

Scotts Valley Chamber News

SCOTTS VALLEY CHAMBER OF COMMERCE | 360 King's Village Road | Scotts Valley CA 95066 | Phone (831) 438-1010 | Fax (831) 438-6544 | www.ScottsValleyChamber.com

Small Business and Fundraising Help Through the Chamber

By Jim Reed

Several of the many businesses that have joined the Scotts Valley Chamber of Commerce recently are geared toward helping smaller organizations punch far above their weight. In this issue we welcome two such members



DBM Enterprises, Diane Bianconi – one of the chamber's newest members is also one of Scotts Valley's best-known citizens, the irrepressible Diane Bianconi.

In addition to being a mother and grandmother, serving on two local boards of directors, being one of the lead organizers of the Scotts Valley Fourth of July parade and other city functions, managing several properties, volunteering at the Santa Cruz Red Cross where she served as communications director for almost four years and volunteering to help virtually every worthy local cause there is, Diane runs a successful business. No, it's not selling the secret to her limitless energy – she could retire in weeks if she could do that – but doing auctioning and fundraising consulting as DBM Enterprises.

"God gave me this talent," she says of her natural people skills. "I've been fortunate in this life and I want to give back."

She is a third generation Santa Cruzan whose ancestors came from Italy because the word in the old country was that the Central Coast of California had identical weather. Diane broke through many a glass ceiling in her career as a manager and entrepreneur in the business world,

but always kept family and friends at the center of her world. That other-centeredness led her to help area charitable organizations maximize their local donation opportunities.

Diane provides full-service fundraising and auctioning services from beginning to end of a particular event or campaign. By working with group leaders, she taps organizations' natural constituencies to organize functions that are highly profitable and fun – arranging a dinner, managing silent auction donations, running live auctions, and closing down after a great night's work. The Santa Cruz Cancer Benefit Group, Fallen Officer Foundation, Jacob's Heart, and Terra Redwood School are just a few of the local groups whose balance sheets are brighter thanks to Diane-initiated fundraising drives and events.

The Scotts Valley Chamber of Commerce is fortunate to be one of the organizations she selflessly supports. "I'll always want to help the Chamber," Diane says. "They're a great group, very devoted and dedicated to the community. It's an awesome organization and I'll do whatever I can to help."



Arreant, Chris Shararian – especially in a growing small business where there are so many hats to wear and not enough heads to wear them, anything that's not "on fire" on a given day is all too often ignored. That instinct is natural, says Chris Shararian, but can be devastating to

a business when it comes to human resource practices. In fact, Chris's business, human resources consultancy Arreant LLC, is all too often only called after there's a problem.

Arreant excels at defusing existing HR time bombs and works especially hard at preventing small business troubles with HR law by making sure the problems don't start. "I often come to a client with employment law being the point of entry, and then they find out what else I can do," he says of Arreant's success so far. Chris also specializes in staffing and recruiting assistance, pay models, sexual harassment training and more, and is backed by a network of specialists if niche expertise is required.

Chris says HR consulting was a natural outgrowth of his career as a director and vice president-level human resources manager for companies in biotech, aerospace, ocean freight and for Disneyland Resorts. After settling in Scotts Valley with his wife Courtney and their growing family to be near her parents, the southern California native decided that small business was where his knowledge and people skills could offer the most value to customers.

"I loved working in corporate America, but I enjoy small business even more," Chris says. "It's great to watch a small company, help them grow and make a meaningful contribution to their bottom line." And while Chris's specialty is businesses with less than 50 people, there's nothing he loves more than seeing his clients grow into the hundreds or thousands, as a few of his clients have done.

Growing his own business is why Chris joined the Scotts Valley Chamber of Commerce. "The networking opportunities will be great," he says. "I can't imagine a better avenue for learning about local businesses." ■



Calendar of Upcoming Events

March 20

- "High Noon in Scotts Valley" Biz to Biz Luncheon 11:30 am – 1:00 pm
Hilton Santa Cruz/Scotts Valley
Presentation on Identity Theft – Alan Smith

March 27

- Business Networking Mixer Service Clubs of Scotts Valley, 5:30 – 7:00 pm
Scotts Valley Community Center
360 Kings Village Road, Scotts Valley

April 24

- Business Networking Mixer 5:00 – 7:00 pm
"Spring into Fitness"
4Minutes 2Fitness
5435 Scotts Valley Drive – Suite A,
Scotts Valley

May 15

- All Chamber Mixer – 5:00 – 7:00 pm
Willow Pond Ranch
505 Alfel Lane, Soquel

May 22

- Business Networking Mixer 5:30 – 7:00 pm
Hinde Chiropractic & Wellness Center
216 Mt. Hermon Rd, Suite B, Scotts Valley

May 30

- 1ST Annual Chamber Bocce Ball Tournament & Membership Barbeque
SkyPark, 361 Kings Village Road,
Scotts Valley

Happy St. Patrick's Day from the Scott's Valley Chamber of Commerce!

SCOTTS VALLEY CHAMBER OF COMMERCE

Scotts Valley Means Business!

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Scotts Valley Chamber Presents "High Noon in Scotts Valley"

Thursday, March 20 will mark our Chamber's first Biz to Biz luncheon to be held at the Scotts Valley Hilton. The luncheon will begin at 11:30 am to allow for business networking and lunch promptly at High Noon. We will enjoy a great lunch provided by Café Max at the Hilton while networking with the businesses of our Chamber.

Our educational presentation will be on "Identity Theft - the Crime of the Century." Approximately 10 million consumers were victimized last year with a cost to business and the economy estimated at \$50 Billion. This educational opportunity is being presented by Alan Smith, Small Business and Group Benefits Specialist - Independent Associate for Pre-Paid Legal Services, Inc. After a personal bout with Identity Theft, Alan went on to learn all he could about the dangers of ID

Theft to the business owner and shares the knowledge he gained with us.

Attend this informative luncheon and you will learn:

- *The five (5) types of Identity Theft - It's not just about credit card fraud*
- *About the three Federal laws and the various state laws that affect all businesses*
- *The steps you and your business can take to manage the risks*
- *Establishing a culture of privacy*

Seating is limited and reservations required. Please call the Scotts Valley Chamber of Commerce at 438-1010 to be a part of this educational/networking event by Monday, March 17. Cost is \$25 for members, \$35 for prospective members.

Don't miss this opportunity to learn how to protect yourself and your business from Identity Theft. See you March 20, at High Noon in Scotts Valley. ■

"Best Community Event" Sponsorship Opportunity



The Scotts Valley Art and Wine Festival is just around the corner, August 9-10, and you and your business can be a part of this great event. Last year's festival was the largest one yet, with over 6,000 in attendance at the two-day event, and was voted the "Best Community Event" by Scotts Valley residents.

This festival is our gift to the community and we would like to invite you to take part in making this the Best festival yet.

We are now accepting sponsorships for the 9th Annual Scotts Valley Art & Wine Festival. Our advertising has increased the awareness of the festival, so join with other business members and link your name to this great event as we expand our advertising even more with your logo.

Sponsorship forms are available on our website, www.scottsvallychamber.com, or by calling the Chamber office at 438-1010.

Please join us and lend your support by committing to be a Sponsor of the 2008 Scotts Valley Art & Wine Festival. Don't miss this opportunity to link your business name with the "Best Community Event" in Scotts Valley. ■

Thank you!.. to our Renewing Members

Bay Federal Credit Union
Brinks Awards
Cassidy Insurance Agency
Dominican Hospital
Erik's Delicafe
Family Assets Planning
Glenwood Oaks Winery
Graf, Steven J DDS Orthodontics
Granite Construction
Greenwaste Recovery
Happy Tails
Hilton Santa Cruz/Scotts Valley
Kmart
King Crane Service
King's Village Shopping Center
Mazurek & Company
North Bay Ford-Lincoln-Mercury
ProCompass Management Services
Roudon-Smith Winery
Round Table Pizza
St. Philip's Episcopal Church
San Lorenzo Floors-Abbey Carpet
San Lorenzo Lumbermen's
Santa Cruz Ensembles
Santa Cruz Moose Lodge #545
Scarborough Lumber
Scotts Valley Host Lions
Slatter Construction, Inc.
Stevenson's Landscaping
Supercuts
The Storage Depot
United Way of Santa Cruz Co
Valley Churches United
Visiting Angels
Wilkins Consulting Services
Yellow Book USA

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COLOR SERVICES,
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NECESSARY**

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550 River Street
Across from Cost Plus

429-8713

M-F 9-8 • Sat 9-7 • Sun 10-5

SCOTTS VALLEY

266 Mt. Hermon Road
in the Kmart Center

438-2786

M-F 9-8 • Sat 9-7 • Sun 10-5

CAPITOLA

1955 41st Avenue
Across from Mervyn's

476-1105

M-F 9-9 • Sat 9-7 • Sun 10-5

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Scotts Valley Service Clubs Host Our March Business Networking Mixer

Thursday, March 27, 5:30 – 7:00 pm, Scotts Valley Community Center

Are there really Lions in Scotts Valley? Ever wonder how to pronounce Kiwanis? These questions and many more will be answered at the March Business Networking Mixer as we showcase the many Service Clubs of our Chamber membership and learn about their missions and how to become involved.

We will be treated to great food, drink and lots of information. Bring your business cards for this great networking opportunity. Showcase your business with a raffle item. It will be a fun evening with our Scotts Valley Service Clubs. ■



Chamber Members Enjoy NASCAR Racing at Challenge Auto Racing

Challenge Auto Racing treated our Chamber members to a racing experience they won't soon forget at our February Mixer.

We challenged each other in the six racecar simulators mounted on motion platforms at speeds up to 185 mph, racing around corners as the cars dipped and turned. How did it feel in the cars that smashed into the walls? Ask one of your fellow chamber members. No one was injured and all walked away "challenged" to bring our families and friends back for a great racing experience.

Chamber members enjoyed wine from Roudon-Smith Winery and delicious food from Erik's DeliCafe. Our thanks to Eugene and Valerie Saar and Eugene's sister, Donna, for an incredible experience and a truly enjoyable networking evening.

Don't miss the fun at *Challenge Auto Racing*, 235 Mt Hermon Road #G, Scotts Valley. ■

Daryl Stevens
Salon and Day Spa

\$20 OFF Eminece or Microderm Facial

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***must mention this ad when you book to get this product*

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Daryl Stevens Salon and Day Spa

831.461.1122

Scotts Valley Corners

6006 La Madrona Dr.

www.darylstevens.net

Hop, Hop and Celebrate Easter Brunch at Cafe Max



Hilton

Santa Cruz/Scotts Valley



Sunday, March 23, 2008

\$34.95 for Adults • \$28.95 for Seniors

\$15.95 for ages 6 to 12 years old.

Free for ages five and under

Café Max

6001 La Madrona Drive

Santa Cruz, CA 95060

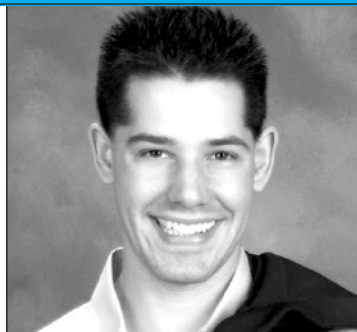
Highway 17 @ Mt. Hermon Road

831-440-1000

santacruzscottsvally.hilton.com



Ambassador Vice President Jesse Wilkins, Wilkins Consulting



By Jim Reed

Scotts Valley's computer trouble-shooter, Jesse Wilkins, is now busier than ever before, having been elected Vice-President of the Scotts Valley Chamber Ambassadors last week! But having to juggle many balls in the air at once is second nature to someone who regularly accommodates computer users who are in their nineties, not yet nine, and ages everywhere in between.

Wilkins Consulting does training, network setups, and trouble-shooting of all kinds on both Macs and PCs. While his clients are a mix of small businesses and individual users, it's the personal interaction with single and family users that is the key to his value.

"Some people are really skilled at computers but can't relate to people," says

the former psychology major. "While I love computers, it's the people who really interest me. I can help them, enjoy what I'm doing, and have them enjoy it while they learn."

The always-friendly Wilkins migrated from psych to computers almost by accident. The Boulder Creek native took a computer class at Cabrillo because it was a requirement, and liked it. Then he took a class in desktop publishing, and liked it even more. After a third class on Cisco networking, he says, "I was hooked," no doubt to the delight of Wilkins' customers, who stretch from San Francisco to LA.

Wilkins' activity with the Scotts Valley Chamber and the Ambassadors goes back to 2004, when he first took part through his

wife Melissa, who was active via Comerica Bank. "It's been awesome," he says of working with the Chamber. "It's great to be involved in something where there's a close-knit group of people who have business growth as a priority, and at the same time have fun while they're doing their work," he says.

And those of you who've benefited from Jesse's services and know how good he is can pay him back for his good work with his customers and the Chamber by voting for Wilkins Consulting at www.gtweekly.com as the readers' choice for computer repair in the Best of Santa Cruz County balloting! Thanks, Jesse, for being a very active part of the Scotts Valley Chamber of Commerce.

Welcome to Our New Chamber Members

Linda Craig, Realtor

Coldwell Banker

824 B Mission St., Santa Cruz, CA 95060
(831)252-1578. Fax (831) 335-0478

www.lindacraig.net

Peak Services

James Mersman

269 Mt. Hermon Rd., Ste. 111, Scotts Valley, CA 95066

(831)438-4044 Fax (831)621-1141

www.peakservices.net

Santa Cruz Ranch RV Park

Nancy Gernheuser

917 Disc Drive, Scotts Valley, CA 9506

(831)432-1288 Fax 438-2877

www.santacruzranchrv.com

Scotts Valley Performing Arts

22 Sunridge Court, Scotts Valley, CA 95066

(831)818-1516 Fax (831)438-4783

www.svpaa.org

Chamber Alert

New Federal Requirement for Employers

The federal Family Medical Leave Act (FMLA) was amended on January 28, 2008. FMLA now provides additional leave rights to military personnel and their families. The federal Department of Labor (DOL) has provided an additional posting to address the recent changes in the federal law. This is a federally required posting and must be posted next to your 2008 California and Federal Employment Poster immediately. This is an addendum and should not be posted over the current FMLA posting.

If you have already purchased and displayed the 2008 all-in-one employment poster-you are currently meeting the over-all state and federal posting requirements. However, this FMLA addendum is

required; failure to post could result in fines and penalties.

CalChamber always recommends that our members and customers be in compliance so as a complimentary service to you they are offering a free download of the FMLA addendum posting. Simply download the addendum at <http://www.calbizcentral.com/fmlaposter>, print it out and place it next to your current CalBizCentral all-in-one poster. The Spanish version of the posting will be available on CalBizCentral once the language is finalized. If you have not updated to the 2008 California and Federal Employment Poster, you should do so immediately. It can be purchased at www.calbizcentral.com. ■

Easter Bunnies Search for Easter Baskets

"Bunny Sightings" have begun at Valley Churches United Missions (VCUM) as volunteers organize the 21st Annual Easter Project. Last year over 400 seniors received baskets and lilies, many delivered directly to them. VCUM anticipates as many as 500 families will need ingredients to prepare Easter dinner.

VCUM needs your help! Brown bags are available at our local grocery stores and churches.

Pick one up and fill it with what you can. Donate children's' baskets or any appropriate contents such as toothbrushes & paste, small plush animals, and candy to fill Easter baskets. Donate grocery store gift cards to purchase perishables. Support the senior program by donating small canned hams & sparkling apple juice.

Donations may be dropped off at the VCUM office, 9400 Highway 9, 10am- 2pm daily, before & after hours at Ben Lomond Gas station, or the Scotts Valley Chamber of Commerce, 360 Kings Village Road, SV, Mon - Thurs, 10am - 3:30 pm. Call Valley Churches United Missions to Volunteer to fill food bags, Easter baskets or deliver by calling 336-8258. ■

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Chamber Newsletter**

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Scotts Valley
Chamber of Commerce

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