

# 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

### See Jenny for your Personalized Cards in Seconds!

While everybody's focused on the impending arrival of what should be the most successful Scotts Valley Art & Wine Festival ever, we still found time to check in with one of the newest businesses to join the Scotts Valley Chamber of Commerce:

•••

#### Jenny Twaddle, SendOutCards

Jenny Twaddle spent 18 years using her MBA to rise to the top finance positions such as Controller/Vice President of Finance at SCO Group in Santa Cruz. When her son was born in 2001, however, she realized she was away from home on business much more than she wanted to be, and that she needed to step off the corporate fast track. Eventually she did, staying at home for a couple of years before deciding it was worth re-joining the workforce if she could find the right home-based business.

She found it after reading a book called *Beach Money* by Jordan Adler about, not surprisingly, how to make enough money to spend a lot of time at the beach or wherever else you want. Adler

himself is the number one earner at SendOutCards, and after researching the company, Jenny started with them in October 2008.

SendOutCards allows people to choose from among 13,000 cards online, (all easily accessible by category) write a message and click send in less than 60 seconds. The company then prints the card, stuffs it and mails it, all for less than it costs to buy a card at the store and in a fraction of the time.

While the concept is obviously attractive for anybody who has a Christmas card or birthday list they struggle with every year, Jenny was especially interested in its potential as a business-building tool. "I wanted a company where you weren't just hitting your 'warm market' – your friends and family," she said. "When I talk to friends or anybody about SendOutCards, I usually end up having a business conversation, and I like that."

Dentists can use the cards to send out appointment reminders, salespeople can say thank you to referrals – any message worth communicating for any reason, SendOutCards lets you easily find the right way to say it for less than one dollar a card and a minute at a computer (a wholesale account, which pays for itself if you send 100 cards a year, lowers the cost to \$.62 per card, which includes postage.)

But the best business card of all, Jenny says, is one that's sent for no reason and never mentions a company or product. "That's what gets people telling their friends about you," she says.

What really personalizes the experience for most people, Jenny says, is that users' own handwriting is used on the envelope and inside the card, which is concluded with their own signature! Once a person fills out a template of 0-9 and A-Z in upper and lower case, SendOutCards stores the entire font of that person's own handwriting for use with all their cards. And the company's state-of-the-art printers turn out hundreds of full-color cards per minute print these handwritten fonts with amazing accuracy.

Since small businesses are among SendOutCards top users, 22-year Scotts Valley native Twaddle knew where to go to meet business owners locally – the Scotts Valley Chamber of Commerce. "I really wanted to go meet with other business owners and the chamber is a great way to do that and have a lot of fun."

Chamber members and the public at large can find out how easy SendOutCards is for themselves by going to [www.sendoutcards.com/santacruz](http://www.sendoutcards.com/santacruz) and taking advantage of the free gift account Jenny's set up to send out a few free cards.



Jenny Twaddle  
SendOutCards



## Calendar of Upcoming Events

### August 8-9

- *Scotts Valley Art & Wine Festival, 10:00 am-6:00 pm*  
SkyPark, 361 Kings Village Road, Scotts Valley

### August 13

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

### August 27

- *Business Networking Mixer Ribbon Cutting & Grand Opening, 5:30 p.m. – 7 p.m.*  
Jesse Gabriel Photography,  
Flips Photos, Inc.  
38 Mt. Hermon Rd., Scotts Valley

## A Sincere Note of Appreciation From Your Chamber Director

By Sharolynn Ullestad

I want to express my deepest appreciation for the love and support you, my Chamber family, friends and community, have shown to me and my youngest daughter, Amyee. The sudden loss of my daughter, Sharemi, has most definitely been a tragic blow to us and you, my family,

have been incredible. The meals that showed up on my doorstep were not only delicious, but warmed me with your love and caring. The notes that continue to come my way mean so much to me as you share your thoughts and memories of Sharemi.

I am deeply grateful for the contribu-

tions you are giving in Sharemi's name at Santa Cruz County Bank, as this was definitely an expense I was not expecting nor prepared for. Thank you for the love and friendship that you as a Community showed my daughter, Sharemi, throughout her life here. Her life was blessed in know-

ing you, as was yours in knowing her. May she forever live in your memories. Thank you from the depths of my heart for reflecting to me the true meaning of "community."



Sharolynn Ullestad

Come out for the Scotts Valley Art & Wine Festival Aug 8 & 9!

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

## Scotts Valley Art & Wine Festival

*Tenth annual event to be bigger and better than ever!*

The Scotts Valley Chamber of Commerce and Scotts Valley Arts Commission invite you to join the celebration at the 10th Anniversary of the Scotts Valley Art and Wine Festival. Come enjoy fine art, wine & beer tasting, great food, and live entertainment in an open park setting at Skypark in Scotts Valley August 8th and 9th, 10 am – 6pm.

For our 10th Anniversary we are showcasing our Scotts Valley High School Student Artwork in the festival. It is extremely exciting for high school students to have the opportunity to showcase their

artwork amongst such respected artists in the Scotts Valley Art and Wine Festival this year.

This is a great opportunity for aspiring student artists to represent Scotts Valley High School in this event. There are many talented artists at the Art and Wine Festival and our students feel it is an honor to be showcasing artwork among them.

Art & Wine  
10 Years



Voted as 2007 and 2008's "Best Community Event" the Scotts Valley Art and Wine Festival has grown bigger and even better this year.

Over 100 artists from around California and surrounding areas will be displaying their juried art. There will be a variety of painting, photography, ceramics, jewelry, glass art, sculpture, etching, digital works, textile art and much, much more. The artistic displays will include an array of functional and fine art to suit every taste and style.

The festival also features 14 of the area's most prestigious wineries and award-winning microbreweries pouring their best. Wineries this year include Bargetto Winery, Sones Cellars, Domenico Wines, Roudon-Smith Winery, High Valley Vineyard, Heart O' The Mountain, Naumann Vineyards, Poetic Cellars, Sarah's Vineyard, Storrs Winery, Chaucer's Cellars, and Bruzzone Family Vineyard. The festival breweries are Santa Cruz Mountain Brewing and Rock Bottom Brewery. Be sure to bring your ID to enjoy the tasting fun.

Complementing your wine and beer tasting experience will be the great food in the Fabulous Food Court. The BBQ pit will be filled with the aroma of hamburgers and hot dogs on the grill. Add to that Pizza, Stuffed Artichokes, Tacos, Clam Chowder, Kettle Corn, Fruit Smoothie drinks, coffee drinks, pretzels, Frozen Fruit treats, Gourmet liqueur cakes, and YUMMY – the

Food Court awaits you!

There is also fun for the kids. This year the Scotts Valley Art & Wine Festival will feature a "Kids Korner" where artist Denise Kiser Shaw will guide children through their very own art project. Along with the art project, there will be a booth to have their faces painted by local artist Melissa Garcia. It will be great fun for all.

Of course, there will be live music to entertain you. The entertainment stage features a variety of entertainment. Joining us on the Festival Stage this year will be performances by the Scotts Valley High School Cheerleaders, and the Mountain Community Theater. Music will be provided by Rock Solid, Steve Abrams Trio, The Jazz Birds, Joint Chiefs Band and The Digbeats. There is sure to be a style you will enjoy.

Join your friends for a day at Skypark, 361 Kings Village Road, Scotts Valley, at the Tenth Anniversary of the Scotts Valley Art & Wine Festival, August 8 – 9, 10 am – 6 pm. Admission is Free for all.



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**Happy Hour Networking**

**Café Max**

**Hilton**

Join us for our popular Happy Hour Networking sponsored by the Scotts Valley Chamber of Commerce Ambassadors. On August 13, Café Max invites everyone for a

August 13, 5:30 – 7:00 pm  
Hosted by Café Max  
Hilton Santa Cruz/Scotts Valley  
6001 La Madrona Dr., Scotts Valley

great evening of fine food and drinks. Bring your friends, neighbors, and plenty of business cards for networking as you socialize in a relaxed atmosphere.

## The Chamber August Business Networking Mixer

August 27, 5:30 – 7 p.m.

### Jesse Gabriel Photography

38 Mt. Hermon Rd., Scotts Valley

Come join the Scotts Valley Chamber of Commerce for our August Business Mixer at the Grand Re-opening and Ribbon Cutting of Flip's Photos, Inc. - Jesse Gabriel Photography Studio and network with other business professionals.

Be sure to bring your raffle items and plenty of business cards to showcase your business.



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



## CELEBRATING 10 YEARS!



10 AM TO 6 PM — SKYPARK

PRESENTED BY  
SCOTT'S VALLEY CHAMBER OF COMMERCE & SCOTT'S VALLEY ARTS COMMISSION

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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

# 'Taste of Scotts Valley'

## Kicks off the 10th Anniversary of the Scotts Valley Art & Wine Festival

The Hilton was the place to be on the evening of Thursday, July 16th. Hosting the second annual "Taste of Scotts Valley," the Hilton ballroom was brimming with gourmet food from our Scotts Valley Chamber Restaurateurs, Award-winning wines from our Festival Wineries, and fantastic Art donated for auction from our Festival Artists. Attendees were entertained by the music of the Steve Abrams Trio, who is also one of the Festival bands. Our 2009 Poster Artist was introduced – Dominic Sandoval is the winning artist of the Festival Poster Contest with his artwork entitled "Skypark Scene". It was a great evening to enjoy the fellowship of community friends and to celebrate the 10th Anniversary of our Scotts Valley Art & Wine Festival coming up this weekend, August 8-9. Thank You to our "Taste of Scotts Valley" coordinator, Mary Dettle, and the Scotts Valley Art & Wine Committee for a job well done!



From left, top row: Sandabs Tempting oysters on the halfshell • Cheers to Taste of Scotts Valley • Creative Food by Bruno's  
From left, bottom row: Dene Bustichi introduces Dominic Sandoval • Emcees Mary Dettle and Dene Bustichi • And the Winner is ... excited Joye Breton • Party Time!

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

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