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# chamber news

## 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., Coconut 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 on 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

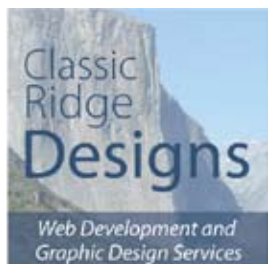
Register at: [www.SantaCruzChamber.org](http://www.SantaCruzChamber.org)

## 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: Hilary Bryant, Organization of the Year: Santa Cruz Neighbors**, and **Business of the Year: Sun Shops**, was attended by more 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](http://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**

Faith Feldman, Owner  
3912 Portola Drive, Suite #3,  
Santa Cruz, California 95062  
Tel: 831.476.9500  
faith.feldman@homeinstead.com  
www.homeinstead.com/721

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  
150 Fairmount Ave.  
Santa Cruz, CA 95062  
Tel: 831.426.1923  
sbladeblak@aol.com  
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**

Brandy Ivener, Operations Manager  
303 Potrero Street, Suite 4  
Santa Cruz, CA 95060  
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info@coopertechnologies.net  
coopertechnologies.net

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](http://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  
HOPE Services  
Imagine Supported Living Services  
James Thompson, Attorney at Law  
Jill Judd, LUTCF -State Farm Insurance  
Karon Properties  
Kennolyn Camps  
KION NewsChannel 46  
Knox Roofing/Knox Garden Box  
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Moore & Miller Insurance  
NAI BT Commercial, Inc  
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NHS, Inc.  
Palomar Inn  
Phil Allegri Electric, Inc.  
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Santa Cruz County (PMG)

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## 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](http://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](http://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](http://www.santacruzchamber.org)**