

Leadership Santa Cruz County Class Comes to Scotts Valley

On Friday, June 6, there were over 50 people from around Santa Cruz County gathered in the Scotts Valley City Council Chambers at City Hall. Was there a HOT issue to be debated with our City Councilmembers? Not with this group. Leadership Santa Cruz County (LSCC) Class 27 was at their first meeting of the year for Government Day, hosted by the Scotts Valley Chamber of Commerce and City of Scotts Valley.

Mayor Donna Lind, a Graduate of the LSCC program, kicked off the day with her presentation on how a Scotts Valley resident finds her way into City politics and then on to becoming Mayor. She captivated the Class with her humor and personal stories, and shared how they, too, could become involved in local government (She had them so involved with her presentation that the class photographer forgot to take her picture.)

Attendees were full of questions and interchange with our Mayor Donna Lind. Joining Mayor Lind during the morning session was State Senator Joe Simitian who spoke to the class on Tips for Successful Advocacy, applicable to government at any level. It was a great morning for this 27th Class of Leadership Santa Cruz County.

Following the morning session the Class was treated to a leisurely walk down Scotts Valley Drive on what was a beautiful day to head outdoors. They were treated to



Senator Simitian Speaks to LSCC Class 27

lunch at Mint Café and Wine Bar where class members discovered the newly remodeled café and enjoyed delicacies prepared by Kelly Gladder's great team.

Next, it was off to the new Scotts Valley Library to tour the new facility and all the innovations it has to offer. There they were treated to a presentation by Assemblyman Bill Monning on "Legislating in an Age of Acrimony." It was a Great Day in Scotts Valley for Class 27 of Leadership Santa Cruz County and we were happy to serve as their host for their Government Day. The Scotts Valley Chamber of Commerce looks forward to their visit to Scotts Valley again in 2013.

Leadership Santa Cruz County (LSCC)

is a non-profit organization founded by our area Chambers of Commerce in 1985. The goal of Leadership Santa Cruz County is to identify potential and existing leaders in business, government, and the community and help them assume leadership positions throughout Santa Cruz County.

LSCC can provide these leaders with a practical and sophisticated understanding of the problems, issues, needs and opportunities facing our community today and in the future. LSCC provides access to and dialogue between current leadership and emerging community leaders, and promotes development and enhancement of leadership skills.

Leadership Santa Cruz County (LSCC) was founded to enhance the civic participation of emerging community leaders. Nearly 1,000 individuals have graduated from the program since then. Training received in the Leadership Santa Cruz County curriculum has made a difference in the effectiveness of these graduates. Leadership alums occupy positions of responsibility on boards of directors, commissions and advisory councils for non-profit organizations, local government agencies, schools, neighborhood groups and many others. Leadership graduates are among the community's most dynamic network of people.

For more information on how to participate, visit www.leadershipscc.org.

Calendar of Upcoming Events

February 4

- *FREE Financial Planning Clinic, 2:00 pm – 6:00 pm*
Scotts Valley Community Center,
360 Kings Village Rd. Scotts Valley

February 9

- *Happy Hour Networking, 5:30 pm – 7:00 pm*
Sandabs Seafood & Wine Bar,
11 Camp Evers, Scotts Valley

February 23

- *Scotts Valley Chamber Business Networking Mixer, 5:30 - 7:00 pm*
Comerica Bank,
228 Mt. Hermon Rd, Scotts Valley

Mar 8

- *Happy Hour Networking, 5:30 pm – 7:00 pm*
Location to be announced

Mar 13

- *Scotts Valley Chamber Travelers depart for Ireland*

Mar 29

- *Scotts Valley Chamber Business Networking Mixer, 5:30 - 7:00 pm*
Stonehouse Bar & Grill at the Hilton, 6001 La Madrona Dr.,
Scotts Valley

Aug. 11 & 12

- *Scotts Valley Art & Wine Festival 10:00 am - 6:00 pm*
Skypark, 361King's Village Rd.,
Scotts Valley

California Chamber of Commerce Reminds Employers

The California Chamber of Commerce is reminding employers that they must post a summary of job-related injuries and illnesses from 2011 at their place of business by February 1. The California Department of Industrial Relations (DIR) requires the Cal/OSHA Log 300 summary (Form 300A) to be displayed from February 1 to April 30 for employee review. A free Log 300 wizard is available at the CalChamber Store at www.calchamber.com to help a business determine whether it is subject to recordkeeping requirements.

Companies that had 10 or fewer employees at all times during the last calendar year do not need to keep Cal/OSHA injury and illness records. Employers with 11 or more employees, except those covered in the California low-hazard establishments in the retail, service, finance and real estate sectors, must display the totals from the Summary of Work-Related Injuries and Illnesses (Cal/OSHA Form 300A) wherever employee notices are usually posted. If there is more than one business establishment, a separate summary

must be posted in each physical location that is expected to be in operation for one year or longer. More information on Log 300 filing and posting requirements is available on HRCalifornia.com.

Be sure to post your updated 2012 California and Federal Employment Notices for all your employees to see. Stayed informed by checking out all the New Employment Laws Affecting Businesses for 2012 on the California Chamber of Commerce website at calchamber.com.

**Treat Your Valentine to Gifts and Dinner
From our Local Chamber Businesses!**

**Call the Chamber Today or visit
www.scottsvallychamber.com**

Habitat for Humanity Blazing Ahead on Blake Lane in Scotts Valley



One of the biggest challenges for Habitat for Humanity in Santa Cruz County is finding land to build on. In 2009, Habitat was able to purchase an affordable piece of land on Blake Lane in Scotts Valley. Even better, it was in the city's redevelopment area. That helped when Habitat for Humanity went to the City of Scotts Valley's planning department with a plan to build three townhomes on the 10,000 sq ft lot. It also helped when Habitat requested funding from the City's redevelopment agency. A variance was

approved to subdivide the one lot into three and \$300,000 was granted to Habitat to offset permitting and infrastructure costs. In early 2011, the search for three qualified low-income families began.

In September, everything was in place to begin construction on the three townhome project. Three families had been selected — two were already Scotts Valley residents. The three families began their sweat equity on the first Saturday in October.

Since then, hundreds of volunteers have come out to donate their time and hard work on the job site. Building goes on three days per week, Tuesday, Thursday and Saturday from 8:30 to 3:00. Individuals and groups are welcome. Most recently, the UCSC women's soccer team came out to build one Saturday.

Thanks to generous lunch donors, lunch is provided on your workday. No Previous construction skills are expected. Habitat Santa Cruz County will provide skilled construction staff to train the volunteers and supervise construction. All tools,

safety equipment, and building materials needed for the day will be provided.

We welcome partner companies to roll up their sleeves and get to work at Habitat Santa Cruz County. This is an excellent opportunity for team building among staff members and gives employees a chance to work side-by-side with Habitat families, helping to support their dreams of owning a home.

Employees feel a sense of camaraderie as they build relationships with their co-workers and pride that their team-building dollars go to support something enduring: a solution to the local housing crisis. Corporate volunteering also fosters a closer working relationship among employees, who gain leadership skills, develop an ethic of service and build loyalty to your



UCSC Women's Soccer team



Blake Lane Families on foundation pouring day

company as well.

If your group is interested in volunteering please contact Beth at Habitat: 469-4663 or development@habitat.org.

All Scotts Valley Chamber members who volunteer on the job-site will receive a free t-shirt.

Scotts Valley Chamber of Commerce Hosts Third Financial Planning Clinic — FREE to the Public

Saturday, February 4, ~ 2 – 6 pm Scotts Valley Community Center 360 Kings Village Road

The Scotts Valley Chamber of Commerce is pleased to host the third Scotts Valley Financial Planning Clinic for our Community. This Free, Pro Bono event offers the public an opportunity to address specific financial questions and concerns with our local professional financial planners. These professionals are volunteering their time and expertise to meet one-on-one with you.

This clinic provides our local community with financial information at a time when many of our residents are in urgent need of financial planning assistance due to the continuing economic turmoil. Do you have questions regarding Debt Management, Cash Flow, when to take Social Security, funding your Retirement or a College Fund? Perhaps you are experiencing a special circum-

stance that has affected your finances, such as Job Loss, Job Change, Underwater Mortgage or have had a Change in Marital Status. These are just a few of the areas that attendees can discuss with our professionals. Attending this event may be the first opportunity you have had to meet face-to-face with a professional financial planner. And it's Free.

The Seminar — "Achieving and Keeping a Secure Retirement!!!"

From 2 – 3 pm we will present a seminar titled "Achieving and Keeping a Secure Retirement!!!". Our speakers will be Ted George, MSFP - George Financial Advisors and Bob Finke, CFP® of Center for Financial Affairs.

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Mon. - Fri. 5am-10pm Sat. - Sun. 7am - 7pm

Scotts Valley Lions Hosted Fantastic Business Networking Mixer to Kick Off 2012

Thursday, January 26 found Scotts Valley Chamber members enjoying a fantastic spread of delicious food prepared by the team at Mint Café and Wine Bar as the Scotts Valley Host Lions Club hosted the First Scotts Valley Chamber Mixer for 2012 there. Members of the Scotts Valley Lions Club introduced attendees to their many service projects through pictorial displays around the room. It was a great evening of networking, catching up with business members after the holidays, and learning more about the service of the Scotts Valley Host Lions! *Be sure to purchase tickets to Lion's upcoming Crab Cioppino Feed/Dance March 3rd by calling Karen at 429-2017*



Mayor Donna Lind and SVChamber Assistant Kris Waller • Raffle time with City Councilmember Dene Bustichi! • Mint Chef Kelly Gladder with Ambassador Becky McMillion • New Member Michael Seigle with SV Host Lions Officers Val Rebhahn and Jay Mosely • Bruce McPherson, Second Harvest Food Bank Board Chair, with Exec Director Sharolynn Ullestad • Ambassador President Jesse Wilkins with Bruce Lindsay • Our Hosts - Scotts Valley Lions Club Members • Photos Courtesy of Jesse Gabriel Photography Studio

7th Annual Fallen Officer Foundation Ball

Saturday, Feb. 11, 5:30 to 11 p.m., Cocoanut Grove Grand Ballroom, Santa Cruz

Stop to consider for a moment how much we take safety and order for granted in our daily lives. We commute to jobs, our children bicycle or walk to school, and we enjoy down time with family and friends. We are safe. Thanks to our local police officers, firefighters and first responders, we don't hear the wolf gnawing at our door. But the wolf is always at bay, disguised as a gang member, drunk driver or house fire. Those who keep the wolf at bay deserve our gratitude, support and help. Because we know that sometimes heroes fall, be it from injury or illness, we must stand over them. We must face down the wolf, because it's the right thing to do.



On behalf of the Fallen Officer Foundation, we would like to invite you to attend the 7th Annual Fallen Officer Foundation Ball at Cocoanut Grove on Saturday, February 11, from 5:30-11 p.m. Come join us for an evening of great food, wine, live music and dancing. Enjoy our silent/live auction with the energy of pro-

fessional auctioneer, Rob Slawinski. Celebrate with our Master of Ceremony, retired Watsonville Police Chief and county icon Terry Medina, as he ushers us through an unforgettable evening of fun and good will. Most importantly, please join this assembly of local firefighters and police officers to celebrate their work. Tickets are \$100 and need to be purchased in advance. Check the website for tickets and how you can help - www.fallenofficerfoundation.com

Fallen Officer Foundation is an all-volunteer 501(c)(3) non-profit that helps local fire fighters, law enforcement and emergency responders in Santa Cruz County in time of need. Show your support, and give a little back to the men and women in uniform who serve us so valiantly. If you are unable to attend but wish to donate, go to the website www.fallenofficerfoundation.com and donate via PayPal. You can also search on Facebook to keep track of activities and events of the Fallen Officer Foundation.

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Make Plans to Join us for our February Business Networking Mixer

Thursday, February 23, 5:30 – 7:00 pm • Comerica Bank 228 Mt. Hermon Road, Scotts Valley

Join with us for our February Business Networking Mixer hosted by Comerica Bank. Join with fellow Scotts Valley Chamber members to network with new business members and reacquaint yourself with others. There will be great food and



wine and lots of networking for all. Be sure to bring your raffle items to showcase YOUR business and plenty of business cards to share with your new contacts. This will be Comerica's Big Celebration party of 2012. Don't miss it! Mark your calendar now!

Happy Hour Networking Event – February 9

Hosted by Sandabs Seafood & Wine Bar from 5:30-7 p.m.

11 Camp Evers, Scotts Valley

Join us for our First Happy Hour Networking event of 2012, sponsored by the Scotts Valley Chamber of Commerce Ambassadors and hosted by Sandabs Seafood & Wine Bar. We invite everyone for a fun evening of great appetizers and drinks – all at a special Chamber price. Bring your friends, neighbors and associates to taste Sandabs special entrees. Come socialize with your Chamber business friends in a relaxed atmosphere.



Welcome To Our New Members

Dakota Ultrasonics

Teresa Engel
1500 Green Hills Rd., #107,
Scotts Valley, CA 95066
831 431-9722
www.dakotaultrasonics.com

Comcast Business Class

John Politoski • Michael Seigle
106 Whispering Pines Dr.,
Scotts Valley, CA 95066
831 247-2080

Santa Cruz American Red Cross

Camilla Boolootian • Carol Netzley
2960 Soquel Ave., Santa Cruz, CA 95062
831 600-4900
www.sccredcross.org

Thank You to Our Renewing Members

Stevenson's Landscaping
Scotts Valley Property Management
Central California Alliance for Health
Central Home Supply
Second Harvest Food Bank
The Crow's Nest
Shadowbrook Restaurant
Pathfinder Consulting
King's Village Shopping Center
Spring Lakes Park
Express Employment Professionals
Slatter Construction, Inc.
Greenwaste Recovery, Inc.
Coastal Evergreen Co.
Dr. Steven J. Graf, DDS

Joe Miller
Dr. David Estrada DDS
Skov Winery
Bay Federal Credit Union
Batteries Plus
Budget Blinds of Santa Cruz
Boulder Creek Golf & Country Club
Scotts Valley Water District
Assist International
Scotts Valley Performing Arts
Hilton Scotts Valley
Redwood Glen
Camp & Conference Center
InSight Eyecare Center
Cruzio Internet

SV/SLV Soccer Club
Robert E. Mazurek & Co.
Business with Pleasure
Bei-Scott Company, Inc.
Club One at Scotts Valley
Cabrillo College
Palace Art & Office Supply
United Way of Santa Cruz County
Community Foundation
of Santa Cruz County
Scotts Valley Market
I On Design, Inc.
Happy Tails
Slawinski Auction Company
Scotts Valley Artisans

"Financial Planning Clinic" from pg 16

You probably know it is important to save regularly to fund your retirement. But do you know if you are saving enough? – Or when you will be able to retire securely? Come learn how to determine how much to save to meet your retirement goals and how to set that retirement date. Once in retirement, it is important to adjust to living on a fixed income.

You need to understand your sources of income and how much you can safely withdraw from your investment portfolio. We will explore a variety of safe withdrawal strategies that go

beyond the 4% annual withdrawal rule of thumb.

Each attendee will be able to meet individually with one of our professional financial planners for 20 – 30 minutes. Individual sessions are being offered between 3:00 pm – 6:00 pm following the 60 minute Educational Seminar and are scheduled on a first-come first served basis, so be sure to register when you arrive for the Seminar at 2:00 pm.

The Scotts Valley Financial Planning Clinic is a pro bono benefit to the public, and there is no selling, product marketing or soliciting. In other words, there are no strings attached for the con-

sumer. This is a Free service offered to our community by our Scotts Valley Chamber of Commerce business partners.

Financial Planners participating in this event include: our event coordinator Ted George, MSFP of George Financial Advisors; Bob Finke, CFP® of Center for Financial Affairs; Michael Chamberlain, CFP®, AIF® of Chamberlain Financial Planning LLC; Bob Adams, CFP®, MBA, MSFP of Armstrong Retirement Planning LLC; Jack Corsiglia, Investment Advisor. Also participating are Financial Services Representatives Wendy Von Bach of Bay Federal Credit Union and Stephen Hoversten of Modern

Woodman Fraternal Financial.

Watch the Scotts Valley Chamber of Commerce website for updates on the "Special Events" tab at www.scottsvallychamber.com/specialevents.htm. You can also visit with us on Facebook so "like" our page and stay informed – Scotts Valley Financial Planning Clinic.

Don't miss this opportunity to start out 2012 right by meeting with a Professional Financial Planner and begin to find some answers to your financial questions. Scotts Valley Financial Planning Clinic, Saturday, February 4, 2012 2:00 – 6:00pm, Scotts Valley Community Center, 360 Kings Village Road, Scotts Valley – FREE!

Scotts Valley Chamber of Commerce
360 King's Village Road
Scotts Valley, CA 95066

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