

**INSIDE
THIS ISSUE**

*VC Sesquicentennial
Update*

*What happens when
you shop local?*

Keep It Local

Keep It Local With

Dr. John Maher Crossroads Holistic Health Center



Dr. John H. Maher

Do You Want Natural Relief From Menstrual or Menopausal Problems?

The bad news is that PMS, Menstrual Pain and Dysfunction, and menopause related night sweats, hot flashes, low libido, mood, and energy are very common symptoms. The good news is these hormonally related symptoms of imbalance and dysfunctions can usually be effectively addressed and balanced restored *without drugs or hormones*. Natural remedies like herbs, vitamins, minerals, enzymes, probiotics and whole food concentrates can be very effective in restoring balance and normal function. The art is knowing which combination of natural remedies will work for you.

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Valley Center, CA 92082
1-760-751-2208
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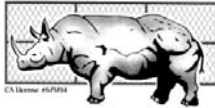
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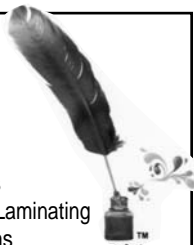
www.highsierrakids.com

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A professional networking organization dedicated to the enhancement of our members' financial and business success through the exchange of business referrals.

Meetings are every Tuesday
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www.vcpro.org

Valley Center
PRO

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Java Journey

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Lake Wohlford Cafe

Mimi's Nails

Pala Vista Gas

Town Center Market

Valley Center Barber

Valley Center Foods

Valley Center
Veterinary Clinic

Valley Center

Wireless

and some others...

What happens when you shop local?

Buying locally conserves energy and resources in the form of less fuel for transportation and less packaging.

For every \$100 you spend at locally owned businesses, \$68 will stay in the community. Only \$43 stays in the community when you shop at a national chain.

Local business owners know you, and you know them. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

Locally owned businesses pick the items and products they sell based on what they know you like and want. Local businesses carry a wider array of unique products because they buy for their own individual markets.

You are their friends and neighbors, and locally owned businesses have a vested interest in knowing how to serve you. They're passionate about what they do. Why not take advantage of it?

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures and strong community.,

The more interesting and unique your community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

Source: Civic Economics - Andersonville Study of Retail Economics

VC Sesquicentennial Update

Before you know it, Valley Center will be celebrating its 150th year anniversary in 2012. The Sesquicentennial Committee is planning to start events and festivities on January 2012, and end May of 2012, Western Days.

Many of you have plans in the works for this great time. The Committee is keeping a "Master" calendar of these events in order to avoid overlapping dates. They will also be listed in several other areas.

We plan to do a lot of advertising as the time nears. The Committee would like to get as many dates as they can on the calendar, and as soon as possible.

Please let Paula Haskell know when you have firmed up a date for your event.

Thank you for taking an interest in our town's history!

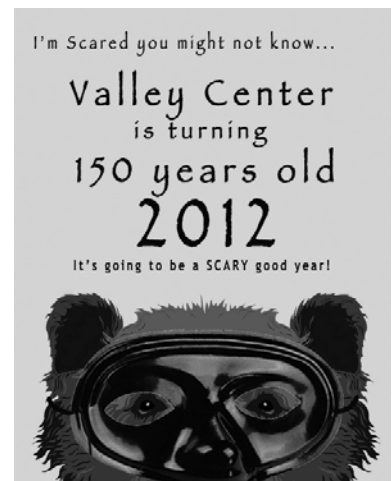
Paula Haskell, Chairperson

VC Sesquicentennial

760-427-1081

PaulaHaskell@aol.com

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## *Local Referral Group is Great for Business*

The Professional Referral Organization (PRO) is a professional networking organization dedicated to the enhancement of its members' financial and business success through the exchange of business referrals. The key word is being "business referrals". The essence of networking is meeting people and letting them know what products and services you provide.

PRO offers a great potential to build your business, without hiring a sales force. The reward is an opportunity for more sales and generating positive word-of-mouth that reaches the ears of potential clients.

Pro allows only one member for each business category. This means you will not be competing with another business for the same clientele. That's what makes this a real power group.

PRO has regular weekly morning meetings. The President opens the meeting by introducing new members and guests. Then everyone, including guests give a 30 second "commercial" on their business and how we can help refer them more business. Then comes the most rewarding part, where members give their referral leads. The last 15 minutes of the one-hour meeting is for the Business of the Week to promote their business, show samples, etc. so that members can be better prepared to help get more leads and business.

If you are interested in attending a meeting to observe, call Verle Yoder at 760-522-7548 or visit [www.vcpro.org](http://www.vcpro.org).

PRO meets every Tuesday morning from 8-9am at the Valley Center Community Center located at 28246 Valley Center Road.

# KEEP IT LOCAL

*The deadline for advertising in the  
December 2011 issue is November 15th.*

**LISTING: \$10.00 • BOXED AD: \$25.00 • DOUBLE BOXED AD: \$50.00**

**FRONT PAGE ARTICLE: \$100.00**

*Includes "Special Offer" on home page of website.*

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*Banner ad can be linked to your own website.*

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Ad Type       Listing       Boxed       Double Boxed       Banner

Service/Category \_\_\_\_\_

Provider's Name \_\_\_\_\_ Years in VC \_\_\_\_\_ Phone \_\_\_\_\_

Discount/Offer \_\_\_\_\_

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Ad Type       Listing       Boxed       Double Boxed       Banner

Service/Category \_\_\_\_\_

Provider's Name \_\_\_\_\_ Years in VC \_\_\_\_\_ Phone \_\_\_\_\_

Discount/Offer \_\_\_\_\_

**Additional copy**

**Please fill out this form and mail it back with your check made out to Keep It Local, to:**

**Lisa Scarpello • PO Box 2523 • Valley Center, CA 92082**

If you have any questions, contact Lisa at 760-749-5452 or email [vckeeptlocal@gmail.com](mailto:vckeeptlocal@gmail.com)



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