

Event Focus

Campbell Toy Program

Since 1984 the Campbell Community Toy Program has raised money and distributed donated toys to low-income children in the Campbell and Los Gatos areas. The first event was held at Sebastian's in the Prune Yard and was the brainchild of the then Women in Business organization of which former Campbell Mayor, Jane Kennedy, was a key member. \$225 was raised the first year. "I rode on the fire truck with the firefighters to deliver the toys house to house to the kids," recalls Jane fondly. When the EMQ Foundation became involved, Jane says she went along to deliver the toys as well. "It was truly heartwarming to see the children's faces when you handed them a toy they weren't expecting to receive," says Jane.



As the event grew, it moved to a couple of times before settling to its eventual home at the long-closed Gaslight Theatre in Downtown Campbell. Over 16 years ago, the program was moved into the Chamber's sphere of influence and was held at the Community Center. Joint cooperation between the Chamber and the Santa Clara County Fire Department has remained strong over the years.

Based at Sunnyoaks Fire Station, Fire Captain Gary Cocroft coordinates all department holiday toy programs. In addition to toys and books, smoke alarms and dental hygiene supplies will be provided to families in need during the 2010 season.

The Toy Program will be held on Thursday December 2nd, 6-9pm at Sonoma Chicken Coop in Downtown Campbell. For the \$10 donation price, you'll enjoy delicious hors d'oeuvres, no-host bar and fantastic raffle prizes. Please bring a new, unwrapped toy to donate and be entered into a special drawing. Contact the Campbell Chamber at 408-378-6252 for more information or visit <http://www.sccfd.org/toys.html>.

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Campbell Chamber Of

Commerce

1628 W. Campbell Ave.

Campbell, CA

408.378.6252

Fax: 408.378.0192

ccoc@pacbell.net

www.campbellchamber.com

Legislative

Campbell Chamber of Commerce INDEPENDENT CONTRACTORS

Real or a Label?

By Pascal Anastasi

Attention Business Owners: Do you have any independent contractors (IC) doing work for your company? Ask yourself honestly, is the independent contractor real or just a label? In the legal system, merely labeling a person IC if often spelled: LIABILITY. Just because "everyone is doing it" does not make it legal.

Today, one of the most litigated case types in California is IC misclassification. It is what the military would call a "target rich environment". The IRS has converted 100,000 internal processors to field agents focused on Small Businesses. Why? The Government has found IC and tax audits of Small Businesses tend to be very...profitable.

The business owner has the burden to prove a worker is a real IC. How? Legal "Tests" are used to determine IC status. Unfortunately, there are numerous tests involving a multitude of factors and subjective factual analysis. The Internal Revenue Service (IRS), the Employment Development Department (EDD), Division of Labor Standards Enforcement (DLSE), Franchise Tax Board (FTB), the Division of Workers' Compensation (DWC), the Contractors State Licensing Board (CSLB) and lawyers in Civil Actions, all use slightly different tests when evaluating IC/employee status.

The State of California, Dept of Industrial Relations admits, "It is possible that the same individual may be considered an employee for purposes of one law and an independent contractor under another law."

The consequences for misclassification are huge and include payment of the worker's Federal and State income tax that should have been withheld, unemployment taxes, overtime, meal periods, 100% liability for Worker's Comp claim, liability for worker's negligence, interest, fines, penalties, and in some cases, imprisonment.

Seriously, Independent Contractor status classification can be a high-risk decision process. Is it worth it? Can you afford to be wrong? Because the potential liabilities and penalties are significant, each working relationship should be thoroughly researched and analyzed, preferably before it is established. Do not wait until it is too late. Litigation is too expensive. Be proactive. It is your business. Protect it.

If you have questions, Pascal Anastasi can be reached at (408)292-2606.

Business of the Year and Citizen of the Year 2010

The Chamber is accepting nominations for Business and Citizen of the Year for 2010. Nominations for Business of the Year can be made by individuals, organizations, clubs or groups and the member must be a Chamber member for 5 years or more. Selection is based on "above and beyond" service to the community with the intent to honor the business that has given unselfishly for the betterment of Campbell and its citizens.

Citizen of the Year need not be a Campbell Chamber member or resident but their volunteer contributions to civil and community service, government affairs, service clubs, educational and recreational activities will be considered.

To nominate either a business or citizen please visit the Chamber website at www.campbellchamber.com (Special Events, Celebrate Campbell) or contact us at 408-378-6252 for an application.

The winners will be honored at the Celebrate Campbell dinner in March 19, 2011 at Villa Ragusa.

New Members

Cinnabar Hills Golf Club
323-5200

CopyCo

377-9500

www.copyconnection.com

Patelco Credit Union

626-6180

www.patelco.org

Rock Bottom Brewery

377-8811

www.rockbottom.com

The San Jose Sabercats

673-3401

www.thesanjosasabercats.com

From the Office

Your Choices Matter This Holiday Season

Neil Collins, Executive Director

You're choices matter this Holiday season, more so than ever before. Sure the internet and chain stores will be offering some great deals but what does that do for your community? Campbell has always prided itself on a sense of community. When you look at who is making a difference in your community, it is your locally owned and operated business. You know their names and you know their faces. They need your Holiday business this year more than ever.

The unique assortments that you can find at your locally owned, independent merchants will be much appreciated by your love ones. It will fill them with joy knowing that you took the time to find a unique item that really connects them with you.

For the last three years the economy has taken a nose dive. It's been hard for the independents to hang on, but many have. You owe it to yourself and to your community to give them a good hard look this Holiday season. The businesses need you and so does the City. Your local sales tax dollars are vital to maintaining critical City services. Shopping local has never been so important. So avoid the crazy mall traffic this Holiday season and help Campbell business thrive. You won't be disappointed.

If you need a business referral to find that perfect gift, don't hesitate to contact us. We'll make sure you get connected with a reputable business within your community to fill your needs. You can reach us by phone at 408-378-6252 or visit us on the web at www.campbellchamber.com

Welcoming New Members



Jim Free Campbell Veterans Memorial



Joe Zusin San Jose Sabercats



James Evertts Attorney at Law



Michael McIntyre
Generation Mortgage



LaKisha Washington
W.J. Bradley Mortgage Capital Corp



Bethany & Lauren from Just B Dance

2011 Shop & Dine Business Expo



The Chamber is accepting applications for our next Shop & Dine Business Expo held at Villa Ragusa on Wednesday, February 23, 2011 from 4-7pm. The Expo is a fantastic opportunity to get your product or service 'out there' as well as meet and educate potential new customers.

Exhibitors receive a six foot draped table 'space' as well as promotion at all Chamber events and in all Chamber publications and social media postings leading up to the event.

We are offering a substantial 20% discount off the exhibitor price for all applications received before December 31, 2010. Please call the Chamber at 378-6252 or visit our website at www.campbellchamber.com for more information or to obtain an application.

Renewals

- | | |
|--|---|
| Campbell Union School District (44)
364-4200 | Home Church (19)
370-1500 |
| West Valley Construction (40)
371-5510 | Buy Right Media Services (14)
265-9555 |
| Normal Paul's Print Center (39)
374-4041 | Sonoma Chicken Coop (7)
866-2699 |
| Morita's Picture Framing (34)
374-6622 | Hands On Healing (5)
371-0068 |
| Citti's Florist Company, Inc. (27)
371-7000 | Creative Habitat Children's Center (4)
374-4442 |
| Campbell Inn (26)
374-4300 | Heritage Printers (4)
386-5546 |
| Robert Sneed (22)
290-2925 | Amberwood Gardens (2)
253-7502 |
| | Crisis Training (2)
598-2150 |
| | Don Tomas Coffee (2)
333-9763 |

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Travel to Italy:

The Chamber is offering an exciting 10 Day trip to Rome and the Amalfi Coast in March 2011. Price includes airfare, some meals, wine tasting and more. Contact Seven Seas Travel at 408.378.7327 for more details.

Calendar of Events

DECEMBER:

- 12/1 DCBA Meeting, 9am, Location TBD
- 12/2 Campbell Toy Program, Sonoma Chicken Coop, 6-9pm
- 12/4 Carol of Lights, Downtown Campbell, 4-8pm
- 12/7 City Council Meeting, City Hall Council Chamber, 7:30pm
- 12/9 Chamber Board of Director's Meeting, Chamber Office, 8am
- 12/15 Chamber Christmas Mixer, 5:30-8pm, PruneYard Inn
- 12/24-12/31 Chamber Offices Closed
- No SCORE appointments in December

JANUARY 2011

- 1/4 City Council Meeting, City Hall Council Chamber, 7:30pm
- 1/5 DCBA Meeting, 9am, Location TBD
- 1/18 City Council Meeting, City Hall Council

Chamber, 7:30pm

- 1/19 Chamber monthly luncheon, Villa Ragusa
- 1/25 SCORE appts, Chamber office, 9-12n
- 1/26 Ribbon Cutting W.J. Bradley Mortgage 2160 S. Bascom Ave, 5:30-7pm
- 1/29 Chamber Board of Director's Meeting, Chamber Office, 8am

FEBRUARY 2011

- 2/23 Campbell Shop & Dine Business Expo 4-7pm

MARCH 2011

- 3/19 Celebrate Campbell, Villa Ragusa



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