

## From the Chamber of Christmas Memories ...

With Christmas quickly approaching, we thought we'd keep this month's interviews focused in a lighter vein. We asked some of our Chamber members what their favorite Childhood Christmas Memory was.

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**Sharolynn Ullestad, Chamber Director and local Realtor, Bailey Properties**—Every Christmas is my favorite, since it is the most special time of year. Each year for as long as I can remember we have spent Christmas Eve in church at a candlelight service, singing Christmas Carols, which I dearly love, and lighting up the room with hundreds of candles celebrating Christ's birth. It is such a beautiful sight and a very special moment of Christmas, a tradition I have carried on through the years with my own girls as well.



Sharolynn Ullestad

As a child growing up in Iowa, we would wake up early Christmas morning and drive a couple hours to my Grandparents' farm, where we celebrated Christmas with my large Norwegian extended

family for about three days, feasting on authentic Norwegian dishes. One of my favorite memories was the sled riding. Since we were on the farm, there were no hills to sled on, just miles and miles of flat cornfields. So, my Grandpa would hook the sleds up to the back of the tractor and pull us through the fields of snow (there was always lots of snow.) I learned to hang on for dear life, since falling off a moving sled into a frozen cornstalk really hurts. It was great fun and a cherished memory with my Grandfather at Christmas.

•••

**Noel Smith, Times Publishing, Inc.**—Christmas is a time for looking back to times past. Often our memories become those of family legend such as the tale of the filmy, black nightgown. Every few years this shameless garment was unexpectedly given from one sister to another as a Christmas present among much laughter and memory sharing. It was never worn (so they said), but was much appreciated. Three of the four sisters are no



Noel Smith

longer with us but the warmth of those reminiscences goes on.

•••

**Aaron Hinde, Hinde Chiropractic**—Like most households, every Christmas we kids would run down stairs to see what Santa had brought for us that year. As I started getting a little older, I found it very peculiar how Santa's handwriting was so similar to my mom's.



Dr. Aaron Hinde

•••

**Jennifer Isola, Bean Creek Studio**—Learning to ski at age 13 in the Poconos. For some reason the bunny slope was closed and I had to go up to the intermediate slope and give it a try. I was deathly scared when I looked down that steep slope and wouldn't start downhill until that hot ski instructor arrived and holding my hands, skied me down.



Jennifer Isola

•••

I wish you all a very Merry Christmas and a season filled with making cherished memories.

— Sharolynn Ullestad



## Calendar of Upcoming Events

### December 6

- *Christmas Tree Lighting & Holiday Lights Festival*  
5:00 pm  
Scotts Valley Community Center  
360 Kings Village Rd.  
Scotts Valley

### December 16

- *Second Harvest Food Drive Mixer, 5:30 – 7:00 pm*  
Wells Fargo Bank,  
Scotts Valley Branch  
203 Mount Hermon Road, Ste.A,  
Scotts Valley

### December 25

- *Merry Christmas*

### January 22

- *First 2009 Business Mixer, 5:30 – 7:00 pm*  
Hilton Santa Cruz/Scotts Valley  
6001 La Madrona Drive,  
Scotts Valley

**MERRY CHRISTMAS!**

*From the Scotts Valley Chamber of Commerce*

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

# SCOTTS VALLEY CHAMBER OF COMMERCE

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## Chamber presented 'All That Jazz' for 2008 Community Awards

### Shop Scotts Valley!



The Scotts Valley Chamber of Commerce encourages you to take the time to think about our local businesses when you are making your Christmas gift list. Shopping in your Community helps keep your tax dollars supporting your City services. When you shop in your own Community, you are supporting your neighbors and friends. In this "different" economic time, shop differently — **SHOP SCOTTS VALLEY!**

The Chamber's gala event of the year was a huge success and great fun when the community gathered November 1 at the Chaminade Resort to honor our 2008 Award recipients. The evening began with a social gathering as attendees arrived and found their favorite silent auction items to hover near before someone outbid them. Guests were escorted to their tables in the Grand Ballroom and the evening opened with greetings from David Heald of Santa Cruz County Bank, our prime business sponsor for the evening.

The Honorable Judge Paul Marigonda

served as Master of Ceremnaonies for the evening of great food, fantastic "Big Screen" presentations, and a very lively "Live" auction conducted by Rob Slawinski of Slawinski Auction Company. It was a great evening honoring our 2008 Awardees. The evening was topped off with dancing to the excellent music of our jazz band Essence – thus confirming that Scotts Valley has "All that Jazz."

The Chamber would like to thank all the volunteers, donors and sponsors who made this evening such a success and Congratulations to our 2008 Awardees!

Thanks to the Scotts Valley Community for your patronage.

We have your extra bedroom at our Hilton for your visiting friends and family, Cafe Max opens daily for breakfast, lunch and dinner. Enjoy our discounted Hors d'oeuvre, Mondays to Fridays from 5pm to 7pm and taste our Santa Cruz Mountain wines at Max's Lounge.



**Cafe Max**

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Clockwise  
from upper-left:  
Man of the Year: Bob  
Slawinski • Women of  
the Year: Sigma Alpha of  
Omega Nu • Youth of the  
Year: Melissa Kumar & Family  
• Business of the Year: Daryl  
Stevens Salon & Spa •  
Beautification Project: The Pratt  
Company • Essence Jazz Band •  
Master of Ceremonies: Honorable  
Judge Paul Marigonda •  
Auctioneer Rob Slawinski &  
Police Cief John Weiss •  
Organization of the year:  
Scotts Valley Fire – Chief  
Mke McMurray.

Photos courtesy of Rudy  
Cabigas, Sharemi  
Ullestad, & Flips  
Photos

# SWEEP! Chamber Ambassador Candidates Win Big Victories

By Jim Reed

2008 proved to be an historic election day not just nationally but in Scotts Valley as well, especially for the Scotts Valley Chamber of Commerce. Four of the chamber's ambassadors were on the ballot this year: Dene Bustichi and Donna Lind for Scotts Valley City Council; Larry Beaman for trustee of the Scotts Valley Unified School District; and Aaron Hinde for the Santa Cruz County Board of Education.

All four won decisive victories.

According to the latest unofficial vote totals available on December 1, Bustichi and Lind finished with 3,450 and 3,303 votes respectively. Sandwiched between them was Chamber stalwart Randy Johnson, the city's current mayor, who was re-elected with 3,423 votes. The other four candidates in the race received 4,360 votes combined, meaning that Bustichi, Johnson and Lind each beat their other opponents for the three city council seats by a margin very close to 3 to 1.

"I believe in general people are happy with Scotts Valley and how it is run," long-

time ambassador Bustichi said of his re-election. "I also believe that people in Scotts Valley want leaders who are positive and involved in their community."

Johnson said he agreed that people are pleased with the council's job performance. He also felt that it's no accident that the three victorious council candidates have been intimately involved with the chamber for years.

"A big part of why I think people are satisfied with the council's job performance is that most of us work hard to stay in touch," Johnson said, a regular fixture at chamber mixers and other events for years. "When you interact with people and businesses regularly, you know what they're hopeful about and what they're worried about. That gives a great foundation for making smart decisions."

Ambassador Secretary Lind agreed on the value of her chamber experience. When asked why she won, Lind pointed to the amount of work she put into her campaign along with 40-years of community service

both as a police officer and somebody active with groups like the chamber. "I think my involvement conveyed how much I love this

community," she said. "I hope people trust-

"Sweep!" > 18



From Left: Mayor Randy Johnson, Larry Beaman, Dr. Aaron Hinde, Dene Bustichi and Donna Lind

We share the same  
**JOYS OF THE SEASON.**



May this Holiday season bring you the joy of family and friends.

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Scotts Valley's  
**CHRISTMAS TREE LIGHTING  
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*An Evening of Fun for the entire Family!*

**SATURDAY  
DECEMBER 6**

All proceeds benefit  
**Valley Churches United  
Holiday Food Drive**

Bring cans of food or  
currency for admission to varying events.  
**1 can = \$1 admission**



**5:00 pm - CHRISTMAS TREE LIGHTING CEREMONY  
and ARRIVAL OF SANTA!**  
Scotts Valley Community Center - Free to ALL

**6:30 pm - Holiday Festivities at the Community Center,  
Senior Center and Sports Center**  
Photos with Santa - Children's Craft Activities - Poker "run" - Christmas Tree & Wreath Raffle  
BBQ - Desserts - Family Holiday Skating Sessions at 6:30 & 8 pm

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Red Ribbon Flies at the Santa Cruz Pizza Company Grand Opening

## Santa Cruz Pizza Company treats the Chamber to ... PIZZA!

**T**hursday evening, November 20, the new Santa Cruz Pizza Company held their Grand Opening and Ribbon Cutting Festivities at 18-B Victor Square. Chamber members were treated to an array of yummy pizzas – including their incredible Chicago-style pizza – along with salads and pasta. Robert & Christine Smith cut the Ribbon to their new business with

the assistance of their fellow Chamber members and City dignitaries. Their newly redesigned space in the Scotts Valley Market shopping area was full of guests enjoying food, wine, business networking, and even the Thursday night football game.

Thanks, Robert & Christine for a great evening, and Welcome to Scotts Valley!

“Sweep!” from pg 17

ed me to serve on the city council because of my heart for the city and our citizens.”

Lind’s fellow first-time candidate and ambassador Larry Beaman also turned in an impressive performance on election day, finishing ahead of two incumbents and garnering a strong second place in a field of eight running for the Scotts Valley school board (three seats were at stake.) Beaman said his chamber and community involvement gave a boost to his campaign, but more importantly, will help with the task of governing.

“Scotts Valley schools face some very real fiscal challenges ahead,” he said, noting the latest projections forecasting deficits in Sacramento of \$20 billion a year for several years, which the legislature has dealt with in the past by withholding money from localities like the Scotts Valley Unified School District and City of Scotts Valley. “This

makes it all the more important for the school district to communicate better and be approachable and accessible to everybody.”

Longtime ambassador and business owner Hinde unseated an incumbent by a 10-point margin for the County Board of Education seat in the first district, which encompasses Scotts Valley and the San Lorenzo Valley. Hard work and a ready ear for what’s on people’s minds were his secret of success as well as Aaron has demonstrated at numerous chamber events and at the chamber mixer Hinde Chiropractic hosted earlier this year.

“I had an open door policy before the election, and now that we have won a decisive victory, I will continue to embrace input from everyone,” he said after his win.

Congratulations to ambassadors Bustichi, Lind, Beaman and Hinde for your service, both to the chamber and the entire community!

## Music, Food, Wine and Fun at the ‘Fill The Truck’ Holiday Mixer

Tuesday, December 16, 5:30 – 7:00 pm

Hosted by Wells Fargo Bank, 203-A Mount Hermon Road, Scotts Valley

**B**ring your Food or Money Donations as we “Fill the Truck” for Second Harvest Food Bank. Gather your Business Associates, Family, and Friends and bring your cans, as Wells Fargo will be giving a

“Most Cans” Award this year. Bring your Raffle items to help with the fundraising effort. Tis the Season to Give, so come with your gifts of food or cash as we Celebrate the Season together.



### Welcome! to our New Members!

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*Cassandra Christine*

106 Whispering Pines Drive

Scotts Valley 95066

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**Level 5 Advantage Inc.**

*Eric Campbell*

PO Box 66527

Scotts Valley 95067

(831) 818-1627

[www.level5advantage.com](http://www.level5advantage.com)

**Palace Art & Office Supply**

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### Thank You to our Renewing Members

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Daryl Steven’s Salon & Spa

Ebrahimian Aesthetic Dentistry

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Supercuts

Sutter Maternity & Surgery Center of Santa Cruz

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