

WHAT'S HAPPENING IN LOS GATOS

(see page 7 for Event Calendar)

Biz to Biz Luncheon, April 26th

Dressed to Invest, April 27th



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The Spa ~ Los Gatos

Toll House Hotel

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Are You Still Thinking SMALL with me?

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



If you read my article in the last newsletter you'll recall that I asked you all to join me in thinking SMALL... in support of small business and in order to maximize our impact on the recovering economy.

Remember that small businesses employ half the private sector and have created 65 percent of new jobs in recent years. And in just the brief time since I last spoke to all of you from this column another 300,000 people have shown their support for small business on the American Express Small Business Saturday Facebook page, in addition to the nearly 1.2 million who were already on board.

SMALL business is also a BIG deal with our youth. Did you know that nearly half of 15-25 year olds recently surveyed want to start their own business within 5 years? That's according to Business News Daily, a guide for startups and small business. It's great to see the SMALL spirit is so BIG with Gen Y!

3 More Reasons to Think SMALL

1. YOU HELP THE ENVIRONMENT – Buying from a local business conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are safe and well made, because small business owners stand behind them in a way that a clerk in a national chain never can.
2. YOU NURTURE COMMUNITY – The more you shop in local small businesses the more the business owners will know you, and you them. Did you know that local

businesses donate to community causes at more than twice the rate of chains? Our local business owners are avid supporters of this community and the quality of our community life would be far lower were it not for the generous donations of many local businesses.

3. YOU CONSERVE YOUR TAX DOLLARS – Spending your hard-earned money in your local business district ensures that your sales taxes are reinvested where they belong – right here in our community!

At a time when it can be very challenging to make a significant impact at national and global levels, it can be very rewarding to know with certainty that you make a positive difference to the health and sustainability of local small businesses. Many of you are small business owners yourself, as am I, and one can only hope that “what goes around comes around” so that all of our businesses remain healthy and sustainable, too.

SMALL business and its success in our economy is a BIG deal. Make it a point to think SMALL with your dollars in return for personalized, trustworthy service, unique products and services, and the satisfaction of supporting our local business community.

In the next issue, the final three reasons I'll offer to think SMALL. Until then, go out and meet some local business owners, spend your hard-earned dollars thoughtfully with them and, whenever possible, think SMALL.

SAVE THE DATE

Spring Wine Walk-April 30. Tickets will be \$35 if purchased by April 29 and \$40 the day of the event (if there are any left! Our previous Wine Walks have sold out). Watch the Chamber website to purchase your tickets!



CHAMBER NEWS

EXECUTIVE COMMITTEE

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Discover Los Gatos

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

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Lori McIntosh Photography

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Samantha Owen – *HSBC*

Dave Van Nest – *VNV Insurance*

Jeana Moore – *Huber Group*

Mika Storz – *Storz Insurance Services*

STAFF

Ronee Nassi
Executive Director

Rei Yamakawa
Office Administrator

PERSEVERANCE IN LOS GATOS PAYS OFF!

Friends of the Los Gatos Public Library

Thirty years ago a group of Los Gatos citizens decided that it was time for a new library in our town. By 1989, the group had a name, Friends of The Library, and had gathered enough steam to open a bank account aptly named “Fund to the Future”. The Friends were presented with many roadblocks, but this amazingly tenacious group of over 800 Los Gatos citizens never gave up. In October 2007

the Town Council gave their go-ahead for a new library, input was gathered, architects hired, houses moved, and finally, ground was broken on June 21, 2010! This only happened because a group of citizens cared so much for Los Gatos that they never gave up, even when it took 30 years to make it happen!

The New Los Gatos Library opens its doors January 2012. Our new town gem will bring many benefits to Los Gatos businesses. The New Library will be yet another reason for residents and non-residents to target Los Gatos as their *destination*. By the numbers, the current Los Gatos Library has approximately 800 visitors per day. Typically, usage of new libraries more than doubles, and both the extraordinary interior beauty as well as the exponentially upgraded facility are going to be enormous additional draws for both residents and non-residents, many of whom will find their way to town businesses either before or after their library visits!

What can Los Gatos businesses and business people expect from the New Library in addition to all those new customers? They can expect a wonderful set of resources specifically

targeted to the business community! A larger collection of business reference information will provide information on starting a small business and writing business plans. The New

Library will provide subscriptions to periodicals and newspapers such as The Wall Street Journal, Barron’s, and the Silicon Valley/ San Jose Business Journal as well as investment information from resources such as Value Line and

Morningstar. Furthermore, the New Library’s electronic databases will be very helpful to local businesses. They will include “Business Source Complete” (company profiles, industry information, market research), self-help legal information, “Small Business Information” (800+ full-text articles and books on huge variety of business-specific subjects), full-text of the San Jose Mercury News dating back to 1985, and “Reference USA” (listings for U.S. businesses and people). And last, but certainly not least, town businesses will have access to a beautiful glass-enclosed conference room!

How can Los Gatos Businesses support this wonderful new draw to our town? On March 20th Los Gatos will experience the Public Launch of the Capital Campaign. Businesses will have the opportunity to be a part of the excitement through publicity opportunities and more. There are wonderful and visible naming options for individuals, foundations and businesses alike. This effort is truly a Once In A Generation affair for our town, a testament to the tenacity of our town to be an exceptional place to live and to visit.

FRIENDS



OF LOS GATOS PUBLIC LIBRARY

Welcome to the President’s Circle – Campo di Bocce

The Chamber welcomes **Campo di Bocce Los Gatos** as a Bronze member of the President’s Circle. **Campo di Bocce** has been here in town for over 11 years. It is a family owned Italian restaurant and United States Bocce Federation affiliated Bocce Club. It offers 8 world class, state of the art bocce courts as well as traditional Italian cuisine and a friendly atmosphere.

Along with their other location in Livermore, **Campo di Bocce** will be hosting the 2011 United States Bocce National Championships from June 25-July 2, 2011. More information about the event will be coming in the next edition of our newsletter as well as an invitation to join the Chamber for our April 21st mixer which will be hosted by **Campo di Bocce**. Be sure to mark the date on your calendar.

Campo di Bocce of Los Gatos is located at 565 University Avenue.



Campo di Bocce
of Los Gatos



MEMBER SPOTLIGHT

Eucalyptus Magazine



Eucalyptus Magazine, whose offices are located in downtown Los Gatos, is celebrating its two year anniversary in June 2011. The magazine and its related online publication, www.eucalyptusmagazine.com, are dedicated to providing information about local businesses and products that support healthy and eco-friendly lifestyles.

As a free publication distributed in the top 24 zip codes in the Silicon Valley, **Eucalyptus Magazine** provides significant value to both its readers, whose busy lives may preclude them from having time to investigate the best options to support their ideals and values, and to its advertisers, whose ability to provide products and services in this market segment are met only when they are able to reach consumers with their messages.

In addition to editorial and advertising content in its print and online publications, **Eucalyptus Magazine** sponsors free public events each month. Attendees listen to talks by experts on health-oriented and/or eco-friendly topics and have the chance to network with like-minded people. An upcoming event Green Careers Expo will be held on April 15, 2011 at the Cypress Hotel in Cupertino and will be a good place to learn about career options in sustainable management, renewable energy, natural medicine and more.

Eucalyptus Magazine operates in a niche that, until its launch, was not serviced in the Silicon Valley region. It is the only free or paid publication that specifically targets affluent Silicon Valley readers, providing the information they need to make decisions to spend their time and money in a way that supports the ideals of a healthy lifestyle and sustainable planet. **Eucalyptus Magazine's** mission is to foster a community of people with shared interests in the health, wellness, and eco-friendly business sectors, putting providers of products and services in direct contact with consumers.

The eucalyptus tree, not indigenous to California, is an important metaphor for **Michaela Marek**, herself a transplant from the Czech Republic. Despite having been transplanted from its home halfway across the world, the eucalyptus tree thrives in the San Francisco Bay Area. Even detractors of the tree acknowledge the healing powers of its leaves and bark and its value in attracting bird and butterfly populations. Similarly, **Michaela** hopes **Eucalyptus Magazine** will be the focal point of a growing community of Bay Area people who wish to make a difference.

For more information contact **Michaela Marek**, (408) 335-4778 (office), Michaela@EucalyptusMagazine.com

Please note: Los Gatos residents will be asked to approve Measure A this spring. It is a parcel tax aimed at protecting programs and teachers in the Los Gatos high school district. The Chamber is providing this information as a service to the community but has not taken formal action on supporting the measure. This article is being included for informational purposes only.

Protect Los Gatos and Saratoga High Schools – Vote YES on Measure A

Known for rigorous academic programs and excellent test scores, Los Gatos and Saratoga high schools are among the top in the state. With a strong foundation in science, math and English, 97% of our graduates go on to college and compete for 21st-century careers.

Measure A on the all-mail ballot this spring provides stable local funding to continue the strong student achievement that makes Los Gatos and Saratoga high schools a source of community pride. Not one penny can be taken away by the state or be used for administrators' salaries.

We simply can't rely on Sacramento to fund the academic excellence we expect from our high schools. Unstable funding for local high schools has forced \$4.2 million in budget cuts in the past two years, with another \$1 million in cuts on the horizon next school year.

Measure A protects our local tradition of academic excellence by:

- Protecting core academic programs in math, science and English
- Attracting and retaining highly qualified teachers
- Preserving programs that prepare students for college and 21st-century careers
- Providing classroom materials, like books and science equipment

Measure A is fiscally sound

- All funds stay in local high schools and cannot be taken away by the state
- Independent oversight is required
- No funds can be used for administrators' salaries
- Expires in 6 years and cannot be renewed without voter approval
- Seniors over age 65 can receive an exemption

Families move to our communities for the top quality high schools, keeping property values strong for all of us, even if we don't have children in school.

Saratoga and Los Gatos high schools have offered generations of students an unparalleled education. Measure A will continue this tradition by providing local students with the skills they need to succeed.

Join us—vote YES on Measure A.

For more information, visit: www.VoteYesGreatSchools.org

Note: Michaela was able to place this article in our newsletter because she won the "spotlight" at our January Biz to Biz Luncheon. Be sure to attend our April luncheon where you will have the opportunity to be entered in the drawing for this Chamber member-only benefit.

Dressed to Invest – April 27th

The Los Gatos Chamber of Commerce and **Steve Rice of Rice Financial Consulting Inc.** are please to invite the women of Los Gatos to “Dressed to Invest”, a dinner and seminar featuring Michelle Matson on April 27th at **La Rinconada Country Club**. Women of *all* ages should attend!

Michelle Matson is VP of Matson Money and author of *Rich Chick: The 9 Must-Have Accessories Every Girl Needs to Create Financial Confidence, Independence, and Freedom... the Smart Way*. She believes that every woman deserves to feel confident and secure about her financial future. Michelle’s message is that you need to get savvy about your finances. Getting your financial future on the right track is the key to making your dreams come true.

Michelle has worked in investment and financial services for 19 years, working her way up from a receptionist for a successful financial advisor, surrounded by (mostly) men more than twice her age to where she is now – the successful Vice President of Matson Money. She develops training tools, education materials and programs for investors and financial advisors.

“Dressed to Invest” will begin at 6 p.m. The cost for the event is \$40 which will include dinner. Following the presentation there will be time allotted for some questions. Each attendee will also receive a copy of Michelle’s book, “Rich Chick”, compliments of **Steve Rice**.

The Chamber thanks **Steve Rice** for his sponsorship of this first time event in Los Gatos. **Steve** is a Certified Financial Planner and widely regarded as an expert in his field as well as a leader within the financial services industry. Here in Los Gatos he has shown his commitment to our community by serving on the Town Council. Prior to his election he served as a member of the Town Planning Commission, the Historic Preservation Committee, is a Past President of the **Rotary Club of Los Gatos** and the **Los Gatos Museum Association**. **Rice Financial Consulting, Inc.** is located at 300 E. Main Street in Los Gatos.

Tickets for the event will be available on the Chamber website, www.losgatoschamber.com and through the Chamber office. Reservations are necessary and will need to be made no later than April 22.

Cooking Los Gatos Style...Taste the Treasures Returns

If you missed it the first time around, the Visitors Bureau of the Chamber is pleased to announce a second printing of “Cooking Los Gatos Style...Taste the Treasures”. Our first edition sold out before the holidays and it appears that many people didn’t get to purchase their copy. The books will be available April 1 for the same price, \$19.95 + tax and will be sold at the Chamber office, **Domus, Queen’s Chest** and some additional retailers.



Want to make sure you get your copy?
Contact the office and pre-order yours today!

Call for Nominations for Business Person of the Year 2011

Do you know a Los Gatos business person who deserves to be honored with the title of 2011 Business or Professional Person of the Year? Does that person work above and beyond to make Los Gatos a Better place to live and work? Has that person’s contributions made a significant and beneficial impact on our community? Is that person a role model who enhances the business climate in Los Gatos and encourages others to do the same? If the answer is yes, fill out the nomination form and help us honor them at the Chamber’s 2011 Annual Dinner on July 20th at La Rinconada Country Club. Nomination forms are available on the Chamber website and in the Chamber office. Deadline for submission is Friday, May 13th.

Upcoming Mixers

March Mixer

Join us on March 24th for our monthly mixer at “**We’ve Got Your Back**”, 114 Royce Street in Los Gatos. Host **Rita Marcojohn** and her staff are planning a “relaxing” evening of networking and refreshments in their location. Contact the office to make your reservation.

April Mixer

Our April mixer is hosted by new President’s Circle member, **Campo di Bocce**. Join us on April 21st at this fun location for networking. **Campo di Bocce** is located at 565 University Avenue. Call the office and make your reservation.



BIZ TO BIZ NETWORKING LUNCHEON, APRIL 26

NEVER FORGET ANOTHER NAME (or anything else, for that matter)

With **David E. Coffill of Memory Technologies, Inc.**



Would you like to be able to instantly recall the names of your clients and prospects? Would you like to remember important dates, times and appointments? Would you like to remember complex lists of things you need to do or buy...without every having to write anything down? Would you like to just improve your memory-PERIOD? Then join the Los Gatos Chamber of Commerce at our April 26th Biz to Biz Luncheon as we spend some time with David E. Coffill, CEO of Memory Technologies, Inc.

Memory Technologies is the company that specializes in teaching business professionals how to develop an instant recall memory and much more. They teach powerful rapport building skill and the

latest communications skills too. More importantly, they show how to use these skills in today's competitive marketplace to deliver more consistent results.

An accomplished presenter, David has spoken to over 200 businesses, organizations and corporations each year for over 27 years as well as having appeared on national TV. Not only will you learn but you'll have fun (and enjoy a tasty lunch catered by **California Cafe** and delicious wine from **Testarossa Winery**). We think this will be an UNFORGETTABLE Biz to Biz. Make your reservations today! Biz to Biz is held at Testarossa Winery, 300 College Avenue. The date is April 26th from 11:30 to 1:00 p.m.

U.S. Small Business Administration Offers Monthly Small Business Disaster Preparedness Webinars

Small business owners have an opportunity to get tips on business continuity planning in 2011 through a series of free webinars hosted by the U.S. Small Business Administration and Agility Recovery Solutions.

The SBA has partnered with Agility Recovery Solutions to offer small business continuity strategies via their "PrepareMyBusiness" website.

To learn more and see the upcoming schedule go to www.preparemybusiness.org

January Mixer

Hobee's President **Ed Fike** welcomes guests to our January mixer hosted by the restaurant. Food, wine and networking were on the menu for the evening. Thanks to our generous members who donated our raffle prizes for the evening: **Hobee's California Restaurant - Los Gatos, West Valley Community Services, Williams Sonoma, Cinnabar Winery, Burrell School Vineyards, Lark Avenue Carwash, Willow Street Pizza, and ChamberMaster.**



February Mixer

Guests do what they do best at our monthly mixers - Network! We want to thank **Design 101 Interiors** for hosting our February mixer at their new (and beautiful) location on a cold, stormy night. Those who braved the ugly weather had a great time. Thank you to our generous members who donated our raffle prizes:

Design 101 Interiors, Inc., Cinnabar Winery, Los Gatos Health & Fitness, Burrell School Vineyards, Hobee's California Restaurant - Los Gatos, The Mountain Winery, Lark Ave. Car Wash and Willow Street Pizza.



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CHAMBER MEMBERS NEW & RENEWED

NEW MEMBERS

A Rental Center
Fred Koslowski
15721 Los Gatos Blvd.
Los Gatos, CA 95032
(408) 356-0424

Expert HR Actions
Susan Kettmann
451 Alberto Way
Los Gatos, CA 95032
(408) 516-6907

Robert Fettgater PhD
Associates
Dr. Robert Fettgater
15951 Los Gatos Blvd., Suite 11
Los Gatos, CA 95032
(408) 371-6239

MyGreenFunds
Martha Sterne
(408) 921.7273

Acacia Group, Inc.
Nanda Nandkishore
201 Los Gatos-Saratoga Road
#230
Los Gatos, CA 95030
(408) 216-8034

Coldwell Banker –
Patricia Anderson
Patricia Anderson
449 N. Santa Cruz Avenue
Los Gatos, CA 95030
(408) 499-1007

Custom Senior Care
Eric Eberle
(408) 353-0307

Valpak of San Jose
Lori Cinnamon
4010 Moorpark Avenue,
Suite 118
San Jose, CA 95117
(408) 985-6660

Los Gatos Look–
Evergreen Publishing
Marie Sinatra
351 Piercy Road
San Jose, CA 95138
(408) 227-LOOK



Los Gatos Health & Fitness
Jonathan Keahey
285 E. Main Street
Los Gatos, CA 95030
(408) 354-5808

HSBC
Samantha Owen
415-678-3855

RENEWALS

Discover Los Gatos
Steamer's The Grillhouse
California Pops Orchestra
Los Gatos Lodge
Jerome A. Bellotti & Associates
Los Gatos Ballet & Pilates
Los Gatos Motor Inn
Coldwell Banker – Callahan Real Estate Group
Los Gatos Networking Group
Rondamike, LLC
Vital Health Institute
Chelsea Court Designs, Inc.
Sereno Group, Los Gatos Office
Entrabase
Shafer's Income Tax & Real Estate
The Spa-Los Gatos
Westhill Construction
Thrasher Termite & Pest Control
William L. Perry, DDS
Harrell Remodeling, Inc.
Los Gatos Café – Uptown
U.S. Bank, Santa Cruz Avenue
The Indian Store – JL Jewelry
Willow Street Pizza
Law Offices of Willam R. Seligmann
Sweeney, Mason, Wilson and Bosomworth
Sobrato Development Companies
Capelli Salon
St. Luke's Episcopal Church
Kitsch Couture
Intergra Insurance Service
Blossom Hill Gardens
Campo d Bocce
Affordable Treasures
Huber Business Group
Pavilion at Redwood Estates
Forbes Group
Grace Sorg
4EverFit Personal Training Studio

Mike Wasserman was sworn in as County Supervisor, representing our district, by outgoing Supervisor Don Gage on January 31, 2011. **Mike** is a former Los Gatos Councilmember, two time Mayor and a long standing member of the Los Gatos Chamber of Commerce. Congratulations **Mike**!



(Photo courtesy of *The Los Gatos Weekly Times*)

Photo Contest

It is that time of the year again when we ask everyone to get their camera out and take photos of Los Gatos. 2011 marks the fifth year that we are holding our contest looking for you to supply the images that are used to market Los Gatos in all of its splendor. A panel of local professional judges chooses the winning entries based on technical merit, aesthetics and Los Gatos identity. The judges categorize the photos into those that depict seasonal -sites, happenings and activities, business including shopping, dining, wine tasting and then those that show Town scenery. Every entrant will have at least one photo displayed at the May 20th Chamber Mixer that will be hosted at the Toll House Hotel.



Each year one photo from those that are entered is chosen as the cover of the annual Chamber Directory. This year Ken Benjamin submitted the winner and it highlights the 17,500 copies of the 2011 magazine as well as appearing on our website. Will you have this year's winner?

Discover Los Gatos, Saratoga & Santa Cruz Mountains Wineries!



Premier destination marketing

1 www.DiscoverLosGatos.com

Souvenir Map and Guide



3 www.losgatosmap.com & www.saratogamap.com

Visitors coming? Want more of them as customers?
Call us at 408.406.5021



CALENDAR of EVENTS

March 2011

- 3/1 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office (408) 354-9300. FREE
- 3/1 **Biz Break – casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5-6:30 p.m.**
- 3/5 **Los Gatos Lions Club** annual Cioppino Dinner and Auction, 6:00 p.m., **St. Mary's Church**
- 3/6 **Los Gatos Community Foundation and the Mountain Winery 2nd Annual Wine and Jazz.** 2:00-6:00 p.m. to support the Los Gatos Public Library and Friends of the Library. \$25 on line or \$30 at the door. www.mountainwinery.com.
- 3/9 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office (408) 354-9300. FREE
- 3/17 **C. B. Hannegan's** St. Patrick's Day Festival, 208 Bachman Ave., (408) 395-1233, www.cbhannegans.com
- 3/18 Sunset Concerts at **St. Luke's Episcopal Church**, 8 p.m., 20 University Ave. www.stlukeslg.org
- 3/20 Los Gatos Community Concert, 2:30 p.m., Los Gatos High School Theatre, 20 High School Court, Los Gatos, Information: <http://lgcca.org>
- 3/24 **Chamber Mixer, We've Got Your Back, 114 Royce Street, 5:30-7 p.m. Reservations requested. (408) 354-9300**
- 3/26 & 27 Pinot Paradise in the Santa Cruz Mts. For tickets and more information: <http://www.scmwa.com/index.php/events/> (831) 685-8463
- 3/27 Fashion Show, "Red Carpet Affair...Hollywood Glam", by **CASA** at 2:30 p.m. and 5:30 p.m. <http://www.casalga.org/>
- 3/27 Free screening of "The Magic Flute" at the **Addison-Penzak Jewish Community Center**, 1:00-2:00 p.m. Movie is one hour, with subtitles. Dina Jacobson at dina@svjcc.org or (408) 357-7499

April 2011

Month of April is Keep Los Gatos Beautiful Month
www.losgatosca.gov/keeplosgatosbeautiful

- 4/5 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office (408) 354-9300. FREE
- 4/5 **Biz Break – casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5-6:30 p.m.**

- 4/8 Sunset Concerts at **St. Luke's Episcopal Church**, 20 University Ave., 8:00 p.m. www.stlukeslg.org
- 4/13 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office (408) 354-9300. FREE
- 4/13 Fashion Show and luncheon, hosted by **The History Club of Los Gatos**, 123 Los Gatos Blvd. 11:30 a.m. to 2:30 p.m. Proceeds will benefit Next Door, Solutions to Domestic Violence. Contact Celeste at (408) 265-2535 or Therese at (408) 226-6365
- 4/16 Annual Bunny Fun Hunt, Hosted by **LGS Recreation**, (408) 354-8700, 10:00 a.m.-1:00 p.m. on the Los Gatos High School front lawn. Carnival Games, Food Booths, Fun Jumps, Pony Rides, and Much More! Free Egg Hunt. Bring Your Basket!, www.lgsrecreation.org
- 4/17 The Great Race from Saratoga to Los Gatos, hosted by **Rotary Club of Los Gatos. (Mike Norcia, (408) 823-2022)** www.losgatosrotary.org
- 4/20 **Deadline for Los Gatos 5th Photo Contest submissions, hosted by Town of Los Gatos and Los Gatos Chamber of Commerce.**
- 4/29 **Los Gatos Education Foundation TASTE – Denim and Diamonds, A Benefit for Los Gatos Schools** 6:00-11:00 p.m. at Opera House. Contact Kimberley Ellery at (408) 402-5014. <http://www.lgef.org>
- 4/29 Arbor Day 31st Year as a Tree City USA at 10 a.m. Join the **Town of Los Gatos** as Los Gatos celebrates 31 years as a Tree City USA. For more information, please contact Parks and Public Works at (408) 399-5776
- 4/30 Los Gatos March of Dimes Walk for Babies. at Vasona Park, 8:00 a.m. to 1:00 p.m. 6.25 miles. (408) 490-2946
- 4/30 **Wine Walk in downtown Los Gatos hosted by the Los Gatos Visitors Bureau, the Los Gatos Chamber of Commerce and the Town of Los Gatos. Purchase tickets online at www.losgatoschamber.com**

May 2011

- 5/3 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office (408) 354-9300. FREE
- 5/3 **Biz Break - casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5-6:30 p.m.**

**SAVE THE DATE – JULY 20
 CHAMBER ANNUAL DINNER**




Chamber Members Working Together to Help

Chamber member **Brenda Kashuba of 4EverFit Personal Training Studio** contacted the Chamber with this heartwarming story and felt it was worth passing along. She was contacted by the Wish of a Lifetime Organization (www.seniorwish.org) after they chose a woman from Mountain View named Joan to receive her wish of a lifetime. Joan wanted to lose weight and regain her health after many years as a caregiver to her husband who suffered from Alzheimer's for a number of years and had passed away last spring.

Brenda decided to donate a year of personal training but then pulled together resources from her Chamber affiliation and other organizations to put together a team to help the winner, Joan, achieve her goal. She recruited a nutritionist on her staff who donated her services along with Athletic Performance to donate athletic shoes, Tires Unlimited to donate an exercise bicycle and **Rita Marcojohn of We've Got Your Back** to donate a set of walking poles and free lessons for Joan. **Rita** has even gone farther by teaching an entire group of ladies in Joan's mobile home park to do pole walking.

As **Brenda** said in her note, "Every day another hero steps up to the plate to help. I'm so inspired!" The excitement continues for **Brenda** and for Joan but more than that, the Wish of a Lifetime Foundation is astounded at the way **Brenda** has become the "Pied Piper", pulling in Chamber and other resources to create an amazing community effort to help Joan. "I'm so proud of our Los Gatos Community!" **Brenda** wrote.






ChaseVP 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
29	12,482	17	1,156	2,856
fully grown	gallons	million BTU	pounds	pounds

Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.

www.ChaseVP.com

Working together is what we do and we congratulate **Brenda**, **Rita** and the others who used their networking to find others to provide help to someone in need.



Brenda Kashuba of 4EverFit Personal Training and Wish of a Lifetime winner Joan.