

## Event Focus



Each year in May, *Boogie on the Bayou Festival* brings a little bit of Louisiana flavor to Historic Downtown Campbell. 'Boogie' attracts tens of thousands of people from all over the Bay Area to enjoy the authentic Cajun food, live music and entertainment, unique arts & crafts and an enormous family fun zone.

This year the Chamber is pleased to be working with premier arts and crafts production company, *California Artists*, known for securing high quality local and national artisans to show and sell their works. A wide array of unique handmade items including glasswork, jewelry, clothing and photography will be available for purchase.



If the bountiful shopping isn't enough, the mouthwatering Cajun and New Orleans-inspired food is sure to entice you. Gumbo, jambalaya and Po' Boy sandwiches are just a few selections being served up by this year's food vendors.

And be sure to wear your dancing shoes because we have a fantastic line up of live Cajun, Creole, Blues, Zydeco and Calypso music. *Sauce Piquante, Kickin' the Mule, Creole Belles and Motordude Zydeco* are headlining on the main stage.

This year the two-day Festival will be held on Saturday and Sunday, May 22<sup>nd</sup> and 23<sup>rd</sup>, 10am to 6pm on Saturday and 10am to 5pm on Sunday. Admission and parking are free.

Photos By Alan Fletcher



## Legislative

### Understanding Proposition 14

**Carl San Miguel, V.P. Legislative**

The United States has had a political party system since the 1780's and many have come and gone since. It is the Democrats and Republicans that have been in the majority for a long time.

Our topic of discussion this month is Proposition 14, otherwise known as the "Top Two Primaries Act" which was the deal made by State Senator Able Maldonado to pass the California State budget in 2009.

Originally I understood that Prop 14 allowed voters to elect a candidate regardless of what party they registered with, thus allowing candidates of the top two parties to go forward to the general election. But this is not the case.

What the bill actually achieved was that the top two vote-getters, regardless of party affiliation, would advance to the general election. So you could theoretically have two candidates from the same party running for the same seat. Adios Independent party, adios Libertarians, hasta la vista Green party.

In my opinion, because this bill does not advance the top vote getters from each party, it is not a good deal for anyone. Both Democrats and Republicans are against Prop 14 because it distorts the political party process. It has the potential to dilute the parties of their power which some may say is a good thing because there appears to be more interest on advancing the parties VS country.

This Proposition brings a new dichotomy to the election process. In this county, there are very few Republican representatives that serve our legislative positions. If we view other municipalities that already have open primaries such as the state of Louisiana and Washington, you'll find they are no less partisan. It could be very tough for the party not in the majority to get elected with such a large opposition ruling the nest.

This Ballot measure allows the candidates to choose whether they want to declare their party affiliation when running for state office or Congress. If they choose not to declare their party affiliation you may not realize for what party you are casting your vote.

It is my opinion that Proposition 14 is not good for California or our country as a whole. Had it advanced one candidate from the top two vote-getting parties then I believe it would be more tolerable. To be fair I must point out that the California State Chamber is recommending support for Prop 14 and the Campbell Chamber is staying neutral.

Next month I will be commenting on Prop 16 (the Utilities proposition) so stay tuned because as most of you know, I don't pull any punches. It is what it is and I yam what I yam.

### Chamber Bids Farewell to Longtime Employee

**By Betty Deal**

After sixteen years of dedicated service as a major part of the Chamber staff, Helen Sheridan has decided it's finally time for her to retire and enjoy life.

During her time as a staff member, Helen was the editor of the Chamber newsletter, Assistant to the Executive Director and a frequent and willing volunteer at local festivals and Chamber events. She was always the first smiling face members would see at our monthly luncheons.

"Helen is a loyal, dedicated worker, team player and overall great person. The world needs more Helens," says Betty Deal, former Executive Director and current Membership Director of the Campbell Chamber of Commerce.

The Campbell Chamber was immensely fortunate to have Helen as member of our staff and she will be greatly missed. Our April 21st luncheon will be held to honor and thank Helen for her years of valued service to the Chamber and the community.

## Officers

**PRESIDENT**

**Ann Height**  
Union Bank

**PRESIDENT ELECT**

**Cary Stover, CPA**  
Padgett Business Services

**IMMEDIATE PAST**

**PRESIDENT**

**Robert Pedersen**

A Tool Shed

**TREASURER**

**Wesley A. Fachner, CPA**  
Fachner & Layman, Inc.

## Board

**Barbara Conant**

Director Emeritus

**Pam Finch**

Finch Appraisals

**Ann Height**

Union Bank of California

**Mike Katz**

Cool Kat Appliance Repair

**Bob Sanfilippo**

Diversified Business Products

**Carl San Miguel**

Highland Properties

**Aaron Sessions**

State Farm Insurance

**Leonard Cino**

Live Tech Now

**Rich Waterman, CPA**

## Staff

**Neil Collins,**

Executive Director

**Betty Deal,**

Director of Membership

**Kristen Mealiffe,**

Communication Assistant

**Gerry Gruwell,**

Office Assistant

**Danielle Coleman,**

Financial Assistant

## Ambassador "Corner"

**"Go Green Mixer"**

We've all heard the saying, "*One man's trash is another man's treasure*". The Chamber Ambassador's Club is holding their "**Go Green Mixer**" in the spirit of this adage and the 'reuse' portion of the recycling circle.

Bring **ONE** item (not one truckload or one box full, but one single item) you no longer want or need and then 'shop' from all of the accumulated treasures brought in by others. Please make sure items are small (books, CD's, DVDs, jewelry), are in good condition and have 'treasure potential.'

If you don't find a 'gem' among the 'garbage' don't worry; it's not mandatory to take anything home. All unwanted items will be donated to Teen Challenge in Campbell.

Thursday, April 22, 5:30-7:30 p.m. Union Bank at 3290 Stevens Creek Blvd. San Jose

Cost: Members: \$5 Non-members: \$10





**Saturday & Sunday May 22 & 23, 2010**  
**Volunteer Sign-Up Form**

The Campbell Chamber of Commerce is seeking volunteers, both individuals and company teams, who are willing to donate three hours - or more - of their time. It's always fun - just ask those who have participated in the past!

We need your help in staffing **Beverage, Information & Ticket Booths**. Also help with **set-up** Saturday morning, and **take down** Sunday evening, is needed. Please complete this registration form and return it to the Chamber by **Friday, April 30, 2010**. You will receive confirmation of your shift time(s) two weeks prior to event.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

DAY PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

Beverage  Ticket  Put me anywhere, any time!

Saturday, May 22nd	Sunday, May 23rd
8:00 - 10:00am (set up)	9:30am - 1:00pm
9:30am - 1:00pm	12:45 - 4:45pm
12:45 - 5:45pm	4:00 - 6:00pm (tear down)

Return To: Campbell Chamber of Commerce 1628 W. Campbell Avenue Campbell, CA 95008  
408.378.6252 Fax 408.378.0192  
E-mail: [ccoc@pacbell.net](mailto:ccoc@pacbell.net) www.campbellchamber.com

## Welcoming New Members



Don Tomas Coffee - Kelly Short



VIP Card- Tim Parsons



American Legion Post 99- Chuck Berls



Sterling Payment Technologies- Jessica Peterson



Work Experience Program- Tonette Slaviero

## From the Office

By Neil Collins,  
Chamber Executive Director

Welcome to our newly formatted *Campbell Connection*. Since the first of the year staff and I have been working at a feverish pace to create more value for our members and to improve our standing in the Community.

We were saddened by the announcement of retirement from long time Chamber staffer Helen Sheridan. Helen will be honored at our April luncheon at the Sonoma Chicken Coop on Wednesday April 21, at noon.

Taking Helen's spot on our team as our new Communication Assistant is Kristen Mealiffe. Kristen brings a diverse resume of marketing and communications to the Chamber.

I want to thank everyone who came out to support two of our new members during their ribbon cutting ceremonies. On March 10, Mayor Evan Low and the Chamber welcomed *Fred Astaire Dance Studio* into the community and on March 13 Vice Mayor Jason Baker joined us for a ribbon cutting at *Aperture Academy*.

On May 22 and 23 the Chamber is proud to present *Boogie on the Bayou* in Downtown Campbell. This year we are very excited to be working with California Artists, known for bringing hand made arts and crafts to events. We have also focused on bringing quality entertainment that better fits the theme of the event.

And of course the main star of *Boogie* is the food. We will have over eight authentic Cajun and New Orleans style food vendors serving up seafood gumbo, crawfish etouffe, beignets, jambalaya, and oule sausage, New Orleans poor boy sandwiches, and much more.

Lastly, as many of you know, the City of Campbell is a very tough budget situation and is currently in the process of a mid-year budget review. The Campbell Chamber of Commerce is committed to working with City Staff and the Council to come up with creative solutions during these trying times.



Lifestyle habits such as eating healthy, exercising your mind and body regularly, and getting enough sleep keep your mind sharp.

## Renewals

- |                                   |                                               |
|-----------------------------------|-----------------------------------------------|
| Kawamoto, Weil & Company (24)     | The Harker School (11)                        |
| R.V. Cloud (22)                   | Noel Technologies (11)                        |
| Wayne Ichikawa, D.D.S., M.S. (21) | Bruno Marcelic, Architect (9)                 |
| Jane P. Kennedy (15)              | Finch Appraisals (8)                          |
| Campbell, CA                      | United Security Bank (8)                      |
| Paychex (15)                      | ABWA Express Silicon Valley (7)               |
| Pat Hagmann (14)                  | Billy Jones Wildcat Railroad Inc. (7)         |
| Dick's Automotive Transport (13)  | Cedar Mortgage Company (6)                    |
| Hobee's (13)                      | Celtic Shoppe (4)                             |
| Kelex Security (13)               | Pat Laufman (4)                               |
| Campbell. Postal Service (12)     | Bluehawk Networks, Inc. (3)                   |
| Double D's Sports Grille (12)     | Becker Financial Services (2)                 |
| Bascom Animal Hospital (11)       | Big Ed's Buzzard BBQ (2)                      |
| Campbell Ford Performance (11)    | K.C. Customs & Remodeling, Inc. (2)           |
| Caper's Grill & Bar (11)          | Thomas Ferrigno-Cross Roads Health Center (2) |
| Communication & Control (11)      |                                               |

## New Members

- |                                                                                                                                                                                  |                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>A&amp;R Booth Rentals</b><br>148 Crescent Ave.<br>Sunnyvale, CA<br>739.0373                                                                                                   | <b>Fred Astaire Dance Studio</b><br>1258 S. Bascom Ave.<br>San Jose, CA<br>247.9487<br><a href="http://www.fredastaires.com">www.fredastaires.com</a>                   |
| <b>Charlie Rose Baseball</b><br>161 Curtner Ave.<br>Campbell, CA<br>559.7673<br><a href="http://www.charlierosebaseball.com">www.charlierosebaseball.com</a>                     | <b>My Sister's Attic</b><br>2069 Winchester Blvd.<br>Campbell, CA<br>386.1475<br><a href="http://www.mysistersatticofcampbell.com">www.mysistersatticofcampbell.com</a> |
| <b>Crossings Community Church</b><br>1 W. Campbell Ave. Roosevelt Room<br>Campbell, CA<br>879.8500<br><a href="http://www.crossingscommunity.com">www.crossingscommunity.com</a> | <b>Omni Law Group, LLP</b><br>1500 E. Hamilton Ave., Ste 202<br>Campbell, CA<br>879.8500<br><a href="http://www.omnilp.com">www.omnilp.com</a>                          |
| <b>Dandelion Relief Group</b><br>1150 Capri DR.<br>Campbell, CA<br>799.4355<br><a href="http://www.dandelionrelief.org">www.dandelionrelief.org</a>                              | Terrance Insurance Services, Inc.<br>1350 Dell Ave., Ste 206<br>Campbell, CA<br>871.2000<br><a href="http://www.terranceinsurance.com">www.terranceinsurance.com</a>    |



Fred Astaire Ribbon Cutting 3/10/2010



Aperture Academy Ribbon Cutting 3/13/2010

## Calendar of Events

### April 2010

- 4/6 Tues. City Council Meeting, City Hall, 7:30pm  
4/7 Wed. DCBA, 9:00am  
4/8 Thur. Board of Director's Meeting, 8:00am  
4/20 Tues. City Council Meeting, City Hall 7:30pm  
4/21 Wed. Monthly Luncheon, Sonoma Chicken Coop 12n  
4/22 Thur. Go Green Mixer, Union Bank, 5-7pm  
4/28 Wed. Ambassador's Meeting, Chamber Office 12:30pm

### May 2010

- 5/4 Tues. City Council Meeting, City Hall, 7:30pm  
5/5 Wed. DCBA, 9:00am  
5/6 Thur. Board of Director's Meeting, 8:00am  
5/18 Tues. City Council Meeting, City Hall, 7:30pm

5/19 Wed. Monthly Luncheon, Location TBD

5/22 & 23 Boogie on the Bayou Festival  
5/26 Wed. Ambassador's Meeting, Chamber Office 12:30pm

### Chamber Leads Club Meetings:

**Campbell Referral Network:**  
First and third Thursdays, The Skillet 11:30am  
Jenna Barros 899.4502

### Connection Club:

Second and fourth Thursday, The Skillet 11:30am  
Vance Nelson 884.4950

### SCORE Small Business Counseling

Fourth Tuesday of each month 9am - 12n  
By appointment only, Chamber office