

Coronado's Art Walk

The third annual Coronado Art Walk is just around the corner, and again it promises to be a day of enjoying art, listening to music, making an art piece of your own, and socializing with friends. This free event will take place on Sunday, September 21, from 11 AM to 5 PM, the Coronado Ferry Landing, 1st Street and Orange Avenue, will be the scene of jewelers, ceramists, photographers, wood and glass artists, sculptors and painters who will be exhibiting and selling their art. Musicians will entertain guests throughout the day and hands-on activities have been organized for both children and adults. On view at the Ferry Landing will be the Urban Tree "Evolution," designed by Jon Koehler and Neil Shigley and part of the new exhibit of the Museum of History and Art, "Public Eye: A Focus on Community Art." For additional information, contact Susan Enowitz, director@coronadohistory.org, 619-522-8754.

November Election

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difficult economic environment. This means we have to be innovative to overcome these issues. The city can begin a program of enhancing our business district through sidewalk cleaning, pedestrian friendlier access, and promoting the business district to citizens and visitors.

Peter Jensen: In order for businesses to thrive they must get customers into their stores. Through a positive and collaborative approach between the City and Coronado's businesses, we will be able to create an upbeat atmosphere with improved parking and removal of parking meters, less traffic congestion, underground utilities, and revitalization of Orange Avenue. I also feel the City permit process needs re-evaluation.

Mike Woiodo: Every business has to bring customers through the door. The city's role is to provide good traffic flow; easy parking; clean, clear, safe sidewalks; and attractive landscaping, creating a pleasant experience for shoppers. Bringing the right businesses into a district creates a vibrancy that benefits all the businesses in the area. That's something the 800 block of Orange desperately needs.

Please start thinking of questions to ask these candidates at the Chamber's upcoming Candidates Breakfast Forum in October. More information will be on our website: www.coronadochamber.com

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SAVE THESE DATES

Mark your calendar and plan to join your fellow Chamber members at these events.

Check out the Calendar of Events on our website at www.coronadochamber.com

September 2008

- Sept 5 Free outdoor movie - Enchanted at Tidelands Park, 7:30 PM, 522-7342
- Sept 6 MainStreet's 17th Annual Garden Party, 5-8 PM at 1700 Visalia Row, to purchase tickets on line www.coronadomainstreet.com or 437-0254
- Sept 7 Over the Bridge & Around the Bay Bike Ride, www.bikethebay.net
- Sept 12 South County EDC 18th Annual Economic Summit, 424-5143, www.sandiegosouth.com
- Sept 19 Coronado Chamber of Commerce Annual Golf Classic, 12:30 Shotgun start, 435-9260
- Sept 21 3rd Annual Coronado Art Walk, 522-8754
- Sept 27 10 AM - 1 PM Free Veterans Health and Resource Fair at Martin Luther King Community Center, 140 E. 12th St., National City, CA 91950. RSVP to (619)409-7979.
- Sept 27-28 11th Annual Coronado Speed Festival, 8 AM - 4 PM at Naval Air Station North Island www.fleetweeksandiego.org

October 2008

- TBA Candidates Breakfast Forum - Get to know who is running for Mayor & City Council
- Oct 3 Sacred Heart Parish School Golf Tournament, 437-4431
- Oct 3-5 Miramar Air Show, visit www.miramarairshow.com
- Oct 5 Coronado Fire Department Open House, 522-7374
- Oct 9 4th Annual South County EDC Elected Officials Reception, 4-6:30 PM, 424-5143
- Oct 16 Chamber Fall Fiesta Sundowner hosted by Brigantine, Miguel's, Miguelito's & El Cordova Hotel, 5-7 PM, \$15, RSVP required 435-9260
- Oct 24 Halloween Happening - Community Center, 522-7342
- Oct 31 MainStreet's Downtown Goes Ghostly, 4-6 PM, 437-0254

November 2008

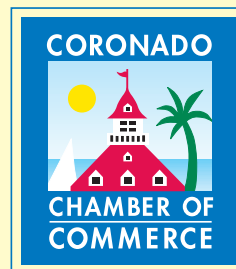
- Nov 1 Coronado Schools Foundation Dinner Auction Gala, Hotel del Coronado, 5 PM, www.csfkids.org, 437-8059
- Nov 7 Lion's Club Dinner & Show, "The Enchanted Forest", Coronado Playhouse, 435-2647

This Master Community Calendar is prepared by the Coronado Chamber of Commerce. The most up to date version of this calendar is available on line at www.coronadochamber.com. To add your event to this master calendar, please contact 619-435-9260 or email: info@coronadochamber.com.



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CORONADO CHAMBER OF COMMERCE GOLF CLASSIC

Battle of the Businesses - Sept. 19th.

Grand Prize Drawing - Win a Trip to Hawaii! Tickets are \$25 each or 5/\$100

HOW TO CONTACT US

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Coronado, CA 92118

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CHAMBER VOICE

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OFFICIAL PUBLICATION OF THE CORONADO CHAMBER OF COMMERCE

Mayor and Council Candidates Thoughts on Coronado Business



Tuesday, November 4th, will be an important date on a national, statewide, and local level. This is the date when we have the privilege to vote for our political leaders. On a local level, Coronado residents will be electing 2 council members and a new Mayor. This proves to be an exciting election with 5 residents running for 2 Council seats and 5 running for Mayor. The Coronado Chamber of Commerce wanted to find out what these candidates thoughts were on business. We asked each of the candidates, "As a council member/mayor what do you feel is the most important issue facing businesses today?" Following are the responses we received:

MAYORAL CANDIDATES:

Barbara T. Denny: Unavailable for comment by deadline.

Phil Monroe: The high rental cost/sq.ft. of floor space and the fact that we have over 240 homes for sale in Coronado and a restrictive real estate sign ordinance.

Tom Stickel: In today's business environment all of us need to have an astute understanding of the real estate market, impacts on tourism related to oil prices and, of course, government cutbacks at local, state and federal levels.

Casey Tanaka: The most important issues facing businesses in Coronado are market driven. The slow down in the housing and mortgage industries and even rising gas prices are all contributing to less consumer spending. The next Mayor can and should be someone who reminds the community of the importance of spending as much as they can locally

to support businesses here in town. This can be accomplished through public awareness efforts and an open line of communication between businesses/ the chamber and their local government.

Frank Tierney: Without a doubt the economy at all levels and the traffic congestion in our business areas.

CITY COUNCIL CANDIDATES:

Carrie Downey: The downturn in the economy and the dramatically increased cost of energy in all forms has hurt Coronado businesses especially hard. Our restaurants, hotels, and small family owned businesses are an important part of the charm that is Coronado. As more and more business operations will be required to change to comply with California's Greenhouse Gas reduction regulations, anything Coronado can do to assist and make the transition easier for our businesses and residents is a big step in the right direction. The City of Coronado is already leading the way in the energy efficient buildings and practices we have adopted.

Peter Fagan: Our retail and service businesses define the unique small-town atmosphere that makes Coronado so special. They must be protected. One of the largest threats to our business community is the loss of these small business, either to a lack of governmental support or the influx of larger, national entities. I intend to ensure our city's policies support the retention and success of the businesses in Coronado.

Ledyard Hakes: Business' like ourselves face a

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RIDE THE BRIDGE - BIKE THE BAY

First Annual Bike the Bay!

This non-competitive, community bike ride for riders of all abilities will take riders on a scenic and primarily flat ride around the San Diego Bay via the Bayshore Bikeway. Along the way, riders will travel through the surrounding cities of Coronado, Imperial Beach, Chula Vista and National City before finishing back at the start/finish line at Embarcadero Marina Park in downtown San Diego. Not only will the route travel through all five of these very diverse communities but it will also allow riders their first opportunity in over 20 years to ride over the beautiful San Diego-Coronado Bay Bridge along the scenic 2.5-mile route. All riders will return to San Diego for a post-ride festival with food, beverage and entertainment back at the Embarcadero Marine Park South. For more information go to: www.bikethebay.net

September 7, 2008
7 AM Wave Starts -
Embarcadero Marina Park
South, San Diego, CA
(Staging at 6:30)

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LINDA PACKER , Membership Coordinator 435-9260 x202 membership@coronadochamber.com

CHAMBER MEMBER NEWS

- **TRAVEL & LEISURE NAMES SPA AT THE DEL** ONE OF THE TOP 20 HOTEL SPAS IN THE WORLD. Spa at The Del recently garnered top honors in *Travel & Leisure's* 13th annual World's Best Awards Readers Survey. The best hotel spas were rated on ambience, treatments, service and value.
 - **ENO**, the new wine, chocolate and cheese bar at Hotel del Coronado, is having "Tasting Tuesdays" from 4 PM to 7 PM. For \$10 you can sample ten different wine selections.
 - **Winestyles**, 928 Orange Avenue, has wine tasting and live jazz every Wednesday - Saturday evenings from 5:30 PM to 7:30 PM. Cost is \$15 p/p non-member or \$10 p/p for Wine Club Members. Interested in becoming a Wine Club Member? www.winestyles.com/coronado
 - Coronado Island Express located at 400 Orange Avenue has changed it's name to **VALERO**
 - **Blue Bridge Coffee** is moving to the former Bay & Shore Plumbing store at 1019 C Avenue. For more information go to www.bluebridgecoffee.com
 - **BAY BOOKS**, 1029 Orange Avenue, will be having a book signing on Wednesday, September 10 at 7 PM featuring "WEBS OF POWER" by Darlene Quinn. For more information go to: www.baybookscoronado.com
 - Only 2 concerts left for this summers **Concert-in-the-Park** series, at Spreckels Park. Sundays, September 1 and September 7, both concerts will begin at 5 PM.
- If you have Member News to share, please send it to membership@coronadochamber.com

Spotlight on CCOC's 2007-2008 Volunteer of the Year AMANDA McPHAIL of CREATIVE AFFAIRS BY AMANDA

Amanda is a young woman with boundless energy and limitless creativity. Her ingenious contributions to the Coronado Chamber of Commerce are numerous. She has helped bring in new members through the Wedding Guide, contacted vendors who donated their services and products to create an incredible Installation & Community Awards Celebration, and is consistently providing the Chamber with volunteer hours.

In addition to running *Creative Affairs by Amanda*, an events planning company extraordinaire, she plans and handles all events at the prestigious Diamond View Towers in downtown San Diego.

Amanda was recently named one of "San Diego's Women of Distinction" in the July/August 2008 edition of *San Diego Woman*. We are extremely proud of Amanda and feel blessed to have her as a new member of our Board of Directors.



nizational performance into actions that are consistent with that knowledge. *The Knowing-Doing Gap* is aimed at the corporate world but can just as easily be used for personal growth.

Chamber member **Bay Books** has stocked our recommended book selection. Bay Books also offers a FREE Preferred Reader Card to all Chamber members. That's a 10% discount on all books for one year.

Have you read a book that you would recommend? Please email membership@coronadochamber.com and include the book title and the author's name.

Read Any Good Business Books Lately?

The Knowing Doing Gap: How Smart Companies Turn Knowledge into Action

By Jeffrey Pfeffer and Robert I. Sutton

Most of us have good intentions but how do we go about changing intentions into actions?

In their book *The Knowing Doing Gap: How Smart Companies Turn Knowledge into Action*, authors Jeffrey Pfeffer and Robert I. Sutton dis-

cuss why our thoughts and goals often don't match our actions and how to change that process. Pfeffer and Sutton started questioning why Corporate America spends so much on education and training, management consulting, business research, and countless books and articles that bring into being a minimal amount of change in what managers and organizations actually do. Four years of extensive research has produced *The Knowing-Doing Gap*. What the authors came to call the **knowing-doing** problem is the challenge of changing knowledge of how to enhance orga-

WELCOME NEW MEMBERS

Coronado Chamber of Commerce welcomes all new members. We strongly encourage all existing members to support and get to know your other Chamber Business Members.

Azur Books Amy Stirnkorb (619) 276-8411	Indulge Catering Janis Parks-Steiner (858) 270-5700	Maid 4 U Barbara Kenley (619) 527-9934
Coronado Coffee Jane New (619) 435-0881	La-Di-Da Sugaring and Aesthetics Boutique Kelly Fritz & Mailette Lopez-Fiero (619) 522-2949	Mary Kay Cosmetics Veronica Vicente (619) 807-2831
Event Technology Services Dave Swaffer (760) 427-1189	Linda Copp Nutrition Consulting (619) 247-4397	MSR Construction Mark Rycz (619) 852-3799
The Fish Company Tasna Carlquist (619) 435-3945		Pacific Coast Harmony Bob Demers (619) 283-5159
		Panera Bread Mauricio Pena (619) 437-4288
		Paradise Village Norm Smith (888) 366-2092
		Platinum Party Rentals Gary Zendell (619) 804-9484
		Plush Impressions David Wright (858) 483-7368
		Real Estate Prof. Group Anna Paul (619) 435-5725
		San Diego Event Décor David Johnson (858) 277-0047
		Village Pizzeria-Bayside David Spatafore (619) 437-0650
		We Can Do That, Inc. Bill Gise (619) 435-5893

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Creative Affairs by Amanda
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FROM THE CEO

"OCS" & Making the Grade

Is *Outstanding Customer Service* or "OCS" something you strive for in your business and just how successful are any of us at it? Perceptions differ from person to person, but I can't help think that it's something we can all better ourselves at. What can we do to create repeat customers and long term relationships? Business owners in Coronado deal with a very diverse client population. "OCS" is critical whether your customer is a local, a family visiting from another state, a business professional here for a convention, the high school teenagers, or a myriad of other demographics.

Here are some questions you might consider when thinking about customer service?

1. Have you thought about "HOW" you sell and not just "WHAT" you sell?
2. Could your employees be costing you repeat business?
3. How do your customers feel when they leave your business or after you have provided them with a service?

Here are a few tips that will make your customers feel valued, respected and appreciated and make them want to return for more of that great "OCS."

• Encourage face-to-face dealings. When you meet your customers, take the time to find out what they need. Be a good listener!

• Respond to messages promptly and keep your clients informed.

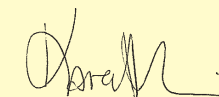
• Be friendly and approachable. A smile can go a long way in making your customers feel comfortable.

• Have a clearly defined Customer Service Policy and make sure your employees are aware of it.

• Remember the "Little Niceties." Remembering to send a thank you to a new customer, a Christmas Card to a valued old customer create a reason for your customers to come to you instead of your competitor.

• HONOR YOUR PROMISES! When you tell a customer you will do something be sure you can deliver!

At the end of the day, we all want to feel appreciated and valued. If you can make your customers feel this way – I can guarantee they will be repeat, long-term customers!



Karen Finch