

## Calendar of Events

### August:

8/2 City Council Meeting  
7:30pm  
8/3 DCBA Meeting 9:00am  
8/4 Music Summer Concert at Orchard City Green 6:30pm-8:00pm  
8/4 Board of Directors Meeting 8:00am  
8/5 First Friday in Downtown Campbell 6:00pm-9:00pm  
8/8 BUNCO! Carol of Lights Fundraiser at Home Church  
8/11 Music Summer Concert at Orchard City Green 6:30pm-8:00pm  
8/11 Business Forum at Mountain Mike's Pizza from 11:30-1:00pm  
8/16 City Council Meeting 7:30pm  
8/17 Monthly Luncheon 12:00-1:30  
8/18 Mixer at Chapala/Just B Dance 5-7pm  
8/18 Artwalk in Downtown Campbell 6:00pm-9:00pm  
8/24 Golf Tournament – Cinnabar Golf Course  
8/31 Ribbon Cutting at "The Jewel Box" 5-7pm

## Renewals

**The Lemonade Yard**  
209-988-5660  
**Cinnabar Hills Golf Club**  
408-323-5200  
www.cinnabarhills.com  
**Kane Financial Services**  
408-358-5263  
www.kanefinancialsvcs.com  
**Ron Witherspoon Inc**  
408-370-6620  
www.rwinc.com  
**Diamond Pro Maintenance, Inc**  
408-297-4647  
**The Olive Bar**  
408-370-1901  
www.theolivebar.com  
**Mathnasium of Campbell, Los Gatos**  
408-374-6284  
www.mathnasium.com/directory/USA\_campbell.htm  
**El Camino Hospital Los Gatos**  
408-378-6131  
www.elcaminohospital.org  
**Alain Pinel Realtors**  
408-422-7408  
www.derekdeaton.com  
**Law Offices of James L. Evertts**  
408-628-0234  
www.jlelaw.com  
**Fachner & Layman, CPAs, Inc**  
408-866-2001  
www.fachnerlayman.com  
**Cirimelli, Pyle & Associates LLP**  
408-879-9990  
www.cpasllp.com

## Event Focus

The Campbell Chamber of Commerce and the City of Campbell are partnering on Economic Development to aggressively pursue new business and bring jobs to the area. There is a concerted effort on the way to share and combine resources as well as streamline procedures and policies.

Earlier this year the Chamber formed an Economic Development Subcommittee. The Subcommittee is made up of cross section of major stakeholders in the community. With RDA going away, the Chamber had decided to take a much more active role in economic development.

The city wants to dispel any notion that Campbell is difficult on businesses. Over the last several months Community Development Director Kirk Heinrichs and his team have been working hard to streamline the processes and to move projects through at a much faster rate than ever before for new businesses.

Campbell has a lot to offer. Campbell is centrally located with excellent freeway access and light rail. Leasing rates are typically 20 to 30 percent less than the other surrounding communities. Employers can take advantage of Downtown Campbell and all the amenities it has to offer. "Campbell's location, with easy access to three major freeways and light rail, as well as its fun and friendly activities and atmosphere make the city attractive both to customers who want to shop here and employees who want to settle in the same great city where they work," said Mayor Jason Baker of the City of Campbell.

In the upcoming months the Chamber Economic Development Subcommittee will be reaching out to entrepreneurs across the Valley. If you would like to help or simply find out more information, please contact the Chamber CEO, Neil Collins, at 408-378-6252.

## Legislative

### Two ways to skin a Cat!

Carl San Miguel, V.P. Legislative

Have you been watching the drama going on in Washington D. C. over the pending Budget crisis and the August 2<sup>nd</sup> deadline or go bust!?

There are many ways to illustrate a cut in the budget, some are bogus and some are legit. First let's identify what a budget does and how it is breached. A budget that you and I or a company, whether it is for profit or non-profit establishes a budget to live with. They identify what liabilities you have and revenue you have to cover the liabilities. You and I figure out what payments are constant every month, example would be your rent or mortgage payments, utilities, insurance, food, clothing, loan payments for such things as vehicles and some entertainment funds to help you forget about your monthly bills. You and I figure out what we need to fund this monthly liability and make adjustments if our income is not great enough to meet the liabilities. If we don't have enough income, then we rent a cheaper apartment or cut back on our other expenses so that we do not exceed our monthly debts to income. Most of us write monthly checks or pay on line with paypal with the money we have in the account. Another way of paying the monthly obligation is to use your credit cards to make the payments, some do this to rack up reward points and some do it because that is the only money they have and that is called borrowing. Borrowing is the fastest way to get in trouble and not realize it when it happens. Borrow thousand and pay back Fifty per month. So far so good, but borrow another thousand and they your payment doubles, so now you are paying \$100. If you keep borrowing every month, before you realize it, you are destined to financial ruin.

Well this is how the Federal government has been living for the last decade and no budget has been put forward for the last two years. Increasing the Debt Ceiling is how the Fed's have been dealing with the budget, but this is not a cure to the problem. A true cut in spending is not saying you are not going to increase the spending as much as planned, but to actually cut the existing spending, not future spending. Saying you are not going to increase the spending as much, is still an increase in spending. Raising taxes in a recession gives the people less money to spread around and when you don't spend money, the economy does not grow and people don't get hired. Spending more than you take in and then asking for an increase to cover the short fall is unconscionable. There are two ways to skin a cat and get an increase in taxes. The first is to increase the tax rate and the second is to decrease the tax deductions allowed, the second one is disingenuous and a sneaky way of increasing the taxes. More than 50% of the population do not pay any income taxes and cry that the ones that do pay taxes don't pay their fair share. The people that don't pay taxes will always vote to increase the tax on the people that do. The so called fair share theme is disingenuous and unfair to the people that pay the burden of this country.

### Advanced Cosmetic & Family Dentistry NEW to Campbell

Dr. Vandis is a Campbell family dentist devoted to *restoring* and *enhancing* the natural beauty of your smile using conservative, state-of-the-art procedures that will result in beautiful, long lasting smiles!

As your dental health professionals, we want you to be confident knowing that we are a team of highly trained and skilled clinicians. We pride ourselves in providing the care you need to keep your smile healthy. To give you the best "A" standard of excellence in personalized dental care, enables us to provide the quality dental services our patients deserve. We provide comprehensive treatment planning and use restorative and cosmetic dentistry to achieve your optimal dental health. Should a dental emergency occur, we make every effort to see and care for you as soon as possible.

**We have a moving special campaign for Campbell society that is a free exam and x-ray or x-ray exam and zoom whitening for \$150.00**

Advanced Cosmetic & Family Dentistry is located at 1930 South Bascom Ave# Suite 100 in Campbell.

Office (408)963-6678  
Fax (408)963-6668

info@drvandi.com  
www.drvandi.com



## New Members

Sunlight Concepts  
408-844-0081  
www.sunlightconcepts.com

Mehdi M. Vandi DDS  
408-963-6678  
www.drvasandi.com

BBVA Compass  
408-341-8700  
www.bbvacompass.com

Recycle Bookstore  
408-370-3514  
www.recyclebookstore.com

Okashi Bakery  
408-439-8804

Apex  
408-559-7676  
www.wolfgangpretzels.com

Bill Clearlake Photography  
408-726-5313  
www.billclearlakephoto.com

Campbell Adult and Community Education  
408-624-3402  
www.case.cuhad.org

## Officers

**President:**  
Cary Stover, CPA  
*Padgett Business Services*  
**President Elect:**  
Pam Finch  
*Finch Appraisals*  
**Immediate Past President:**  
Ann Height  
*Union Bank*  
**Treasurer:**  
Wesley A. Fachner, CPA  
*Fachner & Layman, Inc.*

## Board

**Pascal Anastasi,**  
*Anastasi Law Group*  
**Leonard Cino,**  
*Live Tech Now*  
**Barbara Conant,**  
*Director Emeritus*  
**Mike Katz,**  
*Cool Kat Appliance Repair*  
**Linda Logan,**  
*Yellow Checker Cab*  
**Dr. Art Low,**  
*Campbell Optometric Group*  
**Robert Pedersen,**  
*A Tool Shed*  
**Bob Sanfilippo,**  
*Diversified Business Products, Inc.*  
**Carl San Miguel,**  
*Highland Properties*

## Staff

**Neil Collins,**  
*Executive Director*  
**Betty Deal,**  
*Director of Membership*  
**Bethany Hooks,**  
*Communication Assistant*  
**Van Nelson,**  
*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

## Member Photos



Welcoming New Member Everest College to the Chamber



Okashi Bakery accepting their new member plaque



Simas Logistics accepting their new member plaque



Realty Vision speaking after accepting their plaque



Speed Networking Event held at Sonoma Chicken Coop



Sunlight Concepts accepting their new member plaque



Guest Speaker Mayor Jason Baker at the Chamber monthly luncheon



City Manager Al Bito speaking at the Chambers monthly luncheon



Aligned Health Chiropractic speaking after accepting their new member plaque



Common Wealth Central Credit Union accepting their new member plaque.

### Chamber Launches New Website

The Campbell Chamber of Commerce is proud to debut their new website. We sincerely hope that this website will become the primary information source for the community. In addition to a very comprehensive calendar of events, we have added "Hot Deals" and Job Postings. The new site also features our Facebook and Youtube community as well. Come check us out at [www.campbellchamber.com](http://www.campbellchamber.com).

## From the Office

Written by Neil Collins

On Saturday July 9<sup>th</sup>, The Campbell Chamber of Commerce hosted the Hospitality Tent for Relay for Life event at the Campbell Community Center. We had several members step up in a big way, but none more than Pam Finch. Pam is on our Board of Directors and President Elect. She did a masterful job coordinating all the volunteers for this 24 hour event.

I also want to recognize some businesses that were able to make substantial donations to make this event possible. A-Tool Shed in Campbell donated much of the electrical equipment needed for the event. Pure Water Stores in the Kirkwood Plaza shopping center donated water dispensers and over 100 gallons of water. Home Church donated their popcorn machine and supplies. Starbucks in Downtown Campbell made a substantial donation of coffee. Whole Foods in Campbell donated fruit for all of the hungry participants. Jeff Starbeck from Sonoma Chicken Coop and Frank Leamy from Mama Mias provided 40 pizzas for our Pizza Lap. We also received a great price on donuts from Delicious Donuts located in the San Tomas Aquino for our Donut Lap on Sunday morning.

On Wednesday August 24<sup>th</sup>, The Chamber will be hosting our 47<sup>th</sup> annual Golf Tournament at Cinnabar Hill Country Club. The theme of the event is a "Taste of Italy". We will have lots of great food and adult beverages available on the course. This event is a scramble format, so golfers of all levels are welcome. For more information please contact us at 408-378-6252.

I know it seems a bit early to be talking about Oktoberfest but we have reformatted the entire festival. I think you will enjoy the new look to the event. In the months ahead, I will share some of the adjustments and additions for this year's event. Oktoberfest will be held in Downtown Campbell on October 15 & 16<sup>th</sup>.

Often our events get a lot of the headlines, but our Chamber continues to work hard at being a positive force within the community as well as being the voice for business. Rests assure, behind the scenes your Chamber is working hard to keep Campbell great!