

WHAT'S HAPPENING IN LOS GATOS

(see page 7 for Event Calendar)

7th Annual CATillion Gala, Nov. 5th
55th Annual Los Gatos Children's
Christmas/Holidays Parade, Dec. 3rd



DIAMOND SPONSOR

El Camino Hospital – Los Gatos

SILVER SPONSOR

Hotel Los Gatos & Spa
Tuff Shed

BRONZE SPONSORS

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

INSIDE THIS ISSUE

Holiday Carriage Rides	2
Democracy in Action	2
Ribbon Cuttings	3
Member Spotlight	4
TeenForce	4
Holiday Parking	4
Biz Break	4
Chamber Ambassadors	5
Upcoming Mixers	5
New & Renewed Members	6
Calendar of Events	7
Jim Beck's New Invention	8

"Spend" your Holiday Season in Los Gatos



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

This time of year often finds me thinking about how I want to spend my time and money in order to share happy times with friends and family and also make a difference in things that matter to me, including supporting our local business community. Here are four ways you too can do that in Los Gatos this holiday season.

At every possible opportunity patronize local, independently owned businesses. They offer a rich variety of unique products and services with friendly, personal service that makes shopping fun. They also put about twice as much money back into the community as chain stores do, and infinitely more than on-line retailers. Spend locally with intention and every dollar will contribute to quality of life in our extraordinary community.

Make your shopping, dining, and spa-going experiences even more stress-free by using one of Los Gatos' eleven free public parking lots or, better yet, the free valet parking that's available starting the Friday after Thanksgiving through Christmas Eve. Look for the article about holiday parking and valet services inside this edition. You'll never be more than a short, refreshing and scenic walk from your downtown destinations.

Take advantage of all the great offers in the Los Gatos Carriage Ride Holiday Coupon Book. Available starting on November 26th at the Chamber of Commerce, local hotels and retailers, and with Carriage Rides, the coupon book will be full of great offers and information to make holiday shopping in Los Gatos even more attractive.

Treat yourself and your loved ones to the gift of a quintessential holiday experience – Holiday Carriage Rides through downtown Los Gatos. For more than three decades the carriage rides have been a staple in town, providing traditional horse-drawn carriage rides through the festively decorated downtown and nearby historic neighborhoods. The 20-minute ride starts in Town Plaza and continues through the Almond Grove district and North Santa Cruz Avenue. Within Silicon Valley, Holiday Carriage Rides are a 30-year tradition unique to Los Gatos and riders come from many miles away to enjoy this one-of-a-kind experience. This year, be sure you do, too! Look inside for more information and be sure to order your tickets now so you're not disappointed when the rides sell out.

On behalf of the Board of Directors and staff of the Los Gatos Chamber of Commerce we wish you a wonderful holiday season and a bright New Year ahead!

Chamber Announces 2012 Photo Expedition

The 2012 Photo Expedition is open for submissions. The subject for your photos is Los Gatos – a beautiful place to live, visit and do business. The contest is open to all ages and abilities. We welcome you to submit up to 10 photos to the contest. Information and an entry form is available on the Chamber website. Our Photo Expedition will conclude with a showing of the photos at the Chamber's June mixer and the opportunity for the guests at the mixer to make their choice of the "Best in Show".

One hint – if you'd like to see your photo on the cover of the 2013 Chamber Directory, be sure to submit a photo with a vertical orientation for consideration. Get your camera out and start photographing Los Gatos!

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

David Hernandez,
Los Gatos Auto Service

Lisa Rhorer,
Cin-Cin Wine Bar & Restaurant

Trevor Schwartz,
UBS Financial

DIRECTORS

Gina Adams,
Techthree Marketing & Consulting Service

Cleve Dayton – Chair Ambassadors
The Painting Pros

Butch Harris – PG&E

Janice McCabe,
Janice McCabe Interior Design

Rita Marcojohn,
We've Got Your Back

Patricia Morreale – *Toll House Hotel*

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

Pam Snowden-Abella,
Heritage Bank of Commerce

Marie Tallman

Elizabeth Tucker – *Coldwell Banker*

AMBASSADORS

Jessica Burroughs – *Alameda Family Funerals & Cremations*

Carlos Cruz – *Intero Real Estate*

Aldene Gordon – *Nicerpage Web Design & Implementation*

Renee Guild – *The Picnic Guild*

Brenda Kashuba –
4EverFit Personal Training

Lori McIntosh –
Lori McIntosh Photography

Jeana Moore – *Huber Group*

Samantha Owen – *HSBC*

Mika Storz –
Storz Insurance Services

Antra Truksane – *Cryosauna*

Dave Van Nest – *VNV Insurance*

STAFF

Ronee Nassi
Executive Director

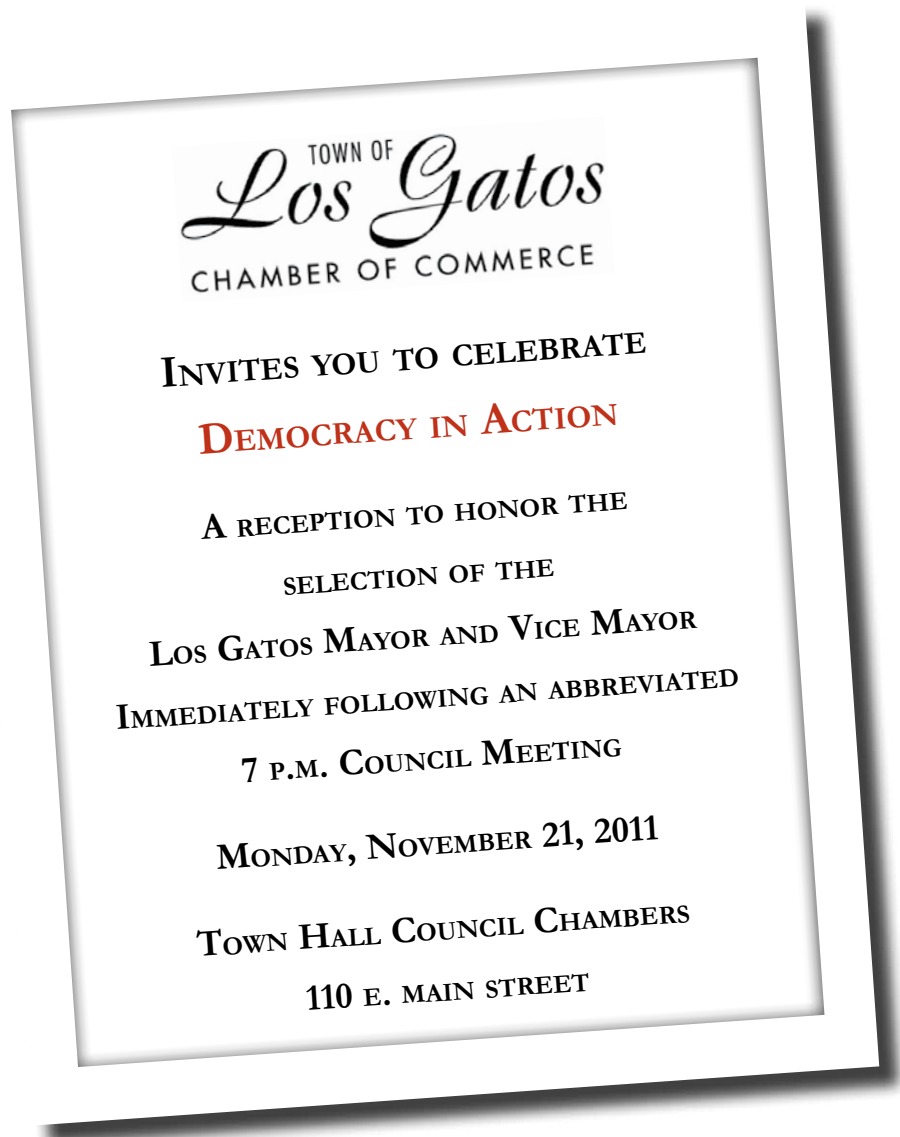
Rei Yamakawa
Office Administrator

Holiday Carriage Rides Are On Their Way!

Does the phrase “Holiday Carriage Rides” evoke images of elegant horse-drawn carriages meandering through the beautifully decorated Almond Grove district and making their way down N. Santa Cruz Avenue, lit up to accentuate the magic that is Los Gatos for the holidays? It should, because for the Chamber is bringing this annual tradition back to Los Gatos for you and yours to enjoy.

Rides begin on Friday, December 2 at 7 p.m. following the lighting of the tree in Plaza Park and the arrival of Santa. Additionally, rides will be available on Saturday, December 3, Friday and Saturday, December 9 & 10, and every night from December 16 through December 23. Rides begin at 5 p.m. and run every half hour with the last ride of the night at 9:30 p.m. 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.

Our 2011 Holiday Carriage Ride Reservation site has magically appeared on the Chamber’s website and reservations have started coming in for this holiday tradition. To make your reservation go to our website, www.losgatoschamber.com and click on the carriage graphic on the home page or contact the office for additional information.





CHAMBER RIBBON CUTTINGS

Welcoming New Businesses To Los Gatos!

Since our last edition, the Chamber was out 5 times with the big scissors to welcome 5 new businesses to Los Gatos.



On August 24, **Mayor Joe Pirzynski** did the honors for **WIX**, a fun place where you can make your own candles and soap. The Mayor was assisted by **WIX owner**

Cassie Will, friends and family as well as Chamber President **Dianne Anderson** and Chamber Board members **Rita Marcojohn and Cleve Dayton**. **WIX** is located at 15557 Union Avenue. Think holiday gifts and parties...

The Chamber helped welcome **BabyBuzz** to Los Gatos on August 31. **Mayor Joe Pirzynski** did the honors with owner **Karen Pozansky** with assistance from friends and



Chamber President **Dianne Anderson**, Board members **Cleve Dayton and Trevor Schwartz** as well as Ambassadors **Renee Guild and Brenda Kashuba**. **BabyBuzz** is located at 35 W. Main Street. Stop by and see the fabulous selection of baby gear, toys, apparel and maternity clothes.



On September 7 the Chamber welcomed **American Wireless Retail** to the neighborhood. **American Wireless Retail** is located at 130 N. Santa

Cruz Avenue. **Mayor Joe Pirzynski** was ably assisted in the ribbon cutting honors by store manager **Melvin Brodston** as well as staff and executives from the company. Also helping were Chamber President **Dianne Anderson**, Board members **Rita Marcojohn and Cleve Dayton** as well as Chamber Ambassadors **Samantha Owen, Aldene Gordon, Mika Storz and Brenda Kashuba**.



Salon Amnesia celebrated their opening with a ribbon cutting officiated by **Mayor Joe Pirzynski** on September 27th. The salon is located at 529 N. Santa

Cruz Avenue. The Mayor did the honors with owner **Janessa Van Kegten** surrounded by staff and friends as well as Chamber Board member **Cleve Dayton** and Chamber Ambassadors **Aldene Gordon and Antra Truksane**.

On October 11 the Chamber helped **Continuum Healing Arts Center** celebrate their arrival in Los Gatos. **Mayor Joe Pirzynski** was assisted with the ceremony



by **Eric Covenbach, Dr. Sage Siemon** and other members of their team as well as Chamber Board member **Cleve Dayton** and Chamber Ambassadors **Jeana Moore, Aldene Gordon, Brenda Kashuba and Antra Truksane**. **Continuum Healing Arts Center** is located at 61 E. Main Street, Suite A. They specialize in bodywork therapy, naturopathic medicine and more. They even do classes and workshops!

Need a little gift that says **Los Gatos** for the Holidays? Stop by the Chamber office and pick up one of our Los Gatos items. We have copies of our Visitor's Bureau smash hit cookbook "**Cooking Los Gatos Style...Taste the Treasures**". Additionally we carry license plate holders for your car, baseball caps, tote bags, latte mugs, thermal cups with their own straws and the always popular Los Gatos stuffed bobcat for the kids. Every item says "Los Gatos" and they all make great gifts for others or for you!

MEMBER

SPOTLIGHT



Lori McIntosh
PHOTOGRAPHY

In this edition we put the spotlight on **Lori McIntosh Photography**, a relatively new business but one that shines. **Lori** does design portraits on location of pets and families. She'll visit clients' homes to view their décor and then she'll design the colors and style before the portrait is completed. **Lori's** personal touch also includes choosing the perfect location so the photos tell a story. Portrait viewing is done at the client's home. **Lori** will even help mount the portrait on your wall!

Lori's special attention to every detail of your experience will make your portrait extra special. She specializes in horses and dogs with our without families in classic traditional style on locations that make your photos most meaningful to you.

Lori would love to take your special photos for the holidays. You can contact her at 415-235-5246 or lori@lorimcphoto.com

Lori was able to have her business highlighted when she won the "spotlight" at a Biz to Biz Networking Luncheon. Your business can shine here if you attend a luncheon and your name is called. You must be a Chamber member to participate in the drawing.

Holiday Help Available from TeenForce

Do you need any extra help for your business or at home for the holidays? **TeenForce** is a local non-profit jobs program that helps teens ages 14 – 20 get work experience. They have placed over 100 teens in part-time or temporary jobs in offices, retail stores, marketing and social media positions as well as home-based-work like gardening, organizing, and elder companionship. **TeenForce** operates like a staffing agency and makes it very convenient for employers to work with youth. They do the recruiting, initial screening and employ the youth directly providing the workers compensation insurance, taking care of payroll taxes and writing the paychecks. **Teenforce** can accommodate part-time work hours, variable hours, and temporary or short term assignments such as one time needs or events. If you need a testimonial, the Chamber has hired **TeenForce** for a number of our events as well as some assistance after our move. The students that were sent over were punctual, personable and efficient. It was a win-win all around!

For more information call 408-827-3078 or check out their website at www.teenforce.org

Holiday Parking in Downtown Los Gatos – Valet Parking Returns

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 that will be available for shoppers and employees alike beginning the day after Thanksgiving (November 25). The service is available Tuesdays through Saturdays from 9AM-9PM and daily beginning on the Sunday and Monday of the week of December 24th. You will find the FREE valet parking on the upper and lower level of the parking lot located between Elm Street and Grays Lane just off University Ave. Drop off of cars is on the upper level of the lot.

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 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.

Lot 6 – the rear part of the parking lot located on W. Main Street, just north of N. Santa Cruz Avenue.

Biz Break

Join your Chamber Ambassadors for the November Biz Break on Tuesday, 11/8 at California Cafe from 5 – 6:30 p.m. *There is no Biz Break in December* but it returns in January. Join us for the first Biz Break of 2012 on January 3rd from 5 – 6:30 p.m. No reservations are necessary. Stop by for some informal and fun networking.



Introducing Your Chamber Ambassadors

We thought it was time for our members to meet some of our great group of Chamber Ambassadors. This month we will introduce you to four members of this dynamic and indispensable group. Next edition you'll meet more!



The mission of the Ambassador Committee is to create an atmosphere of goodwill among Chamber members and the business community. They educate new members about the Chamber and how the Chamber can benefit their business. They accomplish this by showing the value of one's membership, assisting in the retention of current Chamber members and recruitment of new ones.

Please meet....



Carlos Cruz is the newest member of the Ambassador Committee. He is a member of the Fiducia Group within Intero Real Estate Services, which specializes in growing their clients' wealth one asset at a time. Their real estate services boutique practice allows Carlos to work directly with select clients.
ccruz@interorealestate.com | Office: (408) 863-3179



Renee Guild and her daughter Jessica founded **The Picnic Guild** in June of 2010. **Renee** worked as sous-chef in a popular French restaurant in Santa Rosa early in her career, and presently cooks out of a commercial kitchen on the border between Los Gatos and Campbell. She created the unique business model, which partners with seven Santa Cruz Mountains wineries and others to deliver gourmet, catered meals upon advance order. **The Picnic Guild** (www.thepicnicguild.com) offers winery visitors a gastronomic experience to compliment their enjoyment of the beautiful wines and scenery of the region.



Jeana Moore was named the first ever Ambassador of the Year at the 2011 Chamber Annual Dinner. **Jeana** is a major cheerleader for the Chamber and in her words, "My first Chamber event was a Biz Break. The Chamber members welcomed me with open arms and invited me to attend more networking events. The Ambassadors made sure that I made plenty of business contacts and that the business I was representing at the time, had a link on their website for visibility. As an Ambassador I have had even more recognition along with new business contacts. I highly recommend the Los Gatos Chamber of Commerce for any business."



Aldene Gordon owns **Nicerpage Web Design**, specializing in all aspects of website production, site maintenance and related tasks. We can vouch for her work - She is the Chamber's webmaster. She holds a second Chamber membership through **Los Gatos Bicycle Racing Club** that puts on the annual Cat's Hill Bicycle Race in May of each year in the Almond Grove neighborhood of Los Gatos. You can reach **Aldene** at aldene@nicerpage.com.

We thank **Dave Lepori, Dave Lepori Photography** for coming to an Ambassador meeting and taking the terrific photos of our Ambassadors.

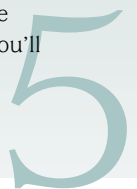
Upcoming Mixers

Mixers are a great way to combine networking with some fun. Be sure to join us for our November and December events!

In November we will be guests of **Los Gatos Health & Fitness**, located at 285 E. Main Street. Come check out their facility and enjoy some time networking with potential clients and customers as well as friends. The date is November 17th, the time is 5:30 - 7 p.m.

December is our Holiday Mixer hosted again this year by **Montalvo Arts Center**. The date is December 8 and we hope you'll start your holiday celebrating with us. Please consider carpooling to this event.

All of our mixers are \$5 for members and \$10 for prospective members. Reservations are requested to help make hosting a breeze. Please call the office and let us know you'll be "mixing" with us in November and December.



CHAMBER MEMBERS NEW & RENEWED

NEW MEMBERS

Abintra Massage and Skincare
Carol Knop
14125 Capri Drive #10
Los Gatos, CA 95032
408-866-7612

**Mavericks Civiiian Space
Foundation**
Jacquie Atchison
NASA Research Park
Moffett Field, CA 94035
650-492-5978

Lonich & Patton, LLP
Mike Lonich
1871 The Alameda, Suite 475
San Jose, CA 95126
408-553-0801

Peet's Coffee & Tea
Connie Vanderberg
798-1 Blossom Hill Road
Los Gatos, CA 95032
408-358-6311

**Continuum Healing Arts
Center**
Eric Kolvenbach
61 E. Main Street, Suite A
Los Gatos, CA 95030
408-395-7183

**Intero Real Estate Services –
Carlos Cruz**
Carlos Cruz
12900 Saratoga Avenue
Saratoga, CA 95070
408-863-3179

Salon Amnesia
Jannessa Van Kregten
529 N. Santa Cruz Avenue
Los Gatos, CA 95030
408-395-8120

Absolute Mortgage Banking
Teri Saldivar
290 Los Gatos-Saratoga Road
Los Gatos, CA 95030
408-399-5200

Trends Salon
Gwen Pallat
236 N. Santa Cruz Avenue
Los Gatos, CA 95030
408-395-2707

Galeria Arte
Claudia López
50 N. Santa Cruz Avenue
Los Gatos, Ca 95030
408-395-0403

Los Gatos Design
Philip Brouwer
408-348-3130

H2O at Home
Monica Heine
831-566-5324

Hill Development Company
Todd Hill
611 University Avenue
Los Gatos, CA 95032
408-202-8800

**Valerie Preston Design
(Preston Jewelry)**
Valerie Preston
151 N. Santa Cruz Avenue, Unit
C
Los Gatos, CA 95030
408-475-5525

Title Nine
Elyse Smith
218 N. Santa Cruz Avenue
Los Gatos, CA 95030
408-399-9099

Edible Arrangements
Xochitl Rodriguez
15075 Los Gatos Boulevard
Los Gatos, CA 95032
408-358-0370

Fromage and Specialties
Eric Waller
33 E. Main Street
Los Gatos, CA 95030
408-354-3200

RENEWALS

**Jeff Barnett – Alain Pinel
Realtors**

**Natural Expressions of Los
Gatos**

**Morley Bros.
Paychex, Inc.**

**Donald Morgan Design
Alameda Family Funeral &
Cremation**

LGS Recreation

**Intero Real Estate, Los Gatos
Office**

**Towne Business & Tax Service
The Painting Pros, Inc.**

**Poetic Cellars
Los Gatos Audiology &
Hearing Aid Center**

**The Wooden Horse
Boccardo Management
Group, LLC**

**Solutions Psychiatric
Associates**

Plum Tree Care Center

**Heritage Bank of Commerce
Infogain**

**Prestige Promotions
The Los Gatos Eureka
Building**

**Los Gatos Parent Nursery
School**

Valley Yellow Pages

**Penthouse Apartment/Vasona
management**

EHC LifeBuilders

**Alain Pinel Realtors, Los
Gatos Office**

**Atlantic Communications
Group, Inc.**

**Lark Avenue Classic Car Wash
Los Gatos Garden Inn Hotel**

**Geriatric Home Care
Specialists**

Hillbrook School

**Studio Kicks Training Center
Presentation Center**

Burrell School Vineyards

Lakeside School

Saratoga Oaks Lodge

U.S. Bank, Santa Cruz Avenue

The Bay Tree at Los Gatos

Terry J. Martin Associates AIA

Los Gatos Eye Care

Cinnabar Winery

**McCarthy Land Development,
LLC**

Pharmaca

Oak Meadow Dental Center

The Butter Paddle

Provident Credit Union

Brian Lynch

Pet People of Los Gatos

Nothing Bundt Cakes

**Whole Pet Vet Hospital and
Wellness Center**


RehabOne Medical Group

Travel Advisors of Los Gatos

**Time Out Clothing LGS
Insurance**

Stantec

Let our family take care of yours.



**Oak Meadow
Dental Center**
210 Oak Meadow Dr.
Los Gatos, CA 95032
(408) 395-1121
www.oakmeadowdental.com

Dr. Fantino & Dr. Dyer of Oak Meadow Dental
(pictured here with their children).



CALENDAR of EVENTS

NOVEMBER 2011

Enjoy live entertainment every Saturday in November and December from noon to 3 p.m. at **Old Town Center**.

- 11/1 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office 354-9300. FREE
- 11/1 **Biz Break - Casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5-6:30 p.m.**
- 11/2 **IMPOWER Luncheon, Guest Speaker Dr. Lori Gaskin, President of West Valley College. 11:30 a.m.-1:30 p.m. at La Rinconada Country Club**
- 11/5 **7th Annual CATillion Gala – Puttin’ on the Ritz – “Los Gatos Style”.** 6-11 p.m. at **La Rinconada Country Club**. For more information, please call the **Los Gatos Community Foundation** at 408-399-3131. Or visit www.losgatoscommunityfoundation.org.
- 11/5 & 6 **Historic Homes Tour**, 10 a.m. to 4 p.m. Hosted by **The Museums of Los Gatos**. To register, please call 408-354-1547, or register online at <http://www.museumsoflosgatos.org>
- 11/9 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office 354-9300. FREE.
- 11/11 **Chamber Office Closed – Veteran’s Day**
- 11/16 **World of Tastes**, hosted by the **History Club of Los Gatos**, 123 Los Gatos Blvd., 11 a.m. to 2 p.m. Great tastes from various countries, benefitting ACCESS! \$25 donation. Please call 408-356-9035 for tickets and more information.
- 11/17 **Chamber Mixer at Los Gatos Health & Fitness, 285 E. Main Street. 5:50-7 p.m. Reservations requested.**
- 11/21 **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.**
- 11/24 & 25
Chamber office closed for Thanksgiving Holiday
- 11/25 – 31
Fantasy of Lights at Vasona County Park 6-10 p.m. Event is closed to pedestrians and bicyclists. Payment is by vehicle. Call (408) 355-2201. www.parkhere.org/portal/site/parks

DECEMBER 2011

- 12/2 **Christmas Tree Lighting.** Tree lighting festivities begin at 4 p.m. at 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 6:01pm and goes back to North Pole at 7 p.m. Please bring unwrapped toys for the Toy Drive. Popcorn, coffee and hot chocolate sold in the LGCM booth at the bus stop. Hosted by **Los Gatos Community Foundation**.
- 12/2 **Holiday Carriage Rides starts at 7 p.m.** Please go to our home page (www.losgatoschamber.com) and click on the picture of a carriage to make online reservations. Hosted by **Los Gatos Chamber of Commerce (408-354-9300)**

- 12/3 **55th Annual Los Gatos Children’s Christmas/Holidays Parade** Starts at 11 a.m. Hosted by **Los Gatos Lion’s Club** and the **Los Gatos-Saratoga Recreation Department**. (408-354-8700 ext. 226) <http://www.lgsrecreation.org/Pages/parade.html>
- 12/6 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office 354-9300. FREE
- 12/8 **Chamber Holiday Mixer at Montalvo Arts Center in Saratoga, 5:30-7:00 p.m. Reservations strongly requested and carpooling suggested.**
- 12/10 **Holiday Open House & Festival of Trees Kick Off Event.** 12-4 p.m. at **Kings Court Shopping Center**. Live entertainment, balloon animals, face painting, and even photos with Santa Claus!
- 12/10 – 20
Annual Festival of Trees at **Kings Court Shopping Center**. Local schools and community organizations will be decorating Christmas Trees. Vote for your favorite tree inside the shops and restaurants at the center. Top three trees will receive “people’s choice” awards. Voting takes place December 10-20! One ballot per person will be counted. Prizes!
- 12/10 **Santa Paws - Bring your canine and feline friends to Old Town Center** from 1-4 p.m. for a keepsake photo with Santa Claus. Photos are \$20 and a portion of the proceeds will benefit Humane Society Silicon Valley.
- 12/14 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office 354-9300. FREE.

JANUARY 2012

- 1/3 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the Chamber office 354-9300. FREE.
- 1/3 **Biz Break - Casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5-6:30 p.m.**



ALAIN PINEL REALTORS
LOS GATOS OFFICE
750 University Avenue, Suite 150
408.358.1111

SILICON VALLEY TAKES ON FAKE CHRISTMAS TREES FROM CHINA

Jim Beck of Patchen California Tree Farm has a new invention!

The market for “Real” Christmas trees has been declining in recent years, largely due to the fake plastic ones from China. Most people have finally given up on the mistaken belief that a plastic tree is more environmentally friendly – imagine a giant plastic factory, belching toxic black smoke into the air in China and diesel gulping freighters hauling them across the Pacific. Then think about the warning label on the fake ones, reminding you not to breathe the fumes. In contrast, think of 30 million “Real” trees being planted and replanted every year in the USA, creating jobs and converting greenhouse gases into pure Oxygen for us to breath.

Many Christmas tree farms actually grow multiple trees, year-after-year from the same stump. So compare that to the amount of wood fiber consumed in making the cardboard box that the fake one is packed in. More trees are cut and more wood is used to make that single box than is in any real Christmas tree. “It’s a no-brainer”, says **Jim Beck**, Los Gatos Christmas tree rancher of over 40 years. Beck

is also a Silicon Valley serial entrepreneur, having invented things like the WeedSeeker®, which reduces herbicide usage in farming.

According to **Beck**, “Buying a fake plastic tree is one of the worst things we could do for our economy and for our environment. Making the plastic consumes petroleum, the plastic factory pollutes the air, fuel is wasted in shipping, and jobs move from California to China. Fake or real – which would you rather have in your living room this year?”

Everyone loves the aroma of fresh pine or fir in the house but some object to the risk of spilling water on the carpet or worse yet, having a leaky tree stand ruin your hardwood floor. **Beck** says, “Water belongs in the shower or kitchen sink – not in the living room. Instead of putting your tree in water, try putting it in this revolutionary new organic polymer, called Crystal Fresh®. You just add ice and the polymer absorbs the melting ice to hydrate the tree. If you drop an ice cube on the floor, you just pick it up – no mess*.”

According to **Beck**, “the biggest benefit comes at the end of the season when the tree must go outside. What do you do when the stand is still half-full of dirty water? You spill it on the floor, of course.” With Crystal Fresh® you don’t need to get down on your hands and knees with the turkey baster and a roll of paper towels. There is no water in the stand, so if you spill some of the polymer on the floor on the way out the back door, you just pick it up and throw it outside where it holds moisture in the lawn or flower bed.

Crystal Fresh® is 100 % biodegradable, totally non-toxic, kid safe and pet safe. Even its bottle is recyclable. It is offered at **Patchen California**, the historic Choose & Cut ranch in the hills above Los Gatos, and also at a growing number of retail stores and Christmas tree lots around the Bay Area.

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
33 fully grown	124,874 gallons	202 million BTU	1,300 pounds	3,352 pounds

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

www.ChaseVP.com