

WHAT'S HAPPENING IN LOS GATOS

(see page 7 for Event Calendar)

Business After Hours, 1/19/12

Biz to Biz, 1/31/12



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A New Face in This Place

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



The beginning of a New Year often brings about change and 2012 is no different. For the last year and a half, my face has appeared on this page and, with it, an article written thoughtfully and carefully by me. It's been my pleasure to share my ideas and perspectives with you, and I've appreciated the many comments I've heard from the community about what I've written.

Now though, it's time for you to hear from other business owners in our community; people who are instrumental in keeping your Chamber strong. Starting in 2012 you can look forward to seeing other LGCC Board Members in the role of "public face" for the Chamber. I want you to see just how diverse and strong the LGCC Board of Directors is, and to know and appreciate all the people who serve you by serving the Chamber.

In the next newsletter edition you'll hear from **Lisa Rhorer**, co-owner of **Cin-Cin Wine Bar & Restaurant** and of a new business that will open in 2012, Centonove. I'm sure her perspective as a restaurateur will bring some new ideas to this page.

More changes are afoot as we rename our monthly mixers in 2012 to "Business After Hours" because that's what gets done when we get together at mixers. Yes, we have fun in a warm and congenial environment, too, but it's all in service of making new contacts and expanding our businesses. Please join us on January 19th at **Dream Home Design** for our first "Business After Hours" Mixer, hosted by **Patti Rice**, owner operator of **The Spa Los Gatos and Regale Winery & Vineyards**.

And then don't miss our January 31st Biz to Biz luncheon with Gabrielle Hilberg speaking on Navigating Change. We'll change up this event by holding it at a different venue, **Cin-Cin Wine Bar & Restaurant**. Board member **Gina Adams** of **Gina Adams Creative Communications** and **Lisa Rhorer**, **Cin-Cin** co-owner, will be our hosts for this delicious and informative networking event. Make your reservations soon; we expect this luncheon to sell out.

Finally, look forward to a "Jubilee Year" in 2012 as the **Town of Los Gatos** celebrates its 125th year since incorporation in August 1887. The Chamber is actively involved in plans for the year and we will keep you well informed about all the activities the Town has in store.

On behalf of the Chamber staff and Board of Directors we wish you a New Year of health, happiness and prosperity in 2012!

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Business After Hours

We've been calling them Mixers forever but now we are calling them what they really are – **Business After Hours** – an opportunity to mix business with some fun.

Join us for our first Business After Hours at **Dream Home Design**, 301 N. Santa Cruz Avenue on January 19th, 2012 from 5:30-7PM. The cost for members is \$5 and for prospective members it is \$10. Reservations are requested so please contact the Chamber office and let us know that you will be attending.

Plans for our February Business After Hours are still shaping up. We'll get the details to you in upcoming E-Blasts.

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,
Gina Adams Creative Communications

Cleve Dayton – Chair Ambassadors
The Painting Pros

Peggy Gibbs,
Camp BizSmart & BizSmart Global

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

Marie Tallman

Elizabeth Tucker – *Coldwell Banker*

Pat Wolfram,
El Camino Hospital - Los Gatos

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

Mika Storz –
Storz Insurance Services

Antra Truksane – *Cryosauna*

Dave Van Nest – *VNV Insurance*

STAFF

Ronee Nassi
Executive Director

Rei Yamakawa
Office Administrator

Reminders

- We are accepting submissions for the 6th Annual Los Gatos Photo Contest until May 21, 2012. Grab your camera and showcase what you feel makes Los Gatos special. Anyone can enter and every entrant will have at least one photo displayed at our Award Ceremony which will be held on June 21 at the **Los Gatos Art Museum**. A panel of professional photographers will judge the entries and choose the winners in three different categories – Community or Living in Los Gatos which highlights seasonal sites, happening and activities around town, Business which focuses on shopping, dining, wineries and our vital business community and lastly on the Beauty of Los Gatos. At the Awards Ceremony the guests will also have the opportunity to vote on the People's Choice Award from all of the photos that are on display. Submission forms are available on the Chamber website, www.losgatoschamber.com or at the Chamber office.
- The Annual Chamber Directory and Resource Guide will be available in January. The 2012 edition will be mailed to households and businesses in the 95030 and 95032 zip codes – a great way for your business to be in front of the people of Los Gatos. Additionally the publication will be available at the Chamber office for distribution if you need more copies. It will also be available online on our website for 24/7 viewing soon – another benefit of Chamber membership!
- SCORE will no longer be meeting in the Chamber office twice a month. We will be continuing our first Tuesday of the month appointments but will not be holding appointments on the second Wednesday. If you are interested in free business counseling please contact the Chamber office to make an appointment with SCORE's knowledgeable volunteers. Appointments are one hour long beginning at 9:30 and the last appointment is at 12:30. The counseling is free but extremely valuable and only by appointment.

A Message from the National Labor Relations Board

As of January 31, 2012, most private sector employers must post a notice of employee rights under the National Labor Relations Act at their worksites. Employers must also provide a link to the notice from their internal or external website if they routinely use the site to inform employees of personnel rules or policies.

The 11-by-17-inch NLRB notice is free and can be downloaded and printed in multiple languages from the NLRB website at www.nlr.gov/poster, or ordered by mail by filling out a form at the web address or by calling 202-273-0064. In addition, the requirement may be satisfied by purchasing an all-in-one poster from a commercial vendor.

The Agency believes that the notice will help employees and employers better understand the law and avoid misunderstandings. It is similar to other workplace postings that describe workers' rights to a minimum wage, to a safe workplace, and to freedom from certain types of discrimination. Federal contractors are already required to post a notice of NLRA rights, and that posting will also satisfy this requirement.

For further details about the posting and the NLRB's jurisdiction, please see their question-and-answer section at <http://www.nlr.gov/faq/poster>. Questions can be directed to them at poster@nlrb.gov. Representatives are also available to present information and answer questions in person through this link: www.nlr.gov/who-we-are/request-speaker.



CHAMBER RIBBON CUTTINGS

Welcoming New Businesses To Los Gatos!

On November 8 the Chamber welcomed newcomer **Valerie Preston and Valerie Preston Design (Preston Jewelry)** to the neighborhood. Then **Mayor Joe Pirzynski** did the official honors along with some Chamber Ambassadors and Board members. **Valerie** and **Mayor Pirzynski** were joined by Chamber President **Dianne Anderson**, Board member **Rita Marcojohn** and Ambassadors **Antra Truksane, Aldene Gordon and Brenda Kashuba**. **Valerie** and her beautiful handmade jewelry are located at 151 N. Santa Cruz Avenue, Unit C. Stop in to see her unique designs and say hello.



The celebration for the re-opening of **The Cats Restaurant** included a ceremonial Ribbon Cutting on December 9 at the historic, legendary but completely renovated restaurant and tavern. **Mayor Steve Rice** was joined by owners **Mark and David** as well as **Vice Mayor Barbara Spector** and **Council Member Steve Leonardis, Town Manager Greg Larson, Chamber President Dianne Anderson, Board members Cleve Dayton and Gina Adams** and Chamber Ambassador **Dave Van Nest** for the official "cut". **The Cats** is located at 17533 Santa Cruz Highway (Highway 17) just outside of downtown. Stop by for a taste of their wood fire grilled and slow smoked barbeque and see what the buzz is all about.



On December 15 the Chamber joined the party at **4EverFit Personal Training**, celebrating a great accomplishment - their 10th Anniversary! **Mayor Steve Rice** did the ceremonial cut along with owner and Chamber Ambassador **Brenda Kashuba**, Chamber President **Dianne Anderson** and Ambassadors **Jessica Burroughs and Dave Van Nest**. Chamber members **Cooper-Garrod** poured their wines and the delicious food was provided by **California Cafe**. **4EverFit Personal Training** is located at 12361 Saratoga-Sunnyvale Road, Suite D in Saratoga. Congratulations to **Brenda** and her staff and we hope to do her 15th Anniversary Ribbon Cutting as well!



Thinking of Traveling in 2012?

The Chamber is teaming up again this year with 2 of our travel members and we've got some great trips for you to think about. If you prefer to cruise, how about a 15 day escape to the Hawaiian Islands? **Elegant Voyages** recommends you sail roundtrip from San Francisco on the **Star Princess**. There are stops in Honolulu, Maui (Lahaina) and Kauai (Nawiliwili) and leisurely days at sea. The trip leaves San Francisco on October 6 with fares from \$2,755 per person for a balcony cabin. Taxes and fees are additional but there is a \$50 per cabin onboard credit available if you book early.

Hawaii's not your thing? You can discover Tuscany with **Collette Vacations** from September 13-22. Visit Rome, Assisi, Siena, the hilltop village of San Gimignano and Florence. Your home for six nights is the famous spa resort town of Montecatini Terme. Your roundtrip airfare, hotels, guided tours and transportation, eight breakfasts and five dinners and much more are all included at \$2,999 per person double occupancy, \$3,299 for single occupancy and \$2,869 for triple occupancy. This price reflects a \$200 savings on per person rates if you book now.

Interested? Please contact **Susan Stevens** at stevens@elegantsvoyages.com or 408-218-3919 for additional information.



Busting The 10 Biggest Small Business Myths

Reprinted from American Express Open Forum

Barry Moltz Small Business Speaker, Consultant, and Author.

Unfortunately, small business owners believe a lot of myths about how to run their companies. These are things they assume to be true, but when put into practice, simply don't work. Here are the top ten business myths, and the truth about each of them.

1. The customer is always right. If the customer was always right, every company would be out of business! Running a business at the whim of the customer will never lead to a profitable company. However, since the customer is always the customer, it is important to see things from their point of view, listen and empathize. The next step is to firmly set their expectations from the start so they will be satisfied at the end.

2. Build it, and they will come. This is not the Field of Dreams! Just because a founder builds it does not mean customers will line up to buy it. The corollary to this myth is that customers will always buy the best product. Success in business is really about building the best distribution and marketing for the product. This is where so many business owners forget to focus.

3. Sales is the most important number. Nonsense! In measuring financial performance, sales are vanity, cash flow is sanity. It makes no sense to grow the sales of a company if they keep losing money over a period of time. Is there less money at the end of the month than at the beginning? Fail! Successful small business owners focus on cash flow and know how to read their cash flow statement.

4. Team work is about building consensus. While the success of the company does depend on building a great team, let's not get confused. Steve Jobs always said that consensus is not the same thing as collaboration. The leader sets the direction and the team needs to be able to effectively work together to accomplish that objective.

5. The financial numbers can be outsourced. No they can't! Financial statements are the company's score card. If an owner does not know where they have been, how can they know where they are going? Profit and loss, balance sheets and cash flow statements need to be reviewed and understood every month.

6. Customers only care about low prices. Some of the best companies in the country deliver low price and great customer service—like Wal-Mart, Southwest Airlines and Costco. Since most things are a commodity, small business owners will not be successful competing on price. They need to focus on the value their solution brings to solving the pain of the customer.

7. Under-promise and over-deliver. The myth is that if a company sets the expectations of the customer low, and then subsequently exceeds them, their satisfaction goes up. The truth is that if the expectations are set too low, the company will never have the opportunity to get or retain that customer.

8. Success is about making money. Sure, it's one of the ways to keep score, but if the small business owner focuses on only getting rich, then he will never achieve it. Build value and cash flow from the company, and the financial rewards will always come.

9. Spend money to make money. The truth is that too much money can actually make the business owner stupid! Throwing a lot of money at a problem is proven to be wasteful and not an answer to any solution. Spend money carefully and measure each investment's results.

10. Be active on all social networks. The truth is that *social media can be a world wide waste of time*. The small business owner should find out where his customers' and prospects' conversations are happening. Then, focus consistently on that social media tool to become part of that conversation.

What do you think? Do you agree with Mr. Moltz's assessment?

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NOVEMBER MIXER AT LOS GATOS AT LOS GATOS HEALTH AND FITNESS

Thanks to **Los Gatos Health and Fitness** for hosting our November mixer. **Guglielmo Winery** was on hand pouring for the guests and **C.B. Hannegan's** food was enjoyed. Thanks to our members who provided the great prizes that were raffled off - **Los Gatos Health & Fitness, Urban Sleep Store, Poetic Cellars, Guglielmo Winery, Hobee's California Restaurant - Los Gatos, Cinnabar Winery, Lark Ave. Car Wash and Willow Street Pizza.**

HOLIDAY MIXER AT MONTALVO ARTS CENTER

On December 8, **Montalvo Arts Center** opened their doors to the Chamber for the Annual Holiday Mixer. Over 100 guests enjoyed the ambiance, wines poured by **Burrell School, Guglielmo, Poetic Cellars and Silver Mountain wineries** and the delicious hors d'oeuvres hosted by **Hobee's California Restaurant, Pedro's Cabo Grille and Nothing Bundt Cakes.** The dining room table was laden with fabulous raffle prizes that were generously donated by 25 of our members. There was lots of "shopping" done as ticket holders were able to choose the gifts they were hoping to take home with them.

Special thanks to **Montalvo Arts Center, Patchen California, Josh Anderson of State Farm Insurance, Pat Miller Music School, Yvette Boutique Day Spa, Alameda Family Funeral and Cremation, Padgett Business Services, Los Gatos Auto Service, Four O'Clock Company, The Painting Pros, Jos A. Bank, Trevor Schwartz of UBS Financial, Bunches, The Spa-Los Gatos, Dream Home Design, Harrell Remodeling, Urban Sleep Store, El Camino Hospital, Cambric of Los Gatos, We've Got Your Back, 4EverFit, The Toll House Hotel, Camp BizSmart & BizSmart Global, Lark Avenue Car Wash and Hobee's California Restaurant** for the gifts around our tables.

Ergo Fit Minute
 from Rita Marcojohn of **We've Got Your Back**
Sitting is Like Junk Food?

Did you know that sitting can be as dangerous as eating your favorite junk food? And they are dangerous for the same reasons - too much and too often is bad for your health.

According to a recent study by the University of Missouri-Columbia, sitting has negative effects on fat and cholesterol metabolism.

The Bad News: Running and regular exercise improves health and fitness, but even an hour per day is not enough to off-set the negative effects of 15 hours of sitting each day.

The Good News: Besides sitting in a good ergonomic chair, standing, walking, fidgeting, and contracting/relaxing the muscles every hour or more seems to reactivate the sleeping Lipoprotein Lipase enzymes. This stimulates your metabolism.

For additional information or more tips contact Rita at **We've Got Your Back**, 408-395-1122.

Meet Your Chamber Ambassadors Continues...



Brenda's motto is "It's Never Too Late to Get in Shape!"

Brenda Kashuba opened **4EverFit Personal Training Studio** in 2001 with a dream of providing a non-intimidating private environment for individuals to work with a fitness trainer and achieve their fitness goals. She celebrated **4EverFit's** 10th anniversary on December 15th and looks forward to another decade of helping individuals meet their fitness goals under the guidance of a seasoned, nationally certified personal trainers or private yoga instructors.



Dave Van Nest of **VNV Insurance Services** is one our oldest ambassadors in terms of years of service. **Dave** provides affordable employee benefits like Health and Dental Insurance to employers of from 2-50 employees. He helps employees to understand and appreciate the benefits that are provided. This results in happy and productive employees. **VNV Insurance** is where insurance is an asset to your bottom line not an expense.

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).

CHAMBER MEMBERS NEW & RENEWED

NEW MEMBERS

Yvette Boutique Day Spa
Shari Paborji
248 W. Main Street
Los Gatos, CA 95030
408-395-1551

Pat Miller Music School & Talent Agency
Patricia Miller
14107 Winchester Boulevard,
Vasona Station #N
Los Gatos, CA 95032
408-871-7010

HealthE Solutions
Diane Fukuda
20 S. Santa Cruz Avenue, Suite
207
Los Gatos, CA 95030
408-460-9535

Wordflirt
Claudia Loens
408-559-1021

Chocolate Dream Box
Holly Westbrook
710 Blossom Hill Road
King's Court Shopping Center
Los Gatos, CA 95032
408-356-2626

Michele Boudreau-Alain Pinel Realtors
Michele Boudreau
750 University Avenue, Suite 150
Los Gatos, CA 95032
408-701-7175

Los Gatos Bar & Grill
Lora Lipman
151/2 N. Santa Cruz Avenue
Los Gatos, CA 95030
408-402-5870

Los Gatos Floors
Sherman King
338-A Village Lane
Los Gatos, CA 95030
408-395-6277

Camp BizSmart & BizSmart Global, Inc.
Peggy Gibbs
408-395-1937/800-475-0869

The Cats Restaurant
Mark Edwards
17533 Santa Cruz Highway
Los Gatos, CA 95030
408-354-4020

Rootstock Wine Bar
Gino Fumia
217 N. Santa Cruz Avenue
Unit B
Los Gatos, CA 95030
408-354-7668

Breathe Los Gatos
Danielle Valley
14107-H Winchester Boulevard
Vasona Station
Los Gatos, CA 95032
408-370-9642

Loma Public Education Fund
Tina Plautz
23800 Summit Road
Los Gatos, CA 95033
408-666-2269

Jos A. Bank Clothier
Lynn Mueller
150 W. Main Street
Los Gatos, CA 95030
408-354-1451

Josh Anderson-State Farm Insurance
Tracy Rodgers
225 Los Gatos-Saratoga Road
Los Gatos, CA 95030
408-395-7400

Flynn, Rose & Perkins-Law Offices
Gary Rose
59 N. Santa Cruz Avenue #Q
Los Gatos, CA 95030
408-399-4566

Yogasource Los Gatos
Steve McGrath
15545C Los Gatos Boulevard
Los Gatos, CA 95032
408-402-YOGA

Fitness Clinic of Los Gatos
Adam Morrison
15405 Los Gatos Boulevard
Suite 101
Los Gatos, CA 95032
408-358-4915

American Association of University Women
Los Gatos-Saratoga Branch
Charlene Bunger
lgs_aauw@gmail.com

Coldwell Banker – Los Gatos Office
Doug Evans
410 N. Santa Cruz Avenue
Los Gatos, CA 95030
408-355-1500

RENEWALS

Deaton, Michaels & Hall
Purple Onion Café & Catering
Work2future San Jose
The Picnic Guild

Fortino Winery
Morgan Stanley Smith Barney
West Valley College

Callahan Real Estate Group –
Coldwell Banker
Silicon Valley/San Jose Business
Journal

Black Ridge Vineyards
Patchen California
Toll House Hotel/Three Degrees
Restaurant

Elizabeth Tucker – Coldwell
Banker

The Mountain Winery
BNI Los Gatos Power Partners
Explore Publishing Inc.

Stor'lt of Los Gatos – Farley
Road

Terrance Insurance Services,
Inc.

BNI Premier Networking
Chapter

Cherie Rose Collection
John B. Lochner
Von Kaenel Real Estate Services

Testarossa Winery
Cin-Cin Wine Bar & Restaurant

Natural Creations
LGS Insurance Services



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408.358.1111



CALENDAR of EVENTS

January

- 1/1 Resolution Run. 5 mile run from Los Gatos High School. Starts at 9 a.m. Call Athletic Performance, 408-354-7365 for more information
- 1/2 **Chamber office closed**
- 1/3 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the SCORE office at 408-453-6237 or the Chamber at 408-354-9300. 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.**
- 1/6 **Ribbon Cutting for Yogasource Los Gatos, 15545C Los Gatos Blvd. 5 p.m.**
- 1/9 **Special Study Session on the N. 40 in the Council Chambers, 110 E. Main Street.**
- 1/19 **Chamber Business After Hours at Dream Home Design, 301 N. Santa Cruz Ave, 5:30-7 p.m. Reservations please. 408-354-9300**
- 1/21 Passport Day in the Santa Cruz Mountains, 11 a.m. - 5 p.m. For more information contact 831-685-8463.
- 1/22 Los Gatos Community Concert, Hector Olivera, organist. Concert at LGHS Theatre. For more information contact Ray Strong, 408-377-1106
- 1/28 Annual **Rotary Club** Crab Feed at **St. Mary's Church**, 6 - 9 p.m. For additional information or to purchase tickets online go to www.losgatosrotary.org
- 1/29 **California Pops Orchestra** presents "Let Yourself Go" at Calvary Church. For more information go to www.calpops.org
- 1/31 **Biz to Biz Networking Luncheon, Cin-Cin Wine Bar & Restaurant, 368 Village Lane, "How to Navigate Change" 11:30 a.m. - 1p.m. Reservations strongly requested and advised, 408-354-9300.**

February

- 2/1 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the SCORE office at 408-453-6237 or the Chamber at 408-354-9300. FREE
- 2/7 **Biz Break - casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5 - 6:30 p.m.**
- 2/10 8:00 p.m. - Sunset Concerts at **St. Luke's Episcopal Church**, 20 University Ave. Los Gatos, cellist Boris Andrianov & pianist Alexander Kobrin. Buy tickets online: www.stlukeslg.org
- 2/11 **Grand Opening of the New Los Gatos Library!**

March

- 3/6 SCORE business counseling in the Chamber office. Appointments necessary and available by calling the SCORE office at 408-453-6237 or the Chamber at 408-354-9300. FREE
- 3/6 **Biz Break - casual, drop in networking hosted by your Chamber Ambassadors. California Cafe, 50 University Ave. (in Old Town). 5 - 6:30 p.m.**

ANOTHER SUCCESSFUL YEAR OF CARRIAGE RIDES IN LOS GATOS AND OUR THANKS TO THOSE WHO HELPED MAKE IT ALL HAPPEN!

The tradition continued for 13 nights in December as stately horse-drawn carriages meandered through the Almond Grove District and down N. Santa Cruz Avenue carrying families, sweethearts and friends celebrating the holiday season. Over 2,000 people enjoyed the rides again this year. There were marriage proposals, anniversaries celebrated and returning riders who make our rides a family tradition.

There are so many to thank for helping to make this annual event a success. A huge thank you and pat on the back Board member **Patricia Morreale of the Toll House** who spearheaded our Holiday Coupon Book and sponsorship drive for the carriage rides. She worked diligently to put together a new sponsorship package and encouraged many businesses to get in on the opportunities that sponsorship afforded. Many of our Ambassadors and Board members helped secure the large number of sponsorships that help us keep the Carriage Rides a part of the Holidays in Los Gatos. This years sponsors were **El Camino Hospital Los Gatos, Willow Street Pizza, Los Gatos Weekly Times, ProSigns, Los Gatos Cinema, Classic Car Wash, Dustin David Salon, Toll House Hotel, Rachel Long Graphic Design, Nivana Aveda Concept Salon, Los Gatos Bar & Grill, Guglielmo Winery, Whole Foods Market, Tassels of Los Gatos, Blacy's Fine Jewelers, Summit to Sea Wine Trail, Janice McCabe Interior Design, Elegant Voyages, Cambric of Los Gatos, Regale Winery & Vineyards, Fromage and Specialties, Peets Coffee & Tea, Yvette Boutique Day Spa, Lori McIntosh Photography, Cin-Cin Wine Bar & Restaurant, Padgett Business Services, Powell's Sweet Shoppe, HealthE Solutions, Christina's on the Avenue, We've Got Your Back, West Hill Construction, CryoSauna, Pat Miller Music School, Patchen California, The Wooden Horse, Rehder Constuction, Breathe Los Gatos, The Painting Pros, Valerie Preston Jewelry Design, Carney, Sugai & Sudweeks, Campo di Bocce, Aventino Apartments, Hotel Los Gatos, Oak Meadow Dental Center, Los Gatos Auto Service, Alain Pinel Real Estate, Discovery Maps, The Spa-Los Gatos, Sereno Group, ProColor and Alameda Family Funeral & Cremation.**

Thanks to **Dave Hernandez of Los Gatos Auto Service** for securing and constructing our carriage ride house. Additionally we thank Kate Barton, our more than capable Site Coordinator as well as the many students who volunteered their time helping at the site. Special thanks to LGHS student Kristel Amboy who organized our student volunteers so diligently.

Thank you to the **Town of Los Gatos** for their invaluable assistance. Thanks to the people of the Almond Grove neighborhood who so beautifully decorate their homes and make ambling down their streets such an integral part of the holiday magic that our carriage rides enjoy. Lastly, we say thanks to Mel and the Cowboys and to our riders who really make this all happen.

On behalf of the Los Gatos Chamber of Commerce we say thank you to our community for its support and we wish all a happy and prosperous 2012!



January Biz-to-Biz Luncheon: How to Navigate Change

How do you handle change? Do you resist it? Embrace it? Do you think you can control it or just your response to it? Start off 2012 on a positive, energetic note by joining us on January 31, 2012 for the Biz-to-Biz luncheon. We're excited to announce that Gabriele Hilberg, Ph.D, a local consultant and international speaker, will help us learn to navigate through the many changes we all face—on global, economic, and personal levels.

Entrepreneurs and small business owners are pretty independent people, but the truth is, we are all interdependent and nobody is succeeding or failing single handedly. The economy is teaching us this lesson right now.

Changes are taking place now that are more significant than any changes in human history. Discover new ways to deal with these

changes and to work with and inspire each other to create new ideas and solutions.

We're starting the New Year off at a new location for the January luncheon – **Cin-Cin Wine Bar & Restaurant** will be hosting the January 31st luncheon. The networking and educational luncheon begins at 11:30 AM and will conclude at 1 PM. The cost is \$25 for Chamber members with advance reservations and \$30 for prospective members and all walk-ins. We encourage advance reservations to assure that we have a place for you. See the flyer in the newsletter or call the office at 408-354-9300. Make your reservations early as space is limited and you don't want to miss out!

About Gabriele Hilberg, Ph.D



Gabriele is a consultant and international speaker. She has led seminars in the U.S., Europe, Russia, Australia and Central America, and served as a consultant to Fortune 500 companies as well as start-ups. She is the founder of Thought Horizons, Inc. (www.thoughthorizons.com), a consulting organization that offers to individuals and teams practical

tools for identifying and changing beliefs, attitudes and perceptions that cause conflict and lack of productivity in organizations. Gabriele is known for her ability to cut through to the core issues and create breakthroughs for executives and their teams. Her passion is empowering people to break through personal and professional barriers and go beyond what they think is possible.



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
34	125,472	204	1,336	3,476
fully grown	gallons	million BTU	pounds	pounds

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





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