

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

New Member Profiles

With Jim Reed

Wining, Dining and Acting in Scotts Valley

As the summer months we've all been longing for have finally arrived, so have several great new members of the Scotts Valley Chamber of Commerce. In fact, you can take in a fine dinner and a local show with two of the newest members:

Sandabs, Greg Young – For a first time restaurateur, it's hard to imagine anybody having a better background for the business than Greg Young. He's worked the front and back-house for numerous restaurants in Silicon Valley, has a business degree, spent ten years in winery distribution and recently owned a commercial fishing boat on Monterey Bay.



Greg Young with a freshly-caught Salmon

Now he's opened "Sandabs" at 11 Camp Evers Lane, behind where the old Chamber of Commerce offices used to be. It allows Greg to satisfy his two big passions in life of food and wine, and the seven-year Scotts Valley resident can walk to work. He named the restaurant "Sandabs" after one of the last fish that can be commercially harvested in the Bay, a fish that he says is his favorite because it's tenacious and delicious.

His seafood expertise will play a big part in "Sandabs" daily menu. "We're always going to be getting fish two or three steps before a regular retail restaurant," Greg explains. "I'm buying from the fishermen myself. You hang out at the docks long enough, you get to know everybody," he laughs.

Given Greg's diverse background, it's probably no surprise that "Sandabs"

intends to be more than a great seafood restaurant. They currently offer 71 wines and are on their way up to 100, and provide Stock Yards steaks from Chicago, the same outlet the country's top ten steakhouses use.

Head chef is Mickey Phelps, a Le Cordon Bleu classically-trained chef who speaks seven languages.

"All of us are passionate about food and wine," Greg says. "We're doing the restaurant just to pay the bills."

One thing that Greg figures will help them is joining the Chamber. "It's kind of a natural because we want to be part of the community," he says while explaining that "Sandabs" plans to donate a portion of their profits to charitable causes. "We want people to feel comfortable here and just stop by and say 'hi' anytime and the Chamber will help build that familiarity."

So stop by, say hello and enjoy the amazing seafood of "Sandabs"! And if you're looking for that perfect local Mother's Day treat, "Sandabs" is having a special brunch that day from 11 a.m. to 4 p.m.

Scotts Valley Performing Arts, Ray Gorski and Pam McCoy – one of the Chamber's newest members is an established community institution, the non-profit Scotts Valley Performing Arts (SVPA).

The group first put on 'Bye, Bye Birdie' ten years ago at Bethany College, and after several years of plays in Felton, they're back performing in the theatre of what is now Bethany University



Ray Gorski in "Oliver"

and preparing for their upcoming production of "Honk!" a musical re-telling of the Hans Christian Anderson story The Ugly Duckling, September 19 through October 5. President Ray Gorski and Marketing Director Pam McCoy (they're volunteers, like everybody else affiliated with SVPA) say they're especially excited to be back at Bethany because the group is working with the university to re-build the campus theatre.

While the SVPA's productions and stage home has changed over the years, Ray notes that the group's focus remains the same – an adult theatre organization creating opportunities for young people to work at an adult level. "We've had lots of parents and kids in the same show," Gorski says, while adding that the group is not "pay-to-play."

"You have to audition to be in an SVPA production and we pick the best people," he adds. McCoy says the group has maintained their family-friendly focus as well by not selecting risqué shows.

"We do performances that families want to come see," she says.

The SVPA's formula has clearly worked. Their recent production of "Oliver" featured several sellouts and a cast of 35, while "Mame" boasted 40 performers.

Community involvement has always been a big part of SVPA, whether it's working at the Scotts Valley Ed Foundation's Ice Cream Social (coming up May 18 this year at Skypark), the water booth at the Chamber's Art and Wine Festival or performing on stage at the Scotts Valley Art and Wine Festival. "Being involved is something we enjoy doing, and the Chamber puts us in touch with the community and

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Calendar of Upcoming Events

May 15

- **All Chamber Mixer**
5:00 – 7:00 pm
Willow Pond Ranch
505 Alfadel Lane, Soquel
- **Grand Opening & Ribbon Cutting, 5:00 pm**
Tree Circus Center
4652 Scotts Valley Drive,
Scotts Valley

May 20-22

- **American Crown Circus**
Two shows daily
5 & 7 pm
SkyPark, 361 Kings Village
Road, Scotts Valley

May 22

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

May 30

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

June 19

- **High Noon in Scotts Valley**
Biz to Biz Luncheon: Speaker —
Robert Bailey, Bailey Prop., Inc.
Hilton Santa Cruz, Scotts Valley

Become a Sponsor of the 2008 Art & Wine Festival



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www.scottsvallychamber.com

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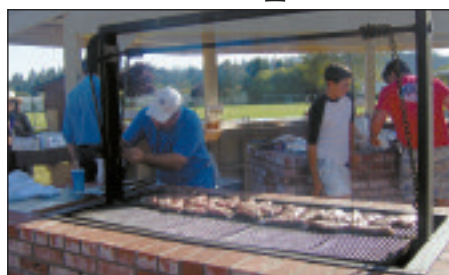
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Chamber Membership BBQ Celebrate with the Chamber Champions

Be our guest for delicious BBQ, fellowship, and the awarding of the soon-to-be coveted Chamber Bocce trophy at our annual Chamber Membership BBQ Friday, May 30, 5:30 pm, Skypark.

Bring your entire office to enjoy the food and fun. Skypark has great recreational equipment for children, so bring the entire family. One representative from each member business is free. Other adult tickets are \$15 and children 12 and under are \$5 each. Don't miss this great evening. Call the Chamber office at 438-1010 and reserve your spot today for the best BBQ in town. This is the Friday evening place to be.

Join us throughout the day, Friday, as we cheer on the business teams competing in our First Annual Bocce tournament. Tournament play begins at 10:00 am at our beautiful Bocce courts in Skypark, with eight teams competing. They will play throughout the day with the Championship round beginning at 4:00 pm. Spend the day supporting your favorite team or join us for the Championship round prior to the Membership BBQ. We have room for just a couple more teams, so call the Chamber to sign up before all spots are full. Want to have your company banner and logo hanging at the Bocce courts



Mmmmmmm! Smell that BBQ!

throughout the tournament and BBQ? Be a sponsor of this event. Contact the Chamber today and support this fundraising event. See you at the Park, Friday, May 30!

Four Recession-proof Tips to Increase Your Sales

By Julia Hyde, Creative Search Media

People don't buy products; they buy health, wealth, status or romance. They buy a better life, a better body, a better mind.

Why is it that every time there's a whisper of looming recession, business owners go into panic mode. It seems that "scary" times offer companies the perfect opportunity to re-focus and remember why consumers buy products in the first place – it's called the science of psychology and it works through feast or famine.

The psychology of why people buy

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Julia Hyde

Daryl Stevens
Salon and Spa

Happy Mothers Day!

Pamper your mom this year with a facial and get a massage half off! Use it for her, yourself or someone else special in your life!

Buy a gift card and we'll add \$20 for every \$100!

*Cannot combine promotions



6006 La Madrona Dr. Scotts Valley
831-461-1122 darylstevens.net

Celebrate Mother's Day



Café Max

at the
Hilton Santa Cruz/Scotts Valley

May 11th, 2004
Served 10am to 2pm

\$34.95

\$28.95 seniors

\$15.95 children 5-12

Under 5 FREE

Reservations Suggested
Call 440-1000

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- Hospice Caring Project
- I On Design
- Insight Eyecare Center
- K' An Herb Company
- Lintelle Engineering, Inc.
- Joe Miller
- Rick's Mercedes Works
- Santa Cruz Records Management, Inc.
- Scotts Valley Market
- Scotts Valley Water District
- Shadowbrook Restaurant
- Shoreline Power
- Thunder Press
- Treasures Fine Jewelry
- Washington Mutual Bank
- WelshSpirit Coffee Company
- Wynn Capital Management

Clockwise from center:
Enjoying Networking Opportunities • Great fellowship after the four minute workout • Sneaking an appetizer while Mom networks • Yummy food and conversation • Steve Peabody coaches Donna Lind



April's "Spring Into Fitness" Mixer was enjoyed by all
We were treated to a great evening of exercise and snacks at our April Business Networking Mixer hosted by 4 Minutes 2 Fitness. Steve Peabody gave each attendee an opportunity to try out the 4-minute workout equipment and explained the concept of the 4 Minutes 2 Fitness model. We all received a free month membership as well. It was a great evening of exercise, food, fellowship and, of course, networking. Everyone really enjoyed themselves. A big thank you to our Hosts, Steve and Janet Peabody of 4 Minutes 2 Fitness.



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local businesses," Ray explains.

The group is especially hoping for business support as they kick off their sponsorship program, so contact the SVPA if you're interested at www.svpaa.org. And all you thespians out there should be sure to mark your calendars for Honk! Auditions are in June and rehearsals begin in August!

Creekside Mini Storage, Paul and Mindi Broughton – San Lorenzo Valley high alums Paul and Mindi Broughton have lived in the valley for most of their lives, and when they were looking to diversify their real estate holdings, they purchased Creekside Mini Storage behind Santa Cruz County Bank in August of 2007.

Since then, their 79 units have been close to 100% filled, even though they have turnover most months. Most of their units are 5' x 9's and 10' x 24's but Mindi notes they do have a few larger and "odd-ball" sizes that can



Paul and Mindi Broughton

accommodate most any customer.

"I expected there to be some 'unexpected' adventures, and there have been," Mindi says. "But for the most part, the people I've rented to have been great people. It's been pleasant confirmation that most people are really easy to deal with."

Creekside separates itself from the competition mostly on price and flexibility, Mindi says, noting "We tend to have the lowest prices in the Valley." They also get a lot of business from people who are frustrated with some of the big-box storage operations that have very strict rules and appreciate Creekside's more accommodating approach.



Mindi said they joined the Chamber after a mixer at Santa Cruz County Bank. "It was a very nice event, a great group of people," she said. "And the positive word-of-mouth soon made it clear that joining the Chamber was the right thing to do." Being involved with the Chamber fit with the Broughton's own support of local groups such as Valley Churches United

Missions and the Walnut Avenue Women's Center.

"We keep it clean, we keep it safe, we keep it well-lit at night, and we're a mom-and-pop operation in a great location," Mindi says. What better reasons do you need to contact Creekside Mini Storage the next time you're considering your storage needs.

Santa Cruz
550 River Street
Across from Cost Plus
429-8713
Hours:
M-F 9-8
Sat 9-7 Sun 10-5

Capitola
1955 41st Ave
Across from Mervyn's
476-1105
Hours:
M-F 9-9
Sat 9-7 Sun 10-5

Scotts Valley
266 Mt Hermon Rd
In the Kmart Center
438-2786
Hours:
M-F 9-8
Sat 9-7 Sun 10-5

Karl Ledig, Reliance Home Inspection

Interview by Jim Reed

After 15 years working for Consolidated Freightways as a driver and driver salesman, Karl Ledig was looking for a new profession after he was injured four years ago

"I've done construction on and off my entire life," he says. "Becoming a home inspector was kind of a natural progression because I'm kind of a naturally curious person, and I love to learn. And every inspection I do, I learn something." After inspection training at Kaplan School and other venues, he jumped into the business and hasn't looked back.

"It's not a cutthroat business at all," Ledig says. "We all help each other out, which is really neat." Real estate agents and brokers are his main clients, but now



Ambassador Profile

that he's become established, he also has homeowners contact him directly.

It's easy to see why most of us would need help in Karl's job – he's read that on an average 1,500 square foot home, there's the potential for 1.5 million defects from the crawlspace up to the shingles. Each inspection takes approximately three hours to complete. What's the most common problem that he finds? Loose toilets, without question, with moisture intrusion and electrical problems a distant second.

Ledig says he originally joined the Chamber as a good way for marketing his business. And once he started participating, he wanted to do more as he discovered what the Chamber was all about.

"It's proven to be a great way to give something back to the community," he says of his years of membership and service as an Ambassador. "I love this town. I've been coming here since I was a little boy; we still have that small town syndrome where you walk down the street and you're guaranteed to see somebody you know."

"I absolutely love it."

Circus is coming to Town May 20 – 22

The Big Top goes up soon, so round up the children, the family, and all your friends and head out for an evening of fun and amazement. The **American Crown Circus** is coming to Skypark in Scotts Valley, Tuesday, May 20 thru Thursday, May 22. This big top circus will perform two shows daily, 5:00 pm and 7:00 pm.

Bring the family and enjoy the fantastic acts and astounding stunts. This is fun, Fun, FUN for all ages. Come join the Chamber of Commerce and our business partner, Bay Federal Credit Union, as we host these evenings of laughter and excitement. Children 12 and under are free when accompanied by a paid adult admission. Tickets will be available for purchase at any of Bay Federal Credit Union's eight county branch offices or by stopping at the Scotts Valley Chamber of Commerce office next door to the Scotts Valley Community Center, 360 Kings Village Road.

This event serves as a fundraiser for the Chamber of Commerce, so purchase your tickets at our ticket outlets by May 19. Once the circus arrives, tickets are only available at the circus ticket office. Get your tickets early and save, as ticket prices go up the day of the Circus. See YOU at the Circus for an evening of fun.



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products and services doesn't change when times are hard. Recession or not, people don't buy products; they buy health, wealth, status or romance. They buy a better life, a better body, a better mind.

So, before you abandon your marketing altogether, remember that the science of psychology is, and always will be, the most powerful way to increase your web, phone and retail sales.

Here are four recession-proof psychological sales tips

1. Don't sell to everyone.

It may be true that everyone could potentially buy your product, but it's no way to market – you must take into account the demographic and psychographic profile of your customers. Are they

primarily male or female? What is their income range? Do they have children? What is their age range? Do they own their own homes? Answer these questions, and more, before you market anything.

2. Focus on the promise.

Your product might have 10 or more benefits but there's no need to list all of them in your marketing efforts. Pick the top two or three, make them a priority, and repeat them throughout your message. Don't forget to offer proof of your claim using experts, testimonials, case studies, and demonstrations, if possible. If you haven't seen the Blendtec blender commercials on You Tube, I recommend you take a look. The commercials only offer one product benefit throughout the whole series, but I have no doubt brand recognition and sales of the product have

soared.

3. Establish Value Before Price

Borrow some tricks from Direct TV and don't give your product's price immediately. Take time to establish your product's value to the consumer first. That way, you can slowly push them toward the sale, adding premiums and free gifts along the way. When you finally get to the price, you should already be hearing the sound of your cash register ring.

4. Get Creative With Your Money-back Guarantee (You Do Have One, Don't You?)

Money-back guarantees work but a quick search on Google tells me the phrase is overused – 67,900,000 pages returned. The result: consumer indifference. Try getting creative with your guarantee by changing the word 'money-back' to something that applies to your prod-

uct. For example, Bose's 30 day 'Performance' Guarantee lets you 'audition' their headphones 'where it counts most – in your own home.' Tempur-pedic Sleep Systems offer a 90-day 'Comfort' Guarantee.

There may be talk of recession and consumers may be less susceptible to advertising than they used to be, but consumers are still human. And the science of psychology will still make them spend their hard-earned money. The goal is to persuade them to spend it with you.

•••

Julia Hyde, one of our Chamber's newest members, is the founder of Creative Search Media, a full-service advertising and search marketing agency located right here in Scotts Valley. Feel free to call Julia at 877-944-9444 or email julia@creativesearchmedia.com.

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