

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*

From Copiers to Cleaning, the Chamber Has You Covered!

Summer's here, and so are plenty of new businesses who are joining the Scotts Valley Chamber of Commerce.

... **Konica Minolta Business Solutions** *Pete Furtado*

The newest person overseeing Scotts Valley's imaging needs actually isn't new to the business at all – he's been working in it since 1991. He started out as an IT guy for Kodak supporting high-end printers with a Sun Microsystems computer front-end. Over time, he worked with a few different dealers and manufacturers, but the one constant was finding himself an increasingly valuable man to his companies' sales organizations as imaging devices became more integral to enterprise networking. Customers found him so helpful that he realized the best place for him was as a full-time salesperson, which is one of the things that drove him to Konica Minolta.



Pete Furtado
Konica Minolta

"I've worked with other manufacturers in the past and I wanted something I could really stand behind," he says. "I went to Konica Minolta because it's a very solid product."

"I live in the area where I sell and I see my customers at restaurants and down the street," he says. "I wanted to make sure I wouldn't have to hide from anybody."

Konica Minolta is one of the big boys in the imaging and networking technology world, with the industry's fastest growing market share and both hardware and software that lets people do business more efficiently from the desktop up to the print shop. They offer all-in-one devices for home offices as well as printers that crank out 250 pages a minute black and white and 65 pages a minute color with products that are high quality at every point in between.

Color is the fastest growing share of Pete's business as technology advances make it more

and more affordable. "We can give color for just a little over black and white price, and the business only pays for color when they use it," he says of Konica Minolta's hottest sellers lately. Solving document management problems is another specialty of Pete's, as he offers solutions that scan, store, archive and retrieve files as well as secure companies' data from end-to-end. Konica Minolta even has software packages that will take legacy data and eliminate the need for multi-part forms.

Pete's been a Boulder Creek resident since 2001 so the inveterate motorcycle rider was especially glad to get all of Santa Cruz County as his territory, and to be working through the Scotts Valley Chamber of Commerce. "Konica Minolta likes to join chambers, which is perfect for me, because I want to do more than drop off a bunch of cards," Pete says. "I want to be part of the community and support local business and the Scotts Valley Chamber helps me do that."

... **All-American Stone, Tile & Grout Restoration and Maintenance** *Ernie and Kathy McCoy*

Since 1993 when they opened Germinal Floors in the Deer Park Shopping Center in Aptos, Ernie and Kathy McCoy have been local small business owners. From there, the couple opened Monterey Bay Refinishing in 1996 for surface coating repairs, where they perform minor structural repairs on surfaces that would otherwise have to be replaced. Last year, they added hard and soft surface cleaning to their repertoire and created All-American (www.allamericanCA.com) to comple-



Ernie & Kathy McCoy and Family
All-American Stone, Tile & Grout

ment Monterey Bay Refinishing. So concrete, tile and grout, brick, vertical surfaces, natural stone – pretty much any hard surface they can clean, and apply the right type of seal to protect it. They've also added cleaning capabilities for carpets and fine fabrics as well.

While they can seemingly do it all when it comes to surface cleaning, there is one thing that they're not – one-pass cleaners. They don't show up with a bucket and mop if you have a troublesome stain, or do \$.99 specials. All-American gets called out for the most troublesome stains, and then they go straight to the worst spot. From there, Ernie unloads the most high tech cleaning equipment available and the appropriate solutions to perform a test cleaning then and there so the customer can see what the results will be.

"Our product is our service," says Kathy, who handles the backend side of the business. "By doing business eye-to-eye, person-to-person, you don't have to wonder if a customer is going to be satisfied." Both are self-described perfectionists, something that's reflected in their guarantee, which is quite simple if quite rare today – if you're not happy, you don't pay. Ernie said he once worked for three days for free for one customer who wasn't initially pleased with the work. "The best referral for me is a happy customer," he says. "That is like gold."

Another priority for All-American is their "green" approach. Their state-of-the-art equipment sucks up over 90% of the solutions they put down, many of which are environmentally friendly and leave little behind but a tiny amount of water.

Ernie and Kathy have been active in a number of community organizations over the years, and Ernie is going on his 23rd year as a member of the Santa Cruz Lions Club. He's also been involved in other chambers in Santa Cruz County, but said, "After getting to know the Scotts Valley Chamber, I knew this was the one I wanted to concentrate on and really volunteer."

"The Scotts Valley Chamber of Commerce is very down to earth, very real," he said. "This is the one we want to be a part of."

Welcome Pete, Ernie and Kathy!



Calendar of Upcoming Events

June 11

- *Happy Hour Networking*
5:30 pm – 7:00 pm
Sandabs, 11 Camp Evers
Scotts Valley

June 16

- *Shades of Ireland Travel Presentation*
7:00pm
Hilton, 6001 La Madrona
Scotts Valley

June 25

- *Business Networking Mixer*
5:30 pm – 7:00 pm
CrossFit, 300 Technology Circle
Scotts Valley

July 4

- *Parade and Festivities, 3 pm*

July 9

- *Family Happy Hour Networking*
5:30 pm – 7:00 pm
Santa Cruz Pizza Company,
18 Victor Square, Scotts Valley

July 16

- *Scotts Valley Art & Wine Festival Kick-Off Party*
"Taste of Scotts Valley"
Hilton, 6001 La Madrona
Scotts Valley

July 23

- *Business Networking Mixer*
5:30 pm – 7:00 pm
BCI Construction, Mint -
Fine Living & Fresh Bites
Tree Circus Center, 4652
Scotts Valley Dr., Scotts Valley

Volunteer at the Scotts Valley Art & Wine Festival
August 8 and 9

Call the Chamber Today or visit
www.scottsvalleychamber.com

SCOTTS VALLEY CHAMBER OF COMMERCE

Scotts Valley Means Business!

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Time to Decorate – It's the Fourth of July Parade!

Yes, There WILL be Fireworks in the Skies above Scotts Valley! The City of Scotts Valley is once again presenting its very popular 4th of July Parade on Scotts Valley Drive & Fireworks Spectacular at SkyPark in Scotts Valley on Saturday July 4. Parade and festivities begin at 3:00 pm.

This means it's time to pull your decorating crew together and come up with a theme for your business entry in this year's parade. We encourage our Chamber businesses to be a part of our City's Fourth of July Celebration and showcase your business name on Scotts Valley Drive as you drive past the flag-

waving parade enthusiasts. This is a great low-cost advertising opportunity while having a fantastically fun day contributing to your Community with your business team, family and friends. For your parade application, visit the City website www.scottsvalley.org or call 438-5610.

After the Parade, head to SkyPark with the family for the Fireworks



Spectacular. This fundraiser for City park facilities is presented by the Scotts Valley Advocates and sponsored by Easton Bell Sports, Seagate Technology and Scotts Valley Market. Gates open at 3pm, game booths, climbing wall, bungee jumping, petting zoo, skate park activities and food sales begin at 5pm, live music starts at 6:30pm and Fireworks begin

about 9:15 pm. Food sales include ice cream, pies, hot dogs, hamburgers and drinks.

Admission tickets are \$5.00 in advance and \$7.00 the day of the event, 5 years old and under are free. Tickets may be purchased at the Scotts Valley Recreation Office located at 361 Kings Village Road, Scotts Valley and Scotts Valley Market or Ben Lomond Market. Parking is limited so please car pool. The general rule of thumb is that the closer you park to the event the longer it takes to get back out. Get involved in this great event!

For further information, please call 440-5610.

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6006 La Madrona Drive
831.461.1122

Shades of Ireland Travel Show

November 10 - 19 • 10 Days — 13 Meals (8 Breakfasts, 5 Dinners)

Travel Show Presentation: June 16, 7 p.m., Hilton Santa Cruz/Scotts Valley

Thinking about taking a trip? Always wanted to go to Ireland? The time is now. The Scotts Valley Chamber of Commerce has joined with the Los Gatos Chamber of Commerce to provide YOU the opportunity to travel to Ireland with

"Ireland" > 18



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Become a Business Partner of the Scotts Valley Art & Wine Festival

The Scotts Valley Art & Wine Festival celebrates its 10th Anniversary – August 8 & 9 – and we would like to invite you to join with us in sponsoring this year's festival to make it the best event yet. This festival showcases artists from around our community in many media – photography, painting, jewelry design, pottery, fabric, and more – as well as musicians, dance, and performing arts.



Our Festival Committee is committed to the education of the Arts in our Community and has reached out to showcase our student artists this year, in addition to an interactive art tent for children. Add to that the good food and fine wine, and we have a Festival enjoyed by all ages. Voted Scotts Valley's "Favorite Community Event" in both 2007 and 2008, we need your help in funding this event.



Please join us this year in making our 10th Anniversary the greatest festival yet! Call the Scotts Valley Chamber of

Commerce today 438-1010 and become a Business Partner of the Scotts Valley Art & Wine Festival.

Scotts Valley Sports & Event Center Treats Chamber Members to an Evening of Fun and Hockey



Top to bottom, from left:
 Ready for a Sharks Win! • Networking and Hockey playoffs • Good Food & Lots of Business Networking • Ambassadors Greet our Guests • Rob Slawinski & Team keep the food & wine coming • Our Host & Man of the Year: Bob Slawinski • Raffle time!

Our April Business Networking Mixer was Great Fun as we cheered together for our San Jose Sharks hockey team over great food and drink at the Scotts Valley Sports & Event Center. The Sharks may have lost, but our Chamber Business Members were definitely win-

ners as we shared with new business networking contacts, won fantastic raffle prizes, and witnessed some great indoor soccer at the Sports Center. A BIG THANK YOU to Rob and Bob Slawinski for opening their doors to the Chamber and hosting a Great evening!

Get Ready for Summer with a Bright Fresh Look

Our talented team of expert stylists offer fabulous haircuts, colors, special occasion hair, and make-up

Heidi Vollers • Kate Bailey
 Laura Arsenaault • Mara Brodsky
 Michael Crawford • Chai Willson

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Come by and check out our special summer sale on all of TIGI's Bead Head Make-up!

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 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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DID YOU KNOW 'Going Green is Easy'

Another of our member businesses has received their Green Business Certification. Jen and Kurt Isola of Bean Creek Studio have recently joined the ranks of the Monterey Bay Area Green Business Program.

"It was so easy," said Jen Isola. "With just a few changes in the way we operate, we've become Green-Certified. What a simple yet effective way to help our community reduce waste and conserve valuable resources."

Jen Isola joined with Mary Anne Carson of Santa Cruz County Bank, Jessica Perak of the Scotts Valley Water Department and Jo Fleming of the Monterey Bay Area Green Business Program in presenting "Going Green is Easy" at our High Noon in Scotts Valley luncheon last week at the Hilton. They shared with Chamber Members in attendance some of the easy steps to take to become certified and the benefits of participating for free. Jessica Perak shared the "free" accessories that our Scotts Valley Water



Department can provide to assist each business with the water portion of the certification.

Santa Cruz County Bank's Mary Anne Carson stated, "From the time we first opened our doors, Santa Cruz County Bank has been green-minded, purchasing locally, recycling, utilizing Henry Miller green furnishings and printing on recycled paper. When the Green Certification process became available, we decided to make 'official' the practice and philosophy we'd been following since we began the bank. So, over the past year we have achieved Green Certification for each of our seven locations which includes 5 branches, our business lending office and our administrative office."

Mary Anne shared the process and positive benefits of the Green Certification process using 5 "C's":

Conscientious—Corporate Citizenship, doing the right thing

Community—being Green is a win-win for us and the community

Cost-Savings—read here C-Notes!

Customers—we've garnered a significant number of new relationships as a result of our being Green and we've solidified and grown existing customer relationships.

Camaraderie—the green program has bolstered teamwork, creative thinking and wonderful new ideas!

"A key cornerstone of Santa Cruz County Bank's Mission is to reinvest in the community we serve," added Mary Anne Carson. Going Green is a win-win for the Bank, our community, our clients and our employees who can enjoy the benefits of a healthy environment created through our conservation efforts. We thank the Monterey Bay Green Business Association for all their guidance in this process."

Your business can join the ranks of the Monterey Bay Area Green Business Program by going beyond compliance to promote worker safety, conserve resources and protect water quality. Contact Jo Fleming at 477-3976 to find out more about this program and start the process of becoming Green Business Certified.

"The whole process was really quite simple, and the



Jen & Kurt Isola with their dog, Riley, in front of Bean Creek Studio.

excellent staff of Monterey Bay Area Green Business Program helped us along every step of the way," shares Jen Isola of Bean Creek Studio, who also serves on the Board of Directors for the Scotts Valley Chamber of Commerce. "I urge fellow businesses in the area to get on board and 'Go Green.' It feels great!"

Happy Hour Networking

June 11, 5:30 - 7:00 p.m.
Hosted By: Sandabs Seafood and Wine Bar, 11 Camp Evers, SV
Specials include: \$4 House wines • \$7 Appetizers

Happy Hour Networking is sponsored by our Scotts Valley Chamber of Commerce Ambassadors. This is a time of pure socializing and networking with fellow Chamber members and their friends. This is a new endeavor to bring our local establishments a bit of extra business each month and provide a very casual venue for networking for our members.

Be sure to bring your business cards as you may meet your next client while sipping wine at our Happy Hour Networking at Sandabs Seafood and Wine Bar in Scotts Valley.

CrossFit North Santa Cruz Presents The Chamber's June Business Networking

Join with fellow Chamber Members as we visit one of our newest members for our June Networking Mixer. No, you won't be required to work-out, but you'll see what they have to offer while enjoying great food from the Scotts Valley Market and making new business contacts. Be sure to bring plenty of business cards and a raffle item showcasing your business. See you at CrossFit North Santa Cruz!

'Workout' Mixer
June 25
5:30 - 7:00 p.m.
CrossFit
North Santa Cruz
300 Technology
Circle, Scotts Valley



PG&E offers SmartAC Program

PG&E is offering a FREE program that can help you manage your energy use and help prevent power interruptions. In the summer, the electrical system can be pushed beyond capacity because hundreds of thousands of air conditioners are operating at the same time. This can result in power interruptions.

Free SmartAC

Sign-up now and PG&E will install a SmartAC device for your business. When the need arises, PG&E can send a signal to the device, causing your air conditioner to use slightly less power.

SmartAC devices are only activated between May 1 and October 31, and between one and six hours per day. You can even opt out on any given day and return your AC to its usual settings without penalty (unless there is an extreme energy supply emergency).

Free touch-screen thermostats

This programmable touch screen thermostat from PG&E is ENERGY STAR qualified and replaces your existing thermostat - a \$300 value with professional installation. Once installed it gives you:

- Control from the Internet of multiple, remote locations
- Precise temperature control
- Control of both heating and cooling systems
- Easy-to use, back-lit touch screen
- \$25 paid to you for every installed SmartAC device

Contact PG&E representative James Wasserman at 831-479-5896 if you are interested in SmartAC. For more information on Smart AC, please go to www.pge.com/smartacforbusiness.

"Ireland" from pg 16

your family and friends for ten days: Nov. 10-19. This trip is open to all!

Highlights of the trip include ... Dublin • Irish Evening • Kilkenny • Waterford Crystal • Blarney Castle • Jaunting Car Ride • Ring of

Kerry • Killarney • Farm Visit • Limerick • Cliffs of Moher • Galway • Castle Stay

Per Person Rates: Double \$2,899 (includes round trip airfare, 13 meals, taxes & fees)

Intrigued? Want to Learn More? Join us for the Travel Show June 16 at 7 p.m., Hilton Scotts Valley.

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Scotts Valley Chamber of Commerce

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