyon Villa



Thursday, July 29th is the date for the next Lake Arrowhead Communities Chamber of Commerce Mixer hosted by Wildwood Canyon Villa. Please join us for another great networking opportunity, great food and beverages and wonderful opportunity drawing gifts. Plus, you will have an opportunity to learn about Wildwood Canyon Villa's Assisted Living and Memory Care Gardens. The event is from 5:00p.m. - 7:00 p.m. and will be held on Lake Arrowhead communities Chamber of Commerce deck, just across from Center Stage, 28200 Hwy. 189, Lake Arrowhead.

I FLIP for Lake Arrowhead

Do you own a FLIP video camera, or any other video camera for that matter? If so, this is for you....

The Lake Arrowhead Communities Chamber of Commerce is running a promotion through the end of October looking for the best of the best 30 second to 2 minute video's of things to experience, events, scenery, etc. found throughout our communities.

We are working on a new website that will have plenty of video so if you are a budding FLIP video aficionado, please send us your video submissions. If your video is chosen, you will not only receive acknowledgement on www.lakearrowhead.net but there will be a grand prize winner chosen who will receive a three night stay at the Lake Arrowhead Resort and Spa, a variety of gift certificates and some other great things to make your stay with us memorable.

Please submit your videos to leslie@lakearrowhead.net. All submitted videos will be reviewed by the Marketing Committee and become property of the Lake Arrowhead Communities Chamber of Commerce to use at their discretion.

We hope you will participate in this fun promotional program and we thank you for your help adding video to our new website.



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Be Our Friend on [facebook](#) - Lake Arrowhead Communities Chamber of Commerce and Follow us on [twitter](#) @ LAChamber.

CHAIRMAN'S CIRCLE

The Lake Arrowhead Communities Chamber of Commerce would like to thank our "Chairman's Circle" members for their ongoing support of all functions and events for 2010:

Prudential California Realty

Andy and Yucky Center - Owners

AAA Vacation Rental Homes



THE MOUNTAIN HOME IMPROVEMENT EXPO
WWW.MHIMOTHEWORLD.NET

LACCC STAFF

Lewis Murray – *President, CEO*

Leslie Saint McLellan –
Director of Marketing & Tourism

Ariane Ingham –
Skyforest Visitor Center Manager

Paula Arthur –
Cameron Barlow –
Chelsea Bennett –
Joanne Callura –
Michelle Daun –

Visitor Information Specialists

Margie Smith – *Welcome Program
Coordinator*

Sandra Koos –
Marketing Department Volunteer

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FROM THE CHAIRPERSON OF THE BOARD - Sondra Hughes



From left to right; Sue Parks, Wayne Palmer and Sondra Hughes.

The Association of Building Contractors (ABC), which began in 1962, started one of the most popular events in the community - the Mountain Home Improvement Expo.

The Expo was begun with the

idea to raise the visibility of ABC and to showcase current trends in home improvement.

With 194 members including building contractors, architects, engineers, and attorneys involved, the public has an organization to count

on when questions and/or problems related to construction arise.

Wayne Palmer, the current ABC president, told me he got involved in 1996 because he wanted to contribute to the betterment of his profession. ABC joined the Chamber in the early 90's because the Chamber was the "go to" place and was (and still is) "the glue that holds the community together." Sue Parks, executive director of ABC, began as their secretary and has been with them all along the way. She stated that working with the Chamber year after year to put on the Mountain Home Improvement Expo is relatively easy since the Chamber has the contacts and helps with the organization of the event.

"ABC even does house calls," Wayne adds, "to help things get worked out between the builder and the contractor."

We appreciate ABC and thank them for hanging in there with this very visible and educational event which helps their members display their products and services and is a benefit for those who live here too. Hopefully, this will be a growth year for our local contractors, especially in the remodeling arena!

PRESIDENT/CEO REPORT



LEWIS MURRAY

This will be the last issue of the Business Journal that will be printed and distributed in the Mountain News. Before I talk about what we will be doing in the future, I would like to take the opportunity to thank the Mountain News and specifically, Harry Bradley & Angela Yap for many years of a successful partner-

ship. Their vision and guidance has been invaluable to the success of this publication and the Lake Arrowhead Communities Chamber of Commerce will be forever grateful.

Beginning in August, we will be publishing our new newsletter, *Lake Arrowhead Life*, almost completely electronically. We will have a link on our website www.lakearrowhead.net, and we plan on printing copies as needed for distribution at our Visitor Center.

But what we are most excited about is our plan to begin delivering the Chamber Newsletter electronically to your email box beginning this August. We believe this is an efficient and environmentally friendly way of sharing news of the Lake Arrowhead Communities Chamber.

By producing it electronically, we will have the option to make it as short or long as needed. We will be able to add content up until the last

minute, and we will be able to customize each issue to reflect the issues and events affecting our members and the community.

There is one thing we need your help with; we are trying to build up an email data base that we will use to deliver *Lake Arrowhead Life*. If you are receiving emails from the chamber, then you are already on our list. If you aren't, and you would like to receive our newsletter as well as other upcoming events and activities via email, please send your email address to Update@lakearrowhead.net. We currently have over 3000 email addresses on our list, but we want to make sure that we have yours. We promise that your information will be kept confidential, and we do not share our list with anyone.

Keep your eyes open for the Inaugural edition of *Lake Arrowhead Life*, coming soon to an email box near you!

EXECUTIVE COMMITTEE

Sondra Hughes – Chairperson
Sondra's Wild Sophistication

**Cyndy Davidson –
Chairwoman-Elect**
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Chris Walters – Vice Chair
Belgian Waffle Restuarant

Deanna Veitia – CFO
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Steve Caloca – Secretary
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Stacey McKay – Past Chairperson
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Angela Yap
Mountain News



CAROL BANNER

We have all watched with amazement as our own Lake Arrowhead Communities candidate for the Republican nomination for the 59th District Assembly District seat, Tim Donnally, gained sufficient votes to win in a field of five Republican aspirants. The seat is being vacated by Anthony Adams. Tim Donnelly will be the Republican candidate for the seat in November. Please understand that this is not an endorsement for Tim from the Chamber – but rather congratulations to our Mountain neighbor for gaining this nomination from our very small area of the 59th State Assembly District. Tim attended our Government affairs meeting in May. We are hopeful, should he win in November, that he will attend our meetings or send a representative each month as Assemblyman Adams has done.

As summer approaches, fire concerns come too. Mark Peebles of County Fire said that there would be no staffing reductions and that County Fire has been working on fuel breaks along the north side of our communities. Glen Barley of CalFire reported that they are at peak staffing as well.

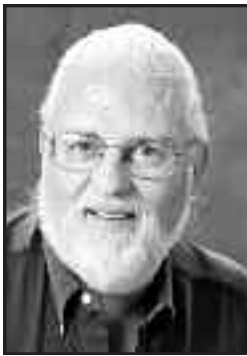
Senator Bob Dutton's representative, Larry Broedow, reported on several bills that the Senator is attempting to move along – among them a bill to prevent giving unemployment benefits to termed out legislators and a bill to make it mandatory for the Air Quality Management District to provide information on the financial impact of every regulation proposed. Larry has been a regular at our meetings and his reports from the State Capitol are very much appreciated.

Marc Lippert of LACSD reported that due to the very wet spring, customers were urged to hold off landscape irrigation until June 1. Marc told of the Village turf project as well as the demonstration garden being installed at Mountains Community Hospital. These are water saving demonstrations. Check them both out – they look great!

Our committee meets on the first Tuesday of each month at 8:00 a.m. and attempts to be done by 9:00 a.m. If you have an interest in how politics impacts our business community and what we can do about it, we welcome you!



In the June issue of the Business Journal the photo in Sondra Hughes' column was incorrect. The photo should have read Longtime Chamber supporter Rita Price and her father. The Chamber regrets the error.



Charles F. Peters, CPA

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Lake Arrowhead Village

You Might Qualify for This New Business Credit

Is your business eligible for the new small employer health insurance credit? Here's how to decide, by the numbers.

• **25.** One of the requirements for meeting the definition of "small employer" is that 25 or fewer "full-time equivalent employees" worked for you during the year.

What to do. To calculate full-time equivalent employees, you need the following two numbers:

1. The total hours worked by all your employees during the year (excluding seasonal workers and family members), which you'll divide by –
2. 2080 (the maximum qualifying annual work hours, or 52 weeks x 40 hours per week).

Why bother with the special wording and the math? If some of your workers are on a part-time schedule, you could have more than 25 employees and still qualify for the credit.

• **\$50,000.** A second requirement for meeting the definition of small employer: Paying average annual wages of less than \$50,000 to full-time equivalent employees.

What to do. Compute average annual wages by dividing total wages you paid during the year by the number of full-time equivalent employees. Wages paid to family members or to yourself are not included.

• **50%.** You have to pay at least half of the health insurance premiums for your employees. Note: Under a transitional rule available for 2010, you might qualify if you pay less than 50% of the premiums for certain employees, depending on the coverage.

Do the numbers look good so far? If so, here's one more. • **35%.** The maximum credit you can claim is 35% of qualifying health insurance premiums paid during 2010. You'll take the credit on your 2010 federal income tax return, using it to reduce your income tax liability dollar for dollar.

The credit can be applied against regular income tax or the alternative minimum tax and you can carry any excess to future years.

Home Tour Tickets Now On Sale!

Tickets are on sale for the 36th Annual Home Tour!

The Lake Arrowhead Communities Chamber of Commerce will be presenting the 36th Annual Home Tour on Saturday, September 18, 2010 from 9am – 5pm. Ticket price is \$25 per person and includes a ticket to view the 4 homes, a boat shuttle to one of the homes, a wine and cheese reception at the Arrowhead Lake Associations Burnt Mill Beach Club and a souvenir wine glass. Tickets are available online at www.lakearrowhead.net or by calling the Chamber at (909) 337-3715.

The Lake Arrowhead Communities is full of spectacular homes and the only way to view some of the most impressive residences in the area is to participate in the annual Home Tour. For 35 years a wide variety of homes have been featured – from lakefront mansions

to historic cabins. The annual Home Tour shows off the best of the Lake Arrowhead Communities.

Ticket prices are as follows:

- \$25 per person if tickets are purchased prior Saturday, September 4.
- \$35 per person if tickets are purchased after September 4. (If any are available).

The Home Tour is the primary fundraiser for the Lake Arrowhead Communities Chamber of Commerce. It takes approximately 300 volunteers to staff the Home Tour. All money raised from this event is put directly back into the communities.

Make the most of your Home Tour experience by participating in our special Friday Night VIP Party, from 6:00 pm – 10:00 pm on September 17, 2010!

Our Friday Night, VIP Event is

a fun way to kick off Home Tour Weekend and showcases one of Lake Arrowhead's most wonderful estates.

This year's event is different from previous years as we are taking the economy into our planning. Last year, we drastically reduced the price, and will continue again this year. As always, this is the party of the year! Even if it is scaled down just a bit!

The only way to view the home is by attending the Friday Night VIP Event as this wonderful home is not on the Saturday Home Tour.

The price for this exclusive event is \$80 per person and includes admission to the Saturday Home Tour. (You can purchase a ticket for the VIP event only for \$65)

The Friday Night VIP Event begins at 6:00 pm and ends at 10:00 pm. Tickets are limited so order now!

BLUE JAY Community UPDATE

by Allison Banner

BLUE JAY MEMBER OF THE MONTH

Blue Jay Business Association has been through many changes this past year and we are thrilled with the response. Our purpose is to promote the members of the Association, which has been revamped with new bylaws, a new board (Linda Miller, Katie Carson, Jamie Zinn, Allison Banner, Dr. Wes Kohtz, Melinda Smit, Cindy Wagner), more events (Blue Jay Quilt Walk, Friday Merchant nights, and others to come), a brochure of the town, a sponsorship program, and increased membership. Blue Jay itself is going through many changes with new tenants moving in and we are excited to have a renewed enthusiasm in town. Many thanks to our sponsors, Jensen's finest Foods, Triple Edge Financial Services, Coldwell Banker Skyridge Realty, Mountain Theater, McDonald's and Primerica. Their generosity is making it possible for us to better promote the Blue Jay Merchants. This month, Blue Jay is showing it's heart by supporting the fire men collecting money for the Ron Reed Firefighter Fund, (a fireman who needs cancer treatment), Kayla Gronley, a girl with leukemia, to make her Kids Wish Network wish come true by sending her and her family to Disney World in Orlando, help in sponsoring Kaleigh Erber as Miss Blue Jay in the Miss Teen California Pageant and running a food/goods drive for the Crestline Food Bank. To become a member or sponsor, or to donate to the above causes please call Allison Banner at 337-8298 or Katie Carson at 337-2344. In the meantime, enjoy Blue Jay, it's stores, restaurants, services, and events.

Arrowhead Goes Wild Save the Date - August 21st

Join in on all the "wild" fun at Wildhaven Ranch's yearly Gala. The evening begins at 4:00 p.m. with a VIP Tour which includes Champagne and delicious appetizers, followed by a "wildlife walk" (\$50 per person), then at 5:30 p.m. the evening entertainment begins including a gourmet dinner with wine, a silent auction and a live auction (\$100 per person). Don't miss this wonderful fund raiser for Wildhaven Ranch! For reservations, or additional information, please call (909) 337-1391 or (909) 337-7389.



PH held a career day for their students in June. Twenty-five local business people took an afternoon to discuss their careers with 4 separate sessions of 30 students each. It was a great afternoon! Pictured here is Leslie McLellan, Director of Marketing and Tourism for the Lake Arrowhead Communities Chamber of Commerce telling students all about what is involved with a marketing career.

Story Time at the Lake Arrowhead Resort and Spa

Have you ever wondered what it is like to see the world through the eyes of a bug, or to bravely fight a forest fire to save your family and friends? Kids (and parents) of all ages are invited to bring their imaginations to the Lake Arrowhead Resort every other Saturday at 3:00 p.m. for summer STORY TIME. In addition to taking a mind-exploration of our forest and nature, kids will make a cool craft as a take-home reminder of what they have learned! Here is the scheduled:

- Sat., July 10 - Sun, Moon & Stars, by Stephanie Turnbull & Star Seeker, by Therresa Heine & Victor Tavares
- Sat., July 24 - Firefighters, by Katie Daynes & Fred The Firefighter, by Jo Litchfield & Felicity Brooks
- Sat., Aug. 7 - Baby Bear Isn't Hungry, by Michael Elsohn Ross & Big Brown Bear's Up And Down Day, by David McPhail
- Sat., Aug.21 - Forest For All, by Melanie Richardson Dundy
- Sat., Sept. 4 - Stella And Roy Go Camping, by Ashley Wolff
- Sat., Sept. 18 - Stella Luna, by Janell Cannon

Summer STORY TIME is part of a full schedule of interpretive programs offered to area residents and Lake

Arrowhead Resort guests. It's fun! It's free! Simply stop by the Concierge Desk to sign up! Kids and their parents will meet at 3:00 p.m. in front of the huge window of the Aromas/Adventure Outpost located inside the Resort, and then walk over to the fireplace area to the left of the lobby.

Parents must sign in, provide a cell number, and remain within the Resort. (Sorry, no drop-offs!) A special 10% discount will be offered on the STORY TIME book(s) as well as related merchandise - Saturday ONLY!

STORY TIME is one of many interpretive programs offered at the Lake Arrowhead Resort by the San Bernardino National Forest Association. This unique partnership helps to support six programs within your National Forest, and include Forest Care, the only National Children's Forest (Running Springs), Fire Lookout, Off Highway Vehicle, Los Angeles Urban Conservation Corp, and the Big Bear Discovery Center. Visitors and residents are encouraged to support the continuation and conservation of their National Forest through becoming an annual member of the San Bernardino National Forest Association. For further information, please go to www.sbnfa.org, or pick up a membership application at the Resort. SBNFA is a 5013c non-profit corporation.

CAN YOU READ??? STORY TIME readers are needed! If you would like to volunteer one or two days per month, please contact Jen McGeehan at 909.382.2843 or e-mail: jmcgeehan@fs.fed.us. For further information, please contact the Lake Arrowhead Resort at 909.336.1511.

Marketing F.Y.I.

Passion

Whether it's FIFA World Cup Soccer or Social Media – You gotta have it!

Everything I learned about soccer was from my kids playing it when they were little. The main thing I learned from those few brief years that we followed soccer was that soccer fans have PASSION. With the FIFA World Cup in our minds we've seen some wonderful insight to the passion of soccer.

In June I met with 2 businesses – one I had met with several months ago and spent a few hours discussing social media and helping them set up their Facebook and Twitter pages. The second business came to me for the first time to start the social media discussion.

Here's how the 2 meetings went down:

The business I had met with before came back to me for a refresher as they had not done anything with their social media presence. They said they had been "too busy" and they were wondering how social media could be done with very little effort.

I said to them the very same thing I said in our first meeting, "Social media takes your time, but not dollars from your marketing budget. You have to be willing to invest the time though to make it work for you."

Now I realize that I left out a very important statement in speaking with them the first time around. You must have the PASSION for social media in order to make it work for you. Without the passion, the excitement for what you can attain for your business, there is no way that social media will work for you.

I told them this during our second meeting, but there was no spark. No passion. I think they will decide that social media is simply not for them.

The second business I met with has the passion. I told them right off that they had to be passionate about



Leslie Saint McLellan, Lake Arrowhead Communities Chamber of Commerce Director of Marketing and Tourism

their social media programs and they in turn told me about all the reading and research they had already done, the excitement that they felt and their enthusiasm for getting their sites up and running right away.

I have no doubt that they are ready and willing to invest their time in social media in order to expand their business opportunities.

So I learned something very valuable these past few weeks. I learned how to better start a social media discussion – throw the passion card on the table first and see how the business responds. I think that will cut to the chase and it will be easy for a business or organization to decide if social media is right for them.

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Starting Your Own Business

Tips for turning a hobby into a profitable business

With the economy the way it is today, jobs are hard to find. Starting your own business might be the only way to earn a living. You have to have a good idea, map out all the details needed to put it into operation, and be firmly convinced of your ability to make it work. Having it all worked out in your head is one thing, but it's only when you take the time to create a written document that embodies your thoughts that you realize the scope and magnitude of what's involved in running a business. In your head, you've concentrated on the idea. In your business plan, you can examine the nuts and bolts of running a business to make the most of your idea.

A well developed plan can serve as one of your most important management tools. A good plan will provide a blueprint and step-by-step instructions on how to translate your idea into a marketable service or product. Once the business plan is in writing, you need to follow it so you can stay on track and avoid costly mistakes. It might also help when it comes time to find investors.

You'll also need to develop a marketing plan. You won't sell your product or service unless the public knows you exist. The Internet has become a great place to advertise your business, and the costs you incur are deductible as advertising expenses once the business is open.

There are several different forms of business entities: corporations, partnerships, sole proprietorships, and limited liability companies (LLCs). What type of entity should you choose? Getting good advice from your tax professional prior to starting any business activity will save you time and money later.

For additional information for answers to your specific personal financial situation, please contact our office to schedule your free tax or business review consultation at (909) 337-9990 or email us at Info@TripleEdgeFS.com.



Jamie M. Zinn

2007 California Business Woman of the Year
2006 California Business Woman of the Year
2006 Congressional Medal of Distinction Recipient
2004 Congressional Medal of Distinction Recipient

Any information you obtain from this article is not intended to be individual legal, accounting, tax, investment or other professional advice. Each individual tax situation is different and all tax advice is fully dependent on the independent facts of each individual's financial situation.

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Contact us at

909.337.9990
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What a Great June Mixer!

The Corral hosted a fabulous Lake Arrowhead Communities Chamber of Commerce Mixer in June. In order to make this one extra special they obviously contacted Mother Nature first who graciously provided all of us with a perfect summer evening. The temperature was fantastic! The Corral itself is nothing short of spectacular - if you have not been there lately, you must go and check out the fantastic, varied inventory they have!

Then, as if that was not enough already, they provided a very special BBQ dinner for everyone and had our local favorite band The Excellent Dudes provide the entertainment. The huge parking lot in front of the store was

filled with tables and chairs and it ended up being standing room only. A variety of community members also provided opportunity drawing prizes which culminated with a grand prize provided by The Corral.

Those who contributed are:

Coach
Belgian Waffle
The Wishing Well
Thomas Kincaid Gallery
Leroy's (Boat Ride Tickets)
Just Browsing Gifts
Vino 100

A huge thank you goes out to The Corral owners Camille & Ric Babcock and their super staff for a really nice night out.



15th Annual Mountain Home Improvement Expo

For two days mountain homeowners visited booths scattered throughout the peninsula at Lake Arrowhead Village seeking answers to home improvement questions and looking for ways to enhance their homes. The 15th Annual Mountain Home Improvement Expo, sponsored by the Lake Arrowhead Communities Services District in partnership with the Association of Building Contractors and the Lake Arrowhead Communities Services District made it easy for those looking for home improvement services to find exactly what they need on a one to one basis. With nearly 30 booths and a steady stream of traffic, the Mountain Home Improvement Expo was a highlight of another beautiful Lake Arrowhead weekend.

Two awards are given out at the event:

Best Booth was awarded to Rimforest Lumber
People's Choice was awarded to Skyline Ponds

Thank you to all who participated ~ whether with a booth or by visiting the Expo, it was another great Lake Arrowhead event!



Lake Arrowhead Magazine Highlights Local Businesses and Boosts Tourism

Lake Arrowhead Magazine celebrates ten years of continuous success. The premier issue of Lake Arrowhead Magazine was introduced as a request from the Lake Arrowhead

Communities Chamber of Commerce. The Lake Arrowhead Magazine has been used as the official publication promoting Lake Arrowhead by many organizations and agencies including the Lake Arrowhead Chamber of Commerce, the Lake Arrowhead Film Festival, the Lake Arrowhead Village and the local real estate community.

The Lake Arrowhead Magazine highlights the beauty of our mountain lifestyle, local residents, local businesses and attractions. It also highlights our local history. It is distributed extensively throughout the mountain and in all major business locations including Lake Arrowhead Village, Blue Jay Village, Lake Arrowhead Chamber of Commerce, Willow Woods, Skyforest, Cedar Glen, Rimforest and Twin Peaks. In addition, it is also distributed in all

Mountain News key locations, local retail, lodging and dining establishments.

“Over 95 percent of our advertisers are repeat customers because the Lake Arrowhead Magazine works for them,” stated Angela Yap, project leader for Lake Arrowhead Magazine, “and they continue to utilize the Lake Arrowhead Magazine as one of their major advertising tools.”

The primary target market for the Lake Arrowhead Magazine is our visitors, and our secondary target market is our second-home owners and the locals. Whether you are a real estate agent, a restaurant owner, a retail store owner or a local business, the Lake Arrowhead Magazine can help you reach your target market.

The next issue will be published in November.

For more information, contact Angela Yap at (909) 337-6145, ext. 255, or email her at: AYap@Mountain-News.com today!






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The Association of Building Contractors of the San Bernardino Mountains (ABC) consists of a group of industry professionals dedicated to providing outstanding craftsmanship to the mountain communities.

www.lakearrowhead-abc.com



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CALENDAR

July

July 1 – 5:00 p.m. – 8:00 p.m. – **Bin 189, Summer Rum Tasting** outside at the Lake Arrowhead Resort and Spa. There will be Hawaiian appetizers and special rums. For more information and reservations, please contact Bin 189 at (909) 337-4189.

July 2 – 4:00 p.m. – 8:00 p.m. – **It's "First Friday" at the Lake House!** Please join them and help celebrate the wonderful local artists that are featured at The Lake House. You can meet them and see their exceptional work along with the opportunity to purchase original works of art & special "First Friday" pricing. Stop by and enjoy a glass of wine and delicious hors d'oeuvres. The Lake House is located at 29866 Hook Creek Road in Cedar Glen. For more information, please call (909) 337-7676.

July 2 – Dusk – Enjoy **"Willy Wonka and the Chocolate Factory" at Family Movie Night** in Lake Arrowhead Village! Friday, July 2nd at Center Stage. For more information, please call (909) 337-2533.

July 3, 10, 17, 24 & 31st – **"The Rocky Horror Picture Show"** will be playing every Saturday night at midnight at the Lake Gregory Cultural and Performing Arts Center in Crestline! Proceeds go to help with bringing the arts to the community as well as educational programming at the Theatre. For more information, please call (909) 338-3500.

July 2nd, 9th, 16th, 23rd, & 30th – 4:00 – 8:00 – **Farmer's Market** in Lake Arrowhead Village. For more information, please call (909) 337-2533.

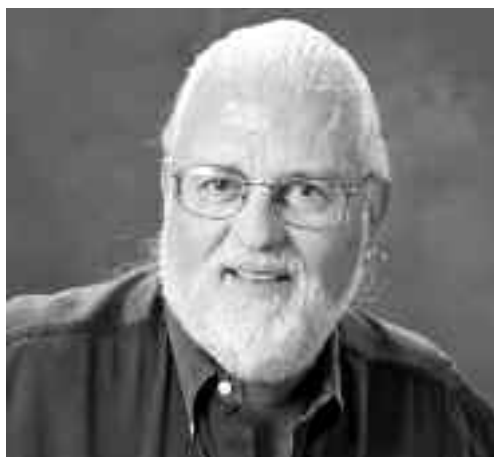
July 3 – 9:00 a.m. – 6:00 p.m. – Join the fun at the annual **Jamboree Days in Crestline!** Enjoy the Parade & Street Faire! Live Music! For additional information, please contact the Crestline Chamber of Commerce at (909) 338-2706.

July 3, 10, 17, 24 & 31st – 5:30 at **Center State "4th of July weekend Celebration" summer concert series** in Lake Arrowhead Village. For a list of performers, please visit www.lakearrowheadvillage.com. For additional information & table reservations, please call (909) 337-2533.

July 3 – 8:00 p.m. – 10:00 p.m. – **Mountain Skies Astronomical Society "Summer Astronomy"** Enjoy an evening of fun at the MSAS Astronomy Village located at 2001 Observatory Way & HWY. 18 in Lake Arrowhead (near Rim High School). For more information, please call (909) 336-1699 or visit their website at www.mountainskies.org. Please remember to visit their Star Gazer's Gift Shop for unique gifts!

Continued on page 10

LACCC Board Member Spotlight



Chuck Peters, CPA

Chuck Peters, CPA, is one of the two owners of Streit & Peters, CPAs Inc. (S&P). S&P has two offices, one here in Lake Arrowhead in the Village and another office in Redlands. With 14 employees (5 in Lake Arrowhead) S&P is among the top 20 largest CPA firms in the Inland Empire.

S&P is a full service CPA firm. In Lake Arrowhead, they provide accounting, payroll and tax services for a variety of business clients as well as tax services for a large number of individuals. In Redlands, they provide similar services to business and individual clients. Also there are three CPAs in addition to Chuck and his partner that assist with financial statements, audits and reviews.

Chuck graduated from Cal State University at Fullerton in 1972. He began his career with Price Waterhouse in Orange County. After eight years with Price Waterhouse, Chuck decided to leave the high-pressure environment of the mega firm and moved his family to Redlands.

After several years of working in the industry with a regional CPA firm, Chuck decided to go out on his own and purchased a local CPA firm. Two years later, he and his now partner, Dave Streit CPA, merged their practices and have been together for 20 years.

Chuck and his wife Sara had long wanted to live in the mountains, probably 25 years of Redlands summers had something to do with their decision. In 1993 a small accounting practice in Lake Arrowhead became available and Chuck jumped at

the chance. Since that time, Chuck has split his time between the Lake Arrowhead and Redlands offices. Two years ago Chuck and Sara moved back to Redlands to be closer to their four-year-old grandson. Chuck says he really misses his home near the lake, the dock and the boat. The trade off – he hasn't shoveled snow since they moved.

Chuck and Sara have been married for 43 years. They have two grown kids: a son in Tucson, AZ and a daughter (the one with the four-year-old) who is an RN at Redlands Community Hospital. The Peters are also allowed to live in their home with Frasier, a five-year-old black standard poodle.

Chuck has served on the Chamber board for more than 10 years. He is also active with the Lake Arrowhead Rotary and is a board member. In addition, Chuck volunteers his time with other local charities including the Mountain Communities Scholarship Committee.

"What I enjoy most about my career is helping business owners to be successful. My goal of building strong businesses makes my involvement with the Chamber a perfect fit."



Don Boyd - Director of Sales and Marketing
Lake Arrowhead Resort and Spa

The Lake Arrowhead Communities Chamber of Commerce board member highlighted this month is Don Boyd, Director of Sales and Marketing for the Lake Arrowhead Resort and Spa. "I have been in this crazy but fun hotel business 37 years (it really doesn't seem that long!) serving in a variety of sales and marketing positions," says Don.

Coming to the Lake Arrowhead Resort and Spa approximately 2 years ago, he has enjoyed seeing the improvement in business at the Resort as well as the positive effect the Resort has on the merchants at Lake Arrowhead Village and the surrounding communities.

Don was elected to the Chamber board at the end of 2009 but prior to that was active with the Chamber attending mixers and various Chamber events. Don is an extremely active board member sitting on the BID (Business Improvement District) committee, he chairs the

Tourism Marketing Committee and is on the Events Committee.

Some of the fun places Don has worked over the years include the Westin Resort Los Cabos, Mexico, Westin St. Francis, San Francisco, St. Regis Hotel Houston, and Sheraton Universal Hollywood.

While Don moved here from New Jersey, he did live in Southern California for 20 years so coming back to Lake Arrowhead a couple of years ago was not a big change. When he is not at the Resort you can find him in Texas visiting his son (who works for the Texas Rangers) or in Salem, Oregon visiting his daughter Katie and her husband.

"The resort is a very special place and is a vital part of the Lake Arrowhead Communities. I'm enjoying being a link between the community and the resort as well as being a part of growing our local economy," Don added.

Nikki' House Cleaning joins Chamber

The Lake Arrowhead Communities Chamber of Commerce welcomes new member Nikki's House Cleaning to the Chamber. "A Personal Touch of Home" is the signature service when providing the mountain communities with full cleaning services. Nikki's House Cleaning specializes in vacation homes, residential and commercial cleaning.

Nikki's House Cleaning has been in business on the mountain since 2008. They are licensed,

bonded and insured. They also have a network of services readily available with other local mountain business such as carpet cleaning and pest control.

Nikki attends the Chamber Mixers regularly. She feels her participation at Chamber events will enhance her business by association and by being able to meet professional contacts. Her networking has enabled her to meet business owners like herself. She enjoys doing business in the mountain communities because of the great people she

meets and the wonderful clients she has developed and has been providing excellent service to all of them.

Nikki of Nikki's House Cleaning is truly a mountain girl. Her family still lives on the mountain and she attended Mary Putnam Henck and Rim High School.

Nikki's House Cleaning hours of operation are Monday – Friday, 9:00 am. – 5:00 p.m. They can be contacted at (909) 362-6709.



Member News



New Member O'Brien Plumbing



The Lake Arrowhead Communities Chamber of Commerce welcomes new member O'Brien Plumbing. They are a complete plumbing service and repair company, including residential & commercial, repair, remodel, new construction and they are bonded and insured. They offer leak detection; video pipe inspections; sewer and drain cleaning; hydro jetting, and electronic water shut off and drainage systems. O'Brien plumbing is your copper repiping and PEX tubing specialist. They have been serving the entire

mountain area since 1979 (over 30 years). They are a member of the Better Business Bureau and offer discounts for seniors.

They moved to Lake Arrowhead because it is such a beautiful place to live. As a child, O'Brien spent many summers in Lake Arrowhead and fell in love with it. After graduating from college, he took the opportunity to experience life and raise his family in such a beautiful setting.

Because of the size of the mountain, the O'Brien Plumbing feels that there is a strong sense

of community seen in the businesses that are established here in the mountain communities. They are able to get to know the companies around them, as well as people who run them. This gives them the opportunity to confidently refer other businesses for jobs that are unrelated to their field. Everyone is able to help everyone else out.

In addition to becoming a member of the Chamber of Commerce, they also sponsor AYSO, Little League teams, Rim sports and Boy Scouts of America. Most recently they sponsored the VFW car show.

O'Brien Plumbing's office hours are 8:00 a.m. to 4:00 p.m. Their business hours are 27/7, as they offer emergency services.

P.O. Box 614, Sky Forest, CA 92385
(909) 337-3743, (909) 338-8885
Fax (909) 338-3195
obrienplumbing@yahoo.com
www.jobrienplumbing.com



New Member Mountain Video Service



So just what does Mountain Video Service do? Well, in a nutshell, Mountain Video Service (or "MVS" as many like to call it) is a premiere Videography Service, serving the Lake Arrowhead and Big Bear communities as well as the Inland Empire and Los Angeles. Everything is shot in beautiful High Definition to create a very special video of the highest quality, editing and artistry.

Mark Cade is the owner of Mountain Video Service and has over 10 years of diverse experience in the Video Production and Editing business. His family oriented projects include Weddings,

Graduations, Birthday Parties and similar events. Additionally, his business projects include Documentaries, Television Pilot Presentations, Music Videos, Demo Reels for actors, directors and artists, Product Advertisement Videos as well as Product Demonstration Videos.

Mark is also a professional actor. He has a BFA in Music-Theater from the University of Michigan as well as an MFA in Acting from the American Conservatory Theater. He booked his first television role in 1989 on All My Children. As soon as he started acting in front of the camera he also

became fascinated with what happens behind the camera. Over the years, as he continued to work in the film and television business as an actor he also honed his skills as a videographer and editor. Today Mark still works on both sides of the camera saying "I wouldn't want to give either of them up!"

Mark moved to Los Angeles from New York in 1993 and then moved to Lake Arrowhead in 2004. While he loves the hustle and bustle of Los Angeles he really enjoys the nature and beauty that is so unique to Lake Arrowhead and the surrounding areas. He also tirelessly strives to capture that unique beauty on video to share with others and also as a reminder to protect he describes as "this magical place"

As a videographer his mission and his passion is "to tell the human story" through his creative camera work, editing and interaction with his subjects. Mark is dedicated to capturing and preserving those precious moments that life is really all about.

You can visit Mark's website at <http://www.mountainvideoservice.com>

Mark can be reached at mark@mountainvideoservice.com or (909) 337-6908

NEW CHAMBER MEMBERS

The Chamber would like to welcome the following businesses that recently joined in June. Our members provide services to the mountain communities, so be sure to contact them for all your needs.

Arrowhead Canyon Homes, LLC
Type of Business: Developer
(909) 481-1150
Contact: Rich Scott

King of Steam Carpet Cleaning
Type of Business: Carpet Cleaning
(909) 744-8309
Contact: Tim Phillips

Lake Arrowhead Village Pizza, Deli, & Arcade
Type of Business: Restaurant & Arcade
(909) 337-0723
Contact: Dave & Lisa Doyle

McKenzie Water Ski School
Type of Business: Water ski school
(909) 337-3814
Contact: Pam McKenzie

Mountain Video Service
Type of Business: Videography for Weddings & special Events
(909) 337-6908
Contact: Mark Cade

Nikki's House Cleaning
Type of Business: House Cleaning
(909) 362-6709
Contact: Nicole Rogers

O'Brien Plumbing
Type of Business: Service Plumbing & New Construction
(909) 337-3743 or (909) 338-8885
Contact: Kimmy O'Brien

Touchstone Products, LLC
Type of Business: Saunas
(866) 320-3310
Contact: John Hoffman

Blue Jay Cinema
Type of Business: Movie Theatre
(909) 337-8404
Contact: Corky Lewin



2010 Mixers

Don't forget to put these on your calendar now, here is the tentative list of the Chamber Mixers for 2010. Hope to see you there.

July: Wildwood Yucaipa,

August: Agua Fria Merchants

September: Coldwell Banker

October: Vino 100, Rocky Mountain Chocolate Factory, Basix, Tea Exchange

November: Boy Scout Camp

Antique and Classic Wooden Boat Show Brings Crowds



RIM of the WORLD
HISTORICAL SOCIETY

It was one of the nicest weekends ever for the 26th Annual Antique and Classic Wooden Boat Show and Southern Californians came out in droves to see the beauty of 40 beautiful wooden boats moored Dockside at Lake Arrowhead Village.

This special weekend was also host to twenty five outstanding Woodie Cars which complemented the boats. Music from days past drifted along the lake, the Rim of the World Historical Society and the Outboard Motor Club had booths, June Lockhart was in attendance to present the Woodie Car awards. It was a weekend to remember.

The Rim of the World Historical Society is now working with the Antique and Classic Boat Society to make this very special event happen. Their 2010 Museum Season opened in conjunction with the Wooden Boat Show.

If you have not been to see the new Rim of the World Historical Museum please visit soon as it is something that our communities should be very proud of.

Located at 27176 Peninsula Drive, Lake Arrowhead, the museum will be open weekend throughout the summer.

Get Your Word Out Quickly With Chamber E-blasts

Faster than the speed of light... Need to get the word out quickly about an event? Need an announcement to go asap? There's no better way to get your message out than to take advantage of the Lake Arrowhead Communities Chamber of Commerce E-blast system.

For \$75 per E-blast the Chamber will be happy to send out your communication to the entire Chamber membership. The price applies to everyone - businesses, charities, and non-profits. There are some rules and regulations, so here they are:

- E-blasts are to be one single page, .jpg or .pdf format and a file size of under 2mb.
- The Chamber will not E-blast a solicitation for silent auction donations. Silent auction E-blasts are reserved exclusively for Chamber use only.
- Chairman's Circle members may E-blast once quarterly at no cost. These E-blasts are transferable at the discretion of the Chairman's Circle member.
- Only event related E-blasts as well as promotion of sales events are acceptable.

- No E-blast can be in competition with Chamber products, events, or services.
- NO political advertising will be allowed.
- All E-blasts will contain a disclaimer that states the Chamber does not take responsibility for the content of the E-blast and that this E-blast is a paid advertisement and does not reflect the views of the Chamber.
- Events that are co-sponsored by the Chamber are entitled to one free E-blast.
- Public service announcements will be sent free of charge.
- Charity events where no one is being paid or receiving a commission - in other words, 100% of the profits are going to the cause, will be done one for free.

E-Blasts are sent out on a first come, first served basis and reservations are needed. For more information or to reserve a time for your E-blast to be sent out, please call the Chamber at (909) 337-3715.

A Small Business Owner's Journal



Mike Nolan

The Vacation From Yell

My parents recently completed their annual May vacation here in California, and that got me thinking about our family vacations, er, make that *one and only family vacation*.

We didn't take many vacations when I was a kid. My parents, practical Midwestern folks, didn't place vacations high on their list of priorities. (Their priorities were: food, shelter, education, sports). Why dine out when Mom could make food for much less at home? Why stay in a hotel when we had a perfectly good home? Why go to the amusement park when there was a swing in the backyard?

I don't know what possessed them to do it, but my parents decided to break a lifelong precedent of never taking a vacation to go on a colossal drive from Central Illinois to Maryland, to visit an old friend of Dad's. (My parents didn't even go on a honeymoon after they were married. My mom's no-nonsense reason: "Your father had to go to work on Monday").

So off we went one morning, circa 1975, one big... well, one big family crowded in a station wagon (You know, the kind with the fake wood panels).

We kids were used to running amok in our small town, not confined to the car for long trips, so they may as well have unleashed 4 rhesus monkeys back there, sans seat belts. (Contemplate *that*, you young couples looking forward to having kids!) No way were my parents going to pay for a motel room, so Dad drove nonstop all the way to Baltimore, a good 900 miles. No kidding. With four bored hellions in back. The word "masochist" comes to mind.

Mercifully, I don't remember much about that trip; I think Dad yelled a lot.

My dad grew up in a spacious, small Midwestern town that he knew like the proverbial back of his hand, so if there's one thing that makes him nervous, it's driving on crowded streets and freeways in strange big cities. That made this trip my Dad's personal descent into Dante's Inferno. Even now, as a *passenger* in my car on Southern California freeways, he sits there tensed up in "flight or fight" mode. "I suppose you'd call this good traffic," he'll say ironically, as we cruise along at 65 MPH on the relatively traffic-free 210 Freeway.

To add fuel to the fire, Mom was Dad's designated "wingman" in charge of map reading and finding freeway exits. She'd consistently choke under pressure, such as approaching a busy intersection just when Dad needed directions. She'd go dyslexic and shut down completely. I guess being "wingman" just wasn't in her DNA. (Dad's yelling didn't help, either).

Our one vacation ended not with a bang, not with a big family hug and promising to do it again soon, but with a thankful whimper of relief to be back home.

And the Nolan family foray into the glamorous world of vacations was over.

Other kids regaled me with exciting stories of family trips to exotic sounding places like Chicago, New York, or the Mecca, Disney World in Florida, but I honestly don't recall feeling envious. Even just before my teens, somehow I had the wherewithal to know that I didn't want to be cooped up in a car for hours or days with my parents and siblings, no matter what the payoff.

Besides, we didn't need to leave home to have fun in our small town of 20,000; it was a great place to be a kid. There were always other kids around to play with, big fields to have a baseball or football game and basketball hoops for pickup games. Adding to the fun were theaters with daily summer matinees, streams loaded with snakes and frogs to hunt and houses under construction to explore (my older brother broke his arm in one when he fell from one floor to another). Even better were corn fields to run in, stores nearby loaded with candy and comic books, plenty of ice cream shops, and all of it accessible by foot or bicycle. Finally and most importantly, it was the seventies and we could run wild with no supervision whatsoever. What more could a kid want?

As I write this, my parents are happily back in their safe Midwest home, sleeping in their own bed and going about their daily routine, far from those dreaded Southern California Freeways. They're back in their comfort zone and happy to be there.

Oh, and, by the way, Mom has finally relinquished her job as Dad's "wingman," thanks to these great new GPS units. Never has a worker so enjoyed losing her job to technology.

And Dad's voice has recovered nicely...



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