

# President's Message



*2010 Chamber of Commerce President  
Seth Essenfeld  
Bonsall Postal & Imaging*

It's February and my optimism for the year is well founded. I hope the rest of you found January to represent a change in the past year and while the Chargers choked, for the rest of us Party On.

The rains were a welcome relief from the drought we are suffering but it would have been nice to space it out a little. Could someone put in that request?

As for the chamber, we are off to a great start. The January Sundowner hosted by the Fallbrook Film Factory at Pala Casino was perhaps one of the best sundowners we have had. February is at Pacific Western Bank so check our new website (thank you very much Ruthie) and community calendar for that and any other events. As a reminder, if you have any event you would like to see added to the calendar please contact Ruthie at the office.

Events we are planning thus far are a Shopping Spree similar to what we held last year and the Bonsall Country Festival in October. Things we are talking about include the River Village Walk, group advertising with the Village News, a beautification project at the Y in front of the Bonsall Elementary School, a meeting with former chamber members to bring them back to the fold and Christmas tree lighting in River Village.

Of course, we are open to other ideas and suggestions that you, the members, find of benefit. This is **your** Chamber of Commerce and you get out what you put in. Check the calendar for the sundowners and participate.

Seth Essenfeld