

## Event Focus

### The Campbell Chamber of Commerce is proud to announce its newest, cutting edge service to Campbell area businesses – The Chamber Business Development Forum.

Now you have a place to meet with other Campbell area business owners to discuss your business challenges, find local resources and solutions to your industry specific issues, and develop strong partnership alliances to grow the community business strength as a whole. You are not alone anymore! Let's lock arms and explore ways to get our local economy back in the fast lane!

This is no ordinary networking or leads group. By participating in the forum you will be able to:

- Bring your most pressing business issues to the table and find resources and ideas to overcome them.
- Exchange marketing ideas in a collaborative, supportive environment.
- Develop collaborative strategies and business alliances.
- Build direct relationships with a pool of local resources and potential customers.
- Contribute to increasing local area business wealth and employment which will increase the available money supply in your customers' pockets that they can then spend in your business.
- Have the opportunity to present and speak about your business in front of other area business owners.
- Suggest topics for discussion at future forum meetings.

**This is YOUR forum. Its strength will be your strength. Your input and continuous feedback is enthusiastically requested and accepted.**

The first meeting of the Forum will be on January 13th, from 11:30 to 1:00 PM at Mountain Mikes Pizza, 301 E Hamilton Ave, Campbell, CA95008. An optional buffet lunch is available for \$5.95. Chamber Member attendance is free, non-members attendance fee is \$10.00. **The topic for January will be the Restaurant Industry. Restaurant Business Owners, please submit your topics and request to speak/present. Submit topics to Forum Chair, Davidgazave@actioncoach.com. All attendees please RSVP to the Chamber Office at ccoc@pacbell.net, Indicate "RSVP Business Development Forum" in the subject line.**

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Union Bank

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## Staff

**Neil Collins,**  
Executive Director

**Betty Deal,**  
Director of Membership

**Kristen Mealiffe,**  
Communication Assistant

**Danielle Coleman,**  
Financial Assistant

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## Legislative

### INDEPENDENT CONTRACTORS...

#### Real or just a Label? Part 2

Last month, my article regarding Independent Contractor classification problems was prepared to alert business owners of serious risks associated with using the "label" versus a worker being a "real" independent contractor. A court or government agency determining that an individual was misclassified "employee" can create tremendous financial damage to the business.

While numerous "tests" for independent contractor status are used by various governmental agencies and the court system, the Economic Realities Test appears to be the popular direction of the "test" with the fundamental goal of determining the right of control of the work being performed.

As with all of the tests, the factors involve objective and subjective analysis. There is a general presumption that the worker is an employee. The burden then quickly shifts to the business to prove that the worker is truly an independent contractor.

The factors for the Economic Realities Test are: 1) What is the extent of control over the details of the work (supervision)? 2) What is the extent of control over work schedule and hours? 3) Is the work being provided by a distinct occupation or business contracted? 4) What is the industry practice? 5) Are special skills required? 6) Who supplies the tools and instrumentalities for the work? 7) Who hires assistants? 8) Does the work involve full time hours? 9) What is the length of time for the service? 10) What is the method of payment for the work (by time or project)? 11) Is the work part of company's regular business activities/services? 12) What was the intent of the parties? 13) At what location is the work being performed? 14) Is the principal an established independent business?

The cost of litigating these issues is extraordinary, but can be avoided. Independent Contractor relationships should be carefully analyzed, memorialized with a well written agreement and performed with business practices that are consistent with a real independent contractor relationship. If you have questions about independent contractor relationships in your business, you can call Pascal Anastasi with the Anastasi Law Group at (408) 292-2606.

### Travel to Italy:



The Chamber is offering a 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.

## From the Office

### The Chamber Year in Review

**Neil Collins, Executive Director**

This year has been quite the whirlwind. In January I became the Executive Director of the Campbell Chamber of Commerce and began the processes of really learning about what the Chamber was and what it really could be. I was very fortunate that my predecessor, Betty Deal, stayed on with us as the Director of Membership. Betty had been so instrumental building the foundation for the Chamber it really gave me the opportunity to focus on growth and modernizing the way we do business. Oh and did I mention, she's a fabulous Director of Membership bringing in almost a 100 new members this year alone? These new members and a revamped "Mixing it Up" format helped to drive up the attendance and energy of our mixers. And if the Members couldn't come to us, then we went to them with our monthly Yellow Cab Welcome Wagon.

We had the retirement of long time chamber staff members Helen and Gerry as well as the hiring of Kristen Mealiffe in a brand new position as Communications Assistant. Kristen has been tremendously helpful in improving the way we communicate to our members and the general public abroad. Financial Assistant Danielle Coleman also excelled in her new and expanded role as we continued to redefine the way we conduct business.

We also mixed things up with the Chamber events, kicking it off by rebranding our Business Expo to a "shop local" concept. Our new event, the Campbell Shop & Dine Business Expo drew record crowds and rave reviews. Bob Carlson was honored as our Citizen of the Year and Hobe's in the Pruneyard as our Business of the Year at our annual Celebrate Campbell dinner. Then we had Boogie on the Bayou, our Golf Tournament, Oktoberfest, wrapping up 2010 with our Campbell Community Toy Program. The Toy Program helps fund the distribution of toys to over 800 children in the Campbell Community. It also helps to provide scholarships for children to attend the Campbell Community Center as well as contributing to child-focused events like the Carol of Lights.

We look forward to 2011 with great enthusiasm as we continue to grow our membership and improve upon how we service our members. We will be launching a Business Forum and Membership Benefits Workshops next year and 2011 will also bring the launch of a new Chamber Website and a Business Directory. We are eager to work with our new Mayor, Jason Baker, and the rest of the City Council on improving our economic vitality.

We extend our heartfelt appreciation to everyone who has supported the Chamber with the contribution of time, energy, donations or membership. It is our hope that we have given as much to you as you have to us.

**The Annual  
Membership meeting  
will be held on  
January 19, 2011 at  
Villa Ragusa during  
the Chamber monthly  
luncheon.**

## Renewals

- |  |   |
|--|---|
| <b>Greylands Properties (90)</b><br>376-0692                     | <b>KRTY/KLIV (11)</b><br>961-0443                                   |
| <b>Darling Fischer Campbell Memorial Chapel (58)</b><br>379-5010 | <b>State Farm Insurance (8)</b><br>371-8181                         |
| <b>St. Lucy's Parish (42)</b><br>378-2464                        | <b>Celtic Shoppe (5)</b><br>379-7474                                |
| <b>Rotary Club of Campbell (29)</b><br>374-3919                  | <b>Waterman &amp; Assoc. (5)</b><br>265-8400                        |
| <b>Pruneyard Shopping Center (27)</b><br>487-4150                | <b>Earthcare Recycling (4)</b><br>943-9943                          |
| <b>Campbell Union High School District (25)</b><br>371-0960      | <b>Bay Area Hyperbarics (3)</b><br>356-7438                         |
| <b>Kiwanis Club of Campbell (24)</b><br>799-5252                 | <b>Massage Envy (3)</b><br>679-3689                                 |
| <b>Moreland School District (21)</b><br>874-2902                 | <b>PortraitEFX by Kalidonis Photography (3)</b><br>415-738-2228     |
| <b>Nob Hill Foods (21)</b><br>379-6650                           | <b>AAA of Northern California Nevada &amp; Utah (2)</b><br>996-3553 |
| <b>See's Candies Inc (15)</b><br>371-5695                        | <b>Courtyard by Marriott (2)</b><br>626-9590                        |
| <b>B&amp;C Homes Inc. (12)</b><br>378-2306                       | <b>Friederich Small Business Advisory (2)</b><br>910-7639           |
| <b>Campbell Miracle Mile Optimist Club (12)</b><br>374-9703      | <b>New Jersey's (2)</b><br>370-2326                                 |
|  | <b>Subway #44821 (2)</b><br>376-0500                                |

## Member Photos



**Ed Hadadd, owner.**  
**7-Eleven Ribbon Cutting, 3145 S. Bascom Ave.**

## New Members

- 7-Eleven**  
3145 S. Bascom Ave.  
377-1831
- A Better Choice**  
410-0118  
www.abetterchoiceforseniors.com
- Bay Area Equity Group LLC**  
369-9244  
www.bayareaequitygroup.com
- Bombshell Boutique**  
371-7423  
www.bombshell-boutique.com
- Patch.com**  
415-652-9287  
www.campbell.patch.com
- Pure Health**  
370-2778

## Holiday Mixer



**Toby Chang, Rich Waterman, and Bob Carlson**



**Membership Director Betty Deal talks to prospective member**

### Debbie Marino, Realtor

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or

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## Calendar of Events

### JANUARY 2011

- 1/4 City Council Meeting, City Hall Council Chamber, 7:30pm
- 1/5 DBCA Meeting, 9am, Location TBD
- 1/11 Chamber office closed: Martin Luther King Day
- 1/13 Business Development Meeting, Mountain Mike's Pizza, 11:30-1pm
- 1/13 Ribbon Cutting, Cheryl Jong, CPA at Liberty Tax 5:30-7pm
- 1/18 Ribbon Cutting United Security Bank, 12n Pruneyard (old Wells Fargo location)
- 1/18 City Council Meeting, City Hall Council Chamber, 7:30pm
- 1/19 Chamber monthly luncheon and Annual Meeting, Villa Ragusa, 12-1:30pm
- 1/19 Ribbon Cutting Bay Area Equity Group LLC, 1901 S. Bascom Ave Ste 1325 5:30-7pm
- 1/25 SCORE Appts, Chamber office, 9-12n
- 1/26 Ribbon Cutting W.J. Bradley Mortgage 2160 S. Bascom Ave, 5:30-7pm

### FEBRUARY 2011

- 2/10 Business Development Meeting, 11:30-1pm Location TBD
- 2/16 Monthly luncheon, Villa Ragusa 12-1:30pm, City Mgr and Mayor speaking
- 2/21 Chamber office closed: President's Day
- 2/23 Campbell Shop & Dine Business Expo, Villa Ragusa, 4-7pm
- 2/24 Business Development Meeting, 11:30-1pm Location TBD

### MARCH 2011

- 3/10 Business Development Meeting, 11:30-1pm Location TBD
- 3/16 Monthly luncheon, Buca di Beppo, 12-1:30pm Tabletop Mixer
- 3/19 Celebrate Campbell, Villa Ragusa
- 3/24 Business Development Meeting, 11:30-1pm Location TBD



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