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- 3 women in business
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calendar

DECEMBER

- 12/3 **Women in Business: Caffeineighted "Breaking the Boys Club Code"-Michael Johnson**
7:45am, Chamber Ofc
611 Ocean St., Ste 1
- 12/3 Community Affairs
1:00 p.m., Chamber Ofc
- 12/8 Membership Committee
9:15 a.m., Chamber Ofc
- 12/9 **Breakfast Briefing "Restructuring Ca Tax Policy"-Fred Keeley**
7:30 a.m., Chamber Ofc
- 12/9 Marketing Committee
3:30 p.m., Chamber Ofc
- 12/10 **Women in Business "Giving" Luncheon Judge Ariadne Symons**
11:30 a.m., Cocoanut Grove
- 12/11 Finance Committee
7:30 a.m., Chamber Ofc.
- 12/16 Executive Committee
12:00 p.m., Chamber Ofc.
- 12/16 **Holiday Networking Mixer SC County Bank**
720 Front Street
5:00 p.m. - 7:00 p.m.
- 12/22 Board Meeting
11:30 a.m., 5300 Soquel Dr.

JANUARY

- 1/7 **Women in Business: Caffeineighted**
7:45 a.m., TBD
- 1/14 **Breakfast Briefing "State Constitutional Convention"**
8:00 a.m., Chamber Ofc
- 1/14 **All Chambers Happy Hour**
5:00 p.m., TBD
- 1/27 **Breakfast Briefing "Retaining Local Taxes"**
7:30 a.m., Chamber Ofc

Business News Sponsored by



State Crisis, Local Impacts

Fixing State Government

Santa Cruz businesses are aware of the profound impacts the state's financial crisis has had on the local economy. The reduction of revenues to UCSC and Cabrillo College and the resulting constraints on enrollment, employment, and workforce development contribute to the contraction of our local economy. Reductions in K-12 schools and other local governments have a range of other down-side impacts, reducing cash in our community and resulting in cuts in local services and resources.

While the state's problems have been precipitated by the recession, the underlying structural issues have become increasingly problematic even in good times.

The Chamber is hosting presentations in December and January on proposals to remedy these problems. **Former Secretary of State Bruce McPherson** kicked off this series November 17 with a presentation on California Forward's two voter initiatives on protection of local tax revenues and reform of the state's budgeting and financial management processes. Materials from this presentation are available on the Chamber's website under CHAMBER > PAST EVENTS.

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Breakfast Briefings On Propositions for Reform of California

Reform of Tax Structure

Dec. 9, 7:30 a.m.

Fred Keeley, Santa Cruz
County Treasurer

Constitutional Convention

Jan. 14, 8:00 a.m.

Lawrence Stone, Santa Clara
County Assessor

Retaining Local Taxes

Jan. 27, 7:30 a.m.

Greg Larson, Los Gatos
Town Manager

All at the Chamber

611 Ocean St. Suite 1

Members \$15 ; Non-members \$25

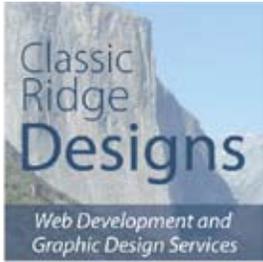
Register at: www.SantaCruzChamber.org

300 Attend 89th Annual Recognition Dinner

The Chamber's 89th annual Awards Dinner, November 13, recognizing **Men of the Year: Ken Whiting and Jon Sisk, Woman of the Year: Hillary Bryant, Organization of the Year: Santa Cruz Neighbors**, and **Business of the Year: Sun Shops**, was attended by more than three hundred. The awards videos, produced by the Digital Media Factory, featured the award winners and a variety of local notables. To see these videos go to www.SantaCruzChamber.org CHAMBER > PAST EVENTS



welcome new members



Classic Ridge Designs

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Classic Ridge Designs provides web design, graphic design, and web development services to meet the needs of individuals, businesses, and nonprofit organizations. Whether you need to launch a new website, update an old design, or make your current site more productive, we can help you achieve your goals. Our creative and experienced staff will handle all the design and technical work for your project - visit our web site to learn more.

Web Design, Web Development, Graphic Design, Flash Animation, Search Engine Optimization, Email Marketing Design, Green Web Hosting, eCommerce.



Home Instead Senior Care

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The Home Instead Senior Care office in Santa Cruz, serving the entire Santa Cruz County, is an independently owned and operated company that is part of the world's largest international franchise chain established to help a growing senior population stay safe in their own homes or care communities. Home Instead's CAREGivers(SM) are screened, trained, bonded and insured, and provide companionship, meal preparation, light housekeeping, medication reminders, errands and shopping that can help keep seniors independent. Home Instead Senior Care provides services to seniors wherever they might call home: private or rental residences, assisted-living facilities and care centers.



Cedar Street Healing Arts Clinic

Maureen Rozenn, LAC, DAOM,
FABORM
501 Cedar Street, Suite B
Santa Cruz, CA 95060
Tel: 831.426.1093

Dr. Rozenn has practiced Integrative Medicine for over a decade, providing her patients with a unique combination of Western knowledge and Eastern methodology. She is one of the very few acupuncturists with the highest accredited degree available in the field, a doctorate in Acupuncture and Oriental Medicine (DAOM) specializing in Women's Health and Pain Management. Additionally, she is the only female DAOM who is Board Certified in Oriental Reproductive Medicine in the United States! Dr. Rozenn enjoys a private practice in downtown Santa Cruz. She is also a researcher and an assistant professor at Five Branches University where she has taught many of Santa Cruz's practicing acupuncturists.



Sarah Blade Photography

Sarah Blade, Photographer
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www.sarahbladephotography.com

Sarah Blade creates Portraits That Rock! She works intuitively with her clients and is known as the "Fun, Affordable Photographer!". A Santa Cruz native, Sarah studied photography at Harbor High and Cabrillo College and apprenticed with master photographers such as the late Trini Contreras. She donates her services to local non-profits including; The Cultural Council of SC and Long Marine Lab. She is also an accomplished inter-disciplinary Artist/Entrepreneur in; Dance (Cabrillo Dancer of the Year 2001 & The Africuties Co. Director), Music (The SugarBeats Band), Concert Promotion/Production (Jah Provide Sound) and "Castle" Cleaning/Organizing (The Clean Queen).



Cooper Technologies

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Cooper Technologies, Inc. strives to work with you as a team. Aaron McDonald, CEO, purchased Cooper Technologies in 2005 and has over 15 years of IT experience. He has created a company dedicated to increasing your efficiency, reducing your IT costs and enabling you to remain focused on your company's mission and purpose. We take a proactive approach to keeping your operations running seamlessly. In order to accomplish this we customize computer hardware to meet your business needs; offer email and website hosting, remote backup, routine maintenance, 24/7 monitored system alert, and break-fix support. We also have 24/7 emergency service.

Women in Business

Ari Symons Headlines Annual Giving Luncheon

Superior Court Judge **Ariadne Symons** will address the Women in Business Annual "Giving Luncheon" December 10, 11:30 to 1:15 at the Cocoanut Grove. Always one of the premier events of the holiday season, the proceeds from this luncheon will be split between Project Pajamas and the Women in Business Scholarship Fund.

Judge Symons is the first elected judge in Santa Cruz County in more than 20 years, winning her seat with more than 60% of the vote. Beginning started her new job as a Superior Court Judge in January, 2009, she presently serves in a criminal courtroom. She is one of just 10 judges in the county and is only the third woman to serve on the bench in Santa Cruz County. She is a charming and mesmerizing speaker who last appeared for a WiB audience at the 2007 Leadership Forum to rave reviews.



Before becoming a judge, Ari was a prosecutor for almost 25 years. She was the Chief Deputy in the Santa Cruz County District Attorney's Office and head of trial practice for the office. She handled more than 75 homicides in her career as a prosecutor, trying a number of high-profile murder cases to local juries with a 100% conviction rate – including the Kelly Chilcote home invasion murder case and the Wells Fargo-take-over bank robbery case. Before coming to Santa Cruz, she worked at the U.S. Attorney's Office in Washington D.C. and the Organized Crime and Racketeering Strike Force.

In addition to her professional work Judge Symons has been active in local community activities and nonprofit agencies. She organized **Project Pajamas** in Santa Cruz County in 2006, dedicated to giving a brand new pair of pajamas to every homeless child in our County on the first night that they arrive in a shelter. Project Pajamas is dedicated to making that first night, and successive nights, a little bit warmer and a little less frightening. To date, Project Pajamas has donated over 600 pair of

pajamas to our community. One-half of the proceeds from the raffle will be used to provide Pajamas that will be dispersed to shelters and agencies across Santa Cruz County including the Rebele Family Homeless Shelter, CASA kids, Jacob's Heart, Children's Hospice and Palliative Care, Pajaro Valley Shelter, Women's Crisis Shelter, Defensa de Mujeres, New Life Community Center, Salvation Army Shelter, Jesus, Joseph and Mary Shelter, Sienna House, and Walnut Avenue Women's Shelter.

The other half of the proceeds will be contributed to the Women in Business Scholarship Fund, providing support to local women studying businesses at the college or university level. Awarded annually at the summer luncheon of WiB, these scholarships provided a need supplement to encourage both recent high school graduates and women returning to college support.

Student Recognition Award

The luncheon will also recognize **Joanna Coker** as the Women In Business Student of the Quarter. Joanna is senior at San Lorenzo Valley High school, who was nominated by her teacher **Lisa McCloskey**. Lisa's work ethic, ambition, and excellence in and out of the classroom make her an ideal candidate: she maintains a 4.77 GPA and is the goalie for the SLVHS Varsity Water Polo Team.

Join the Women in Business community December 10 from 11:30 to 1:15 at the Cocoanut Grove. Advanced registration is required at www.SantaCruzChamber.org: \$34 members, \$50 non-members.

WiB Table Sponsor



October/November Renewals

- "Marty's Pet Sitting Service"
- AA Safe & Lock Co.
- Alexis Party Rental
- Allanson Insurance Agency
- Alphagraphics #558
- American Web
- Babbling Brook Inn
- Bank of the West
- Bay Plumbing Supply & Showroom Inc.
- Biggs Cardosa Associates, Inc.
- Bolton Hill Company, Inc.
- Burroughs Financial Services
- Charlie Hong Kong
- Chiorini, Hunt & Jacobs
- Continental Inn
- Cotillion Gardens RV Park
- Davidson, Fohs & Associates
- De Laveaga Golf Shop
- Devco Oil Inc.
- Drew Miller Insurance Services, Inc.
- ECI Educational Consortium Institute
- Elevator Service Company, Inc.
- Ensemble Monterey Chamber Orchestra
- Family Service Agency of the Central Coast
- Goodman Graphics
- Graniterock Company
- Hamilton-Swift Land Use & Development Consultants
- Happy Valley Conference Center
- Hilton Santa Cruz / Scotts Valley
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- Imagine Supported Living Services
- James Thompson, Attorney at Law
- Jill Judd, LUTCF -State Farm Insurance
- Karon Properties
- Kenolyn Camps
- KION NewsChannel 46
- Knox Roofing/Knox Garden Box
- KSCO/KOMY
- Lanai Lodge
- Locatelli Moving and Storage
- M Commercial Inc.
- Mission Floors
- Moore & Miller Insurance
- NAI BT Commercial, Inc
- Network Mortgage Company
- NHS, Inc.
- Palomar Inn
- Phil Allegri Electric, Inc.
- Physicians Medical Group of Santa Cruz County (PMG)

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of interest

State Crisis, Local Impacts con't.

Fred Keeley, former Speaker Pro Tem of the State Assembly and Santa Cruz County Treasurer will discuss the Commission on the 21st Century Economy's recommendations for restructuring the state's revenue sources December 9. As member of this commission Keeley was immersed in the search for options to the state's reliance on highly-volatile taxes such as sales tax and income B on higher-bracket incomes. While the Commission's proposals may not be enacted as delivered, its work will likely form the basis for future changes in the state's taxes and fees.

Lawrence E. Stone, Santa Clara County Assessor and a spokesman for Repair California, will talk about proposed initiatives to form a state constitutional convention on January 14. If these proposals obtain the required number of signatures it will be placed on the fall 2010 ballot. If passed by California voters, more than 400 delegates will attempt to draft a new constitution for the state; this draft would subsequently be placed on a state-wide ballot for voter approval.

Greg Larson, Los Gatos Town Manager and former Chief of Staff for Steve Westly, State Comptroller will present the California League of Cities initiative to limit state takings of tax revenues collected or dedicated to local governments January 27. This proposal would provide stricter controls than the California Forward proposition on the subject but does not include optional sales tax authority available collaborations of local governments under the CAForward initiative.

All sessions are at the Santa Cruz Chamber of Commerce meeting room, 601 Ocean St. Register at www.SantaCruzChamber.org: Members \$15, Non-members \$25. Includes continental breakfast.

**Santa Cruz Chamber
 of Commerce
 611 Ocean St., Ste 1
 Santa Cruz, CA 95060
 831.457.3713
www.SantaCruzChamber.org**

Renewals con't

- Prime Landscape Services Inc.
- Prindle Management Company
- Radiology Medical Group of
 Santa Cruz County Inc.
- Rainbow Carpet One
- Roaring Camp & Santa Cruz Railroads
- Robert Brooke, CLU & Associates
- Santa Cruz Art League Inc.
 Center for the Arts
- Seaway Inn
- Shampoo Chez Inc.
- Totlcom Inc.
- Transparent Glass Coatings
- Tri County Business Systems
- Ultra Derm
- Visiting Angels
- Vista Center for the Blind
 & Visually Impaired

Upcoming Chamber Networking Mixers

Date	Sponsor	Location	Time
December 16	Santa Cruz County Bank	720 Front Street	5:00 pm - 7:00 pm

The Chamber is now accepting applications for the 2010 Mixer year.
 For more information on hosting a mixer at your place of business, contact Annette @831.457.3720

For the latest in Chamber news and updates, visit www.santacruzchamber.org