

New Member Profiles

With Jim Reed



Staying Fit On Many Levels With Our New Chamber Members

Our newest Chamber members will aid in our healthy lifestyles – Fitness physically, relaxation to the sound of rippling water, and knowing you've got someone to turn to should legal situations warrant. Life is Good with the Scotts Valley Chamber of Commerce.

CrossFit North Santa Cruz Maggie Larson

After working for Cisco Corporation for 20 years, Maggie Lawson was getting restless – “I couldn't stand being in a cube anymore,” she says. Husband John and Maggie were working out regularly at CrossFit North Santa Cruz in Scotts Valley on Technology Drive behind Scotts Valley Market. The facility opened in late 2007, and when John and Maggie were asked to join the ownership team in 2008, they decided to take the plunge. Now both are trainers at the club and loving it. “You kind of drink the kool aid and become a believer,” she says. “It's such a different workout that once you get started, it's kind of hard to give up...It's definitely not a boring workout.”

CrossFit's approach is about as far from a 24-hour fitness facility as you can get, Maggie says, where people walk in and don't know what do to, don't get to know people and are often in what she calls a “meat market” atmosphere. CrossFit has one-hour sessions where everybody trains together following a trained instructor's lead. Lifelong athletes, professional people, retirees all work out

side-by-side, doing the same thing with their own weights. Sometimes participants lift weights; sometimes they're performing a variety of movements at a very rapid rate. Whatever the focus of an individual session, it means people aren't working out on their own, so a community atmosphere is fostered.

“CrossFit is all about being supportive,” Maggie says. “People there are all about doing the best workout they can, and it's tough. It's intense, so we've created an environment that's encouraging.”

At Cisco, Maggie used to handle global giving and community relations, so it was only natural that when she got involved with CrossFit, one of the first questions she asked was, “Why aren't we involved with the Chamber?”

Community involvement has become second nature to CrossFit North Santa Cruz. Just within the last few months, they've donated to the recent fundraiser for three-year old Ashton Gillen who is battling brain cancer, the Fallen Officer Foundation, a fund in honor of fallen soldiers that goes to purchase cooling vests and they're doing the same for the March 14 “Havana Nights” fundraising dinner and auction for Vine Hill Elementary School. Also, this Memorial Day Weekend, they are hosting a fundraiser for all three of the CrossFits in the area where workout teams (many comprised of area firefighters and law enforcement) will raise money for the Lucille Packard Foundation for Children's Health.

You can try CrossFit for yourself at their free introductory class every Saturday at 10am.

Mary E. Conn and Associates Mary Conn

To the question, what's a Houston lawyer like you doing in Santa Cruz, Mary Conn has a ready response: “Have you ever been to Houston?”

After growing up in Houston and getting her law degree in Texas, Conn and her

family were driving through Santa Cruz on the way from San Francisco to Big Sur visiting friends years ago. “We thought, this is the most wonderful place we had ever seen,” she says, and they planned from then on to move. Nine years ago, it happened, and Mary arrived with her three kids and hung her main office shingle in downtown Santa Cruz.

She works with eight other attorneys, one of whom is affiliated with her, practicing her love of criminal defense in both state and federal law. The Scotts Valley resident does a lot of DUI cases, but also does homicides as well as “the 50 year old housewife who has a really bad day and shoplifts from Niemann Marcus,” she says.

There are plenty of differences in criminal law between Texas and California, but not all of them are what one might expect. The recent involuntary manslaughter case in Watsonville, for example, where one man was killed after getting into a fight outside a restaurant and bar, almost certainly wouldn't have been prosecuted in Texas, she says – California has different provisions for who the “aggressor” is in a fight and who is liable for injuries and even death in such an instance. And Santa Cruz probably won't see a repeat of a case she remembers from Houston in 1971 where a man received 30 years for possession of one marijuana cigarette.

Ironically, this litigator's favorite part of the job doesn't necessarily involve battling before a judge in court. “I really like it when people call me and say, ‘Mary, I've got a problem,’” she says. “I love to be able to help them by referring them to the right people.”



Mary Conn
Mary E. Conn & Ass.



Calendar of Upcoming Events

March 26

- *Business Networking Mixer, 5:30 pm – 7:00 pm*
Zero Motorcycles
1 Victor Square, Scotts Valley

April 23

- *Business Networking Mixer, 5:30 pm – 7:00 pm*
Cori Financial & Insurance Services
5435 Scotts Valley Dr., Ste. E

May 19 – 21

- *American Crown Circus, 5:00 pm – 7:00 pm*
Skypark, 361 Kings Village Rd., Scotts Valley

May 21

- *High Noon in Scotts Valley, 11:30 am – 1:00 pm*
Hilton Santa Cruz/Scotts Valley
6001 La Madrona Drive, Scotts Valley

May 29

- *Membership BBQ & Bocce Ball Tournament*
Skypark, 361 Kings Village Rd., Scotts Valley

August 8 & 9

- *Scotts Valley Art & Wine Festival, 10 am – 6 pm*
Skypark, 361 Kings Village Rd., Scotts Valley



Crossfit Owners: Maggie Larson, Dan Grant, Ronnie Boose, Jason Bills, Robin Boose, Susie Bills and John Larson

“New Members” > 18

Don't forget your GREEN on St. Patrick's Day!

Call the Chamber Today or visit
www.scottsvallychamber.com

12 Ways to Prosper in Any Economy

Even during difficult periods, some salespeople thrive

The future isn't what it used to be," Yogi Berra, Hall of Fame catcher for the New York Yankees, once said. Berra was referring to a down period in Yankee history, but his words have great application for salespeople, particularly in a tough economic climate.

Tough times are never welcome

No one welcomes tough times. Yet, during even the most difficult periods, some salespeople thrive, grow and prosper. They ignore the doom-sayers and seize the opportunity to increase sales, introduce new products and services, and capture a greater share of the market.

Here are 12 practical techniques for using tough times to build a more profitable business:

Concentrate on the basics. Your single most

important job is to get and keep customers. The only way of doing this is to help your customers solve their problems better than anyone else. Don't assume you have the answers. Learn what each customer means by 'better.' Then, adapt your product or service so that it's perceived as 'better' in the eyes of your customers and prospects.

Become more aggressive. Change your marketing strategy to fit the psychology of the times. Emphasize how your products or services save time, cut costs, and increase productivity. If you take this route, you'll stand out because your competitors may pull back to a more defensive, protective position.

Work at retaining present customers. Even if customers are spending less, don't let them be

tempted to take their business elsewhere. One of the old but true rules of selling is that it costs five times as much to gain a new customer as it does to keep an old one.

Increase sales to present customers. The customer relationship is always much more fragile than we like to think. In fact, customer satisfaction depends on just one issue: meeting needs on time, every time. Work harder than ever to meet as many of those needs as you can.

Build your prospect list. Develop what we like to call a 'druthers' list. If you had your druthers, what prospects would you like to add to your customer base right now? Make regular contact with these companies. Explain why you have a special interest in them. Make your goal clear: ask what you will have to do to get their business.

Use 'value-added' techniques to get an edge

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."

— Dale Carnegie

on your competitors. Separating your company from all the rest in your industry is more important than ever. Think like a customer to discover what you can do to dramatize your uniqueness. It's never the 'value' you want to add that makes the difference. It's the 'value' the customer wants to receive that's important.

Keep a watchful eye on the competition. Don't assume your competitors are sleeping. They

"12 Ways" > 17

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Call for Poster Artists for the 10th Annual Art & Wine Festival

August 8 & 9, 2009

The Scotts Valley Chamber of Commerce and the Scotts Valley Arts Commission are looking for an artist to produce artwork for the 10th Annual Scotts Valley Art and Wine Festival promotional poster. The Chamber of Commerce will have the right to reproduce the artwork for up to 12 months.

The applicants are not required to be residents of Scotts Valley. However, the artwork should represent the flavor of the Art and Wine Festival as well as the ambience of the city of Scotts Valley. We will be celebrating our 10th Anniversary of the Festival this year.

Applications are available at the Scotts Valley Chamber of Commerce, 360 Kings Village Rd., Scotts Valley, CA. 95066, by phone 438-1010 or at www.scottsvalleychamber.com under the Art & Wine Festival Tab.

Each application must be accompanied by your original work. Artwork must not have been used for prior promotional purposes. All applications and photos become the property of the Scotts Valley Chamber of Commerce, unless accompanied by a stamped self-addressed envelope. Minimum size of original artwork is 15"x18".

The Chamber holds the right to exclusive use of the artwork for 12 months for festival posters, postcards, promotional poster, T-shirts and advertising materials. All production work, including graphics, color separations, and printing will be the responsibility and expense of the Scotts Valley Chamber of Commerce and the Arts Commission.

More Details

- **April 3rd**—deadline for submissions to be in the Scotts Valley Chamber of Commerce office.
- **May 15th**—winner will be notified and the contract

between the artist and the Chamber will be drawn up and signed.

- The winning artist will receive an award of \$500 for use of artwork.
- Poster artist will receive 30 posters for personal promotion, but cannot sell posters at the Art and Wine Festival.
- Poster artist to receive a star or highlight on the program map to show location of booth at the Art and Wine Festival.
- Artist must be present the entirety of the Art and Wine Festival for signing posters.

Sponsored by the Scotts Valley Chamber of Commerce and the Scotts Valley Arts Commission.



Spread the Word about Healthy Kids

Healthy Kids of Santa Cruz County was launched in 2004 by a broad coalition of healthcare providers and community leaders in order to provide comprehensive health insurance to local children. Currently nearly 2,000 children in Santa Cruz County are enrolled in the Healthy Kids Health Plan but there are still about 1,500 children that remain uninsured... could they be children you know?

United Way of Santa Cruz County is working to ensure that all children have health coverage, but we need your help! We are asking employers to help us spread the word to the parents, grandparents and caregivers you employ.



United Way can provide you with free handouts and/or a free informational presentation about how to enroll in these programs.

The Healthy Kids program encompasses three health plans, Medi-Cal, Healthy Families and Healthy Kids. Families qualify for one of these programs depending on their monthly income, family size, and child's age. A family of four can earn up to \$63,600 a year and pay between \$0 to \$15 dollars a month per child. Premiums do not exceed \$45 dollars a month per family. All three programs provide children with essential medical, dental, and vision coverage. All parents with children under the age of 19 who are unin-

"12 Ways" from pg 16

may be making moves, which could cut into your customer base. More than ever, it's important to scout the competition.

Practice niche marketing. Look for those markets, which best match your company's products and service – and come out swinging! Strive to become the big fish in a small pond. Chances are the competition is less intense in these markets and your strong position will fend off unwanted intruders. As you successfully serve new customers, you have a good chance of becoming a preferred supplier.

Become a marketing-driven salesperson. Make sure it's your customers who are running your business. A marketing-driven salesperson operates just one-way: The total effort – product, service, price, and promotion – must be adapted to the needs and wants of customers.

Concentrate on consulting. Remember, customers aren't looking for 'off-the-shelf' solutions to their problems. Tailor your services to meet precise needs. This means taking more time to be helpful, understanding and supportive of your

customers.

Demonstrate a 'we can do it' attitude. You may have the best products or service, but that's not enough. Go the next step. Show enthusiasm for going out of your way to prove that you're service-oriented.

Use the magic word, 'Sure.' Since we're all in the problem solving business, respond to request with a strong 'Sure.' You may not have all the answers at the moment. That's not important. You can get them later. When you're talking to the customer, convey confidence and be 100% positive. It will get you more and more business.

The Importance of Hard Work and Hope

"The great composer does not set to work because he is inspired but becomes inspired because he is working. Beethoven, Mozart, and Bach all settled down day-after-day, to the job at hand. They didn't waste time waiting for inspiration." — Ernest Newman

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Written by John R. Graham, president of Graham Communications, a sales and marketing firm based in Quincy, MA. Reprinted from "The Selling Advantage" of Oct. 14, 2008.

sured are encouraged to apply.

Insuring children is good for everyone. Providing children with health coverage and preventive care saves us all money by preventing more serious and expensive health problems, and by keeping kids out of more costly emergency rooms. Insurance helps employers by reducing the number of days parents miss work to take care

of sick kids, which costs employers roughly \$12 billion per year nationally.

Please help us spread the word about free and low-cost children's health coverage.

For more information, contact Alicia Fernandez, Health Outreach Coordinator, United Way of Santa Cruz County. Phone: (831) 465-2209. Email: afernandez@unitedwaysc.org.

We've moved to a newly remodeled and larger suite in the Kmart Center.

Scotts Valley
266 Mt. Hermon Rd.
Suite S
In the Kmart Center
438-2786

Other area locations:

Santa Cruz
550 River Street
Across from Coast Plus
429-8713

Capitola
1955 41st Ave
Down from Ross
476-1105

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Scotts Valley Chamber of Commerce

2009-2010 BUSINESS & MEMBERSHIP DIRECTORY

Bi-Annual directory

Our Directory highlights the business community, services and recreational opportunities to be found in Scotts Valley and the surrounding Santa Cruz Mountain communities.

The **Scotts Valley Business & Membership Directory** is a great way to advertise your business or service, not only to the Scotts Valley Chamber of Commerce Members, but to the residents and visitors of Scotts Valley and other local mountain communities.

More than 7,000 new Business & Membership Directories will be distributed to Scotts Valley residents, real estate and mortgage offices, hotels, city offices and local businesses. We hope that you will take advantage of this great marketing opportunity. Ad space is limited, so please respond as soon as possible. This high-quality, full-color, glossy publication is being produced by Times Publishing Group, Inc., Publisher of the Scotts Valley Times.

Contact the Scotts Valley Chamber for more information • 831.438.1010

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Did You Know?

SCORE, "Counselors to America's Small Business" is a nation-wide, nonprofit association sponsored by the U.S. Small Business Administration (SBA) dedicated to helping entrepreneurs in the formation, growth and success of their small businesses. Both working and retired executives in Santa Cruz County donate their time and expertise as business counselors free of charge.

The local Santa Cruz SCORE office also offers affordable workshops in Scotts

Valley and Santa Cruz area that cover today's most relevant small business topics. The admission fee is \$30. The next two upcoming workshops are:

SCORE
Counselors to America's Small Business

- March 5, 6:00 - 8:30pm: "Starting a Business in Santa Cruz County"

- March 19, 6:00 - 8:30pm: "Managing a Small Business in a Downturn"

•••
To register for a workshop visit www.SantaCruzSCORE.org, or call 831-621-3735.

March Mixer Revving Up

You're invited to an electric evening at Scotts Valley's most innovative motorcycle company! Please join us from 5:30 - 7:00 p.m., Thursday, March 26.



Hosted by Zero Motorcycles Inc.

Neal and Lisa Saiki, Gene Banman and The Scotts Valley Chamber of Commerce

1 Victor Square, Scotts Valley, CA 95066 (831) 438-3500 ext. Zero.

Welcome to Our New Members

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www.konicaminolta.com

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Tel: (831) 212-3603

Thank You to Our Renewing Members

Acorn Court Apartments	Dominican Hospital	Scotts Valley Performing Arts
Albright-Souza Garden Design	Freedom Media Services	Scotts Valley Water District
Alexis Party Rental	Happy Tails	Sessions
Bailey Properties	Hilton Santa Cruz/Scotts Valley	Slatter Construction
Banana Promotions	Joe Miller	Small Business Consulting
Bay Federal Credit Union	King Crane Service	Stevenson's Landscape
BCI Builders	King's Village Shopping Center	Surf City Coffee
Black & Estrada DDS	Mazurek & Company	Sustainable
Brinks Awards & Signs	Pathfinder	Development & Planning
Central Coast Alliance for Health	PG&E-Account Services Group	The Storage Depot
Chaminade Resort & Spa	ProBuild, Inc.	Tristar Home Loans
Comerica Bank - Santa Cruz	Roudon-Smith Winery	Valley Churches United Missions
Community Foundation of Santa Cruz County	Santa Cruz Moose Lodge # 545	Visiting Angels
Creekside Mini Storage	Santa Cruz Ranch RV Park	Wilkins Consulting
Cruzo	Santa Cruz Sentinel	Woodland Financial Wellness, Inc.
	Scotts Valley Host Lions	World Gym

"New Members" from pg 15

She recently had a case where an elderly lady needed help against her children who were eyeing mom's money. "What her kids were trying to do was just wrong," she said. "They were pushing her into her grave to get the money, so I helped even though it was way out of my line of work."

Two of her children are in college and a third is in high school, so she's now getting more time to connect with the community, so joining the chamber became a natural decision for her. "I live in Scotts Valley, and I want to be connected to other business owners here," she says. "If I can do my shopping and resourcing in the community, I prefer to do that."

Pond Life Dan Rutledge

Take a retired insurance guy, and another retired post office worker, both with an

interest in koi ponds and you have Pond Life, one of the most highly regarded specialty water garden designers on the central coast.

Dan Rutledge has been into the koi hobby for about 15 years (koi is the name for the colorful Japanese carp that often are the focus of the ponds) while partner Mike Perret has been going for over 30 years. The two met years ago in the Santa Clara Valley Koi and Water Garden Club where they both helped on pond tours and the like and formed a friendship. They both decided to retire about the same time, both found themselves more bored than they expected and both decided to do something they really enjoyed, so the company was born in 2004.

Pond Life offers a wide variety of possibilities to their clients. Many people want pondless waterfalls, Dan says, to get the sound of rippling water without all the main-

tenance. Others want not just a koi pond but one with a strong bonsai tradition - the miniaturized plants, black pine and the like - which is Mike's specialty.

"We like to build ponds that are specifically designed for easy maintenance," Dan says. That may sound simple, but having an elaborate pond that also is largely self-sustaining is where a designer's real expertise comes in, Dan says. The pond in Rutledge's backyard, for example, is approximately 12 x 14 feet and 4-5 feet deep, which contains over 4,000 gallons of water and a 500-gallon filter system and



Dan Rutledge
Pond Life

approximately 20 koi. Not only are there different filtration systems for the water, but medicating the fish requires its own special system. Dan and Mike are both licensed contractors and those skills are brought to bear on virtually every project.

Since their founding, Pond Life has done ponds from San Francisco to Salinas and have been pretty much booked solid for the last 4-5 years solely from word of mouth from koi customers and retailers. "We've joked that we don't know if we could keep up with it if we advertised," Dan said. While the largest chunk of their business is over the hill, they wanted to increase their presence in Santa Cruz County. "We asked around, and people said to increase business locally, the Scotts Valley Chamber is your best bet," Dan said.

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A Big Welcome to our New Members from the Scotts Valley Chamber of Commerce.

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New Laws Affecting Business in 2009

Released by CalCamber — Courtesy of Scotts Valley Chamber of Commerce

SACRAMENTO — The California Chamber of Commerce released a list of new laws scheduled to take effect in 2009 that will impact businesses in California.

“California employers need to be aware of several new laws affecting their businesses,” said Allan Zarembek, CalChamber President and CEO. “The CalChamber’s CalBizCentral compliance division is already a step ahead, offering training materials that will help businesses start off the new year in full compliance.”

Among the training materials currently available is CalBizCentral’s HR 201: Labor Law Update live web seminar. In addition, the CalChamber is offering a new comprehensive resource for California-specific and employment law information. The 2009 California Labor Law Digest offers legal background information including legislation, court cases and regulatory requirements in plain language organized to make complex laws understandable for businesses. More information is available at www.calchamber.com.

The following is a list of some of the new laws that have recently gone into effect or will take effect in 2009:

Family and Medical Leave Act: The U.S. Department of Labor published the final version of the Family and Medical Leave Act (FMLA) regulations pertaining to military families and qualifying exigencies. Importantly, among numerous, significant changes, the regulations define what a “qualifying exigency” is for purposes of qualifying for up to 12 weeks of FMLA leave. Families with active military personnel may now be eligible if their situation meets one of the new qualifying exigencies: short notice deployment, attendance at official military events or activities, arranging or providing childcare, attending school or daycare meetings, handling financial and legal matters, and rest and recuperation visits when the soldier is on leave.

Cell Phone Use: Since July 1, 2008, drivers have been required to use a hands-free device while talking on a cell phone and driving. Starting January 1, 2009, text-based communication while driving is prohibited as well, with the same penalties — \$20 for the first offense and \$50 for subsequent offenses. Specifically, the law prohibits writing, sending or reading text-based communication including text messaging, instant messaging and e-mail, on a wireless device or cell phone while driving.

Invalid Waivers: A bill amended Labor Code 206.5 making null and void the

The 2009 California Labor Law Digest offers legal background information including legislation, court cases and regulatory requirements in plain language organized to make complex laws understandable for businesses. More information is available at www.calchamber.com.

execution of any release on account of wages due. Employers who violate this law are guilty of a misdemeanor. The new law — effective January 1, 2009 — adds the following language: “For purposes of this section, ‘execution of a release’ includes requiring an employee, as a condition of being paid, to execute a statement of the hours he or she worked during a pay period, which the employer knows to be false.”

Temporary Employees: Wages for employees of temporary services employers shall be paid weekly or daily if an employee is assigned to a client on a day-to-day basis or to a client engaged in a trade dispute. This requirement does not apply to employees who are assigned to a client for over 90 consecutive calendar days unless the employer pays the employee weekly. Failure to do so can result in civil and criminal penalties.

Minimum Pay for Exempt Computer Professionals: Effective January 1, 2009, Labor Code 515.5 was amended to allow payment to computer professionals as a monthly or annual salary. Before this change, computer professionals had to earn a minimum hourly rate, set by the Division of Labor Statistics and Research (DLSR) annually. The hourly rate for 2009 is increased from \$36.00 to \$37.94. For 2009, the minimum monthly salary exemption is \$6,587.50, and the minimum annual salary exemption is \$79,050.00.

Passport Cards for Identification on I-9: The Departments of State and Homeland Security have begun to issue “passport cards” which may be used as a “List A” document to verify employment in accordance with the I-9 form. The passport card is more limited in its uses for international travel (e.g., it may not be used for international air travel), but it is a valid passport that attests to the U.S. citizenship and identity of the bearer. Accordingly, the card may be used for the Form I-9 process and can

also be accepted by employers participating in the E-Verify program.

The passport card is considered a List A document that may be presented by newly hired employees during the employment eligibility verification process to show work authorized status. List A documents are those used by employees to prove both identity and work authorization when completing the Form I-9.

Political Speech: In July 2008, the

president of the National Labor Relations Board (NLRB) issued guidelines to employers concerning employee participation in political advocacy activities and providing guidance to employers as to when disciplinary actions for these activities may be appropriate.

The memorandum provides that:

- Non-disruptive political advocacy for or against a specific issue, related to a specifically identified employment concern that takes place during employees’ own time and in non-work areas, is protected;

- On-duty political advocacy for or against a specific issue, related to a specifically identified employment concern is subject to restrictions imposed by lawful and neutrally applied work rules;

- Leaving or stopping work to engage in political advocacy for or against a specific issue, related to a specifically identified employment concern may also be subject to restrictions imposed by the employer.

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More information is available at www.calchamber.com.

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