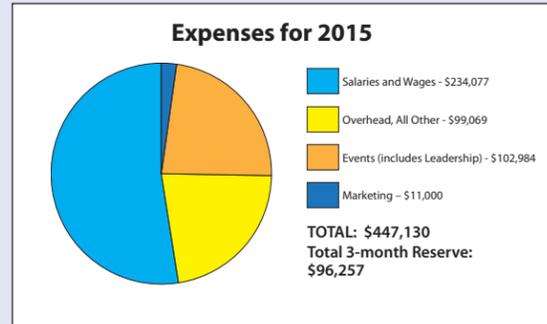
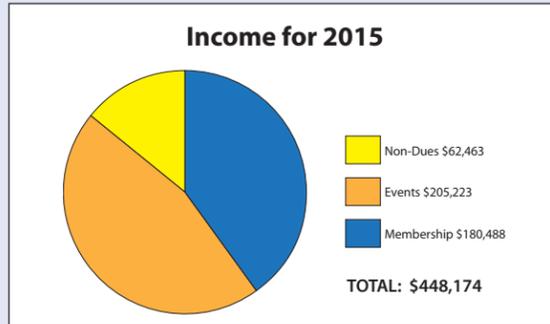


## 2015 Financial Reports



## 2016 Board of Directors

**MCIVOR, LEAH S.**  
Chair of the Board  
Coldwell Banker Residential Brokerage

**HAMANN, STEVE**  
Immediate Past Chair of the Board of Directors  
Auctioneer Extraordinaire, East County Herald Newspaper

**LAMBERT, STEVE**  
Parliamentarian  
Attorneys Lambert & Rogers

**ABU-GHAZALEH, NABIL**  
Grossmont College

**ALMQUIST, BRETT**  
On the Border Mexican Grill & Cantina

**BECKER, MARCEL**  
Trident Maritime Systems

**BOMMER, RAMONA**  
Diamond Creations by Ramona

**BUFFO, PEGGY**  
Aztec & Baron Insurance Agency

**BURTON, BOB**  
Dominion Financial Services, Inc

**CUERO, RAYMOND**  
Viejas Casino & Resort

**DAVIDSON, LASHUNNA**  
Sycuan Casino

**DENNISON, NANCY**  
Keller Williams Real Estate

**DEVAN, STEVE**  
East County Schools Federal Credit Union

**DIAMOND, JO MARIE**  
East County EDC

**GOWARD, ODIE**  
California Bank & Trust

**HANSEN, CHUCK**  
San Diego East Visitors Bureau

**HEAP, ELMER**  
Waste Management

**HOWARD, PATRICK**  
Wade, Howard & Associates, CPAs, LLP

**JANTZ, BARRY**  
Grossmont Healthcare District

**JOHNSON, TERESA**  
Artistic Wedding Cakes

**MACKEY, STACY**  
XL Staffing & Excell Security, Inc.

**OKAMURA, RANDY**  
AT&T

**OLSEN, KATHY**  
RCP Block & Brick

**PARENT, DON**  
SDG&E

**POTTER, BEN**  
Grossmont Center

**POWELL, KRISTIE**  
State Farm

**PUGLIESE, SANDY**  
Sharp Grossmont Hospital

**RIVERS, DANA**  
Barona Resort & Casino

**SCHEID, ROBERT**  
California Coast Credit Union

**SHINN, MAUREEN**  
Home Point Financial

**STEELE, DAVE**  
Pure Solar Power

**STEWART, CAMERON**  
Pure Light Cleaning Specialists

**TIMLIN, JIM**  
San Diego Business Supply

**TROVATO, PAULA**  
First Citizens Bank

**YOUNG, RANDY**  
Black Angus Restaurant



# 2015 Annual Report

### The SDECCC Team

**ERIC J. LUND**, General Manager • **ROSEMARY REED**, Events Director • **JONDA CVEK**, Membership Development & Services  
**JEN ASHBURN**, Accounting • **WASEEM WASTIN**, Events Asst. • **SARAH MCCORKLE**, Administrative Assistant  
**STEVE J. LACHMAN**, Travel Coordinator • **ROWENA HART**, Business Development

**THE SAN DIEGO EAST COUNTY CHAMBER OF COMMERCE**

201 S. Magnolia Ave., El Cajon, CA 92020 • (619) 440-6161 • [www.eastcountychamber.org](http://www.eastcountychamber.org)



Leah McIvor  
Chair of the Board of Directors, SDECCC, Caldwell Banker Residential Brokerage

## From the Chair of the Board of Directors, Leah S. McIvor

The San Diego East County Chamber of Commerce is robust and growing. By every measure, our organization enjoys a clean bill of health that augurs well for the future. Credit for this belongs to the whole team: our outgoing Chair, Steve Hamann, the Board of Directors, committee members, event volunteers and the Chamber staff. We salute them.

With a balanced budget, a sustainable reserve, an expanding membership and a committed Board, the Chamber is well-positioned for another productive year. In addition to a full calendar of substantive programs and events, we will continue to make investments in our region's most valuable resource: our people. The continued success of Leadership East County and the highly-rated Ethics in Business program reflect our commitment to the next generation of community and commerce leaders.

As we build on these achievements, we'll keep a steady eye on the future. By mid-year, the Board will publish a broad update to the Chamber's strategic plan. Everything is on the table, save one. And that one thing is our clear focus on creating value for our members. Perhaps the single best indicator of that value is the Chamber's rising influence in matters central to the development and prosperity of our region.

When your Chamber is there as the region's major decisions are taken, so are you.

Thank you for your engagement; together, we are making a difference in East County.



Steve Hamann  
Immediate Past Chair, SDECCC, Auctioneer Extraordinaire, East County Herald Newspaper

## From the Immediate Past Chair, Steve Hamann

It has been my honor to serve as the Chairman of the Board of Directors of the San Diego East County Chamber of Commerce. During the past year we have continued to follow our strategic plan and have found success with exciting, new projects. I am encouraged, confident, and optimistic that these changes will continue to positively impact our members and the community. In this report you will see a summary of the accomplishments and outcomes of our past programs, as well as new opportunities that the Chamber is continuing to improve upon to ensure that we are a strong voice for business advocacy and growth in the region.

I thank our members, community partners both public and private, and my Board of Directors who have contributed both their time and resources to ensure that our business community is heard and understood. I hope you will continue to be engaged with the Chamber in the future and if you are not a member now, that you will consider joining and become active in our vibrant business community.



Eric Lund  
General Manager SDECCC

## From the General Manager, Eric Lund

2015 has been a fantastic year for our chamber membership, a year of positive change that affords new opportunities in 2016 to participate in exciting chamber programs that will benefit our business community and support innovative outcomes in the San Diego County region and our quality of life.

We invite you to participate as a part of our vibrant, exciting business community. Your support, help and collaboration to create positive change for the many communities in San Diego County is greatly appreciated. As a voice for the region, we look forward to working with you to continually improve the high quality of life in our region.

### Our Mission

*"The San Diego East County Chamber of Commerce is the respected voice of and advocate for improving business opportunities, public policy and business resources throughout San Diego County."*

### Our Unique Value

*"The San Diego East County Chamber of Commerce is THE trusted voice and authority for supporting business in the region"*

### Strategic Imperatives for the next three years:

- Grow business engagement; through both member and non-member support in partnership with the Chamber to successfully support the Mission of the Chamber
- Strengthen the San Diego Regional Business Market
- Actively advocate for business in the region
- Reinforce and support a culture of excellence and leadership development

### Key Accomplishments for 2015:

- Continued a strong financial foundation with a proactive team of professionals to improve chamber goals, objectives and outcomes in support of the Chamber's Three Year Strategic Plan for 2013-2015
- Maintained a three-month Chamber operating reserve
- Conducted 65 chamber events that attracted more than 5,000 business participants and improved business referrals
- Assisted businesses with local zoning and regulatory policy and advocated on behalf of local business to elected representatives and public officials for a wide variety of Land Use and Government Affairs proposals and issues
- Served over 2,800 visitors and 4,600 telephone calls, to the Chamber of Commerce Business Resource Center at 201 Magnolia Ave in El Cajon
- Conducted 97 Board and Committee meetings with over 3,000 volunteer hours by members in support of programs
- The Chamber's Leadership East County Program graduated the class of 2015 and their "Vision Teams" generated four community projects to improve the community
- Trained more than 200 high school students for the "Business in Ethics" program to assist them entering the workplace
- Added new benefits for members including free membership with the US Chamber of Commerce, new marketing opportunities, and added a new and improved business resource center program for members both onsite and online
- Conducted the Chamber's Annual Travel Program including the "Educators Tour" to Australia, next going to Ireland in 2016 and added a new partner trip with the San Diego Business Journal to travel to China in August, 2016.
- Conducted a series of quarterly "Dine & Dialogue" meetings with elected officials luncheons with over 130 participants
- Accomplished membership restructuring of benefits resulting in 85% retention rate and growth in net membership
- Improved the website to be more user-friendly and to create business referrals and provide new resources
- Developed a new "Shop East County" Marketing Program that benefits all business members of the Chamber
- Completed the first Master's Leadership East County program and designed improvements for the next class in 2016
- Conducted monthly roundtable meetings engaging business communities in Rancho San Diego/Jamul and Lemon Grove
- Improved social media marketing communications and doubled the number of likes on Facebook to 1500

### Our Vision

*"Provide leadership in San Diego County to improve business competitiveness"*

### Key Goals for 2016:

- Build business activity through innovative Chamber programs
- Improve business-referral relationship opportunities for members
- Be a respected leader of the community, provide a strong voice for advocating business with the public & officials
- Promote shopping locally through the "Shop East County" program for improved business in the region
- Develop a pipeline between education & business, to generate a competitive edge for improving local jobs

### Key Objectives for 2016-2018:

- Support local business through advocacy supporting local legislative and infrastructure and land use issues
- Develop a new business outreach and retention program between Education Institutions and local Business by including support online and onsite through the East County Business Resource Center and small business support and training
- Support businesses in Lemon Grove and Rancho San Diego/Jamul and El Cajon with new programs to improve the local economy through programs supported by local merchants and property owners
- Continue to improve and develop a new Social Media and Digital Marketing Program with measurable ROI through the "Shop East County" program
- Form new alliances with key public and private partnerships in San Diego County to unify and improve advocacy and business growth efforts through a variety of programs, projects and services