

## Scotts Valley Chamber Makes Plans to Walk the Streets

The Scotts Valley Chamber of Commerce is launching a new program called the "Business Walk," which is set to occur on Wednesday, November 2. Representatives of the Chamber and City leaders will be walking the streets of Scotts Valley to visit with our local businesses and find out "How's business?"

The goal of this "walk" is to give individual business owners and managers the opportunity to talk with the business and civic leadership of our City who have the ability to act on their behalf and work together to ensure a more prosperous business climate here in Scotts Valley based on the information we garner from our local business owners. The Business Walk program offers an excellent opportunity to listen to the local business community, identifying common themes for action while bringing together educational resources, City services and representatives of the business community.



A big thank you is extended to the Sacramento Metro Chamber for sharing this Business Walk program with us and allowing us to implement their template. This is not a membership drive or a sales call. This is a program designed specifically to help businesses in the community stay in business.

We will walk in teams and are looking for volunteers to work with our Chamber Board of Directors and Ambassadors as we conduct this first "Business Walk." If you can

make a few hours available during business hours on Wednesday, November 2 to assist us in this endeavor, we ask you to contact the Scotts Valley Chamber of Commerce at [info@scottsvalleychamber.com](mailto:info@scottsvalleychamber.com).

As a business owner or manager, be sure to welcome our teams as they visit on November 2 - 9 am to 5 pm. We are looking forward to this opportunity to talk with as many of our Scotts Valley businesses as possible.

## It's Off to Ireland We Go for St Patrick's Day 2012

Make St. Patrick's Day 2012 the most memorable of your life by celebrating the day with the Scotts Valley Chamber of Commerce ... in Ireland. Where better to experience the luck 'o the Irish than with the locals in Ireland itself. The Scotts Valley Chamber of Commerce invites you to join with them for an 8-day journey in March 2012. We will be staying at the world renowned Adare Manor Hotel & Golf Resort. This facility now offers its guests the opportunity to share Manor living in a new and exciting way; being part of a five star resort and yet having the freedom of villa living.

Adare Manor Hotel & Golf Resort is set in the heart of an 840-acre estate. Each villa has two, three or four bedrooms with private bathrooms and fully equipped kitchen. The Adare Golf Club championship golf course was commissioned by the Earl of Dunraven in the 1890's, and features the designs of renowned Eddie Hackett. This will be our home for the entire time we are in Ireland — so no packing up your suitcases and moving here and there while we visit other sites.



Highlights of the trip include:

**A visit to the Cliffs of Moher** — 200 yards high at the highest point and span for 6 miles along the Atlantic Ocean on the western seaboard of County Clare. O'Brien's Tower stands proudly on a headland of the majestic Cliffs.

**We'll visit Dingle** — which many may recognize as the film setting for "Ryan's Daughter" and enjoy this market town and fishing port.

**The town of Adare** — our setting for a Happy St. Patrick's Day, where there will be many festivities. Celebrate the legend of how St. Patrick banished the snakes out of Ireland. Watch the parades and get acquainted with the locals at the restaurants and pubs.

**The small town of Cashel** — visit the unforgettable "Rock of Cashel."

**Historic Kilkenny and Kilkenny Castle** — built in the 13th century, home to the powerful Butler family for almost 600 years.

**Bunratty Castle** — enjoy a medieval-style dinner and entertainment in Bunratty Castle.

**Day of Leisure** — explore the parkland at Adare Manor, play some golf, or take an optional trip to Blarney Castle where you can kiss the Blarney Stone for luck!

All this for only \$2199 per person, including round trip air from San Francisco.

Reservations are coming in; so don't miss out on this Fantastic opportunity to travel to Ireland for St. Patrick's Day with your friends. You want to be the one coming back with fantastic stories to tell, rather than listening to others. Contact the Scotts Valley Chamber of Commerce today 438-1010 and Join us!

## Calendar of Upcoming Events

### October 13

- *Next Door Neighbors' Remodel Grand Opening Celebration & Ribbon Cutting, 5:30 - 7:00 pm.*  
Insight Eyecare Center and Bay Federal Credit Union  
225 C & D Mt. Hermon Rd,  
Scotts Valley

### October 27

- *Business Networking Mixer - 50 Year Celebration, 5:30 - 7:00 pm*  
Scotts Valley Water District,  
2 Civic Center Dr, Scotts Valley

### November 2

- *Scotts Valley Chamber Business Walk (see top story)*

### November 10

- *Happy Hour Networking 5:30 - 7:00 pm*  
Hilton Santa Cruz/Scotts Valley,  
6001 La Madrona Dr. Scotts Valley

### November 12

- *Community Awards Gala Celebration, 6:00 - 10:30 pm*  
Hilton Santa Cruz/Scotts Valley,  
6001 La Madrona Dr. Scotts Valley

### November 17

- *Business Networking Mixer, 5:30 - 7:00 pm*  
Scotts Valley Artisans,  
222- I Mt. Hermon Rd,  
Scotts Valley

### November 24

- *Happy Thanksgiving*

### December 3

- *Community Christmas Tree Lighting Ceremony 5:00 pm*  
Scotts Valley Community Center

Have a Happy Halloween!

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

## 'Black Ties & Red Roses' Community Awards Dance Gala

*November 12, 6 p.m. at the Hilton Santa Cruz/Scotts Valley*

The Scotts Valley Chamber of Commerce invites you to join us in Celebrating our Community by honoring our 2011 Awardees at the annual Scotts Valley Community Awards Gala, November 12, 6 pm, at the Hilton Santa Cruz/Scotts Valley. This will be a gala evening with delicious finger foods, both live and silent auctions, entertaining awardee presentations and NEW this year, an evening of dancing. Instead of the usual sit-down dinner, we will be honoring our 2011 Awardees not only with beautiful presentations, but with a great dance party featuring a live band brought to us by Golden Sight Productions. So be sure to wear your dancing shoes.

It will be great fun as we celebrate our 54th year as the Scotts Valley Chamber of Commerce and recognize our outstanding Community leaders. Awards will be given for Woman of the Year, Sharemi Ullestad Memorial Youth of the Year, Man of the Year, Business of the Year, Organization of the Year, and the Beautification of Scotts Valley. This year's honorees will be announced in just a few days, so watch for the posting of our honorees on our Chamber website [www.scottsvallychamber.com](http://www.scottsvallychamber.com). Just click on the Awards tab for updated information. Donations for our auction are greatly appreciated as this serves as a major fundraiser for the Scotts Valley Chamber

of Commerce. Donation forms can also be found on the Awards tab on our website or you can contact the office directly at 438-1010.

Tickets for the Chamber's Community Awards Gala are \$75 each. Tickets are available through the Scotts Valley Chamber of Commerce at 438-1010 or [info@scottsvallychamber.com](mailto:info@scottsvallychamber.com). Bring your friends and neighbors as we celebrate our Community - Party style! Be sure to wear your dancing shoes and enjoy the evening. Our Host, the Hilton Santa Cruz/Scotts Valley, has graciously set aside a block of rooms for our Community Awards Gala attendees with a very special rate for those not wanting



*Courtesy of Jesse Gabriel Photography*

to drive home afterwards so you can dance till the band plays their last note. Make your reservations for your evening stay directly with the Hilton and inform them you are with the Scotts Valley Chamber of Commerce.

Make your reservations soon and don't miss this gala dance party as we celebrate our Community together with "Black Ties & Red Roses" - November 12.

### ***Congratulations to our Chamber Ambassador President and Family!***

Our Chamber Ambassador President and wife, Jesse and Melissa Wilkins, welcomed their first child into the Ambassador family July 29. A Big Welcome to their beautiful baby boy — Zachary Matthew Wilkins! Congratulations Jesse and Melissa.



*Jesse, Melissa, and Zachary Wilkins*

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**75 Mt. Hermon Road, Scotts Valley**  
(Pentacle Pass Shopping Center, Next to Ananda Yoga Center)  
**831-440-9546**



# Jesse Gabriel Photography Celebrates their New Location

Jesse and Susan Flippen of Jesse Gabriel Photography Studio, our 2009 Business of the Year, hosted a Fantastic evening of business networking at their new place of business. We enjoyed delicious food from their neighboring food vendors in Scotts Valley Junction Shopping Center — Scotts Valley

Market, Santa Cruz Pizza Company, Jia Tella's Cambodian Cuisine and Yogizmo Yogurt. Top that off with wine from Skov Winery and there was plenty for all. Jesse and Susan moved to their new home in Scotts Valley Junction just a few months ago and they celebrated by cutting the Official Red Ribbon with the

assistance of Vice Mayor Donna Lind.

Welcome, Jesse Gabriel Photography, to your beautiful new office space. Well done!

Photos courtesy of Rudy Cabigas, with an assist from Julia Pini




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## Scotts Valley Water District Hosts 50th Anniversary Celebration

October 27, 5:30 – 7 pm Scotts Valley Water District 2 Civic Center Drive Scotts Valley

Join the Scotts Valley Chamber of Commerce as we celebrate with the Scotts Valley Water District on their 50th year of service to Scotts Valley. Enjoy an evening of great food, live music, and celebration. Enter into the back parking lot off Scotts Valley Drive across from Santa Cruz



County Bank. There will be balloons and the Chamber Mixer sign to assist you. Be sure to bring a raffle item to showcase your business and plenty of business cards for networking. Admission is free to all, courtesy of the Scotts Valley Water District. Don't miss this Celebration!

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# Morgan Stanley Smith Barney Ribbon Cutting

Scotts Valley Chamber of Commerce members joined with the Scotts Valley office of Morgan Stanley Smith Barney as they celebrated the merging of their Capitola colleagues into the office in Scotts Valley with an Open House and Ribbon Cutting Thursday, September 8.



## Welcome to Our New Member!

**Animal Hospital of Soquel**  
Traci Schacher  
2651 Soquel Avenue  
Santa Cruz, CA 95062  
Phone: 831-475-0432  
www.soquelvet.com

## Thank You to Our Renewing Members

- |                               |                                       |                                  |                                      |                              |
|-------------------------------|---------------------------------------|----------------------------------|--------------------------------------|------------------------------|
| Bailey Properties             | Green Flash Marketing                 | Modern Woodmen                   | Rotary Club of Scotts Valley         | Scotts Valley Cycle Sports   |
| David Lyng & Associates, Inc. | Timothy Imbrie CPA & Co.              | Fraternal Financial              | Sandabs                              | Scotts Valley Spa & Boutique |
| Dynamic Press                 | Kings Paint & Paper, Inc.             | Morgan Taylor Financial Services | Seafood & Wine Bar                   | Szygy Sports Group           |
| Enterprise Technology Centre  | Lauren Yungmeyer State Farm Insurance | PG&E                             | Scotts Valley Educational Foundation | Threshold Enterprises        |
|                               | Melissa DeSigns                       | ProBuild, Inc.                   | Scotts Valley Press Banner           | Zero Motorcycles             |

## Santa Cruz County Bank Receives 5-Star, Superior Rating

Santa Cruz County Bank announced receipt of a 5-Star "superior" rating from Bauer Financial Inc. in September, based upon its financial condition as of the second quarter ended June 30, 2011. Bauer Financial, Inc. has been analyzing and reporting on the financial condition of the nation's banking industry since 1983. The 5-Star rating is the highest rating designated by Bauer Financial Inc.



Financial, Inc. In addition to these Bauer Financial, Inc. ratings, in April of this year Santa Cruz County Bank announced

receipt of the designation of Super Premier Performing Bank for its 2010 performance by The Findley Reports, Inc., a highly regarded financial industry consulting firm. Gary Steven Findley, Editor of The Findley Reports remarked, "We look at Santa Cruz County Bank's performance for 2010 as being in the top 10% of all banks in the Western United States." Congratulations go out to Santa Cruz County Bank from the Scotts Valley Chamber of Commerce!

The 5-Star rating for Santa Cruz County Bank for the second quarter ended June 30, 2011 follows eleven consecutive 4-Star "excellent" quarterly ratings from Bauer

## October Business Networking Mixer and Ribbon Cutting

Insight Eyecare & Bay Federal Credit Union • 225 Mt Hermon Road Scotts Valley •  
October 13, 5:30 - 7 pm

Neighboring businesses, Bay Federal Credit Union and Insight Eyecare are joining together to host one fantastic Business Networking Mixer. We will celebrate the newly remodeled Insight Eyecare with a Grand opening and Ribbon Cutting ceremony. Join with us as we cel-



brate with these Next Door Neighbor businesses. There will be plenty of food and beverage for all so be sure to bring lots of business cards for networking and fantastic raffle items to showcase your business.

Admission is \$5 for members, \$10 for prospective members.

Scotts Valley Chamber of Commerce  
360 King's Village Road  
Scotts Valley, CA 95066

Scotts Valley  
Chamber of Commerce

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