

# 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

## Meet our new Chamber members

by Jim Reed

New business owners keep coming to the Chamber in Scotts Valley to grow their revenues and customer base. Here's a profile of three of the newest members of the Scotts Valley Chamber of Commerce:

### Tack On, Joanne George —

www.tack-on.com

245 Mt. Hermon Road, Suite W (next to Baskin Robbins in the Safeway Shopping Center.)



A hint of the Scotts Valley of a few decades ago, where it wasn't uncommon to see a horse on Scotts Valley Drive, has been brought back by Tack On's gifts, clothing and jewelry.

After a long career in financial operations, L.A.-based Joanne George was looking to approach her retirement years closer to her son and grandkids, and in a place that offered a small town quality of life. She found both in Scotts Valley and opened Tack On to provide equestrian equipment, clothing and products as well as a wider variety of apparel for area shoppers. In addition to getting harnesses, saddles, bell boots, girths, polo wraps and other accessories, there's plenty of Western and English horse-themed clothing, and what a variety — they offer such popular brands as Wrangler and Men's Workwear in addition to women's pants with gems and crystals embedded in them that go up to \$350 apiece.

You'll notice that it's a family affair at Tack On, as son David Korn oversees the sales and marketing and his girlfriend Nicole Schoppe, a professional horsewoman who has competed on a national level, provides training and other services. Korn says they currently have 11 horses that they own or are training at Covered Bridge Barn in Felton. And the Scotts Valley Chamber of Commerce is a real thoroughbred for their business, according to Korn.

"We're looking to use our investment dollars with people who are involved in the community," he says. "With print advertising, you work with a sales person to get the ad in, then they're

gone. With the chamber, we're regularly meeting people who have a stake here."

Tack On's success is about building relationships, Korn says, and that's what the Chamber does. And, he likes to promote keeping local dollars local. "It's good for everybody when people spend money here and benefit the schools and city they're living in rather than buying over the Internet," Korn says, while noting that when you factor in shipping, it's rare Tack On is beaten on price.

### Alexis Party Rentals,

### Margie Reber —

www.alexispartyrentals.com



Deb Tara, Margie Reber & Giselle Steffani, of Alexis Party Rentals.

300 Natural Bridges Drive.

Those who attended the recent all-chamber mixer that Alexis Party Rentals hosted for all of the Santa Cruz County Chambers Of Commerce know that the team at Alexis knows how to put on a good party! Margie and her staff have been serving full service rental business needs in Santa Cruz for weddings, events, and virtually every other type of activity you can think of for the last five years.

She's unhesitating in stating her differentiation: "Our customer service is incredible, and the quality and cleanliness

• See **NEW MEMBERS** on page 18

## Chamber members team-up to benefit others

### St Jude's Children's Research Hospital

Workout to Save a Child – Join with 4 Minutes 2 Fitness to raise money for St Jude's Children's Research Hospital. One workout a day for six days brings in thousands for children with serious medical conditions. This fundraising workout is scheduled for



May 14th thru 19th. If you are interested in participating or making a donation, please call Janet Peabody at 461-1997 or stop by 4 Minutes 2 Fitness, 5435 Scotts Valley Drive, prior to May 12th to pre-register

and pick up sponsor material For more info on St. Jude Children's Research Hospital, visit [www.stjude.org](http://www.stjude.org). Let's join in the fight against childhood cancer and other diseases.

### American Cancer Society's Relay for Life

Catch the Relay Fever! – Scotts Valley Businesses Step'in Up! The Scotts

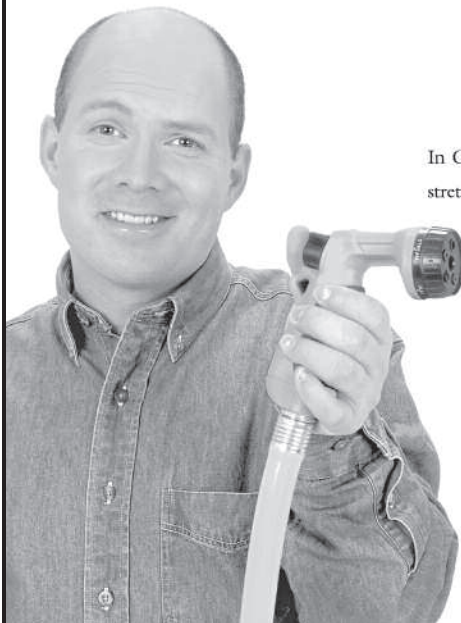


Valley Chamber of Commerce is organizing a team to walk in the American Cancer Society's Relay for Life, July 20-21, 6 pm–6 pm, at Cabrillo College. Walk in honor of a

cancer survivor or in memory of a loved one lost to cancer or become a Sponsor of our Team. Join the Scotts Valley Chamber of Commerce Business Team and join the heroic efforts to find a cure for cancer. Contact our team captain, Deana Kitajima at 421-1404, [deanakit@comcast.net](mailto:deanakit@comcast.net), or call the Chamber office, 438-1010.



## Use a shutoff nozzle. Save water.



In California, water is a limited resource. Add to this the growing population and it's clear we need to work together to stretch our existing water supplies. We need to conserve water. The best part is, you can make a big difference right at home.

### OUTDOOR TIPS

- Use a shutoff nozzle on your hose.
- Set your automatic sprinkler timer to local watering schedules.
- Instead of a hose, use a broom to clean driveways and sidewalks.

### INDOOR TIPS

- Use a low-flow showerhead, and take shorter showers.
- Don't let the water run while washing dishes.
- Fix leaky faucets.



Paid for in part by a grant from the California Department of Water Resources and the CALFED Bay-Delta Program.

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# SCOTTS VALLEY CHAMBER OF COMMERCE

*Scotts Valley Means Business!*

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](http://www.ScottsValleyChamber.com)

## Join us at our Annual Chamber Membership Barbeque – June 1st!!

Be our guest as we celebrate 50 Years of service as the Scotts Valley Chamber of Commerce with our members. Join us in Skypark, Friday, June 1st, at 5:30 pm for an evening of fun, yummy BBQ served up by your Board of Directors, and a Bocce Ball business challenge. This year's event is open to your family & friends, as we spend an evening in the park together.

One person from each member business is welcome to come as a guest of the Chamber. All others are welcome at \$15.00 per person, \$5 for children. Contact the Chamber office to make your reservations by Friday, May 25th, so we know how much steak, burgers and chicken to put on the BBQ grill. Vegetarian burgers also available by request.

Be a part of this festive evening with your fellow Chamber members and friends. Be sure to make your reservation *before* you leave for the Memorial Day Weekend. Make your reservations by phone to the Chamber office, 438-1010, or by email to [info@scottsvalleychamber.com](mailto:info@scottsvalleychamber.com). See you in the Park!



## Celebrate Circus Chimera 'Happy Dayz'

Scotts Valley area families have the opportunity to witness the event of the decade. Circus Chimera, the Ultimate Non-Traditional Big Top Circus will be in Scotts Valley, Monday, May 21st, thru Thursday, May 24th, celebrating its 10th anniversary!! Over 3 million Americans have experienced Chimera since their debut in 1997. Shows are 7:30 pm Monday, 4:30 and 7:30 pm Tuesday – Thursday.

• See CIRCUS on page 18



## CALENDAR of Upcoming Events

- MAY 9**  
**"The 7 Deadly Sins of Owner Managed Businesses"**  
Seminar by Small Business Solutions, 8:30 – 10:30 am  
Scotts Valley Community Center, 360 Kings Village Road, Scotts Valley  
\$10 Pre-registration - \$20 at the door
- MAY 10**  
**All Chamber Mixer – Watsonville Air Show**, 5:00-7:00pm, Watsonville Airport  
100 Aviation Way, Watsonville
- May 17**  
**Ribbon Cutting at Peet's Coffee & Tea**, 12:00 noon  
214 Mt. Hermon Rd., Suite E, Scotts Valley
- MAY 21-24**  
**Circus Chimera** – shows at 4:30 & 7:30 pm  
Sky Park 361 Kings Village Road, Scotts Valley
- JUNE 1**  
**Chamber Membership Appreciation BBQ** – 5:30 pm, Sky Park 361 Kings Village Road, Scotts Valley
- JUNE 28**  
**Networking Mixer – Malone's Grande Grill**, 5:30-7:00pm, Malone's Grande Grill  
4402 Scotts Valley Dr., Scotts Valley
- AUGUST 11-12**  
**Scotts Valley Art & Wine Festival**  
Sky Park 361 Kings Village Road, Scotts Valley
- OCTOBER 20**  
**Chamber Community Awards Dinner**  
Chaminade Resort & Conference Center, 1 Chaminade Lane, Santa Cruz

## Mother's Day Special!

FREE

Microdermabrasion treatment with our C-Esta Facial!

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Essential Facial with either of our 90 minute massages!

**PURCHASE EITHER OF THESE PACKAGES AS A GIFT FOR MOM ON MOTHER'S DAY!!**

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# SUE PROCISE, Scotts Valley Chamber Ambassador

Interview by Greg Cornelison,

Sue Procise has seen a lot happen in her 11 years since moving here from Wisconsin, covering Scotts Valley and the other Santa Cruz hamlets in her advertising sales position with the Santa Cruz Sentinel. She has seen the ebb and flow of our economy. Even so, Sue has been witness to the positives around Scotts Valley as a Chamber Ambassador and in her role as an advertising executive.

"The surge in Scotts Valley businesses, especially those that are locally-owned over the past three or four years, has been fabulous," said Sue, an original member of the revitalized Ambassadors, and former Vice-President of the group.

Few may know that Sue worked on the Scotts Valley Redevelopment project with city officials. Who could forget the pothole-filled Scotts Valley Drive and other blights we all navigated around since the 1970s, and earlier. Sue worked diligently with Chuck Comstock and others on the marketing campaign that kept

the effort alive until work was completed.

"I've always felt a vested interest in the city," she said "no matter what the latest business climate may be and no matter where I'm living. Scotts Valley is a special place to me."

Asking Sue what she feels the town is facing, in terms of its toughest business challenge, she hardly took a breath. "The biggest issue by far is in retail," she said, "It's two things, really. It's how we as a Chamber can better support growth in the community, as in attracting new retail businesses to come into town, and encouraging existing businesses to participate more, and help them grow."

Another issue Sue wanted to point out is how existing businesses, wonder-



Sue Procise

ful businesses that are such an asset to our community, can be so easily overlooked.

"I'm always amazed at how many times I hear people tell me that they walked into a business for the first time, and that business has been here for 20 years! I don't get how you can drive by a busi-

ness and not see them, or not walk into them for that long."

Sue really encourages Chamber members to use their Directories because you get what you put into your membership. She added, "My recommendations are to have very clear goals – use your Chamber Directory to cultivate your business. Go out and introduce yourself! The one thing I can absolutely say about this Chamber of Commerce is that we are a very warm, welcoming group of people, so don't be afraid to get to know us."

A Big "Thank you, Sue," for all you do from the Scotts Valley Chamber of Commerce!

**Chamber Ambassadors:** Ambassadors are the outreach arm of the Chamber, contacting new businesses to consider membership and encouraging new members to become actively involved in Chamber activities. Chamber Ambassadors are local professionals who work to improve community public relations while networking for their respective companies. They are the foundation of Chamber events and are our representative to area residents. The Chamber encourages companies to adopt programs that support the involvement of employees in community service and to become active members of the Ambassadors Committee.

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**5435 Scotts Valley Dr.**  
(Next to Valero Gas Station)

**Mother's Day  
Brunch**

*Celebrate Mom on Sunday, May 13th*

Where: **Boulder Creek Golf & Country Club**

Time: **10am - 2pm**

Price: **\$12.95 per person**

call **831.338.2111** for reservations

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The owners of Thompson Valley Ranch, Bob and Judy Brassfield, are longtime residents of Scotts Valley. They are pleased to offer their special beef to the residents of Scotts Valley and surrounding areas.

**SCOTTS VALLEY CHAMBER OF COMMERCE BOARD OF DIRECTORS:**

**Joshua Breeden** – President – Smith Barney • **John Yost** – Secretary – ProCompass Management Services

**Dean Austin** – Treasurer – Coast Commercial Bank • **Sharolynn Ullestad** – Executive Director – Bailey Properties • **Nicole Werdahl** – Administrative Assistant

**Jeffrey Killeen** – Family Assets Planning • **Rich Diaz** – Entrabase Inc. • **Laura Garcia** – From The Heart • **Jen Isola** – Bean Creek Studio • **Dawn Campbell** – TriStar Home Loan Services, Inc.

**Jan Freed** – Treasures Fine Jewelry • **Glenn Soma** – TICO Construction • **Sheila Feddema** – Sherman & Boone Real Estate • **Steve Ando** – City of Scotts Valley

# Clowning around with GASHOUSE Pizza

Our April Business Networking Mixer was great fun as Grayson Renbarger, Karen Renbarger, and the Gashouse Pizza Team rolled out pan after pan of Delicious

Pizza, salads, and those yummy chicken wings. If you left hungry, shame on you. Gashouse Pizza was blessed to be joined by their new neighbors, Jia Telle, in using the space they are renovating for their new restaurant, to be opening in June. The evening included entertainment by a Circus Clown promoting Circus Chimera tickets. (Watch out, Stephanie, we heard Circus Chimera was scouting for clowns at the mixer.) What a great evening of business networking and lots of food and fun for all. A Big Thank You to the



Renbarger's and the Gashouse Pizza Team!! They know how to throw a party!!



(Top right) Tickets Anyone? Our Circus Clown Stephanie Bidleman; (left), City Councilmember Jim Reed and Sharemi Ullestad (PartyLight Candles); (above, from left to right), Jason (Jia Telle Restaurant), Mayor Dene Bustichi, Stephanie Bidleman (Tri-Star Home Loans), Gashouse Pizza Owners - Grayson & Karen Renbarger

This year's show is the ultimate family block party. Its fun, fun, fun. A cross between "Grease" and Cirque!! The show features renowned international artists from Argentina, Bulgaria, China, South America and the USA backed by hit music from the 60's, 70's, 80's and 90's! The Music is Fabulous. The Choreography daring and exciting. The Dancing, with the amazing Chimerettes, Incredible. Your family will leave the show singing, dancing, and jumping with Joy!!

Allen & Beem, two extraordinary clowns from the San Francisco School of The Circus Arts will delight the children in all of us. The Acro-Stars Acrobats from China present ancient acts, to a Roll & Beat - Elvis performing on the Great Wall!! Lyubomir Karamiprev, famous in Europe for his X-treme motorsports, is truly the "Leader of the Pack" with his motorcycle in the Globe of Death. All the entertainers are masters of spectacle and illusion that will provide wholesome enjoyment for the whole family.

Sponsored by the Scotts Valley Chamber of Commerce, "Happy Dayz" promises to deliver an extraordinary experience that will take you through the decades and back again with the astounding acts and gravity defying stunts.

The whole family has an opportunity for wholesome affordable entertainment including kiddie rides, bouncers, reptile exhibits, and pre-show entertainment. Conveniently located at Skypark this is the must see family event that everyone is talking about!!

Ticket prices are only \$7 if purchased through the Scotts Valley Chamber of Commerce or at any of the Coast Commercial Bank six county locations. (Tickets at the Box office day of event are \$13) Don't miss this unforgettable show. Children under ten free in General Admission with a paid admission of an adult. This event serves as a fundraiser for the Chamber, so purchase your tickets at our ticket outlets before May 19th. Come and find out what everyone is talking about. For more information, contact the Scotts Valley Chamber of Commerce, 831-438-1010, or visit us at [www.scottsvally-chamber.com](http://www.scottsvally-chamber.com).

## NEW MEMBERS from page 15

of our inventory is off the charts."

One of the things Margie's team prides itself on is staying up-to-date with the virtual explosion in event options and themes that more and more customers want. "We kind of like the challenge of something different," she says, recollecting a recent wedding where instead of ivory, the colors were bright orange and hot pink.

Another favorite of theirs was tenting an area at the Santa Cruz beachfront for a Moroccan wedding where everybody sat on the floor. But Alexis' competence at doing more traditional functions is well established, as can be attested by anybody who has attended the Capitola Art & Wine Festival — Alexis Party Rentals has done the event for the last five years.

Whatever the occasion, there's virtually no function that the Alexis team hasn't pulled off before, and with an exacting attention to detail that ensures everything is done just right. And something that's just right for her business is the Scotts

Valley Chamber

"I love Scotts Valley, and I love the smaller chambers," Reber says. "I remember when there was nothing here but berry vines and a bus stop." Sounds like a good location for a field party!



Home Away From Home,  
Aimee Faulkner —  
[www.homeaway.com](http://www.homeaway.com).

What does an Austin, Texas-based business see in the Scotts Valley Chamber of Commerce? An unsurpassed vehicle for marketing the natural beauty and vacation opportunities in Santa Cruz County.

Home Away is the largest vacation rental company in the country, recently

completing the purchase of 5 of their 8 largest competitors, meaning Home Away now markets over 83,000 properties in over 100 countries. Condos, villas, cabins, chalets — it's all available on Home Away's website, which Forbes Magazine voted as first in category for their Best of the Web edition in 2006.

Faulkner's company fishes where the fish are, and with 77 Santa Cruz County properties and over 300 on the Central Coast, the Scotts Valley Chamber was a natural fit for her. Asked if she expects the Chamber to help her business, she says, "Absolutely. Their (Scotts Valley Chamber's) presence on the web is a big benefit for us. The websites are the key reason why we're joining good chambers."

Whether you're looking for a getaway across the county or across the globe, Home Away's easy-to-navigate website can get you to the vacation rentals you're interested in with just a few clicks.

## Circus Chimera – Fun for the family!!

Buy your tickets now  
before May 19

Fundraiser for Scotts Valley Chamber of Commerce

Tickets on sale for only \$7

at Coast Commercial Bank – six locations in Santa Cruz County –  
or the Scotts Valley Chamber of Commerce.

Support your Scotts Valley Chamber!

(Tickets at the event are \$13)

Monday, May 21st, thru Thursday, May 24th



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