

# Scotts Valley Chamber News



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

## Scotts Valley Chamber Ambassadors Select 2011 Leadership Team

By Sharolynn Ullestad, Executive Director

One of the most active groups of business leaders in the community is the Scotts Valley Chamber of Commerce 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. They are committed to mentoring our new members to get the most out of their Chamber membership.

The Chamber Ambassadors are a key component to every activity the Scotts Valley Chamber of Commerce hosts and we are dependent upon their willingness to serve. This active group has selected their 2011 leadership team.

### Jesse Wilkins, President

Ambassador President Jesse Wilkins has been 'playing with' computers since the late '80's, and is now a business entrepreneur, running Wilkins Consulting, along with a few other small businesses in the technology arena.

Wilkins Consulting utilizes Jesse's schooling and work experiences; combining his interest in people and his skill with technology. Jesse often refers to himself as the bridge between the people that he works with and their technology needs. Wilkins' specialties include all forms of computer repair (Mac or PC), tutoring, troubleshooting and networking. He also offers a service aimed to help analyze, explain, and reduce your monthly bills. His clients have encompassed a broad range; from tutoring children and adults, to performing system admin work for large and small public and private organizations, to every tech question and problem in between.

With support from his amazing wife, Melissa, (a previous Ambassador) and many local business and Chamber members, Jesse has been steadily expanding his business since 2004. He recently acquired a local computer shop in Soquel, MC Squared Computers, took it over as his own, and renamed it to Computer Center Santa Cruz.

You'll often see Jesse attending local business or non-profit events. He knows how valuable time spent in the community is. Being a part of the Scotts Valley Chamber of Commerce has been a

large part of that time; recognizing that it not only supports personal and business growth, but it also creates a larger group of people who care for and about each other. This is his 3rd term sitting as President of the Ambassadors, and every year his personal community grows, as does his business. Jesse and Melissa, who both grew up locally, moved to Scotts Valley in 2003, choosing to live, work, and raise their future family here. They are expecting their first child in July.

"Having the choice to work in the community we live in is a blessing many of us Scotts Valley Chamber members experience daily," says Jesse. "I wake up every day excited because I get to support my fellow community and business members."

### Donna Lind, Vice President

Serving as Ambassador Vice President is our Sesteemed Vice Mayor, Donna Lind. Donna served the City of Scotts Valley for 38 years. She retired as a police sergeant having worked various assignments for the Scotts Valley Police Dept. In 2008, Donna began a new journey and was elected to the Scotts Valley City Council where she currently serves as Vice Mayor. Donna jokes that she "failed retirement" because she's as busy now as before retirement.

Donna Lind joined the Chamber Ambassadors in 2006 as she loves this community and appreciates the support she received throughout the years in her career with the Police Department. She appreciates the support our business community continues to provide to the community, including various police programs. Donna serves as President of the Fallen Officer Foundation, which supports Santa Cruz County First Responders in times of crisis. Donna says, "Scotts Valley businesses have always been some of the strongest supporters of the foundation. If there is a need in our community, there is always strong support."

In her free time (if there is any), Donna Lind enjoys playing golf or bocce with friends and family. She also assists with another women's support group. Donna is a great asset to our Ambassador leadership team.

### Susan Flippen, Secretary

Susan Flippen has been elected as Secretary for the Chamber Ambassadors, coordinating all the necessary communication for these busy volunteers. Susan and her husband Jesse Gabriel Flippen moved to Scotts Valley in 2008 where they expanded their portrait studio Jesse Gabriel Photography. In 2009 their portrait studio was awarded Scotts Valley's prestigious "Business of the year" honor. Susan and Jesse also are the creators and owners of a decade running school and sports photography company named Flip's Photos, Inc. While running the business end of the photography businesses, Susan also continuously helps in multiple community projects and fundraisers.



Susan Flippen

"We joined the Scotts Valley Chamber of Commerce the moment we moved to Scotts Valley hoping to create good local business relations. It was one of the best choices we've made for our business. Members were warm and welcoming. We've not only created great relations with outstanding people in our community but have also made a family here."

The Scotts Valley Chamber of Commerce is grateful to have such committed business professionals lead our Ambassador team. Joining them on the Ambassador team for 2011 are Debbie Morse, Elements Salon & Spa; Aaron Hinde, Hinde Chiropractic; Jesse Flippen, Jesse Gabriel Photography Studio/Flip's Photos; Waid Peeler, LMC Financial Services; Lauren Yungmeyer, Lauren Yungmeyer State Farm Insurance; Becky McMillon, InSight Eyecare Center; Jon Michael Noe, US Bank; Martine S. Jones, Comerica Bank; and founding members Dene Bustichi, BCI Construction, Inc. and Sharolynn Ullestad, your Scotts Valley Chamber of Commerce Executive Director.

The Scotts Valley Chamber of Commerce Ambassador team currently has a few openings for service. If you would like to be a part of this energetic, committed business team, contact Joye Breton at the Scotts Valley Chamber of Commerce office, 438-1010 or email info@scottsvalleychamber.com.



Jesse Wilkins



Donna Lind



## Calendar of Upcoming Events

### March 3

- **Ribbon Cutting Luncheon, Noon – 1 pm**  
Cheryl Rebottaro –  
Edward Jones Financial  
221 Mt. Hermon Rd, Ste. F

### March 9

- **Scotts Valley Grand Prix – Pre Race Presentation, 6 pm**  
Bruno's BBQ -  
Kings Village Shopping Center

### March 10

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

### March 15

- **Ribbon Cutting Grand Opening Luncheon, Noon – 1 pm**  
Scotts Valley Artisans, 222-I Mt. Hermon Rd.  
(Kings Village Shopping Center)

### March 17

- **St. Paddy's Day "High Noon In Scotts Valley" Making the Green with Marketing, 11:30 am – 1 pm**  
Hilton Scotts Valley,  
6001 La Madrona Dr.

### March 24

- **Business Networking Mixer, 5:30 – 7 pm**  
Satellite Telework Centers,  
5900 Butler Ln. Scotts Valley

Have a Happy and Safe St. Patrick's Day!

Call the Chamber Today or visit  
[www.scottsvalleychamber.com](http://www.scottsvalleychamber.com)

# 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



## Making the Green \$\$ Through Marketing

The focus of this special St. Paddy's Day "High Noon in Scotts Valley" luncheon is to bring awareness to the changing world of advertising. Whether you

own a new business or run an established business, one factor remains the same... every business needs new customers to survive. During these economic times, most businesses find themselves in the position of having to make budget cuts - which is why, when it comes to advertising, it is more important now than ever to make sure those dollars are spent wisely. Effective advertising should be considered an investment, not an expenditure. For every dollar spent on advertising you should be getting more dollars back than you've spent. But where is the best place to put those dollars? How do you know if the advertising you are currently doing is effective?

The world of advertising is changing rapidly. What was an effective advertising campaign even a few years ago may be completely ineffective today. One major factor in this equation is technology. New technologies, such as, smartphones, ipads, Tivo, MP3 players, satellite radio, and especially the internet, have dramatically changed the habits of consumers. Businesses that don't keep pace with the changes can easily find themselves wasting money with little or no return. Did you know there are forms of free listings and reviews that can severely impact your business? You could be losing customers right now and not even know why.

Please join us this St. Patrick's Day, Thursday March 17th, 11:30-1 p.m., at the Scotts Valley Hilton, as the Scotts Valley Chamber of Commerce hosts this very special "High Noon in Scotts Valley" business luncheon. Three advertising and marketing experts from CineSpots will be on hand to speak and answer questions on best bets for advertising.

### Marci Fernandez

Marci Fernandez has consulted with CineSpots for the last 5 years providing expertise in marketing and sales for the company. She also manages Buy Right Media, which has supplied

media planning, services to retail, industrial and civil institutions since 1990. Her expertise includes all phases of media strategy, planning and buying. Through comprehensive market research of media data, cost effective action plans are developed to provide the reach and frequency necessary for optimal results. She has worked with annual ad budgets from \$10,000 to over \$1,000,000 finding the best media mix at the lowest cost possible. Eight years of experience selling broadcast media has fostered a complete understanding of the mass media rating system and Marci has honed the skill of customizing difficult media schedules to target extremely specific demographics.



Marci Fernandez

### Brenda Tealer

Brenda Tealer has lived in Santa Cruz County for 19 years. She is a former business owner of a local coffee house. She has 15 years experience working in yellow pages as a salesperson and as sales manager for both the utility phone book as well as the independently owned directories. Brenda also has a background in internet marketing. Brenda Tealer currently works for CineSpots as a sales/marketing consultant.



Brenda Tealer

### Danny Reber

Danny Reber is a long time Scotts Valley Resident. For 17 Years Danny worked for Culver Theaters as District Manager, running four movie theaters. For the last five years he has worked the local market doing Sales and Marketing. He currently works for CineSpots as a

### High Noon in Scotts Valley

Educational Business Luncheon  
at Santa Cruz/Scotts Valley Hilton  
St Paddy's Day ~ March 17  
11:30 a.m. - 1 p.m.

marketing consultant, selling the advertising you see before the movie starts. He handles the preshow for the movie theaters in Scotts Valley, Capitola and Watsonville as well as several movie theaters throughout the Bay Area. Danny is very active in the community and has been active in multiple community projects and fundraisers. He currently serves on the Board of Directors for the Scotts Valley Chamber of Commerce as Vice-President.



Danny Reber

Whether you advertise in radio, television, newspaper, cinema, yellow pages, billboards, coupons, or the internet, these experts collectively have a wide range of experience and will be able to address your situation.

Call the Scotts Valley Chamber of Commerce at 831-438-1010 to make your reservations Today for our St. Paddy's Day "High Noon In Scotts Valley," March 17, 11:30 a.m. - 1 p.m., Scotts Valley Hilton. Our space is limited on this luncheon presentation so don't wait to call, or email info@scottsvallychamber.com. Cost is \$25 for members and \$35 for others. Anyone who attends will also be entitled to schedule a Free one-on-one marketing analysis with one of our experts to receive a strong set of recommendations for cost-saving marketing measures. Reserve your spot today and remember to wear your green!

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## Scotts Valley Relay For Life is Coming



Now here's a cause that everyone can participate in. The American Cancer Society's Relay For Life of Scotts Valley will be held at Skypark on May 21. The opening ceremony starts at 10 am with the Survivor Celebration Lap and the Relay continues for 24 hours... symbol-

izing the fact that cancer never sleeps. Family and business teams consist of 2 to 20 members that commit to having at least one person from their team walking the course the entire 24 hours. You don't have to be on a team to attend and support this free event.

Throughout the day there will be

something for everybody. There will be live music, food, a children's area, raffles and a silent auction.

One of the most memorable parts of the Relay is the Luminaria Ceremony, which takes place soon

"Relay for Life" > 18

## Professional Touch Auto Body Celebrates Green Business Award with the Scotts Valley Chamber of Commerce

As the rain moved in Thursday night February 24, Scotts Valley Chamber of Commerce members were inside, warm and dry, enjoying the networking opportunity provided them by Karl Ryan and the Professional Touch Auto Body team. We enjoyed delicious food and wine and were



(From top left) Board Member Larry Beaman & lovely wife Kelly enjoy a night out of the rain • Sharolynn (Executive Director) shows off the next raffle item from Jesse Gabriel Photography • Our Host Karl Ryan • Chuck Maffia and Jondi Gumz enjoy an audience with Mayor Dene Bustichi • Ambassador Lauren Yungmeyer networking with Jim Graham & Barbara Hanson • Mark Davis and Lisa Love take advantage of networking  
Photos Courtesy of Jesse Gabriel Photography

treated to tasty yogurt from Lisa Love's Yogizmo Yogurt. Music from Hear the Call Music filled the room as we celebrated with Karl Ryan on his latest achievement - Professional Touch Auto Body's Green Business status as a new member of the Monterey Bay Green Business Program. This was no easy task for an auto body shop and they are the only Auto Body Facility in the tri-

country area to be Certified Green by the Monterey Bay Green Business Program. Congratulations to the Professional Touch Auto Body team for this great achievement.

We at the Scotts Valley Chamber of Commerce are well aware of how special and unique our Chamber businesses are here in Scotts Valley. One fact, however, that not everyone is aware of is that Professional Touch restored actress Daryl Hannah's 1979 Pontiac Firebird that was featured in the movie Kill Bill II.

During the restoration process, with help from others, the vehicle was also converted to run on Ethanol. Daryl Hannah lends her personal recommendation that everyone should take his or her car to Professional Touch Auto Body. That's a pretty powerful spokesperson to have on your team, Karl. Congratulations!



## Happy Hour Networking Event - March 10

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

11 Camp Evers, Scotts Valley

Join us for a "Sushi Night" Happy Hour Networking event, 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 Sushi.

Come socialize with your Chamber business friends in a relaxed atmosphere.



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**Date:** March 15, 2011

**Time:** 6:00 - 8:00 PM

**Place:** Edward Jones  
221 Mt. Hermon Rd, Ste F

**RSVP:** Karen Jackson 831-461-9311



**Cheryl D Rebottaro**  
Financial Advisor

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# Gearing Up for the 2011 Scotts Valley Grand Prix

Join us on March 9th as the Scotts Valley Chamber of Commerce, Syzygy Sports Group, and Bruno's BBQ host a catered presentation on the potential benefits of the upcoming Scotts Valley Grand Prix for local and regional businesses in Scotts Valley and Santa Cruz County, and the resulting impact for the race, the promotion of cycling, and specifically, women's cycling.

The 2011 Scotts Valley Grand Prix is scheduled to take place on Sunday, May 15th. We will be discussing how you as a partner can utilize the event to grow your business or organization's brand awareness and community involvement. Our race director, Mark Davis of Syzygy Sports Group, will present a general overview of the race with samples of cycling events and vending opportunities. Attendees will

learn of the partnership packages available to your business or organization. Members of some of the area's best cycling teams will be there to meet and greet the public.

Come enjoy food, no host bar, and examples of what to expect at the race in this Pre-Race Presentation, March 9th, 6:00pm, at Bruno's BBQ located in Kings Village Center, 230-G Mt. Hermon Road, Scotts Valley.

## March Business Networking Mixer

March 24, 5:30 - 7 p.m.

Hosted by: **Satellite Telework Centers, Inc.**  
5900 Butler Lane Scotts Valley

Join with the Scotts Valley Chamber of Commerce for a great Business Networking Mixer hosted by Jim Graham and Barbara Sprenger of the Satellite Telework Centers located on the street behind the Scotts Valley Market. Come visit their new facility while enjoying plenty of delicious food and beverages. Be sure to bring your business cards to share and a Raffle Item to showcase your business at this fantastic networking event. It will be a Great evening of networking and fun! Members \$5 - Non-Members \$10.



## Thank You to Our Renewing Members

- |   |   |   |
|---|---|---|
| AAA Northern California, NV, Utah   | Express Personnel Services<br>Dr. Steven J. Graf, DDS<br>Granite Rock   | Round Table Pizza<br>Sandabs Seafood & Wine Bar   |
| Acorn Court Apartments<br>Albright-Souza Garden Design                                | Greenwaste Recovery<br>Heart 'O The Mountain<br>Hilton Scotts Valley<br>Hospice Caring Project<br>I On Design | Santa Cruz Pizza<br>Santa Cruz Ranch RV<br>Santa Cruz Records Management                              |
| Antares Audio Technologies<br>Assist International<br>Banana Promotions               | InSight Eyecare Center<br>Kings Paint & Paper, Inc.<br>Kings Village Shopping Center                          | Scotts Valley Cycle Sports<br>Scotts Valley Market<br>Scotts Valley Property Management               |
| Bay Federal Credit Union<br>Bean Creek Studio<br>Bei-Scott Company, Inc.              | Joe Miller<br>Palace Art & Office Supply<br>Palo Alto Medical Foundation                                      | Scotts Valley Water District<br>Second Harvest Food Bank<br>Slatter Construction<br>Slawinski Auction |
| Boulder Creek Golf & Country Club<br>Brent Garvey Painting<br>Budget Blinds           | Pre-Paid Legal Services, Inc.   | Small Business Consulting, Inc.   |
| Business With Pleasure<br>Central California Alliance for Health                      | Prime Design Group, Inc.<br>Redwood Glen Camp & Conference Center   | Spring Lakes Mobile Park<br>Stevenson's Landscaping<br>Suburban Propane                               |
| Central Home Supply<br>Chaminade Resort & Spa<br>Coastal Evergreen<br>Cruzio Internet | Robert E. Mazurek & Company   | United Way of Santa Cruz County<br>Wells Fargo Bank<br>Woods Painting                                 |
| Dr. David S. Estrada, DDS   |   |   |

"Relay for Life" from pg 16

after the sun sets. A luminaria is a paper bag with a candle in it. Each one bears the name of someone special who has battled cancer. Every luminaria is custom decorated by family, friends or a caring individual. The Scotts Valley Relay has committed to have cans of food, instead of sand, to hold the luminaria in place around the course. These cans will be donated to Valley Churches United Missions food pantry after the

Relay. The luminaria line the course that participants walk and lights the way all night long.

The Relay for life is truly a life changing event that pulls a community together to fight cancer. The Relay is not only a fundraiser to support local services and programs, but it is also an opportunity to educate our community about lifestyle choices to prevent cancer and early detection guidelines so cancer can be diagnosed in it's early stages when it is most curable.

There will be a Scotts Valley Relay For Life

Rally on Friday, March 25 at Bruno's Barbeque from 6 pm to 8 pm. We will be providing free family portraits, music, face painting for children, food and a cakewalk! Stop by and show your support. You can sign up your team or join an existing team. You can also offer to be a volunteer for the Relay, or just drop off some canned food.

For more information, contact Jackie Maurer, Scotts Valley Event Chair, at 831-335-7109, email her at valleyrelay2011@hotmail.com or visit [www.relayforlife.org/scottsvalleyleyca](http://www.relayforlife.org/scottsvalleyleyca).

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