

New Member Profiles: Something Old, Something New With Jim Reed

Palace Art celebrates 60 years & Scotts Valley welcomes new dental surgery practice

Spring is starting to spring, and so are new members joining the Scotts Valley Chamber of Commerce:

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Roy Trowbridge

Palace Art & Office Supply

Almost 60 years after the Trowbridge family purchased Palace Stationers on Pacific Avenue, the company is going stronger than ever with multiple locations, over 80 employees and 1,200 customers.

Quite a change from the \$40 a day operation that Colonel Frank Trowbridge bought into back in 1949, when Santa Cruz was still "small town USA" in the words of son Roy Trowbridge. The Air Force veteran purchased the 1,300 square foot store as something for his mother and brother to do.

The company was truly a family affair back in the days when Roy and his brothers Gary and Frank Trowbridge helped their dad, who left the military in 1963 to take over full-time management of the store. Roy started working there part time and virtually every Christmas and holiday when he was 11 years old. Oldest son Frank took over management of the Pacific Avenue store in the early 1970s and Roy and Gary joined Frank in the family business.

Shortly thereafter, they began expanding, buying other area stores and customer books in Santa Cruz, San Benito and Monterey Counties. Today, there are Palace locations on Pacific Avenue, 41st in Capitola and Palace Office Interiors, a design office showroom in downtown Monterey.

Roy Trowbridge attributes personal customer service by knowledgeable, friendly employees, and the variety of their offerings, as the key to Palace's success saying, "It's really been the magic that's enabled us to survive the ups and downs of competition."

Palace's product line is broader than that of its competitor, he says. With art supplies, office supplies and design furniture they're able to attract adults and kids, as well as casual shoppers and corporate customers. They've also begun offering a series of art demos at the Capitola store that teach classes and demonstrate applications of particular products, an innovation that's been well received.

Roy and the Palace team also count pricing as one of their advantages. Palace owners sit on the board of an international buying group that has multi-billion dollar buying power that keeps them competitive with the large national chains.

"This is actually a good time to be an independent, because the idea of buying local is an idea whose time has come," Roy says of their decision to join the chamber. "That's something we support as well."

"People are understanding that the local can be competitive on prices," Roy says. "They are realizing, 'Locals employ my customers and invest back in my community.' And if I have something to tell the owner, I can see and talk to them."

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Corrine Cline-Fortunato

Scotts Valley Oral & Maxillofacial Surgery (OMS)

A Pismo Beach native, Corry originally wanted to be a doctor but instead of going to medical school, she ended up being recruited to assist an oral surgeon. Once she began that experience, she was hooked - "I thought that this was the coolest job ever," she said. "It was exciting to get up every morning."

With that experience and inspiration, she went to USC for dental school for four years and then another four years of residence at the Los Angeles County Medical Center. Following that, she looked for a beach town to settle in eventually becoming a partner at Santa Cruz OMS and then

San Jose OMS. After 11 years in those two practices, she decided to go out on her own, which she did and opened up Scotts Valley Oral & Maxillofacial last year.

"I had great partners but it can be hard sometimes when you have partners to get anything done," she said. "Everybody's a chief and nobody's an Indian." Being her own boss enabled her to provide an office with the modern technology, equipment and imaging that she wanted. It also allowed her to create the kind of atmosphere she thought was lacking from so many OMS practitioners.



Cline-Fortunato

Cline-Fortunato's Scotts Valley facility strives to be a more relaxed environment, more spa-like and uses general anesthesia. This makes one of her proudest accomplishments easier to realize, that of assisting patients who have a severe anxiety over dentistry. "It's a lot different than it used to be," she says. "It's really nice to hear after experiencing treatment with us that people say they won't be so fearful the next time."

Dr. Cline-Fortunato performs the full range of oral and maxillofacial surgery (maxillofacial means pertaining to the jaws and face.) Her most common procedure is the extraction of third molars, more commonly known as wisdom teeth. She also does a lot of dental implants, where an artificial tooth root is implanted either for purely aesthetic reasons or provides an anchor for orthodontia or bridgework. These prosthetic teeth roots are made of titanium that fuses with the jawbone when implanted.

Corry also works with Deintes Community dental care and supports their efforts to serve the Santa Cruz population who either through lifestyle or because of finances doesn't have access to dentistry. This same desire to be connected led her to join the Scotts Valley chamber. "It's nice to serve in the community you live in," says the 6-year Scotts Valley resident. "I like to help the local business environment and support the community in general."



The Trowbridges (from left): Roy, Gary and Frank



Calendar of Upcoming Events

April 9

- *Happy Hour Networking in Scotts Valley, 5:30 - 7:00 pm*
Malone's Grande Grill
4402 Scotts Valley Dr.,
Scotts Valley

April 23

- *Business Networking Mixer, 5:30 pm - 7:00 pm*
Check out location on our website Calendar

May 19 - 21

- *American Crown Circus, 5:00 pm - 7:00 pm*
Skypark, 361 Kings Village Rd.,
Scotts Valley

May 21

- *High Noon in Scotts Valley, 11:30 am - 1:00 pm*
Hilton Santa Cruz/Scotts Valley
6001 La Madrona Drive,
Scotts Valley

May 29

- *Membership BBQ & Bocce Ball Tournament*
Skypark, 361 Kings Village Rd.,
Scotts Valley

August 8 & 9

- *Scotts Valley Art & Wine Festival, 10 am - 6 pm*
Skypark, 361 Kings Village Rd.,
Scotts Valley

Enjoy a Happy Easter

Call the Chamber Today or visit
www.scottsvallychamber.com

SCOTTS VALLEY CHAMBER OF COMMERCE

Scotts Valley Means Business!

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Mint: Fine Living and Fresh Bites

Mint celebrated its first year in business with a new focus. In this economy, they knew they had to concentrate on giving their customers what they wanted. So, they asked and listened to their feedback. As a result, exciting changes have been made to seating, the menu, products, and events. Comfortable couches have been incorporated to give a lounge-type atmosphere for enjoying a glass of wine and appetizers with friends. In addition, more tables and chairs have been added for dining to accommodate

larger groups.

Customers asked for "smaller bites" to go with their wine. Mint now has their famous tri tip available as sliders, house made hummus and a number of other specialty appetizers. Always trying out new and unique menu items, Mint has new specials every week using local, seasonal and organic products whenever possible.

Mint's WAVE (Worldly Association of Varietal Evaluation) Wine Group has been so successful that a new series examining specific wine growing regions locally and from around the world has been scheduled every three weeks through the end of 2009. The course allows you to taste at least 7-8 wines and is definitely an educational experience.

Mint not only listened to customers, but is a big supporter of local businesses and artisans. Mint will be teaming up with local wineries to create unique wine tasting events such as Mint's first pre-Mother's Day shop and wine tasting day featuring

DID YOU KNOW?

local artisans and Hunter Hill Winery. And starting in

June, Mint will host a monthly Fine Living and Gourmet Marketplace with live music. The Marketplace will have local vendors with unique retail and food products and will feature lifestyle demos. With the continued support and feedback from customers and vendors, Mint looks forward to continued growth and change in 2009.

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Flip's Photos Portrait Studio Mother's Day Fundraising Event

Flip's Photos Portrait Studio will be hosting a Mother's Day Portrait Event on May 8 and 9 for the National Breast Cancer Foundation. All children's portrait session fees will be donated directly to the National Breast Cancer Foundation. Dress up your little one in Mom's favorite dress



and shoes for this Mothers Day Fundraising Portrait Event. Boys and girls are welcome to attend... and you don't have to dress the boys up in mom's clothes! Give her gifts that she will adore while helping brighten another mom's future. Sessions last approximately 30 minutes. This

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February Mixer

Santa Cruz County Bank & TriStar Home Loans Treat Chamber Members

Our February Business Networking Mixer was an incredible event, co-hosted by Santa Cruz County Bank and TriStar Home Loans. We celebrated with TriStar at their new home, as Santa Cruz County Bank welcomed their new neighbor at 4606 Scotts Valley Drive.

Attendees enjoyed scrumptious food catered by our Scotts Valley Market as guests meandered between the two offices. Roudon-Smith and Bruzzone Wineries poured their fantastic wines to top off the evening as business members networked. A big Thank you to Santa Cruz County Bank and TriStar Home Loans for their gracious hospitality and continued support of the Scotts Valley Business Community through the Scotts Valley Chamber of Commerce.



From top, left to right: Lynn Bridges-Smith with Chuck & Chris Maffia • RAFFLE! • Ambassadors Aaron Hinde and Daryl Downey Network with Visiting Angels' Jeanette Pagliaro • Our Hosts • Waiting for the Winning Ticket

Scotts Valley's Favorite Community Event Needs YOU!

Scotts Valley Art & Wine Festival, August 8-9

Spring has arrived and we are enjoying the beautiful surroundings of where we have the delightful opportunity to live. Spring is also the time when we make plans for Easter, graduations, weddings, vacations, and, of course, the Scotts Valley Art & Wine Festival, August 8-9. Voted Scotts Valley's Favorite Community Event again in 2008, this Festival is our Chamber's gift to the community and we would like to invite you to take part in making this the best festival yet. We will be celebrating our 10th Anniversary of the festival and plans are underway for a great celebration.

This festival is such a great event because of our fantastic Sponsors. We are beginning our search for that elite group of Businesses who will sponsor this great event. Our advertising efforts have increased the attendance of this festival over the years, and we need our business sponsors to keep the awareness high and the event thriving. Sponsorships are now being accepted for the 10th Annual Scotts Valley Art & Wine Festival.



Join with fellow business members and link your name to this great event as we expand our advertising even more with your logo.

Spring into action and become a sponsor. Sponsorship forms are available on the Chamber website, www.scottsvallychamber.com, or by calling the Chamber office at 438-1010.

Help make the 10th Annual Scotts Valley Art & Wine Festival the best community event yet. Experience the joy of knowing YOU...

... Treated the Community to a fantastic weekend,

... Supported the Arts & Art Education in Scotts Valley,

... Helped bring thousands to Scotts Valley to experience our Great Community,

... Will enjoy the added Advertising benefits that go along with that sponsorship

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We've moved to a newly remodeled and larger suite in the Kmart Center.

Scotts Valley
266 Mt. Hermon Rd., Suite 5
In the Kmart Center
438-2786

Other area locations:

Santa Cruz
550 River Street
Across from Cost Plus
429-8713

Capitola
1955 41st Ave
Down from Ross
476-1105

HOURS
MON-FRI: 9AM-8PM
SAT: 9AM-7PM
SUN: 10AM-5PM

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2010 Census Address Canvassing Underway in Our Community

In preparation for the 2010 Census, the US Census Bureau will be sending out census workers, called Listers, to verify, add or delete addresses with hand-held computers. The operation begins on April 6 and may run until July 19, 2009.

Address Canvassing is an operation

in which Census workers will be seen throughout our community with hand-held computers to update the information electronically, via the Global Positioning System (GPS). The Census Bureau will then use these updated addresses and maps to deliver the short ten-question questionnaire by mail, in March 2010, to

every known address verified and updated in this operation.

Residents can easily identify census workers by their official white and blue badges, the special hand-held computers and the black canvas bags with Census Bureau's name and logo on a white background. Residents can also ask Listers to

provide the phone number of the Local Census Office (LCO) where they can be verified.

•••

Currently, there are a few temporary full time positions open. If you are interested, you are encouraged to apply immediately at www.census.gov/rosea/www/empty.html

Easter Bunnies Hopping at VCUM

Recent activity indicates an increase in "Bunny Sightings" at Valley Churches United Missions as volunteers begin organizing the 22nd Annual Easter Project.

Due to community response last year, VCUM was able to assist 590 households for a total of 1176 people. During the last few months, there have been significant increases in visits at the food pantry from those in need - many for the first time in their lives. Our Neighbors need our help. Our community is facing unprecedented economic challenges at every turn. We start with food.

As Director & Founder Annette Marcum says, "It's up to us who have a little to give a lot to those in need who have not." We are hoping that those who can will give what they can. Together we can make it if everyone pitches in a little. If we can keep our shelves full, we keep our doors open.

Appreciative quotes from our seniors who received baskets include: "What fun to have the luxury of chocolate candy and little hand made gifts." "The blooming lily is radiating hope and love." "Bless you

for your hard work, kindness and generosity during these chal-

lenging times." "Thank you all for caring and helping to share God's faith, love, and hope."

There are many ways you can help!

Brown bags are available at your local grocery stores and churches. Pick one up and fill it with what you can.

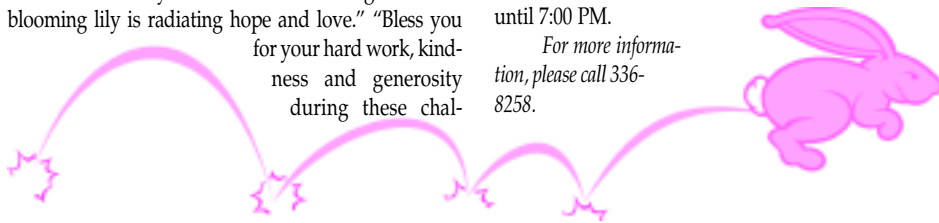
A \$40.00 cash donation will provide dinner for a family of four. Mail your check earmarked for Easter to: VCUM PO Box 367 Ben Lomond, CA 95005

Donate children's baskets or any appropriate contents such as small plush animals, candy, toothbrushes, and toothpaste.

Volunteer to help fill food bags, baskets, or deliver to seniors.

Donations may be delivered to our Ben Lomond office at 9400 Highway 9, Monday thru Thursday 9:30 AM to 2:30 PM. Non-perishable items may be dropped off at Scotts Valley Chamber of Commerce Monday thru Thursday 10 AM to 3 PM. Daily at Ben Lomond Gas Station 7:00 AM until 7:00 PM.

For more information, please call 336-8258.



"Did You Know" from pg 16

fundraising event is only for two days! Help us make a difference in another family's life. Contact us now to schedule.

Keep an eye out for our upcoming Fathers Day Fundraising event on June 20 and 21.

Flip's Photos Portrait Studio is located at 38 Mt. Hermon Rd. in Scotts Valley. Contact them at (831) 722-6043.

Welcome to Our New Members

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www.helpusellscottsvalley.com

Thank You to Our Renewing Members

A Sign ASAP	Graniterock	Santa Cruz Records Management
Assist International	Greenwaste Recovery	Scotts Valley Educational Foundation
Beaman Insurance Agency	Hospice Caring Project	Scotts Valley Press Banner
Bean Creek Studio	I On Design, Inc.	Scotts Valley Property Management
Bei-Scott Company, Inc.	Insight Eyecare Center	Second Harvest Food Bank
Bethany University — Alumni Association	K'AN Herb Company, Inc.	Shadowbrook/Crows Nest Restaurants
Boulder Creek Golf & Country Club	King's Paint & Paper	Shear Edge
Budget Blinds	Malone's Grande Grille	Shoreline Power
Business With Pleasure	Monterey Bay Office Products	Suburban Propane
Cabrillo College	Prime Design Group, Inc.	Thunder Press
Coastal Evergreen Company, Inc.	Redwood Glen Camp & Conference Center	Treasures Fine Jewelry
Dr. Anthony Giannotti, OD	Rick's Mercedes Works	United Way of Santa Cruz County
Entrabase	Rollins Fire Sprinklers	
Flip's Photos	Santa Cruz Medical Foundation	

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