

New Member Profiles

With Jim Reed

Treat yourself with Scotts Valley Spa & Boutique!

As the joyful stress of the holidays approaches, what better time to pamper yourself or someone you love to some time at one of the fantastic spas in Scotts Valley, including one from a recent new chamber member:

Scotts Valley Spa & Boutique Carol Marting & Julie Lewis

Spas have seemingly soared in popularity in recent years, but as more and more practitioners have opened their doors, spa professionals Carol Marting and Julie Lewis believed a critical element of the experience was getting lost along the way.

"We have both always believed everything should be about the individual, unique to them and their needs," Carol says. "Many spas have gotten away from the personal service that's such a big reason people go to a spa."

The two worked together for about seven years at another spa. The more they got to know each other, Carol says, the more they realized they were like-minded when it came to the importance of providing treatments and expertise centered on the individual.

Eventually, the longtime Santa Cruz residents decided to go out



Carol Marting & Julie Lewis

on their own. But they were very methodical about how to do so.

A key to making their approach work was to find a significantly-sized facility that would enable them to accommodate larger parties. They also looked for a location that was already configured for spa services to minimize their start-up costs. So when the location formerly used by Heaven A Day Spa became available at 4301 Scotts Valley Drive, they took the plunge.

They opened their doors in May of this year and say they're very encouraged by the community support they've received. "We're looking forward to a long run here contributing to the beauty of Scotts Valley," Carol says.

Boasting over 2,100 square feet, Scotts Valley Spa & Boutique has the capacity to offer ten services at once. Their overall space and quiet rooms makes them a perfect

fit for groups celebrating weddings, reunions or girls' day out parties with friends.

They offer a wide variety of treatments from massage, facials & waxing, body services, nails, specialty skin care, teeth whitening, nutrition education, spray tanning, nutrition education and more along with several 60 and 90 minute packages.

Whether its individuals or groups, Carol says she and Julie are gratified by the reactions they've received from patrons thus far. "It's very rewarding to see people walking out feeling better about themselves all around than when they came in," she says. "It validates our whole approach, which is that people don't have to be at a resort to have a resort-style experience.

"We think we provide that standard of quality for a below-resort price."

They also feel good about their decision to join the Scotts Valley Chamber of Commerce. "We knew the chamber is the best way to contact the largest number of people," Carol said. "The Scotts Valley chamber is the quickest way to the heart of the community."

Welcome Carol and Julie!



Calendar of Upcoming Events

December 5

- *Scotts Valley Christmas Tree Lighting Festival, 5:00 pm*
Scotts Valley Community Center,
360 Kings Village Road

December 10

- *Happy Hour Networking, 5:30 pm – 7:00 pm*
Mint Fine Living & Fresh Bites,
4652 Scotts Valley Dr, SV

December 15

- *2nd Harvest Food Bank Chamber Mixer, 5:30 pm – 7:00 pm*
Wells Fargo Bank, 203 A. Mt.
Hermon Rd, Scotts Valley

January 14

- *First 2010 Happy Hour Networking, 5:30 pm – 7:00 pm*
Malone's Grande Grill
4402 Scotts Valley Dr, Scotts Valley

January 28

- *First 2010 Business Networking Mixer, 5:30 pm – 7:00 pm*
Scotts Valley Spa & Boutique
4301 Scotts Valley Dr, Scotts Valley

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

'A Toast to Scotts Valley' — a Fantastic Celebration

November 14 was the date and the Hilton was the place – where our Chamber of Commerce and Community members joined together to celebrate the year and honor the accomplishments of our 2009 Awardees.

We opened our evening with a social time and silent auction in the lobby level of the beautiful Hilton, outbidding our auction competitors while listening to the piano music of Fenton Murray and enjoying the "Chambertini" the Hilton staff had created specially for our event. Jesse Flippen of Jesse Gabriel Photography was on hand to take studio-quality photographs of our guests – (great for this year's Christmas photo cards). Guests were then escorted to the beautifully appointed second floor ballroom

for "A Toast to Scotts Valley."

Sue Lewis, Senior Vice President, Community Banking President of Wells Fargo Bank, our evening's major sponsor, opened our evening's events with a greeting. We were honored again this year to have our invocation presented by Dr. Jimmie Brewer and our Master of Ceremonies duties performed by Scotts Valley's own Honorable Judge Paul Marigonda. And the Toast began with great wines from our generous winery friends (Thanks to Roudon-Smith for being our major wine sponsor this year). With delicious food by the Hilton chef and incredible video presentations prepared by Freedom Media Services, the Scotts Valley Chamber of Commerce presented an evening honor-

ing our very deserving 2009 Awardees:

Woman of the Year Award: Mary Dettle

Sharemi Ullestad Memorial Youth of the Year

Award: Annika Gustafsson

Man of the Year Award: Jim Reed

Beautification Project of the Year Award:

BCI Builders – Tree Circus Center

Business of the Year Award: Jesse Gabriel

Photography

Organization of the Year Award: Scotts

Valley School District PTA's

The evening was great fun and we raised necessary funds for the operating budget of the Scotts Valley Chamber of Commerce. This gala event could not take

place each year without the many hours contributed by our wonderful volunteers. A big Thank You to all those involved, to our Chamber Ambassadors and Seth Dunn who put many hours of effort into this event.

We would especially like to thank Diane Bianconi of DBM Enterprises for chairing this evening, for her enthusiastic auctioneering expertise and for creating the lovely décor of the evening along with Margie from Alexis Party Rental. To our Donors and Sponsors — Wells Fargo Bank & Santa Cruz Sentinel — A Heartfelt Thank You! A Toast to Scotts Valley is a toast to all who make our Community special!

Daryl Stevens
Salon and Day Spa

Wishing you the very best of holidays & the promises of a great new year.

Come in and purchase a \$120 gift certificate for only \$100! That's \$120 for only \$100!

Can't be used with any other promotion, offer expires Dec 31st 2009.

461-1122

**6006 LA MADRONA DRIVE
(IN FRONT OF THE HILTON) SCOTTS VALLEY**



(Left to right, top to bottom) 2008 & 2009 Youths of the Year • A Toast to Scotts Valley • Dene & Melodie Bustichi Family • Annika Gustafsson receives award from Mayor Randy Johnson • Chamber Executive Director Sharolynn Ullestad • Judge Paul Marigonda — Master of Ceremonies • Dene Bustichi of BCI Builders congratulated by Mayor Randy Johnson & Judge Paul Marigonda • Diane Bianconi, Auctioneer • Invocation by Dr. Jimmie Brewer • Jesse & Susan Flippen of Jesse Gabriel Photography • Mary Dettle receives award for Abel Maldonado's rep Diana Bautista • Jim & Lea Reed • Jim Reed receives award from Supervisor Mark Stone • Mary Dettle & Family • Scotts Valley School District PTA Presidents

Remember to Shop Scotts Valley

The Scotts Valley Chamber of Commerce reminds you to choose your local businesses when shopping for your Christmas gifts this year. Shopping in your Community helps keep your sales tax dollars supporting your local services. When you shop in your own Community, you are supporting your neighbors and friends. In this challenging economic market, shop differently, stay local ... SHOP SCOTTS VALLEY!



Thursday, December 10th,
Happy Hour 5:30 - 7:00 p.m.
Networking
Mint: Fine Living & Fresh Bites
Tree Circus Center
4652 Scotts Valley Dr.

Join us for our Christmas Happy Hour Networking event at Mint: Fine Living & Fresh Bites. This will be a great way to wind down from all that Christmas shopping you've been doing in Scotts Valley and socialize with your Scotts Valley Chamber business friends. We will have Kelly's delectable appetizers and fine wine, all at Happy Hour prices. Don't miss our last Happy Hour Networking for 2009. See you at MINT!



Join us for our December Special Events!

Chamber Ribbon Cutting
Wednesday, December 2nd
from noon to 1pm.

Wine pouring by Roudon-Smith winery, refreshments and free chair massages!

Meet the Artisans!
Saturday December 5th, 12th and 19th
from 3-6pm.

Enjoy special pricing, refreshments and chair massages as you meet the amazing Artisans who create the beautiful jewelry, crafts and clothes we showcase in our bountiful Boutique.

Finally, a day spa as unique as you are...

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December 2009

Café Max at the Hilton

Come meet your neighbors at the Hilton Scotts Valley! Join us for lunch or dinner in Café Max. Present this coupon for a complimentary bottle of our house wine with the purchase of two entrees.



Come spend the evening in Max's Lounge for Happy Hour everyday from 5pm-7pm. Enjoy half priced appetizers with your favorite cocktails.



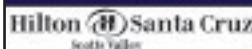
Café Max is open daily:

Breakfast: Monday-Friday 6:30a-10a, Saturday 7a-10a, Sunday 7a-12n
Lunch: Monday-Friday 1130a-130p
Dinner: Monday-Thursday 5p-10p
Friday and Saturday 5p-11p
Sunday from 5p-9p.

From

\$169

Holiday Special Rate



Exit Hwy 17 at Mt. Hermon Road
6001 La Madrona Drive
Santa Cruz, CA 95060
(831)440-1000

Happy Holidays!

From Café Max at the Hilton

Café Max has an existing extensive menu for Lunch & Dinner. However, Chef Lawrence is in the process of rewriting all of the menus.

Through the Holiday Season, Chef Lawrence will be offering Lunch & Dinner Specials.

Specials include:

Stone Crab and Romaine Salad with del cabo tomatoes, avocado & a papaya ginger vinaigrette.

Preserved Lemon Seared Swordfish, rosemary potatoes confit & garlic spinach.

Slow Braised Lamb Shank, blue cheese polenta, herb brown mushrooms and steamed asparagus.

Cranberry and Local Apple Cobbler with Marianne's Ice Cream.

For Reservations Call:
831.440.1000

Welcome Chef Shawn Lawrence!

The Management of Hilton Santa Cruz/Scotts Valley is pleased to announce the arrival of new Executive Chef Shawn Lawrence.

Prior to his arrival at the Hilton Santa Cruz, Chef Lawrence was the Chef de la Cuisine with the Restaurant Group at the Mammoth Ski Resort where he collaborated with other chefs to redefine Mountain food using European style culinary training and traditional techniques.

Chef Lawrence's culinary journey started in 1988 at Northwood's Mahogany Room in Northern California. Chef Lawrence furthered his career experience at the Hyatt Regency in Kauai, Hawaii & the Ritz Carlton in Phoenix, Arizona. Chef Lawrence transferred to the Hotelier Ecole in Lausanne, Switzerland and the Italian Culinary Institute in Torino Italy, cementing his formal education & training.

Returning to the US, Chef Lawrence held several executive positions with companies including: Roy's Restaurants in Kauai, Hawaii for 6 years and Roy's Summerlin Nevada where he helped open their new facility. Chef Lawrence assisted Cannon's Restaurant in Dana Point, CA in revitalizing the seafood grill with artistic Californian inspired menus using fresh ingredients from local farms and fisherman.



BECAUSE HOLIDAY PICTURES HAVE A WAY OF STICKING AROUND.



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2665 Mt. Hermon Rd.
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Santa Cruz
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Capitola
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Down from Ross
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SUN: 10AM-5PM

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Scotts Valley Christmas Tree Lighting Festival

Saturday, December 5th, 5:00 pm Scotts Valley Community Center 360 Kings Village Road



Come One, Come All to the 22nd Annual Christmas Tree Lighting Festival. This Festival has grown as the Scotts Valley area Service Clubs and Chamber of Commerce join together for a fantastic evening of FUN! Along with the lighting of our BIG

Community Christmas Tree & our smaller Community Center Christmas Tree, we'll celebrate the Arrival of Santa with music, cookies, cocoa, BBQ, crafts, decorated Christmas Trees and Wreath raffles, Poker Run, skating at the Sports Center, and NEW THIS YEAR – Horse

& Carriage rides from our Community Center Christmas Tree to our BIG Community Christmas Tree on Mt. Hermon Road.

The Tree Lighting Ceremony is Free for all and admission to most events that follow are donations of

canned food or cash. Carriage Rides and Skating are \$5 each. All proceeds from this event benefit the Valley Churches United Missions Christmas Project. Come be a part of this fantastic Community Event and Celebrate the Season together!

Wells Fargo Hosts Annual Holiday Fundraising Mixer for Second Harvest Food Bank & Valley Churches United Missions

Tuesday, December 15, 5:30 – 7:00 pm • Wells Fargo Bank, 203-A Mount Hermon Road, Scotts Valley

Gather your business associates, family, neighbors & friends and bring your canned foods and money donations as we fill the barrels for Second Harvest Food Bank and Valley Churches United Missions. Bring your

raffle items and gather some from your neighboring businesses as we work together to raise funds for these very worthy organizations that support our struggling neighbors in need this season. 'Tis the Season for Giving so come with

your gifts of food and cash as we Celebrate the Season together while giving to others.



Start 2010 Out Right — Plan to Join us for our January Networking Mixers!

First 2010 Happy Hour Networking Event

January 14, 5:30 – 7:00 pm

Malone's Grande Grill, 4402 Scotts Valley Dr, Scotts Valley

Let's start our year with a great Happy Hour Networking with Patty Malone at Malone's Grande Grill. It will be a great time to wind down from the Holidays and "rev-up" for the year ahead. We'll have great Happy Hour specials and fun socializing with our business friends. Don't Miss Malone's in January!



First 2010 Business Networking Mixer

January 28, 5:30 – 7:00 pm

Scotts Valley Spa & Boutique, 4301 Scotts Valley Dr, Scotts Valley

Join with us for our First 2010 Business Networking Mixer hosted by Scotts Valley Spa & Boutique. This is a great opportunity to start your year of networking out right. Be sure to bring your raffle items to showcase your business and plenty of business cards to share with your new contacts. This will be the Scotts Valley Spa & Boutique's first opportunity to host a mixer, so let's all come to meet them. Mark your calendar now!



Welcome to Our New Members!

Bruzzone Family Vineyards

Berna Bruzzone
PO Box 67134
Scotts Valley, CA 95067
Phone: (831) 438-3120
Fax: (831) 438-3120
www.bruzzonevineyards.com

Club One at Scotts Valley

Aimee Edwards
100 Enterprise Way, Ste. G 170
Scotts Valley, CA 95066
Phone: (831) 431-2202
www.clubone.com

Green Flash Marketing, LLC

Silvia M. Pepperman
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Scotts Valley, CA 95066
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www.greenflashideas.com

The UPS Store

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Union Bank

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