

## Event Focus

### 46th Annual Chamber Golf Tournament



With another stellar Boogie on the Bayou festival behind us until next year, the Chamber is moving onto its next big event, the 46th Annual Campbell Chamber of Commerce Golf Tournament. One of four Chamber fundraisers, this event is open to the public and will take place at the spectacular Cinnabar Hills Golf Club on McKean Road in San Jose on Thursday August 26th.

Peacefully tucked in and around the hills, a short drive south of fast-paced Silicon Valley, Cinnabar Hills Golf Club blends championship-caliber golf with spectacular views. San Jose's first public course to open in 30 years was designed by award-winning architect John Harbottle III. Each hole has been crafted to maintain the natural slope

of the area and to protect the surrounding wildlife. Hundreds of old oaks were incorporated into the layout and seedlings from those oaks were nurtured and planted to further enhance the landscape. Inspiring the golf club's logo, red-tail hawks can be seen flying over the course or even perched in a tree. Named for the rich, red ore mined here during the 1800's, Cinnabar Hills offers golfers three distinct nines: the Canyon, the Lake and the Mountain.

The Chamber tournament encourages everyone from the hardcore golfer to the occasional duffer to participate. A four-player 18 hole shotgun 'scramble' format will be used, ensuring the pressure is off and the fun is on. In addition to the round of golf there will be a putting contest, tee prizes and an on-course lunch and refreshments. The evening

concludes with a sumptuous dinner at the Cinnabar Clubhouse during which winners will receive their awards. Fees include 18 holes, golf cart, lunch, prizes, raffle and dinner.

In addition to players, the Chamber is also looking for businesses or individuals to sponsor holes and to be tournament donors. Contact the Chamber at 408-378-6252 if you are interested in participating as a player, if you'd like to sponsor the event or both.

## 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*  
**Mike Katz**  
*Cool Kat Appliance Repair*  
**Dr. Art Low**  
*Campbell Optometric Group*  
**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*  
**Campbell Chamber Of**  
**Commerce**  
1628 W. Campbell Ave.  
Campbell, CA  
408.378.6252  
Fax: 408.378.0192  
ccoc@pacbell.net  
www.campbellchamber.com

## From the Office

**Neil Collins, Executive Director**

We have just wrapped up another successful Boogie on the Bayou this past weekend. I want to thank all of sponsors and the hundreds of volunteers it takes to pull off such an event. It is a Titanic-like effort to put on an event like this, but it is well worth it. The Campbell Chamber of Commerce is about building strong communities and helping business survive and thrive. Boogie on the Bayou played host to over 150 food and craft vendors, many of whom stayed in our local hotels and dined at our restaurants. The 40,000 plus festival-goers made numerous purchases at our Downtown businesses, but the full economic effect reaches far beyond Downtown. I met with management from Rock Bottom Brewery and Boswells in the PruneYard Shopping Center a few weeks ago. Both told me they get a ton of business from Boogie on the Bayou and that it is one of their most profitable weekends. These festivals help to create jobs and bring the City tens of thousands of dollars in Sales and Occupancy Taxes. It is this tax base that helps the City maintain vital services in our community.

As many of you may know the City is facing over a \$2 million shortfall. There are many significant cuts, increased fees, and program and service cutbacks that City staff has recommended to City Council. This information is available to the public on [www.cityofcampbell.com](http://www.cityofcampbell.com). The Chamber is committed to working with City Staff and the City Council in a collaborative effort to retain services and maintain those key programs that make Campbell so special.

Betty Deal, Director of Membership at the Campbell Chamber, has been signing new members at a feverish pace. Consequently we have several ribbon cuttings scheduled this month. Please check our calendar of events on our website [www.campbellchamber.com](http://www.campbellchamber.com) for all the latest details. I am also very excited to announce that on June 23rd we are teaming up with Los Gatos Chamber of Commerce and the Saratoga Chamber of Commerce to host SpeedNetworking 2.0 at 6:00pm at the Toll House Hotel in Los Gatos. Since advanced registration is required, please contact us at 408-378-6252. And be sure to reserve August 26th for our Annual Golf Tournament at Cinnabar Hills Golf Club.

If you want to stay up to date with all the Chamber happenings, sign up for our e-newsletter on our website or join us on Facebook.

## Legislative

### It's Time to Vote

**By Carl San Miguel**

It's June and time to vote again. It is often said that it's your duty as an American to vote and that if you don't you have no right to complain. The complaining part I agree with but your duty to vote is another question, one deserving of an answer. If I had to choose between a 90% turn out of uninformed voters and a 40% turn out of informed voters, I would pick the 40% every time.

By now, everyone should have received voter ballots in the mail. Have you read yours? There is valuable information in it, including arguments both for and against all ballot initiatives. Please don't rely on radio or TV ads or propaganda you receive in the mail. With duty comes responsibility; you are responsible for researching enough information from valid sources to determine for whom or what you are voting. I've written articles about two of the Propositions (Prop 14: Open Primaries and 16: Public Utility Voter Requirement) and after my research I recommend voting against both. If you don't have the time or understanding of the issues, then ask someone you know is informed. If they advise you vote a certain way, ask them to explain why. If they can back it up with research, this adds to their credibility. On Props 14 and 16, I truly didn't know which way to go on each prior to my research. After analyzing the materials and communicating with individuals that had insight into both Propositions, I determined neither was worthy of becoming a law. Believe me when I say I struggled with the Public Utility requirement (Prop 16) because my non-support went against private business owners; as a small business owner myself, this negates any bias of my opinion.

Speaking of voting, we have a City Council election coming up in November. It is tradition for the Campbell Chamber to sponsor a forum of the candidates. Normally held at the Campbell City Council Chambers in September or October the forum is an excellent opportunity for you to ask questions of the candidates. If you have issues you can formulate into questions to be asked of the declared candidates, now is the time to do so. Fax your questions to the Chamber at 408-378-0192 or email to Neil's attention at [ccoc@pacbell.net](mailto:ccoc@pacbell.net) with the subject header: Candidate Question.

Remember to be wise, truthful and strong in your commitment to democracy. Vote with responsibility or suffer the consequences.

## Member Focus

### ROSS RECYCLING

Steve Ross, owner of Ross Recycling, recycles just about anything made of metal, including major appliances. He cannot accept toxic materials or rims with tires still attached but other than these few exceptions, if it's metal, Steve Ross will recycle it. In business since 2001, Steve originally focused his business efforts in Saratoga and just recently branched out into Campbell, becoming one of the Chamber's newest members. In general, most corporate recycling Steve does free of charge while accepting gratuities for residential recycling.

If you have any metal items you wish to recycle, call Steve to arrange a pick up time. 408-235-9800

### SEBANA KITCHEN & BATH REMODELING

Sebana Remodeling is committed to helping you meet all of your remodeling needs. They believe your home should reflect your personal taste and style which is why they listen to each client's specific goals and ideas right from the start. They will guide you every step of the way until your vision is realized. Sebana Remodeling is a full service general contractor with a proven track record of providing quality workmanship with integrity. Specializing in kitchen, bathroom and home remodeling, Sebana Remodeling is also capable of handling your largest and most complicated projects. Whether your job is a small guest bathroom or a luxurious and elaborate gourmet kitchen remodel they treat each project with the same level of professionalism and importance.

For more information visit [www.sebanaremodeling.com](http://www.sebanaremodeling.com) or contact us at 558-7932.

## Welcoming New Members



Sign A Rama: Elizabeth and Free Aberra



Farmer's Insurance: Paul Butters



Rotten Robbie: Jerry Cumming



Leal Financial: Carl Leal



Dreams by Liz: Liz Casellon



Wells Fargo Bank Ribbon Cutting - May 12 2010

## Renewals

Wells Fargo Bank (46)  
Campbell Plaza (22)  
California BBQ (16)  
Cool Kat Appliance Repair (8)  
Mike Hutslar (6)  
Optimal Health Chiropractic (6)  
Sonoma Chicken Coop (6)  
Live Tech Now (4)

Bethal Church (3)  
Lori Adams CPA & Photography (3)  
Vacation Benefits Program (3)  
Bentson Enterprises (2)  
Hooters (2)  
R-MAC and Assoc, Inc. (2)

## New Members

**Anastasi Law Group**  
900 E. Hamilton Ave. Ste 450  
Campbell CA  
292-2606  
www.anastasiesq.com

**Frontier Solar Inc.**  
6950 Almaden Expwy  
PBM 159  
San Jose, CA  
923-9335  
www.frontiersolar.com

**Heaven's Best Carpet Cleaning**  
15466 Los Gatos Blvd. #109-122  
Los Gatos CA  
355-5678  
www.heavensbest.com/bay\_area

**INTEX Auto Parts**  
2525 S. Winchester Blvd.  
Campbell CA  
327-1005  
www.intexap.com

**The Little Hofbrau**  
6827 Fort Pitt Way  
Sacramento CA  
916-204-5999

**Sebana Kitchens & Bath Remodeling**  
750 McGlincey Ln #110  
Campbell, CA  
558-7932  
www.sebanaremodeling.com

**Sorelle Salon & Spa**  
18 North 1st St.  
Campbell CA  
374-7533

**Wowgreen International**  
5199 Montreal Dr.  
San Jose CA  
408-540-9207

**Wells Fargo Bank**  
1790 S. Bascom Ave.  
Campbell CA  
800-869-3557

**West Valley Collection & Recycling**  
1333 Oakland Rd  
San Jose CA  
889-3045

**NEW MEMBER BENEFIT:** The Chamber is working with CineSpots to provide additional exposure to longtime Chamber members at the Plaza theatres on Winchester Ave. Next time you go to the movies, look for our ads... and maybe your company name!

**PROP 16:** Chambers of Commerce Coalition of Santa Clara County formally opposes Proposition 16. Prop 16 would require local governments to obtain a two-thirds approval of voters before any expansion of utility services beyond their current boundaries. We encourage all voters to ensure they understand the impact of this proposition before they enter the voting booths in June.

## Ambassador "Corner"

### Learn How to Stay in 'Constant Contact' With Your Customers

These days, if you're not reaching your customers with online communications and marketing, you are more than a step behind the times. These days, most people look to the Internet, email, blogs and social networking pages to give and get information. Businesses need to take advantage of these avenues in addition to traditional media to ensure their marketing and communications plan is well rounded and effective.

On June 16th at the monthly Chamber luncheon held at Villa Ragusa, Stu Carty, Regional Development Director at Constant Contact will share his expertise on how to get the most out of your email marketing campaigns, a key component of any business's online presence.

This mini-workshop will help you reach more customers, create email campaigns that get results, ensure your emails are opened and read as well as write compelling headlines and copy.

A veteran sales and marketing specialist, since 2006 Stu has delivered 400+ workshops & presentations on "Best Practices in Email Marketing" to over 16,000 attendees in Northern California & the San Francisco Bay Area. Stu offers proven success in both "Business to Business" (B2B) and "Business to Consumer" (B2C) email marketing. He is also an expert in small business event marketing and online web-surveys.

To take advantage of this workshop, please contact the Chamber office at 408-378-6252 no later than June 15th to reserve your spot at the luncheon.

## Attention Chamber Members!

Advertise in the Chamber Newsletter for as low as \$20! Inserts are \$150. Call 378-6252 for more information.



## Calendar of Events

### JUNE:

6/1 City Council Meeting, City Hall, 7:30pm  
6/2 DCBA Meeting 9am  
6/2 Ribbon Cutting, My Sister's Attic, 5:30-7pm  
6/10 Board of Director's Meeting, 8am  
6/10 Ribbon Cutting, European Wax Center, 5:30-7pm  
6/15 City Council Meeting, City Hall, 7:30pm  
6/16 Monthly Luncheon, Villa Ragusa, 12n  
6/22 SCORE appointments 9am-12n, Chamber Office  
6/23 SpeedNetworking 2.0, Toll House Hotel 6-9pm  
6/26 Grand Opening/Ribbon Cutting: Sorell Salon and Spa Time 12n  
6/30 Ambassador's Meeting, Towne Place Suites 12:30pm  
6/30 Ribbon Cutting, INTEX Auto Parts 5:30-7pm

### JULY:

7/6 City Council Meeting, City Hall, 7:30pm

7/7 DCBA Meeting 9am  
7/20 City Council Meeting, City Hall, 7:30pm  
7/21 Monthly Luncheon 12 noon Location TBD  
7/27 SCORE appointments 9am-12n, Chamber Office  
7/28 Ambassadors Meeting, TownPlace Suites 12:30pm

### AUG:

8/26 46TH Annual Chamber Golf Tournament

Chamber Leads Club Meetings:  
Campbell Referral Network:  
Every Thursday, 8am  
Contact the Chamber for more details.  
378-6252

Connection Club:  
Second and fourth Thursdays, The Skillet, 11:30am  
Vance Nelson 884-4950