

## WHAT'S HAPPENING IN LOS GATOS

(see page 7 for Event Calendar)

Holiday Carriage Rides  
Democracy in Action  
Christmas Tree Lighting



### DIAMOND SPONSOR

El Camino Hospital - Los Gatos

### SILVER SPONSOR

Hotel Los Gatos & Spa

### BRONZE SPONSORS

Alain Pinel Realtors  
Alameda Family Funeral  
& Cremation  
Discover Los Gatos  
Los Gatos Auto Service, Inc.  
Oak Meadow Dental Center  
Sereno Group  
The Spa ~ Los Gatos  
Toll House Hotel

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## Make A Difference With Your Dollars This Holiday Season

**Dianne Anderson, Discover Los Gatos  
President of the Los Gatos Chamber of Commerce**



The older I get the more I want to make the most positive impact I can with my limited resources, especially time and money. So when I realized last holiday season the difference I could make by choosing to spend both at local, independently-owned businesses in Los Gatos, I decided to try on some new behaviors.

It matters to me that none of my money stays in the local community if I shop online and that locally owned businesses put about twice as much money back into the community as chains do so I decided to do my holiday shopping *exclusively* at local, independently-owned businesses. Little did I know this decision would bring extra delight to the friends and family I shopped for and be a much more pleasant, time-efficient experience, too.

This was a true experiment for me. Would I find everything I needed? Would I be able to satisfy the holiday wish list desires of my family and friends, especially the most particular ones? Happily, the answer turned out to be a resounding "YES!"

From the eco-friendly, reusable water bottles from **Domus** to the stunning purple sweater dress purchased at **That's So Cute Affordable Boutique** to the earrings from **Cambric of Los Gatos** and the breed-specific, pet-themed gifts from **BowWowzer**, every gift was a hit. Friends

and family loved opening beautifully adorned gift boxes to find one-of-a-kind gifts and not "mall stuff".

And here's the best part... I didn't spend a single minute fighting mall traffic and parking battles, or in a stuffy, climate-controlled environment bathed in fluorescent lights. I parked easily at one of Los Gatos' eleven free public parking lots or used the free valet parking available every weekend between Thanksgiving and Christmas Eve. When my arms got tired carrying shopping bags, I took them back and dropped them at my car – never more than a five-minute walk away in the fresh air and, mostly, sunshine. (Yes, the weather gods were good to me.) When I needed to rest I dropped in to one of Los Gatos' many fine coffee shops, bakeries, or restaurants to grab a pick-me-up and do some great people watching.

When the season was over and all the gifts were opened, I had the immense satisfaction of knowing that my time was well spent, and my dollars made a difference. My plan is exactly the same for the upcoming holiday season. Why don't you try it this year, too?

All of us here at the Los Gatos Chamber of Commerce wish you a wonderful holiday season and a bright New Year ahead!

## The Visitors Bureau Presents...

Stop by the office the week of November 15th and be among the first to pick up your copy of **"Cooking Los Gatos Style... Taste the Treasures"** a great collection of recipes from some of our local restaurant chefs, wineries and home chefs. The book is reasonably priced at \$19.95 (plus tax) and will make a wonderful holiday or any day gift from Los Gatos. The book will also be available at some additional retail outlets and wineries for the same price and will be available on weekends when the Chamber office is closed. Check our website for more information or to order your copies of **"Cooking Los Gatos Style... Taste the Treasures"** today!



## CHAMBER NEWS

### EXECUTIVE COMMITTEE

Dianne Anderson – President  
*Discover Los Gatos*

Susan Stevens – Past President  
*Elegant Voyages*

Patti Rice – Past President, Treasurer  
*The Spa-Los Gatos*

Dr. Blaine Kingsbury –  
VP Membership  
*Community Chiropractic*

David Hernandez,  
*Los Gatos Auto Service*

Lisa Rhorer,  
*Cin-Cin Wine Bar & Restaurant*

### DIRECTORS

Gina Adams,  
*Techthree Marketing &  
Consulting Service*

Erika Brown,  
*Private Mortgage Advisors*

Michael Caulkins, *LPL Financial*

Susan Combs-Bauer,  
*Bauer Combs & Associates*

Janice McCabe,  
*Janice McCabe Interior Design*

Patricia Morreale – Toll House Hotel

Pam Snowden-Abella,  
*Heritage Bank of Commerce*

Marie Tallman

Bill Seligmann,  
*Law Offices of William R. Seligmann*  
Honorary Board Member &  
Legal Counsel

### AMBASSADORS

Cleve Dayton – Chair  
*The Painting Pros*

Kathy Brown – Mobil Notary

Jessica Burroughs – *Alameda  
Family Funerals & Cremations*

Aldene Gordon – *Nicerpage Web  
Design & Implementation*

Butch Harris – *PG&E*

Lori McIntosh –  
*Lori McIntosh Photography*

Dave Van Nest – *VNV Insurance*

Jean Moore – *Huber Group*

Mika Storz – *Storz Insurance  
Services*

### STAFF

Ronee Nassi  
*Executive Director*

Rei Yamakawa  
*Office Administrator*

# Stay Safe – Los Gatos-Monte Sereno Police Department Tips To Help Local Businesses

The following information was included in last year's newsletter after a merchant meeting with Police Chief Scott Seaman and Officers Greg Borromeo and Clint Tada that focused on ways to keep businesses safe especially during the holiday season. Crime prevention is important and the officers gave some good suggestions. Here are a few highlights and ideas for you to think about and hopefully find useful. These not only pertain to your business but to your life outside of work.

- Be sure your business contact cards are up to date with the Police Department. You can do this online by going to <http://www.losgatosca.gov/forms.aspx?FID=52>
- Prevent crimes of opportunity – Minimize the opportunity
  - Don't leave purses or laptops or other items that might attract a thief in plain sight (seats in car, out on counter)
  - Have a secure place for your employees to store their personal items
  - Lock your car!
  - Place items in your trunk before you park
  - Suggest that customers utilize valet parking (starting the day after Thanksgiving). More activity leaves less opportunity for break-ins
- Prevent shoplifting
  - Elevate the location of your cash register – Put it at a vantage point so you have a vision of as much of your store as possible
  - Alternate hangars on racks making it more difficult to grab items off racks
  - Keep high priced items centrally located so you can monitor them more easily
  - Watch for baggy clothing, large shopping bags (especially ones from stores that are not local), people carrying newspapers (items can be slipped inside), backpacks, baby strollers with no baby (or dog) in them, "customers" eyeing your employees to see where they are.
  - Develop a code with your employees that will let them know that someone needs to contact the police
  - Post signs that shoplifters will be prosecuted and that your business calls the police
- If something doesn't look right to you, what should you do?
  - Contact the police department. If you can't be more specific when you call, ask for a walk through. The Police Department will always come!
  - Confront or not confront? This is a personal decision based on your comfort level – Use your good customer service skills, look the person in the face, say hi and engage them in conversation
  - Get a good description for the officers if the person is leaving your premises.
  - Ask to "valet" their packages and get their first name
  - Take a photo of the person with your cell phone
- Video surveillance cameras are a great help for the police. The department will help you decide the best place to hang a camera and will assist in developing strategies for them
- Safety first!
- Call early – The police work for all of us

We are fortunate that Los Gatos is known as a safe community but the reason it is safe is that our officers are well trained, vigilant and dedicated. Put this number – 408-354-8600 in your cell phone. It is the non-emergency number for our police department. If you use a cell phone to dial 911 your call may be routed to CHP before it gets to our local police wasting precious time. For any additional information, or if you have questions, you can contact Gwen Cross, Crime Prevention Officer for the Los Gatos-Monte Sereno Police Department at 408-354-6856.



On September 4th Mayor Diane McNutt helped Powell's Sweet Shoppe owner Neil Knott pick the two winners of Powell's \$100 Gift Certificate Giveaway. Yum!



## Holiday Carriage Rides Are On Their Way!

On October 1, our 2010 Holiday Carriage Ride Reservation site magically appeared on the Chamber's website and seats started filling for this holiday tradition. Elegant horse-drawn carriages meander through the beautifully decorated Almond Grove district and make their way down N. Santa Cruz Avenue, lit up to accentuate the magic that is Los Gatos for the holidays.

Rides begin on Friday, December 3 at 7 PM following the lighting of the tree in Plaza Park and the arrival of Santa. Additionally, rides will be available on Saturday, December 4, Friday and Saturday, December 10 & 11, and every night from December 16 through December 23. Rides begin at 5 PM and run every half hour with the last ride of the night at 9:30 PM except Sundays when they operate from 4-8:30 PM. They leave from our gaily decorated booth located in Plaza Park across the street from the Post Office. Rides run rain or shine.

To make your reservation go to our website, [www.losgatoschamber.com](http://www.losgatoschamber.com) and click on the carriage graphic on the home page or contact the office for additional information.

Would your business like to be a sponsor for our rides? With our wide range of advertising that includes newspaper ads, movie theater ads, banners, e-blasts and more, you have the opportunity to have your business name associated with an over 30 year tradition in Los Gatos. Contact Ronee, 408-395-5951 at the Chamber office for details on how your business can get involved.



## Holiday Parking in Downtown Los Gatos

It is that wonderful time of year again when Los Gatos is the place to be. The trees sparkle with lights and shops are decorated in the spirit of the holiday season. There's much to do and our special town will again draw many local and Bay Area residences to shop, dine and enjoy all that Los Gatos has to offer. It is also the time when we encourage residents to shop local and help *our* local economy. It is also the time when parking is on so many people's minds.

The **Town of Los Gatos** is again providing FREE valet parking, with our member **Corinthian International Parking Services** for the holiday season. It will be available for shoppers and employees alike starting the day after Thanksgiving through December 24th. You will find the FREE valet parking free valet parking in the upper and lower level of the parking lot located between Elm Street and Grays Lane just off University Ave. Our weekly email blasts will have the exact schedule of days and times that the service will be available for all.

As business owners in downtown, please ask your employees to use the designated employee parking lots, the all-day lots or the valet

parking to free up the on street customer parking and customer lots. It's not good enough to say "Don't park in front of my store". For the cost of a small tip (which is optional), your staff (and your customers too) can park all day with the valet service and not have to worry about moving their car every two or three hours!

As a reminder to all the unlimited parking lots are:

- Northside Lot – Highway 9 between University Ave. & N. Santa Cruz, behind Chase Bank.
- Southside Lot – located on So. Santa Cruz Ave., across from the Toll House Hotel
- Miles Avenue Lot – Miles Ave. intersects University Avenue, one block north of Old Town. Follow the road down across the Creek Trail.
- Montebello Lot – Directly next to the Post Office, by Town Plaza
- Lot 7, located on Park Avenue – Park Ave. crosses W. Main Street close to University Avenue.

### WELCOME NEW BOARD MEMBER – PATRICIA MORREALE

At its August Board meeting, **Patricia Morreale**, General Manager of the **Toll House Hotel** was welcomed as a member of the Board of Directors of the Los Gatos Chamber of Commerce. **Patricia** joined the **Toll House** two years ago and has been on the run ever since. Yet she decided that getting involved with the Chamber as a Board member would be a great way to support our initiatives and expand her own networking and business growth. Although the activities of our Visitors Bureau are an interest of hers, Patricia has volunteered to work with Chamber Ambassador **Lori McIntosh** on spearheading the efforts to secure sponsorships for the 2010 Holiday Carriage Rides – truly a major project. Welcome to the Board!

## Are you looking for a networking group?

### Did you know that the Chamber has 3 member groups?

**BNI Los Gatos Power Partners** (408-828-1655)

**BNI Premier Networking Chapter** (408-725-8777)

**& Los Gatos Networking Group** (408-356-8000)

## Chamber Member is the 2010 Score Success Story

Each year the Board of the Silicon Valley Chapter of SCORE chooses the "Success Story of the Year" – a client who has demonstrated measureable improvement and/or growth based on SCORE's guidance. Additionally, the business should be profitable and financially healthy and sustainable. This year's winner is our own **Salomeh Zohouri of Kitsch Couture**.

From the SCORE website:

"**Salomeh Zohouri**, a young dynamic woman that graduated with a Chemistry degree and started her career as Analytical Chemist at Johnson and Johnson where she worked for 5 years. During her college days she worked in boutique stores and at Nordstrom. But at one point she realized that chemistry was not her passion. The young ambitious woman started dreaming about her own business, a retail woman's wear boutique, and at age 28 she decided to open her own boutique. "SCORE made my dream come true" she said joyfully.

"I started **Kitsch Couture** in November of 2006. I was unsatisfied and unfulfilled working for others, and like many, had always dreamed of having my own business." She added. She then started researching and putting her plans together to start a business in California for a year prior to opening. She read manuals, guidebooks, and also attended a few tradeshows to narrow in on her product lines and the customers she wanted to reach. Her educational background also helped, as she loves numbers and calculations and she truly believes that running any business, numbers and hard work is very important. **Kitsch**

**Couture**, a woman's apparel boutique finally spread its wings in November of 2006, in a historic building in Saratoga. She felt that Saratoga was lacking in retail outlets. The demographics were good, she didn't have a lot of competition and she was filling a niche.



*Ribbon Cutting for Kitsch Couture June 18, 2010*

"I first heard about SCORE from 'Bella Mia Bride' as they were moving out from Saratoga location and I was moving in. The owner of Bella Mia Bride recommended SCORE, and with all the hustle & bustle of opening up **Kitsch Couture**, I quickly realized I need help in Marketing, Business planning and I decided to contact SCORE."

However, when her lease contract with the store ended in November of 2009, she was given notice to leave the Saratoga building by the landlord. "That's when my SCORE Counselors advised and helped me to see the larger picture through my move and I found my **Kitsch Couture's** new home in Downtown Los Gatos in Feb. of 2010." She also added "My SCORE counselors Mike

O'Connor and Bob Goedjen really helped me sort out the facts, my goals, what I wanted, and separate those from emotional ties to business ownership during that hard economic time."... she was helped by the SCORE Counselor Mike O'Connor and Bob Goedjen with the exit plan, laws and procedures.

"They made me realize how hard it was to close up a business. I wasn't sure if my new location was going to work out. My SCORE Counselors helped me sort through all the fine details, all the licenses I would need, and the documents I would need to change."

In a very high spirits **Salomeh** explained that her sales and profit have at least doubled this calendar year, since she moved. She has been able to hire another full time employee as well as some extra summer help. Her inventory turnover has also doubled if not tripled. She would like to open a second location eventually. She sincerely hopes that SCORE will help her in determining when to open or if at all, what are the legal procedures that need to be taken. Also when is the right time to expand, as well as the licenses needed and determining the best location and marketing plan. "If a second location is in the picture, I would need help with marketing and branding of **Kitsch Couture**."

Congratulations to **Salomeh. Kitsch Couture** is located at 10 N. Santa Cruz Avenue. For more information on SCORE go to <http://www.svscore.org/>

## The Los Gatos Chamber of Commerce Receives an Award

The Silicon Valley Chapter of SCORE, the counselors to America's Small Businesses acknowledged the Los Gatos Chamber of Commerce in September. The organization recognized the Chamber for the significant support that we provide "toward our mutual goals of assisting in the creation and growth of small business". Chapter President Marty Schwartz presented the framed certificate to Chamber Executive Director Ronee Nassi and Chamber Office Administrator Rei Yamakawa at the Chamber on October 5.

The Los Gatos Chamber of Commerce is a counseling site for SCORE. We offer free one hour counseling sessions with two experienced executives twice each month. Appointments are available the first Tuesday of the month as well as the second Wednesday of the month.

SCORE's counselors have a variety of skills and business experience that include accounting, consulting, distribution, financial planning, franchising, government contracting, human resources, marketing, operations, publishing, retail, strategic planning, technology, Internet and nonprofit management. You can arrange as many follow-on sessions as required but an appointment is always necessary. To make an appointment go to [http://www.svscore.org/req\\_appt.htm](http://www.svscore.org/req_appt.htm) or contact the Chamber office.





# CHAMBER RIBBON CUTTINGS

## Welcoming New Businesses To Los Gatos!

**C**hase Bank opened a new branch in Los Gatos at 15521 Union Avenue and celebrated with a ribbon cutting officiated by **Mayor Diane McNutt** on August 28. Chamber President **Dianne Anderson** joined the bank's staff – and the big blue Chase dog in the festivities.



On September 29 the Chamber helped with the celebration

of the opening of **Padgett Business Services** new office in Los Gatos with a ribbon cutting. Councilmember **Steve Rice**

did the honors assisted by Owner and President **Phil Levine**, his wife and business partner **Susan Ng**, Chamber President **Dianne Anderson**, Board member **Pam Snowden-Abella**, Chamber Ambassador **Butch Harris** and other business friends. **Padgett's** office is at 501 N. Santa Cruz Avenue, Suite A.



September 29 we were out again celebrating the new offices of new member **Giordano Wealth Management Group**, located at

644 N. Santa Cruz Avenue, Suite 3&4. **Vice Mayor Joe Pirzynski** assisted **Chris Giordano** and his staff along with Chamber Ambassador **Cleve Dayton** (Chamber President **Dianne Anderson** attended but was not in the



photo) in the traditional ribbon cutting.

Stop by and say hello to our new members and see their new digs!

# TOWN OF Los Gatos

CHAMBER OF COMMERCE

*Invites you to celebrate*

## Democracy in Action

**A reception to honor the selection of the Los Gatos Mayor and Vice Mayor**

Immediately following an abbreviated 7 p.m. Council Meeting  
Monday, November 15, 2010  
Town Hall Council Chambers  
110 e. main street

### JOIN US FOR OUR UPCOMING MIXERS

**B**e sure to mark your calendar for our upcoming networking mixers. On November 17 our host will be **Community Chiropractic** and **Dr. Blaine Kingsbury**, 409 Alberto Way, Suite 3.

This year's Holiday Mixer will be celebrated and enjoyed at the beautiful **Montalvo Arts Center**, 15400 Montalvo Road, in Saratoga, on Wednesday, December 8. Join your Chamber friends and network at this very special venue.

As always, reservations for our mixers are greatly appreciate and strongly suggested. As a courtesy to our hosts, please contact the office and let us know that you will be joining us for these events.

## CHAMBER MEMBERS NEW & RENEWED

### NEW MEMBERS

**Los Gatos Gourmet**  
**John Reihardt**  
109 E. Main Street  
Los Gatos, CA 95030  
408-354-5440

**The Picnic Guild**  
**Renee Guild**  
15400 Winchester Blvd., #32  
Los Gatos, CA 95032  
408-402-3850

**Los Gatos Remodeler**  
**Ricky Critchfield**  
634 N. Santa Cruz Avenue  
Los Gatos, CA 95030  
408-395-6000

**Giordano Wealth Management**  
**Group**  
**Christopher Giordano**  
644 N. Santa Cruz Avenue  
Los Gatos, CA 95030  
408-354-5554

**Scout Talent Management**  
**Ryan Lippert**  
110 N. Santa Cruz Avenue #C  
Los Gatos, CA 95030  
408-354-7000

**Prestige Promotions**  
**Bethany Black**  
408-300-7670

**West Valley Community**  
**Services**  
**Naomi Nakano-Matsumoto**  
10104 Vista Drive  
Cupertino, CA 95014  
408-255-8033

**Studio Kicks Training Center**  
**(new location)**  
**Leslie Lam**  
434 N. Santa Cruz Avenue  
Los Gatos, CA 95030  
408-399-3435

**ReBoot Your Body Boot Camp**  
**Audra Baker**  
408-356-5716

**Gioia Company**  
**Katherine Winkleman**  
15466 Los Gatos Boulevard  
Los Gatos, CA 95032  
408-640-6628

**Lindsay Smith, LCSW**  
101 Church Street, #24  
Los Gatos, CA 95030  
408-772-7052

**Design 101 Interiors, Inc.**  
**Julie Cavanaugh**  
430 N. Santa Cruz Avenue  
Los Gatos, CA 95030  
408-395-9101

**Generation Mortgage**  
**Michael McIntyre**  
408-449-1300

### RENEWALS

**Domus**  
**Yavneh Day School**  
**The Los Gatos Eureka Building**  
**Towne Business & Tax Services**  
**The Wooden Horse**  
**Chase VP**  
**Morley Bros.**  
**Great Bear Coffee Company**  
**Hobee's California Restaurant**  
**Assistance League of Los Gatos-**  
**Saratoga**  
**Donald Morgan Design**  
**Atlantic Communications**  
**Group, Inc.**  
**Los Gatos Memorial Park**  
**Boccardo Management Group, LLC**  
**Techthree Marketing and**  
**Consulting Service**  
**The Painting Pros, Inc.**  
**Rita Boren – Sereno Group**  
**Ocean View Ranch**  
**Loma Prieta Winery**  
**Plum Tree Care Center**  
**work2future San Jose**  
**INFogain**  
**Blendz of Los Gatos**  
**Janice McCabe Interior Design**  
**Oak Meadow Dental Center**  
**ProColor, Inc.**  
**Valley Yellow Pages**  
**Fortino Winery**  
**Pharmaca Integrative Pharmacy**  
**CASA – Community Against**  
**Substance Abuse**

**RehabOne Medical Groupk Inc.,**  
**DBA Spine One**  
**EHC LifeBuilders**  
**Lakeside School**  
**Terry J. Martin Associates, AIA**  
**Patchen California**  
**Dio Deka**  
**The Bay Tree at Los Gatos**  
**Williams Sonoma**  
**Travel Advisors of Los Gatos**  
**Nothing Bundt Cakes**  
**Penthouse Apartments/Vasona**  
**Management**  
**Saratoga Oaks Lodge**  
**Karl Brajenovich – Farmers**  
**Insurance**  
**Los Gatos Audiology & Hearing**  
**Aid Center**  
**The History Club of Los Gatos**  
**Cinnabar Winery Tasting Room**  
**Hillbrook School**  
**Geriatric Home Care Specialists**  
**Stephen A. Los, DDS**  
**Belgian Diamonds Specialties**  
**Solutions Psychiatric Associates**  
**Los Gatos Insurance**  
**El Camino Hospital Los Gatos**  
**Burrell School Vineyards**  
**Cedar Creek Alzheimer's &**  
**Dementia Care Center**  
**Le Boulanger**  
**Pet People of Los Gatos**  
**Mission Valley Chorus**  
**Harry Pascal – Coldwell Banker**  
**Aldo's Café & Deli**  
**A.R.T./Art Press**

### MIXERS

Our last two mixers have been in truly luxurious locations – **The Hotel Los Gatos** was our host for the August Mixer and **Los Gatos Luxury Cars** was the place to be in September.

**Hotel Los Gatos** treated us to tours of the facility as well as treats from **Dio Deka**.

The wine for the evening was very generously donated by the **Mountain Winery** and **Burrell School Vineyards** and the raffles were donated by our members **Hotel Los Gatos & Spa**, **Hobee's California**

**Restaurant, Festival Theatre Ensemble, Cinnabar Winery, Silver Mountain Winery, Lark Ave. Car Wash, Willow Street Pizza, Stor'It of Los Gatos and Natural Creations.**

In September we were invited to network at **Los Gatos Luxury Cars** amid the beautiful Bentleys and Lamborghinis. Our guests enjoyed the view and the opportunity to



win a weekend of driving a Bentley or Aston Martin that was offered by our host. Thank you to our members who generously donated the raffle prized for this luxurious evening: **Los Gatos Luxury Cars, Christine McGuire Law Office, Los Gatos Weekly Times, Hobee's California Restaurant, Los Gatos Motor Inn, Stor'It of Los Gatos, Health e Centric, Cinnabar Winery, Lark Avenue Car Wash and Willow Street Pizza.**





# CALENDAR of EVENTS

## NOVEMBER 2010

- 11/2 SCORE Counseling – Free one hour business counseling by appointment only. Call the Chamber office for information and to make your appointment. 408-354-9300
- 11/2 **Biz Break – Hosted by the Ambassadors of the Los Gatos Chamber of Commerce. Open to all, no reservation necessary. Networking opportunity in a relaxed atmosphere. 5-6:30 p.m. at California Cafe, 50 University Avenue. Just drop in.**
- 11/3 **IMPOWER Luncheon at La Rinconada Country Club. Guest speaker, Jan Marini. Tickets \$35. Contact the Chamber office**
- 11/6 & 7  
Historic Homes Tour 10 a.m.-4 p.m. Hosted by **The Museums of Los Gatos**. To register, please call 408-354-1547, or register online at <http://www.museums.oflosgatos.org/Events.html>
- 11/6 **Los Gatos Community Foundation 6th Annual CATillion – “Let The Good Times Roll. Rock the night away!” 6-11 p.m. at La Rinconada Country Club. For information, please call the Foundation at 408-399-3131 [www.losgatoscommunityfoundation.org](http://www.losgatoscommunityfoundation.org)**
- 11/10 SCORE Counseling – Free one hour business counseling by appointment only. Call the Chamber office for information and to make your appointment. 408-354-9300
- 11/15 **Democracy in Action - A reception to honor the selection of the Los Gatos mayor and Vice Mayor immediately following an abbreviated 7 p.m. council meeting, Town Hall Council Chambers, 110 E. Main Street. Hosted by the Los Gatos Chamber of Commerce**
- 11/17 **History Club of Los Gatos** is hosting its' annual World of Tastes, 123 Los Gatos Blvd., 11 a.m.-2 p.m. Tickets are \$25. Contact 408-356-9035 for information or to purchase tickets.
- 11/17 **Chamber Networking Mixer at Community Chiropractic, 409 Alberto Way, Suite 3, \$5 for Chamber members, \$10 for prospective members. Reservations requested – Contact the office at 408-354-9300**
- 11/18 – 12/15  
**Old Town Center** Holiday Wreath Benefit & Silent Auction supporting & benefitting the Humane Society Silicon Valley! Visit each shop & restaurant at **Old Town Center** to bid on your favorite specialty holiday wreath, decorated by the shops and restaurants at **Old Town Center**.
- 11/20 Passport in the Santa Cruz Mountains at all participating wineries throughout the region. Visit [www.scmwa.com](http://www.scmwa.com) for tickets and a list of venues. Purchase a Passport by calling (831) 685-VINE [8463].
- 11/25 **Thanksgiving – Chamber office will be closed Thursday and Friday, 11/26.**
- 11/26 – 12/31:  
Fantasy of Lights at Vasona County Park 6:00-10:00 p.m. nightly. A drive-through holiday lights display spectacular at Vasona Lake County Park. Event closed to pedestrians and bicyclists. Payment is by vehicle. (408) 355- 2201 [www.parkhere.org/portal/site/parks](http://www.parkhere.org/portal/site/parks)

## DECEMBER 2010

- 12/2 & 3  
Summit League “Homes for the Holidays”, featuring homes in the Los Gatos/Saratoga area that are decked out for the holidays. Call 408-494-9225 for tickets or go to [www.summit-league.org](http://www.summit-league.org) for information.
- 12/3 **Christmas Tree Lighting, First Day of Carriage Rides. Tree Lighting festivities start at 4:00 p.m. at the Plaza Park at the corner of Main Street and Santa Cruz Ave. Actual lighting of the tree is at 6 p.m. Santa arrives on a red fire engine at 6:01 p.m. and stays at the park until 7 p.m.**
- 12/3, 4, 10, 11, 16-23  
Holiday Carriage Rides sponsored by the Los Gatos Chamber of Commerce. Online reservations at [www.losgatoschamber.com](http://www.losgatoschamber.com) – click on the picture of a carriage or call 408-354-9300 for additional information.
- 12/4 5th Annual Los Gatos Children’s Christmas/Holidays Parade starts at 11:00 a.m. **Hosted by Los Gatos Lion’s Club and the Los Gatos-Saratoga Recreation Department.** 408-3540 ext. 226) [www.lgsrecreation.org](http://www.lgsrecreation.org)
- 12/4 Festival of Trees kick-off event at **Kings Court**, Noon-4 p.m. Local schools and organizations are decorating trees at **Kings Court Shopping Center**. Vote for your favorite inside each shop & restaurant. The top three trees will receive “People’s Choice” awards. Voting will continue through 12/20.
- 12/5, 12, 19  
Santa In The Town Plaza Park Family Event, 11:00 a.m.-3:00 p.m. December 5 is Santa “Paws” Day, dogs and families are welcome. Bring your own camera. Free event, recommended donation of \$5 per child or dog that sits on Santa’s lap. **Hosted by LGS Recreation**, 408-354-8700 [www.lgsrecreation.org](http://www.lgsrecreation.org).
- 12/7 SCORE Counseling – Free one hour business counseling by appointment only. Call the Chamber office for information and to make your appointment. 408-354-9300
- There is no Biz Break in December
- 12/8 SCORE Counseling – Free one hour business counseling by appointment only. Call the Chamber office for information and to make your appointment. 408-354-9300
- 12/8 **Chamber Holiday Mixer hosted by Montalvo Arts Center, 15400 Montalvo Road, Saratoga. 5:30-7 p.m. Members and guests \$5. Networking, fun, food and great raffle prizes. Reservations strongly advised. Contact Chamber office 354-9300**
- 12/11 Santa Paws at **Old Town Center**, 11 a.m.– 2 p.m. Bring your four legged friends (cats and dogs only) for a keepsake photo with Santa Claus. Photos are \$20 and a will benefit Humane Society Silicon Valley. Registration begins at 10:30 a.m.
- ## JANUARY 2011
- 1/4 SCORE Counseling – Free one hour business counseling by appointment only. Call the Chamber office for information and to make your appointment. 408-354-9300
- 1/4 **Biz Break – Hosted by the Ambassadors of the Los Gatos Chamber of Commerce. Open to all, no reservation necessary. Networking opportunity in a relaxed atmosphere. 5-6:30 p.m. at California Cafe, 50 University Avenue. Just drop in.**

# TOWN OF Los Gatos

CHAMBER OF COMMERCE

349 N. Santa Cruz Ave.  
Los Gatos, CA 95030

(408) 354-9300

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

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## Our Wine Walk Was a Huge Success!



Visitors Bureau Member Mary Lindsay pours Silver Mountain Wine at the Museums of Los Gatos Wine Walk.

On September 25th Los Gatos welcomed 450 Wine Walkers for a beautiful afternoon of tasting, shopping and strolling. Thanks to the 26 wineries and 25 retail locations who hosted our guests for this fun event.

*Photos courtesy of Scott Anderson.*



Ashley is pouring Regale Winery & Vineyards wines at Cambric of Los Gatos.




**Environmental Benefits Statement**

Design ♦ Print ♦ Mail


Los Gatos Chamber of Commerce saved the following resources by using Primavera Silk supplied by ChaseVP for the production and printing of this project. This paper is made with 80% recycled fiber and 60% post-consumer waste.

trees	water	energy	solid waste	greenhouse gases
27 fully grown	11,763 gallons	15 million BTU	1,112 pounds	2,706 pounds

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



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Premier destination marketing

1 [www.DiscoverLosGatos.com](http://www.DiscoverLosGatos.com)

Souvenir Map and Guide 

3 [www.losgatosmap.com](http://www.losgatosmap.com) & [www.saratogamap.com](http://www.saratogamap.com)

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