



# SEA COUNTRY NEWS

Laguna Niguel Chamber of Commerce

www.lnchamber.com • lncc@lnchamber.com

Volume 28 Issue 9, September 2010

28062 Forbes Road, Suite C

Laguna Niguel, CA 92677

949.363.0136 · Fax: 949.363.9026

## NETWORKING EVENTS

**\*Every Tuesday**  
**NIGUEL NETWORKERS**  
Cedar Creek Inn  
27321 La Paz Road  
11:15AM-12:45PM  
\$15 Members  
\$20 Non-Members  
Doors close at 11:30 sharp  
**\*No Meeting on September 7**

**Friday, September 3**  
**GOVERNMENTAL AFFAIRS FORUM**  
Hosted by *Brown & Saraci,*  
*An Office of MetLife*  
City Council Chambers  
27801 La Paz Road  
7:30-8:30am  
Presentation by CA Forward

**Friday, September 17**  
**NETWORKING BREAKFAST**  
Sponsored by  
*O'Connor Laguna Hills Mortuary*  
El Niguel Country Club  
23700 Clubhouse Drive  
7:15-9:00AM  
\$21/Potential Members  
\$16/Reduced Membership Rate  
\$40/Display Table  
\$150/Sponsor a Breakfast  
\$5 fee if you RSVP after 9/15/10  
*No denim attire at the Country Club*

**Thursday, September 23**  
**PROGRESSIVE CHAMBER MIXER**  
Hosted by:  
Elite Firearms Unltd.,  
Sepulveda Building Materials,  
South County Printing,  
LN Chamber  
28062 Forbes Road  
5:00-7:00pm  
\$10/Member & \$15/Potential Members

All members are listed in the 2011 Business & Community Directory that is direct mailed to all the homes & businesses in Laguna Niguel.

## 2011 Business & Community Directory

and

## Official Laguna Niguel Street Map

For greater visibility, contact Paul Lopez at (949)582-9771 today to reserve your premium location.

## 2010 Community Fair

Saturday, October 2, 2010

10:00am-2:00pm

Plaza De La Paz Shopping Center

Union Bank Parking Lot



**\$125 Business Registration**

**\$100 Non-Profit Registration**

*(Table, Chairs, Tent, Umbrella, Electrical Extra)*

**FREE Admission to Attend Featuring:**

**Business Promotion**

**Children's Activities**

**Police, Fire, & Military Displays**

We have transformed the Business Expo of years past into the new and improved Community Fair. With a new name, date and location we are expecting a great public turnout. The new name lends itself to more citizen participation. With approximately 30 retail stores and restaurants including Home Depot, Henry's, CVS and Cedar Creek Restaurant, the Community Fair location, Plaza De La Paz, offers a tremendous amount of visual exposure from the street and customers visiting the center.

Chamber members may rent display space to market their business. A limited number of spaces are still available. The Community Fair is an outstanding opportunity to market your business. Do not miss out on this great event!!! Contact the Chamber office to reserve your booth.

### CHAIRMAN'S CIRCLE

DIAMOND



PLATINUM



SILVER



GOLD



## FROM THE CHAIRMAN OF THE BOARD

By Chairman David Russell Ohrn (DRO)  
South County Printing



Our Chamber has many volunteers who assist in accomplishing objectives of the Chamber.

I again would like to recognize some of those members who have volunteered their valuable time to help your chamber.

The following have found it necessary to leave the Board and I would like to extend my sincere THANKS for their service to your Chamber of Commerce:

**Ramin Behnam, Union Bank Laguna Niguel**  
**Alex Terzich, 24 Hour Restoration**  
**Shaun Tabor, Doctor's Ambulance Service**  
**Candy Fortune, From the Vine Wine Boutique**

Also a special THANK YOU to **Chair Elect Kirk Lapple** and **Vice Chairman Steve Rettig** for their work on the lease negotiations to extend our lease until the new City Hall is complete. Two other center owners provided us with opportunities however the current landlord made us "the offer we couldn't refuse".

Please consider inviting a colleague to join you as a new member of the Chamber. We have several teams working on membership right now, led by our **Membership Chairman Cap Poore**. Call the Chamber Office at 949-363-0136 if you need information on sponsoring a new member.

## SPECIAL ANNOUNCEMENT

### Board Members Nominated for 2011

Since Alex Terzich, Shaun Tabor, Ramin Behnam, and Candy Fortune have resigned from the Board of Directors, there are four openings.

The nominating committee consisting of Kirk Lapple, Pamela Hoffman, and Bill Klamfoth have nominated the following members to serve on the Board of Directors beginning their first 2-year term on January 1, 2011:

1. **Donna Billman (Donna B's Bakery Boutique)**
2. **Duane Cave (The Gas Co.)**
3. **Heidi Fisher (Salt Creek Wine Co)**
4. **Karen Saulus (Great Promos & Engraving)**

In accordance to the By-laws in **Article IV (Board of Directors), Section 4 (Selection and Election of Directors)**

- A. PUBLICITY OF NOMINATIONS.** Upon receipt of the report of the Nominating Committee, the Board of Directors shall notify the membership by mail, e-mail or facsimile no later than September 30, of the names of persons nominated as candidates for directors and the right of petition.
- B. NOMINATIONS BY PETITION.** Additional names of candidates for Directors can be nominated by petition bearing the genuine signatures of at least ten percent (10%) of the members in good standing of the Chamber. Such petition shall be filed with the Nominating Committee within ten (10) days after notice has been given of the names of those nominated. The determination of the Nominating Committee as to the legality of the petitions shall be final.

**Part A (Nominations By Petition)** "Additional names of candidates for Directors can be nominated by petition bearing the genuine signatures of at least fifteen (15) qualified members of the Chamber. Such petition shall be filed with the Nominating Committee within ten (10) days after notice has been given of the names of those nominated. The determination of the Nominating Committee as to the legality of the petitions shall be final.

**Part B (Determination)** "If no petition is filed within the designated period, the nominations shall be closed and the nominated slate of (number of vacancies) candidates shall be declared elected by the Board of Directors at their regular August Board meeting."

*If the nominations are accepted to the general members, those listed above will begin their term January 1, 2011 and will be sworn in at the Installation Breakfast in January 2011. If you have any questions regarding the Board of Directors or on how to be considered for a future position, please contact the Chairman of the Board, David Russell Ohrn at 249-1000.*

### 2010 CHAMBER OFFICERS & BOARD OF DIRECTORS

#### OFFICERS

**David Russell Ohrn (DRO), Chair**  
249-1000

South County Printing

**Kirk Lapple, Chair Elect**  
363-5900

Law Offices of Kirk Lapple

**Mike Plouff, 1<sup>st</sup> Vice Chair**  
443-1800

Allstate Insurance Co.

**Steve Rettig 2<sup>nd</sup> Vice Chair**  
542-7300

Alterra Real Estate

**Tom Mauro, Secretary**  
334-7871

Mauro Advisory Services

**Cristie Connors, Treasurer**  
(714) 438-4000 (x4724)

Paychex

**Mark Montgomery, 2009 Chairman**  
337-6225

Montgomery Photography

#### DIRECTORS

**Daniel H Abrams**  
429-7000 Abrams CA Health Insurance

**Carole Allen**  
922-0011 CUSD Teacher Emeritus

**Mary Smith**  
485-3700 Allen Cadillac-GMC-Hyundai

**Mark Snider**  
429-7095 Prepaid Legal Services

*Newsletter photos by Montgomery  
Photography & Debbie Newman –  
Newsletter layout & printing by  
South County Printing*

12@12

Sponsored & by Allen Cadillac-GMC-Hyundai

NEW WORKSHOP SERIES ON  
"MARKETING YOUR BUSINESS"

This free educational member benefit includes lunch!

"SEO: Search Engine Optimization"

Monday, September 12, 2010

12:00 - 1:30pm

Chamber Conference Room

RSVP 363-0136

Space is limited to the first twelve members that reserve

Mayor's Walk



We had another successful Mayor's Walk with the Chairman of the Board, the Chamber CEO, LN Director of Community Development and the Mayor of Laguna Niguel. Pictured is a children's birthday location inside of Bears, Buddies & Toys.

Board Urges Members to Vote  
"NO" on Proposition 24

In November, Californians will be voting on Proposition 24. This Proposition **Repeals** Legislation passed in 2008 that would allow businesses to Carry Back Losses, Share Tax Credits, and Use a Sales-Based Income Calculation to Lower Taxable Income.

**Background:** A law was approved by the Legislature and signed by the Governor in 2008, that basically changed three business tax provisions: (1) a business will be able to deduct losses in one year against income earned in the prior two years (loss "carryback"), and, where necessary, "carry forward" losses up twenty future years; (2) most multistate businesses could choose to have their California income determined based only on a single sales factor, rather than be required to use a three-factor formula based on property, payroll and sales; and (3) a business will be able to share its tax credits with related businesses. The law was approved in response to the economic downturn and to help attract business and job growth in California. Provisions are to take effect in both 2010 and 2011.

**Proposition 24 repeals this law and returns the tax provisions to what they were beforehand:** 1). No loss carrybacks and a 10 year limit on carryforwards; 2). Multi-state businesses must have California income calculation based on three factors: sales, property and payroll; 3). No sharing of tax credits with related businesses.

The Board of Directors of the Laguna Niguel Chamber of Commerce, like the California Chamber of Commerce and a majority of Chambers throughout the State, **does NOT support this Proposition** and recommends a NO vote on this Proposition.

City of Laguna Niguel  
September 11 Remembrance Event

Saturday September 11, 6:30-7:30 pm

Crown Valley Park Amphitheater


29751 Crown Valley Parkway

No Admission Fee

Pay tribute to those who lost their lives, were injured or suffered loss of family and friends. Also, honor our local firefighters, Sheriff's deputies, emergency response personnel and members of the Armed Forces who make personal sacrifices every day for your safety. Bring a chair or blanket to sit on. Speakers and participants include: the Mayor, Boy Scouts, Girl Scouts and various other community leaders. Music by Brooke Ramel.

For more information about this free event, call Laguna Niguel Parks and Recreation at (949) 425-5100.


\*The Military Support Committee will be collecting items for care packages at the event. Please call Parks and Recreation for a list of items that are needed.



33522 Niguel Road  
Monarch Beach, CA 92629

**Judy Whitelock, CRS**  
Broker Associate

Office: 949.661.1400 Ext. 326  
Direct: 949.495.5968  
Fax: 949.363.2829  
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www.judywhitelock.com  
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**(949) 495-2622**

30092 Ivy Glenn Drive, Laguna Niguel, CA 92677

## NEW MEMBERS



**Back Row:** New member sponsors: Toby Sanford & Bill Klamfoth

**Middle Row:** Charlie Woodward (Aflac), Amir Menhaji (Royal Carpet & Flooring), Kevin Richards (Edward Jones-CVP)

**Front Row:** Lolita Cruz (Comfort Keepers) & Ann Rupp (Melaleuca)



## The Sculpt Barre

30100 Town Center Drive, #B-1, Laguna Niguel  
(949)429-2171 • www.sculptbarre.com



The Mayor, Chamber leaders and representatives for the elected officials gathered to welcome Joanna Cotta Leadbetter, owner and exercise creator of The Sculpt Barre,

**The Sculpt Barre** fitness studio offers an intense total body workout that burns fat and sculpts long lean muscles. The Sculpt Barre uses a combination of conditioning and strengthening exercises and a ballet barre for stability and core work.

Get fit, Burn fat, and **Sculpt** a dancer's body! Classes are fun, inspiring, full of energy and focuses on:

Longer, leaner muscles • Increased cardio stamina • A lifted seat  
Stronger abs • Good posture • Defined lean arms • Better flexibility

Visit our website listed above for a class schedule.

## WELCOME NEW MEMBERS

The following businesses joined the Chamber in the month of July

### Clothing/Accessories/Jewelry

True Desire  
Tony Antonissen  
30211 Golden Lantern, #C  
Laguna Niguel, CA 92677  
(949)249-3658  
www.truedesirefashions.com

### Computer Services & Repair

Digital Matrix IT-Services  
Jeff Weiss  
30251 Golden Lantern, #E-266  
Laguna Niguel, CA 92677  
(866)651-7530  
www.digitalmatrixcorp.com

### Physicians/Cosmetic Plastic Surgeons

Cosmetic Plastic Surgery Institute  
Arian Mowlai, MD, FACS  
31542 Coast Hwy.  
Laguna Beach, CA 92651  
(949)494-4147  
www.drlaguna.com

### Electrical Contracting

S.A. Electric, Inc.  
Siavosh A. Zadeh  
26332 Pacato  
Mission Viejo, CA 92691  
(949)395-5225  
www.sa\_electric.com

### Hotels/Resorts/Inns

Comfort Inn  
Helene Snider  
23061 Avenida de la Carlota  
Laguna Hills, CA 92653  
(949)859-0166  
www.statlaguna.com

### Teeth Whitening

Whitening on Wheels Orange County  
Gina McLane  
PO Box 3356  
Mission Viejo, CA 92630  
(800)716-0942  
www.whiteningonwheels.com/sites/oc

## Don't Pay Too Much for a Home Loan!

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### Peter Weiss

949.363.1018  
peter@prmtg.com



998 Glenneyre Street  
Laguna Beach, CA 92651

(949) 499-5915  
Fax: (949) 499-3590

**Membership Anniversaries**

(July Membership Renewals)

We want to thank the following businesses and residents that, through their continued support of our chamber programs, have expressed their dedication to the future growth of our Chamber by renewing their membership for another year.

Member Since 1985

Capata & Co, CPA's

Member Since 1990

Lorrie Klein, M.D. Dermatology & Laser Center

Member Since 1993

Frank J. Mogavero, DDS, MS, PC

Member Since 1995

Romeo Cucina

Member Since 1997

AT&T

Member Since 2005

From the Vine Wine Boutique  
Pacific Sign Center

Member Since 2006

Main Street Securities, LLC  
Celebrations! By Shelia

Member Since 2008

The Gazette

Member Since 2009

Marbella Country Club  
Laguna Scientific

**August Networking Breakfast**



Thanks to David Weiss, David Weiss Designs Fine Jewelry for being the emcee and thanks to Dixon Kavanaugh, DII Consulting Services for sponsoring the breakfast.

Following the theme of the sponsor, Chamber members shared their computer tips with all that attended. Here are the some tips that stood out:

1. Guest of Dixon's, David Simmons: Get a password vault to store all your passwords.
2. **David Weiss:** Answer your emails immediately, even if you have to say that you'll get back to them.
3. **Penny Maynard:** Be sure to blind copy (bcc) groups so that you don't give out everyone's email address
4. **Earlyn Mosher:** If your computer is down, you may use the ones at Soka University
5. Mary Smith: Don't believe everything you read on the internet
6. **Bill Klamfoth:** Invest in a good monitor
7. **Heidi Fisher:** Use your Outlook calendar to remind you of appointments
8. **Karen Smiley:** Check out your competition's website and update yours to make it even better.

**Thank you to the following Chamber members who donated a prize at the August Breakfast:**

Aflac • Allen Cadillac-GMC-Hyundai • Beach Cities Computer  
Chick's Plumbing • David Weiss Designs Fine Jewelry  
DII Consulting Services • Salt Creek Wine Co.  
Soka University of America • Tastes of Greece

**Renewing Members**



Back Row: Dixon Kavanaugh (DII Consulting Services/Mem since 2003), Don Herzog (American Senior Funding/Mem Since 2009), Makam Subbaroa, PhD (Laguna Scientific/Mem Since 2009), Shelia Henness (Celebrations by Shelia/Mem Since 2006)  
Front Row: Rachele Paris (CR&R Waste & Recycling/Mem Since 1983), Carol Tagayan (CR&R Waste & Recycling, Mem Since 1997), Bri Grill & Karen Smiley (Marbella Country Club/Mem Since 2009)

**CHAMBER TRANSFER SPECIAL**  
**2 for 1**  
**Video to DVD**

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**(949) 495-2016** [www.pixanddubs.com](http://www.pixanddubs.com)

**Business of the Month**

 **Aflac**  
**Charlie Woodward**  
Agent  
[charlie\\_woodward@us.aflac.com](mailto:charlie_woodward@us.aflac.com)  
2152 Dupont Drive  
Suite # 200  
Irvine, CA 92612  
714.504.1964 cell  
949.215.9034 office / fax  
949.528.1977 efax  
  
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We've got you under our wing

## Meet Our September Breakfast Sponsor O'Connor Laguna Hills Mortuary

25301 Alicia Parkway  
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(949)581-4300

[www.oconnormortuary.com](http://www.oconnormortuary.com)

### What Makes O'Connor Mortuary Unique?

**Family Owned:** In a region dominated by huge chains and multi-national conglomerates, we've remained proudly family owned and independent for 112 years. We are accountable only to you and our community and are not affected by outside interests. We respect your right to make your own choices in this most delicate of matters without undue pressure or influence. Our staff is ready to provide honest help and straightforward answers to all of your questions and concerns.

**Convenience:** Our Laguna Hills Chapel and Crematory, as well as our Irvine and San Juan Capistrano Arrangement Centers offer 3 convenient locations to serve you.

**Crematory:** We own and operate our own crematory located at our Laguna Hills facility, providing peace of mind to our families who prefer cremation. Our quality of service goes beyond any other cremation provider and our guidelines and standards surpass even those set by the State of California.

**Advanced Planning:** *"Some things you do with your family, some things you do for your family."* Preplanning is the gift you give, protecting your family from having to make those decisions at a time of extreme emotional stress. Plan Well . . . Live Well !

**Price and Value:** Our families continue to tell us that the value in our services far exceeds their investment. We are honored to offer opportunities that enable our families an extraordinary healing experience and personal memorialization of their loved one.

## Niguel Networkers



**Don Herzog, American Senior Funding:** *I referred my daughter to Steve & Anu. They were extremely helpful and also got her a great deal on her new home in Ladera Ranch!*

**Steve & Anu Rettig, Alterra Real Estate:** *I would not hesitate to refer Reverse Mortgages to Don; his company did the loan on his daughter's house and they were so easy to work with, closing it in 21 days!*

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Located in the Laguna Niguel Design Center [www.tradingplaces.com](http://www.tradingplaces.com)

**Ambassador Chair, Dan Abrams honors Merritt Johnson (Merritt Johnson & Associates) as the Ambassador of the Second Quarter**



Congratulations to **Merritt Johnson** for being awarded Ambassador of the 2<sup>nd</sup> Quarter! Merritt joined the Ambassadors earlier this year and has enthusiastically jumped right in to serve in just about every way possible.

Also, **Cap Poore** received the Ambassador Attendance Incentive for the second quarter, congratulations!

The Ambassador Committee is gearing up for the upcoming membership event "Trolling for Members". We have several Ambassadors serving as team captains and many more serving as runners during the event. There's always room for more, don't be shy if you want to be a part of the fun! **Contact Dan Abrams or Debbie Newman for more information.**

**COMMUNICATING MEMBER VALUE!**



*Chairman Ohrn thanks Allen Cadillac mixer hosts, District Sales Manager Christie Baca & CFO/Controller Mary Smith*




*The unveiling of the all new 2011 Cadillac CTS Coupe reaffirms Cadillac's commitment to performance driving.*

**Thanks to the following members for their donations at the July Mixer**

- ALLEN CADILLAC-GMC-HYUNDAI
- Beach Cities Computer
- Chick's Plumbing
- Comfort Inn
- Donna B's Bakery Boutique
- Great Promos & Engraving
- Salt Creek Wine Co.
- Teeth Whitening on Wheels OC
- The Toll Roads
- Winstead Law Group

**LAGUNA NIGUEL  
LIONS CLUB**



**Dan Abrams**  
2010-2011 President

Meets on 1<sup>st</sup> and 3<sup>rd</sup>  
Wednesday  
El Niguel Country Club

Guests Welcome  
Call (949) 215-3051

[www.lagunaniguellionsclub.com](http://www.lagunaniguellionsclub.com)



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Dr. S. Randall Griffin  
Dr. Patrick Griffin  
Dr. Traci Paul

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30030 Town Center Drive  
Laguna Niguel, CA 92677  
949.495.3031

The Courtyards at Talega  
1001 Avenida Pico, Suite A  
San Clemente, CA 92673  
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[www.griffinoptometric.com](http://www.griffinoptometric.com)  
est. 1957 by Dr. Ted P. Griffin



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# ARTFUL SHOPPING

## FOOD & RESTAURANTS

- Cedar Creek
- Chipotle
- Corner Bakery Cafe
- Deemers American Grill



## Divine Desserts

- Golden Dragon Chinese Food
- Health Works & Original Juice Bistro
- Henry's Marketplace
- Kassra Persian Cuisine
- Mangia Bene Cucina



## McDonald's

- Sango Sushi Japanese Cuisine



## Subway

- Taco Bell

## SALON SERVICES & SUPPLIES

- Club Nails
- Euro Day Spa, Salon & Laser Center
- La Paz Beauty Supply & Salon
- Spectrum Tan

## HOME FURNISHINGS, DECORATING & SUPPLIES

- American Cancer Society  
Discovery Shop
-  The Home Depot
- Oreck Home Care
- Ortho Mattress
- Tompkins Flooring

## PET SERVICES & SUPPLIES

- Moulton Animal Hospital
- Pawsitively Purrfect


## HEALTH, FITNESS & SPORTING GOODS

- Health Works & Original Juice Bistro
- Londance
- Rock N' Road Cyclery

## PHARMACY & MEDICAL SERVICES

- CVS Pharmacy
- Euro Day Spa, Salon & Laser Center
- Dr. James R. Henslick, O.D.  
One Stop Vision Care
- Dr. Kenneth Tjon,  
D.D.S., APOC
- Oso Niguel Healthcare Center

## SERVICES

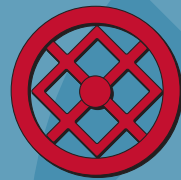
- America's IRA Centers
- AM/PM Gas & Mini Mart
-  AT&T
- FedEx Office
- H&R Block
- Playmates
- Sparkling Cleaners
- Super Tailoring
- Union Bank

## SPECIALTY RETAIL SHOPS

- American Cancer Society
- Discovery Shop
- CVS Pharmacy
- OC Cigars
- Off Broadway Shoes
- Pacific Park Jewelers



Plaza de La Paz  
Merchants Voted  
Best in 2010



# Plaza de La Paz

Pacific Park Drive and La Paz Road in Laguna Niguel [www.plazadelapaz.com](http://www.plazadelapaz.com)

