

Renewals

A Reliable Bookkeeping Service

A Tool Shed

Bascom Animal Hospital

Bavaria Bratwurst Co

Buca Di Beppo

C.G. Uhlenberg Accountants Inc

Campbell Elementary Teachers Association

Campbell In

Campbell Library

Campbell Village

CMIT Solutions of SW Silicon Valley

Coldwell Banker – Debbie Marino

Costco Wholesale

Design On Time

Edward Jones Investments

El Burro

Farmers Insurance – Gary Stribling

Gardenland Center Inc

Heinz Klein, DMD & Linda Kono, DMD, Inc

Highland Properties/ Financial

Katie Bloom's

La Valencia Apartments

Lawrence Contract Furnishers

Mary Kay – Patti Maxwell

Online Technical Services

Patelco Credit Union

Pleasures from the Heart

Robert Varich Agency

Toys Toys Toys

United Emergency Animal Clinic

United Site Services

UN Bank – Barbara Varnell

Westgate Villa Assisted Living

Event Focus



Oktoberfest is going hi-tech! The Chamber has partnered up with BuyFi to improve the festival experience by allowing customers the opportunity to purchase beverage tickets through their mobile device. Buyfi has been working with Campbell merchants for a few months now. Sonoma Chicken Coop was one of the first restaurants to offer their entire menu through the app. Owner, Jeff Starbeck, says BuyFi represents, "A shining example of new technology tapping into old consumer behaviors." BuyFi already represents a significant percentage of Sonoma's sales. Customers simply download the FREE app, order from their mobile device, and when the food is ready your mobile device sends you a text to pick up your order. Other participating Campbell businesses include: Stacks, Frost Cupcakes, Willow Glen Yogurt, Sal's Pizza, Psycho Donuts, and Little Lues BBQ. Michael Schmidt, Director of Operations at Stacks, said, "As more of us join the program, there are more reasons for consumers to engage with the area businesses. Collectively we will make Campbell a more fun place for people to visit."

The Oktoberfest option is not live yet, but you can still go to BuyFi.com and download the app to take advantage of great deals and ease of ordering from many Campbell businesses. Oktoberfest is just around the corner. Save the date for October 15 & 16. More information can be found at www.campbellchamber.net

Legislative

Racism ! And Fairness

By, Carl San Miguel, V.P. Legislative

I hear thosetwo words a lot these days when reading or hearing the spoken words about the upcoming Presidential election and the request to raise the rate we pay on income taxes. It seems to me that anytime you don't agree with someone you are accused of racism if it happens to be a minority. The word racism has turned into a common Offensive tactic when someone does not agree with you. Just to make sure I understood what the meaning of racism really is, I looked it up in the common dictionary used by everyone. Here is the meaning of the word, "Superior of one race over another" I flipped through the pages to make sure it didn't say somewhere that if you didn't agree with someone you could be accused of being a racist. Why is it, you are not allowed to defend your opinion if the individual is a minority. Seems a little short sided and not open to all individuals to be heard. Please don't succumb to that tactic of reverse discrimination, voice your opinion and be heard, success or failure comes in all different size and colors. The word Truth doesn't mean what it used to, I guess everyone has one hand behind there back with their finger crossed, which we all know that allows you to lie to make a truism. You see if you lie over and over again, people begin to believe you. One last observation, why is it, when someone is critical of President Obama they are accused of being racist and when someone is critical of Mr. Herman Cain, (candidate for President) not a word is spoken of being racist.

Next item; Fairness, we hear the word Fairness when it comes to paying your fair share of the Tax Burden. When 10% of the tax paying population pay 70% of the Tax burden, it seems to me that someone is already not treated with fairness and there is a push to tax that segment even more. Additionally, you don't bite the hand that feeds in other words you don't Tax the job creators, this takes away the incentive to create. There is a big push to take away tax deductions, this would be a back door tax increase. Two big hits would be Mortgage Interest Deduction and charitable contributions. The first will have an effect on real estate values initially and this may cause more foreclosures, which will further stymie the economic and real estate recovery. If charitable contributions are taken away, kiss your favorite charity good-bye. Although the major donors may continue in a more limited fashion, the small donors will probably stop giving, because it will affect their bottom line. Congress has less than a year to address Bush Tax reduction and if they don't it will revert to the 1990's and increase the higher income producers to pay 36% and 39.6% of their income to uncle sam. Add to that, the 11% the state charges at the highest level. That my friends is taking a large chunk out the money circulating and creating jobs.

New Members

Prospect Mortgage
408-203-1126

Allstate Insurance
408-376-8640

MobiTeris. Inc
720-432-BUYFI

Assistance League of Los Gatos-Saratoga
408-278-5300

California Institute of Fitness Sciences
408-369-1500

Jason Baker – Attorney
408-426-8667

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,
CEO

Betty Deal,

Director of Membership

Bethany Hooks,

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Calendar of Events

October

10/4 City Council Meeting
7:30pm
10/5 DCBA Meeting 9:00am
10/6 Okashi Barkery
Ribbon Cutting 5:30-7:30
10/7 First Friday in
Downtown Campbell
6:00pm-9:00pm
10/13 Board of Directors
Meeting 8:00am
10/13 Business Forum at
Mountain Mike's Pizza
from 11:30-1:00pm
10/15 Oktoberfest 5K Run/
Walk 9:00am at Campbell
Park. Registration
8:00am Race 9:00am
10/15 & 10/16 Oktoberfest
Downtown Campbell
10/18 City Council
Meeting 7:30pm
10/19 Monthly Luncheon &
Annual Meeting 12:00-1:30
10/22 Halloween at the
Pruneyard 5-8pm
10/27 Mixer @ Little Lou's
BBQ 5:30-7:00pm
10/28 Spooky Spooky night
at Campbell Historical
Museum from 2:00pm-
6:00pm

Member Photos



MobiTeris, Inc. accepting their New Member Plaque.



Ribbon Cutting at "The Jewel Box". Their new location on Campbell Ave.



100% Chiropractic accepting their New Member Plaque



Integrity Financial LLC accepting their New Member Plaque



Willow Glen Frozen Yogurt on Campbell Ave hosting their Ribbon Cutting.

From the Office

By Neil Collins, CEO

On September 22nd, Campbell hosted Los Gatos, Scotts Valley, and Saratoga in a Quad Chamber Mega Mixer at the Campbell Community Center. It was a huge success. We were eager to show off the plaza outside of OCBH to an impressive group of networkers. The weather and setting was ideal. It is hard to beat sampling food and tasting wine under the shade of majestic redwood trees and yes, there was a ton of business conducted that night as well. Campbell really is the envy of our surrounding Cities and our Chamber is committed to keep it that way.

The Campbell Chamber is absolutely the guiding force for business within our Community, but we also work very closely with the emerging neighborhood associations to strike a harmonic balance. We are proud of the Campbell we have today, but we are working hard to be an active participant in the preparation of the Campbell of tomorrow. The face of business is changing and it's changing fast. We need to prepare ourselves for the emerging businesses that will lead us out of this downturn. In Campbell, this is a challenge. We are essentially an infill community with very little open land to develop. Our resources are limited, but a clear master plan to prepare us for the future is a great first step. With sales tax revenue essentially being flat for the last 15 years, it is clear that we need to have strategic change. With Netflix literally on the other side of tracks and EBay a stone throw away, we have a very good opportunity to build up our tech sector.

The Campbell of tomorrow will be different, but we can't let our fears hold us back from what we know is right for the long term growth of our City. We had to reinvent ourselves when the fruit drying industry literally dried up many years ago.

We do live in some tumultuous times, but it can also be a time of great excitement. I hope we will be able to look back at this time in our history when our community rallied together and took a collective leap of faith to build our future.