

ALPINE

Alpine Chamber of Commerce



By MARY RYNEARSON

The Alpine Lions Club is hosting a "Bunco" event on Friday March 26, 2010 6pm at the Alpine Woman's Club located at 2156 Alpine Blvd. to benefit longtime resident Alice Villa.

A lovely Handmade Quilt has been donated to help raise funds...

Stitching Sisters Quilt Guild in Rancho San Diego has a block of the month challenge. A pattern is provided and those members wishing to make the block, turn their completed quilt block in at the next meeting. Each person that

makes a quilt block puts their name in for a drawing and the winner receives all the completed blocks to assemble into a completed quilt. This donated heart Quilt was the challenge for February 2009. "I was the lucky recipient of the Quilt blocks and I quilted each block individually and then assembled the Quilt using the hinge method. When I finished the quilt I felt it expressed the love and friendship of the 'Stitching Sisters' and was intended to be shared and so it has been donated to your good cause. It is hard for me as the quilter to put a value on this quilt as it has many hours of stitching by many sisters and it is our hope that it will raise hundreds of dollars and will warm many more hearts...because we are all sisters at heart! Best of luck to you all," Diane Forbes-Sister in Law to Mary Rynearson...

Ticket costs are \$20.00 which includes Bunco fun and the opportunity to win the quilt. To purchase a ticket to the event please contact Club President, Mary Rynearson at 619-733-0698.

Alice is a Charter Member of the Alpine Lions Club and has received the honor of Lion of the Year several times and in 2002 Lion of the Decade. In 2005 she was named Honorary Mayor of Alpine. She was a familiar face for 36 years at the Alpine Pharmacy. A lot of people know Alice, she's a quiet person who has given a lot to the community. Alice has Thrombocytopenia, an immune deficiency disorder, it can cause abnormal bleeding.

We look forward to seeing you on March 26th!

Free tire recycling day set for Alpine

Residents Encouraged to Bring Old Tires to Event on April 24

Residents of Alpine, and the surrounding unincorporated areas in San Diego County, can bring used passenger and small truck tires to the Albertsons' parking lot located at 2955 Alpine Boulevard in Alpine on Saturday, April 24, from 9:00 a.m. to 3:00 p.m.

Since the state banned disposal of whole tires at landfills in California in 1993, the County of San Diego has offered amnesty days and public education for recycling and disposal of tires funded partially through state grants.

Illegally abandoned tires continue to be a problem on County roadways and throughout the rural areas of the unincorporated area. Tires are an excellent breeding environment for mosquitoes, which can carry West Nile virus and other deadly viruses. In addition, the threat of fire and further illegal dumping is always a critical concern in the region.

Residents may recycle up to nine tires per vehicle. Tires must be reasonably clean and free of excessive dirt or other foreign matter. Inside tire diameter size is limited to 16.5 inches. Tires mounted on rims will not be accepted. No large truck tires and no tires from

business or commercial sources will be accepted.

Call the County's Recycling and Household Hazardous Waste at 1-877-R-1-EARTH (1-877-713-2784) for more information or to make arrangements for larger tires, tires with rims, or loads of more than nine tires.

This one-day event is sponsored by the County of San Diego Recycling Program and a grant from the California Department of Resources Recycling and Recovery (CalRecycle). Support for the event is also provided by Alpine Chamber of Commerce.

The Alpine Woman's Club presents plant sale

The Alpine Women's Club is presenting its annual plant sale

Date: Sat April 24
Time: 10am to 3pm
Location: Alpine Woman's Club
2156 Alpine Boulevard

The Alpine Tree Town USA will also participate.

This is the same day as the "I Love a Clean Alpine."

We invite you to come out and enjoy a day with your fellow community members in beautifying Alpine.

For further information contact: Mary Rynearson
619-733-0698





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New Alpine California Welcome Center offers much

Submitted by Kelly Weiss, V.P. of Operations/Special Events

ALPINE ---- Amid the fragrance of a traditional tribal purification blessing, officials, dignitaries and curious shoppers explored the new California Welcome Center March 17 at the Viejas Outlet Center in Alpine.

County Supervisor Dianne Jacob and representatives from the San Diego Convention & Visitor Bureau, the California Travel & Tourism Commission and the Viejas Tribal Council were there to help celebrate the center's grand opening. "We love our visitors, and I love the sales tax revenue, too," Jacob said.

One of 14 California Welcome Centers statewide, the Alpine center is the first on tribal land and the second such center in San Diego County. Oceanside also has one.

The Alpine California Welcome Center will be

an important gateway to more than 8.9 million people who annually travel on nearby Interstate 8 into San Diego County, officials said. About 60,000 of those travelers are expected every year at the Alpine center.

Jacob noted that the new center will serve some of the 1.8 million overnight annual visitors from Arizona. Eighty-seven percent of them travel here on I-8, the supervisor said.

The California Welcome Center is important because tourism is the third largest employer in the county, with the military first and commercial/industry first and second, said Joe Terzi, president and chief executive officer of the San Diego Convention & Visitors Bureau, known as ConVis. The 1,000-square foot California Welcome Center in Alpine is part of a collaborative merger agreement of ConVis and the San Diego East Visitors Bureau.

"We're looking forward to having an opportunity to

find out more about what's going on in East County," Terzi said. Eric Lund, vice president of community relations and membership for ConVis, announced on Feb. 22 at the installation of officers and board members of the Alpine Mountain Empire Chamber of Commerce that Alpine would have a California State Welcome Center.

At that time Lund said the state would provide about \$150,000 to promote Alpine as a destination. That should triple the number of Alpine California Welcome Center visitors and eventually provide much broader business opportunities locally, he said.

New marketing plan

The annual \$300,000 budget of the San Diego East Visitors Bureau will be matched by ConVis to support a new strategic marketing plan for East County to bolster tourism for the region and the economy, according to ConVis. The goal is to make visitors more aware

of East County as a place to visit, shop, dine and enjoy as well as drive through, Terzi said.

Alpine Honorary Mayor Carlette Anderson of Save-A-Heart said the new center, "Will give information to visitors to San Diego that there is more than just (what's) west of Interstate 5. "East County offers so many opportunities for tourists to experience the lovely mountains, the warm welcome of the businesses of East County," Anderson said.

Robert C. Welch, vice chairman of the Tribal Council of the Viejas Band of Kumeyaay Indians, said that locating the Welcome Center on Viejas recognizes the strong partnership and community relationship the tribe has established in the county.

"We are proud to show local and out-of-state tourists all that East County has to offer," Viejas Tribal Chairman Bobby L. Barrett said in a statement.

Local allure

One of the most diverse areas in San Diego County, East County's majestic mountains, sparkling lakes, deep canyons and the stark beauty of the Anza-Borrego Desert State Park draw people from throughout the region, state and elsewhere.

The area boasts vibrant communities with attractive shopping centers and stores, helpful businesses, popular casinos, the Viejas Outlet Center, relaxing resorts, historic sites and annual friendly festivals and events. "It's the culture of a destination that makes it a destination," said Jonelle Tannahill, tourism development manager and California Welcome Center liaison. "Welcome Centers promote the entire state. It's a wonderful opportunity for people to extend their stay beyond a few days."

The Alpine California Welcome Center offers free brochures, maps and San Diego Official Visitor Planning Guides.

Discounted attraction and tour tickets can be bought. Professional, multi-lingual staff and volunteers help visitors make the most of their time in the region.

The center also has handmade Native American arts, crafts and jewelry; Historic Highway 80 logo items and educational books about the surrounding area. Interpretive displays highlighting the Viejas Band and East County parks are also available.

Open daily year-round except for Thanksgiving, Christmas and New Year's Day, the Alpine California Welcome Center's hours are 10 a.m. to 5 p.m. Monday through Saturday and 11 a.m. to 4 p.m. Sunday at Suite H110 in the Viejas Outlet Shopping Center, 5005 Willows Road.

For more information about the California Welcome Center, phone (619) 445-0180 or toll-free (800) 463-0668 or visit www.visitcalifornia.com or www.sandiego.org.