

# 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

### Wine from Heart O' the Mountain and Gift Wrapping by Ligia

#### Brandon Brassfield Heart O' the Mountain Winery

The former estate of Scotts Valley's most famous resident (Alfred Hitchcock) is once again producing delicious wine under the Heart o' the Mountain name, something that began in the late 1800's.

The Robert Brassfield family has owned the 155-acre old Hitchcock property just north of town off Glenwood Drive since 1978 that earlier was sold by the legendary director where for 30-plus years it served as his second home and a haven of Hollywood entertaining.

The Hitchcock/Brassfield estate started when Pierre Cornwall, member of California's first state legislature, bought the place for \$500 in 1881. The Cornwall's grew their own grapes and produced a cabernet that Pierre's wife Sada said came from "the heart o' the mountain," an enterprise that Bob's son Brandon says thrived until Prohibition. The master of suspense, Hitchcock, grew a Riesling grape as well but he sold them to area wineries rather than bottling his own brand.



Brandon Brassfield

Brandon's love of wine came by an indirect route. He was born in San Jose and while a small boy his family lived in Switzerland for three years. The Brassfields then moved to Scotts Valley where Brandon and brother Dustin attended Baymonte Christian School and Harbor High.

In 2000, Brandon and father Bob came up with the idea to re-establish the historic vineyards on the property that were "all overgrown and dead," as Brandon puts it. The two took weekend viticulture classes at UC Davis and sought guidance from Jim Beauregard, a partner of Bob's with the Felton Empire winery in Santa Cruz, and decided to plant the pinot noir grapes that have made Santa Cruz mountain wineries so famous.

In 2004, Brandon brought in their first small harvest - only two barrels, which weren't for sale. By 2005, they had all their permits in hand and last September, they released 20 barrels of their 2006 harvest. Brandon had had another three acres planted, which will double Heart O' the Mountain's

capacity increasing capacity to about 100 barrels of wine by 2011.

Fans of Heart O' the Mountain's Pinot Noir say several things that stand out. One is that Brandon's team is in control of all the aspects of the winemaking process and is involved in virtually every aspect of growing the grapes from pruning to water application to harvest. "We're trying to do one thing and do it very well," Brandon says. "There are great benefits to keeping it simple."

In addition, Heart O' the Mountain's offers five different French clones of the pinot grape, each of which brings its own element to the final product, resulting in a more complex wine.

Brandon's looking forward the Scotts Valley Art and Wine Festival August 8 and 9. "We got involved in the festival as we started the business," Brandon says. "Our pinot was a big hit at the first one we did, and that really kicked us off as far as getting our name out there."

They opened for passport days through the Santa Cruz Winegrowers Association and are participating in the Vintner's Festival June 6-7 and recently, the winery joined the Scotts Valley Chamber of Commerce. "This is my home, so it's only natural to support the festival as well as the community by joining the chamber."

Heart O' the Mountain Winery, [www.hearttothemountain.com](http://www.hearttothemountain.com) Tel # 345-6133

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#### Ligia Borlean, Wrapped with Love by Ligia

Necessity is the mother of not just invention but growing businesses like Wrapped by Love by Ligia. After her hours were cut at the Scotts Valley Walgreen's shortly before Christmas last year, some less-than-perfectly-wrapped gifts under the family tree got her to thinking, "I could wrap those much nicer."

Ligia wrapped the family's presents when she was a child, and she noticed an unusual amount of compliments from family and friends. That made her realize, "You react to something even if you can't see inside as long as it's beautifully wrapped," she says. "You know it's going to be something nice." So, she re-acquainted herself with her skills honed as a youngster and put up some signs around town offering to wrap people's Christmas gifts for \$.50 apiece.

After Ligia's garage became a wrapping stu-

dio, and more than 700 gifts and two weeks of frenzied yet precise wrapping, the idea for a year-round business was borne.

Ligia has many interesting tales to tell of her Christmastime rush. What's the most difficult thing she had to wrap? Was it the huge earthenware pots one person dropped off? The exercise machine that weighed a couple hundred pounds? Or what about the guy who dropped off a tiny jewelry box along with a widescreen TV? Ligia learned that she was up to any wrapping challenge, and customers with large items often left healthy tips.

Even after Christmas she said, "I couldn't stop thinking about gift wrapping." She was encouraged by all the customers who told her she was charging too little, that she should make it a year-round business, that they would come back for their birthday wrapping and the like. She talked to her Nana, herself an entrepreneur who ran successful businesses, who told her that she had a winning idea on her hands.

Then she talked friends, her Christmas customers and others about pricing models, marketing, handling storage and the like. This made her realize she needed a business plan, so she went to Scotts Valley's number one business resource, the Scotts Valley Chamber of Commerce, for help. The chamber's ever-helpful Joy showed her how to get her business license and she was on her way. Since joining the chamber, she says she's gotten great advice from other businesspeople who are now also friends and customers of hers.

"My goal is to become the person people in town automatically think of when they buy a gift for someone," Ligia says. And whether it's for a wedding, baby shower, birthday or anything else, Ligia is establishing a list of clients who come to her throughout the year.

For those of you wrapping-challenged folks out there who don't want to put anything in front of mom that's less than perfect for her special holiday - Ligia is offering half off for much of her Mother's Day wrapping! Wrapped with Love by Ligia 28 Silver Birch Lane Scotts Valley, CA 95066. For more information visit her website at <http://wrappedwithlove.net/> or call 212-3603.



Ligia Borlean



## Calendar of Upcoming Events

### May 14

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

### 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

### June 11

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

### June 25

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

Become a Sponsor of the Scotts Valley Art & Wine Festival

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

# 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

## Celebrate with the Champions

*The Chamber's Second Annual Bocce Tournament Fundraiser Friday May 29*

Calling all Bocce Players — the time has come to sign up for the Second Annual Scotts Valley Chamber of Commerce Bocce Ball Tournament to be held Friday, May 29, 10:00 a.m. – 5:30 p.m. at our beautiful bocce



courts in SkyPark. Championship game will start at 4:00 pm.

This was a fantastic event last year and the competition was intense – intensely fun! Our City Council members have formed a team this year to challenge our Business teams. The time to register your team is now! Call the Chamber today to register your Business Team.

Registration is \$200 per team of four. We are also looking for a few Business Sponsors for this great event. Your business banner will be prominently displayed throughout the day. Please call the Chamber office at 438-1010 to be a part of this great fundraising event.

### BBQ Fellowship

Make a day of it! Cheer on our business teams and then be our guest for delicious BBQ, fellowship, and the awarding of the coveted Chamber Bocce trophy at our annual Chamber Membership BBQ after the Bocce tournament, Friday, May 29, 5:30 p.m. at Skypark. Bring your entire office to enjoy the food and fun. Skypark has great recreational equipment for children, so bring the entire family.

The food our Chamber members provide is superb! You won't want to miss out. One representative from each Chamber member business is free. Other adult tickets are \$15 and chil-



dren 12 and under are \$5 each. Don't miss this fun evening.

Call the Chamber office at 438-1010 and reserve your spot today for the best BBQ in town. This is the Friday evening place to be!

## Happy Mothers Day!

Come get a essential massage and get a essential enzyme facial 1/2 off!

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831.461.1122

## High Noon in Scotts Valley Presents: "Going Green is Easy!"

May 21st, 11:30 – 1:00

It's time to find out how you can take your business "GREEN." Are you in compliance with environmental regulations?

Do you recycle?

Save water?

Minimize your use of hazardous materials?

You might be closer than you think! We can help you get the rest of the way there and perhaps even save some money along the way. Join with the Scotts Valley Chamber of Commerce at our High Noon in Scotts Valley luncheon, Thursday May 21 at the Hilton as we learn how to GO GREEN!

Ms. Jo Fleming from the Monterey Bay Area Green Business Program will be sharing with us some of the easy steps to take to become certified and the benefits of participating for free. Several of our Scotts Valley Chamber of Commerce members have recently achieved their Green Business Program Certification.

(Add Monterey Bay Area Green Business Program logo in here somewhere – there are two versions below on page 2 & 3 – see which one is a clearer version for your paper. I like the first one best, but if the second prints better, it doesn't really matter.)

What is the Green Business Program? A business that goes "beyond compliance" to promote worker safety, conserve resources and

protect water quality can be recognized as a Certified Green Business, and receive substantial public recognition. The Monterey Bay Area Green Business Program, which started in 2003, is a successful partnership of environmental agencies, utilities and nonprofit organizations that assist, recognize and promote businesses and government agencies that volunteer to operate in a more environmentally responsible way.

Join us at High Noon in Scotts Valley, Thursday May 21, at the Hilton Santa Cruz/Scotts Valley, 6001 La Madrona Drive, Scotts Valley. Networking begins at 11:30 and lunch is served at High Noon. Please call the Chamber office at 438-1010 to make your reservations today. Member price is \$25/Prospective members \$35. See you at High Noon in Scotts Valley!



# Zero Motorcycles Hosts an Electrifying Mixer

Zero Motorcycles, located at One Victor Square, hosted our Scotts Valley Chamber of Commerce March Business Networking Mixer. They shared with fellow chamber members their newest motorcycle to be released. We got a sneak peak from motorcycle designer Neal Saiki at the new street bike model they were delivering to Jay Leno last month.



Zero Motorcycles treated our Chamber businesses to a great evening with yummy food catered by Santa Cruz Pizza Company of Scotts Valley. A big Thank You to Neal Saiki, Gene Banman, Lisa McCarthy and all the staff at Zero Motorcycles for a truly electrifying evening!

Take advantage of having this nationally known motorcycle design team in our community. Stop by their headquarters at One Victor Square and take a look at their newest release for yourself.

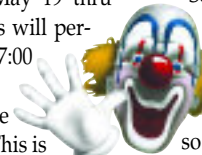


*Top from left: Check in with our Ambassadors • Raffle Time • Yummy Santa Cruz Pizza Company! • Zero CEO Gene Banman debuts their newest release • Zero Designer Neal Saiki & CEO Gene Banman Welcome Chamber members • Zero Motorcycles Team*

# The Circus is coming to Town!

American Crown Circus • Skypark, Scotts Valley • May 19 – 21

The Big Top goes up soon, so round up the children, the family, and all your friends and head out for an evening of fun and amazement. The American Crown Circus is coming to Skypark in Scotts Valley, Tuesday, May 19 thru Thursday, May 21. This big top circus will perform two shows daily, 5:00 p.m. and 7:00 p.m.



Bring the family and enjoy the fantastic acts and astounding stunts. This is fun, fun, fun for all ages. Come join with the Scotts Valley Chamber of Commerce and our business partner, Bay Federal Credit Union, as we share in these evenings of laughter and excitement.

Children 12 and under are FREE when

accompanied by a paid adult admission of \$12, if purchased by May 16. Tickets will be available for purchase at any of Bay Federal Credit Union's eight county branch offices or by stopping at the Scotts Valley Chamber of Commerce office next door to the Scotts Valley Community Center, 360 Kings Village Road.

This event serves as a fundraiser for the Scotts Valley Chamber of Commerce, so purchase your tickets at our ticket outlets by May 16. Once the circus arrives in town, tickets are only available at the circus ticket office. Get your tickets early and save, as ticket prices go up the day of the Circus (children are \$5 and Adult tickets \$15 at the circus office.) Get your tickets early and we'll see YOU at the Circus for an evening of fun!

## Celebrate Mother's Day



**Café Max**

at the Hilton Santa Cruz/Scotts Valley

**May 10th, 2009**  
Served 10am to 2pm

**\$34.95**  
**\$28.95 seniors**  
**\$15.95 children 5-12**  
**Under 5 FREE**

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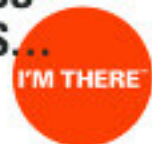
**Scotts Valley**  
266 Mt. Hermon Rd.  
Suite S  
In the Kmart Center  
**438-2786**

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

**Capitola**  
1955 41st Ave  
Down from Ross  
**476-1105**

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# Our Chamber Businesses are always busy helping others

CrossFit North Santa Cruz, located at 300 Technology Circle in Scotts Valley, will be hosting the 3rd annual Trevor Win'E Memorial Day Challenge fund raiser event again this year. Trevor Win'E died in combat on May 1, 2004. [www.trevorwine.com](http://www.trevorwine.com) To honor his memory and honor those still serving overseas, CrossFit is happy to support this fundraiser.

CrossFit NSC invites all athletes from other area CrossFit gyms and Fitness establishments to compete in the challenge. Athletes form teams of four people and pay \$50 per person/\$200 per team to com-

pete in the event. All money raised goes to the Trevor Win'E Memorial Fund to support our troops in Afghanistan and Iraq. The money raised is used to purchase cooling vests for the troops called Modular Combat Cooling Systems (MCCS).

What is the workout? 300 Pull Ups --

## DID YOU KNOW?



400 Push Ups --  
500 Sit Ups --  
600 Air Squats.  
The team of four people will work together to complete all repetitions of each movement until they are done. The workout is done while the clock is running and multiple teams/heats are competing every hour on

the hour from 8 a.m. until Noon. At the completion of the event, the winning team is determined by whoever gets the best time and completes all exercises to the judges' satisfaction.

More information about the vests can be found at [www.mistngo.com](http://www.mistngo.com). In previous years, the funds raised have purchased over 350 vests for the troops.  
CrossFit NSC does not financially benefit from hosting this event. It is strictly for charity as the Trevor Win'E Memorial Fund is a 501 (c) 3 organization. Contact CrossFit NSC at 438-4388 for more information.

## Introducing - Happy Hour Networking!

Thursday, May 14, 5:30 - 7:00 • Hosted by Mint

New to the calendar of the Scotts Valley Chamber of Commerce is our Happy Hour Networking introduced last month. Our first host for the event was Malone's Grande Grille, where over 40 Chamber members and friends gathered to network and socialize as we support our local businesses. We want to say a big "Thank you" to Patty Malone for hosting our very first Happy Hour Networking event!

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.

Happy Hour Networking will occur

the second Thursday of each month - 5:30 - 7:00 p.m. with great Happy Hour Networking specials offered to our members. Be sure to mark your calendars now for the second Thursday of each month for this event. While you have that calendar out, be sure to mark the fourth Thursday of each month for our Business Networking Mixers as well

and you won't miss these monthly events.

May's Happy Hour Networking is Thursday, May 14, and will be hosted by Mint - Fine Living and Fresh Bites located in the Tree Circus Center at 4652 Scotts Valley Drive. Our hostess, Kelly Gladder, will be

offering \$4 specials on Wine and appetizers.

Bring your friends and neighbors and join in on the fun. Be sure to bring your business cards as you may meet your next client while sipping wine at our Happy Hour Networking in Scotts Valley.



## Summer Youth Employment Program — Provide Your Business with Summer Employees

The Santa Cruz County Office of Education is seeking employers who would like to hire subsidized summer workers.

The Summer Youth Employment Program (SYEP) will be providing summer jobs to income-eligible youth throughout the county. SYEP will offer 6-week summer job placements or specialized work experience projects for up to 400 eligible youth between the ages of 14-24. The program is to be funded by the

Workforce Investment Board of Santa Cruz County through the American Recovery and Reinvestment Act of 2009.

If you are a government entity, non-profit organization or private business/industry that would like to employ and supervise a summer youth, contact Scott Hill @ 466-5709 or Daniel Stonebloom @ 466-5770. For more information go to [www.summeryouthemploymentprogram.webs.com](http://www.summeryouthemploymentprogram.webs.com).



## Welcome to Our New Members

### AAA Northern California, Nevada, Utah

Elva Gutierrez / Nicole McComb  
4400 Capitola Rd.  
Capitola, CA 95010  
Tel: (831) 479-9830  
Fax: (831) 479-9830  
[www.csa.com](http://www.csa.com)

### Bonny Doon Publishing

Diane Marie Pinkard  
PO Box 1382  
Felton, CA 95018  
Tel: (831) 426-2510  
Fax: (831) 427-1218  
[www.heartofsales.com](http://www.heartofsales.com)

### Debutante

Megan Young Debiase  
245 Mt. Hermon Rd., Ste. R  
Scotts Valley, CA 95066  
Tel: (831) 440-9142  
Fax: (831) 440-9148

### Fringe Salon

Heidi Vollers  
75 C. Mt. Hermon Rd.  
Scotts Valley, CA 95066  
Tel: (831) 600-8508  
[www.fringesalonsv.com](http://www.fringesalonsv.com)

### In Vino Veritas

Aldina Rubino  
230 G. Mt. Hermon Rd.  
Scotts Valley, CA 95066  
Tel: (831) 461-0851

### Paul McKellar Landscaping, Inc.

Paul McKellar  
760 Whispering Pines Dr.  
Scotts Valley, CA 95066  
Tel: (831) 438-7097  
Fax: (831) 438-7097  
[www.landscape-genius.com](http://www.landscape-genius.com)

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