

New Member Profiles *With Jim Reed*

From building materials to consignment, the Chamber has you covered!

As we get ready to celebrate Scotts Valley's people and organizations of the year in November, there are a host of new members who have joined the chamber recently that are worth celebrating. Here are two of them:

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Sue Phillips

True Women's Resale Boutique

If there's ever a time people were looking for value in their shopping, this is it.

Sue Phillips' timing was good, opening True Women's Resale Boutique one year ago at 220 Mt. Hermon Road, Suite C, where she used to work for the woman who owned the shop previously. "I know women aren't going to stop shopping," Sue says. "They're just going to find the best way to do it."



Sue Phillips of True Women's Resale Boutique

With a 25-year background in re-sale and passion for clothing, Sue is the perfect fit for the position and the times. She grew up in Southern California, and as a teenager, fell in love with all the great vintage clothing places in Los Angeles. From there, it was a short jump from shopping second hand to working in that sector. After doing consignment clothing, she had a small housewares business for a while and then became part of Boulder Creek Antiques.

It was while she was there that she returned to her roots in vintage clothing. After putting a few coats on sale at the store that subsequently flew off the racks, she knew she would be going full circle again. "Once I saw how fast those coats were selling, it reminded me that that (clothing) was my first love."

Sue's goal is to have something for everybody, so that a teen, mom and grandmother can all go shopping together and come out excited with their finds. One key to that, she says, is being "picky" about what she lets in

the store. Another is having a gift for display. Sue's is readily apparent to anyone who walks in the store, and few will be surprised that she's a 3rd generation artist who used to specialize in pen and ink but is now a singer.

While display matters, however, she says it's her keen eye and experience on what will sell that's most important. "I want the best quality and I want it a little unusual. It's called 'boutique' for a reason," she notes. She only takes gently used items and meets with potential sellers by appointment. If she likes what they have, she'll display it for two months, and if it sells, they split the profits.

"It's a really good way to clean out your closet and give yourself a shopping allowance," she says.

Sue also knows that a really good way to get your business known is to become a member of the Scotts Valley Chamber of Commerce. "I'm growing the business and the chamber is a great way to get exposure."

Welcome Sue!

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Rick and Rusty Santee

Central Home Supply

If today's economy should be fertile ground for a consignment store, it's no understatement to say times have been better for the landscaping and building supply business.

"We're seeing the effects now," says Rick Santee, who co-owns Central Home Supply along with his brother Rusty. "When times are good, probably 75% of our sales are to contractors, the rest to the public," Rick says. "Now it's closer to 50-50%." Not all of that changed ratio is due to reduced contractor business, however - much of Central's residential trade has increased because it's easier and more economical to do a smaller project today.

The company was started by their parents and Rick in the 1970's. Rusty joined the company in 1984 (with the exception of one year off where Rusty flew C-5 transport planes in connection with Operation Desert Storm.) Central Home offer pavers, stone, construction hardware, rock/sand/gravel, soil and mulch, retaining wall components, brick,



Rick and Rusty Santee of Central Home Supply

block, wallboard and virtually anything else you can think of that's related to construction. In addition, with a fleet of trucks driving all over the Bay Area, they will deliver products to the right spot within a homeowner's yard or house to exactly where it's needed.

This service-first approach has enabled the company to weather the ups and downs of the marketplace, Rick says. "There's a certain momentum of doing things consistently, conscientiously and repeatedly," he says. "Our pervading moral is 'Do the right thing' and that seems to have paid us back over time."

Another asset has been their breadth of offerings. As an example, Rick notes the company's brick sales have been down the last few years, but that has been more than offset by the recent surge in popularity of natural stone and retaining walls.

After decades of success in Santa Cruz, that city has begun developing the Tannery Arts Center adjacent to Central Home's River Street location. Rick says that will lead to less space for the company as leases are reclaimed and land is possibly lost through eminent domain. After looking at over 50 different relocation options, Central Home opened their second location in 2008 in Scotts Valley at 180 El Pueblo Road, right behind Scarborough Lumber. "Eventually, Scotts Valley will be our primary location," Rick says. "We have a great place here to expand."

Central Home says they believe they also have a great partner in the Scotts Valley Chamber of Commerce and the entire community. "We love being here," Rick says. "Everyone in Scotts Valley has been very welcoming. It's a refreshing change to find a community that's friendly towards business."



Calendar of Upcoming Events

November 12

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

November 14

- *Chamber Community Awards Dinner, 5:00 pm - 10:00 pm*
Hilton Santa Cruz/Scotts Valley,
6001 La Madrona Dr. Scotts Valley

November 26

Happy Thanksgiving!

December 5

- *Scotts Valley Christmas Tree Lighting Festival, 5:00 pm*
Scotts Valley Community Center,
360 Kings Village Road

December 10

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

December 15

- *Second Harvest Food Bank Chamber Mixer, 5:30 pm - 7:00 pm*
Wells Fargo Bank, 203 A. Mt.
Hermon Rd, Scotts Valley

Have a Happy Thanksgiving!

Call the Chamber Today or visit
www.scottsvallychamber.com

SCOTTS VALLEY CHAMBER OF COMMERCE

Scotts Valley Means Business!

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Scotts Valley Chamber of Commerce Presents

A Toast to Scotts Valley

The Annual Community Awards Dinner



November 14, 5:00 pm, at the Hilton

The Scotts Valley Chamber of Commerce invites you to join us in honoring our 2009 Awardees at the annual Community Awards Dinner, November 14, 5:00 pm, at the Hilton Santa Cruz/Scotts Valley. This will be a gala evening with delicious food, Award presentations, big screen entertainment, and both live and silent auctions – which serve as a major fundraiser for the Scotts Valley Chamber of Commerce.

We are proud to announce our Major Business Sponsor for this Year – Wells Fargo Bank, and our Co-Sponsor – Santa Cruz Sentinel. These two companies have stepped up to help us make an evening of great fun as the Scotts Valley Chamber of Commerce celebrates 52 years of service to the Community and recognizes our Community leaders. This year's honorees are as follows:

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Woman of the Year Award
Mary Dettle

In recognition of her outstanding accomplishments in the Scotts Valley Unified School District. As a Vine Hill Elementary School fifth grade Teacher, Mary specializes in the sciences and has consistently raised the science proficiency percentage of her students to a remarkable 89% last year. She sponsors the Vine Hill Fifth Grade Service Club, teaching children community involvement at an early age. Mary Dettle has served as a past President of the SV Educational Foundation and previously served as Vice President of SV Middle School and High School PTAs. Mary is also an accomplished Artist, having served on the Scotts Valley Arts Commission for several years as well as continuing to serve on the Scotts Valley Art & Wine Festival Committee. She was selected as the 2008 Festival Poster Artist.



Mary Dettle

•••
Man of the Year Award
Jim Reed

In recognition of his continuous efforts for the betterment of our Community on many levels. Jim has chaired the Vine Hill Dinner and Auction Committee to fund classroom coaches, art, music, dance as well as the computer lab and a computer lab aide at Vine Hill and participated in several beautification and fundraising projects there. Jim spearheaded the creation of the Friends of the Scotts Valley



Jim Reed

Library group and their recent dinner and auction for the new Scotts Valley library. He works with the youth of SV in the SV Little League. Since leaving his post as editor of the Scotts Valley Press-Banner, Jim continues to contribute sports and human-interest articles for the Press-Banner and writes the new member articles for the Scotts Valley Chamber of Commerce newsletter appearing in the SV Times. Jim Reed has served our community as a City Council member, the city's representative on the Library Joint Powers Board and currently serves as Vice-Mayor. He was instrumental in running the Measure C campaign that won 72% support in Scotts Valley.

•••
Sharemi Ullestad Memorial Youth of the Year Award
Annika Gustafsson

In recognition of her continuous Community Service. Annika has served as secretary for the SVHS Key Club (service club) for the past two years, assisting with such events as the city's 4th of July fireworks event, SVHS haunted house, SVHS homecoming activities, and Scotts Valley Art & Wine Festival. Annika is founding president for the One Dollar for Life Club at SVHS, raising funds for a school in Africa. She also serves as secretary for the SVHS California Scholarship Federation. Annika has also volunteered with the Santa Cruz Homeless Shelter, Red Cross, and the Wharf to Wharf race. This year she was designated a Jr. Art Advocate by the SV Art Commission for her role in organizing the Student Art Booth at the 2008 SV Art & Wine Festival.



Annika Gustafsson

Café Max at the Hilton

Happy Thanksgiving

Buffet to include...

- Slow roasted sage rubbed turkey
- Brown sugar glazed Virginia ham
- Hand carved prime rib roast

Sides

- Cranberry cinnamon port stuffing
- Roasted garlic potatoes Au Gratin
- Southern style herb cornbread stuffing
- Traditional mashed potatoes
- Candied sweet yams with pecan streusel
- Grilled vegetable rice pilaf

Desserts

- Pumpkin pie
- Apple pie
- Pecan pie
- Mini crème brûlée
- Strawberry cobbler
- Rum raisin bread pudding with banana foster
- Stuffed crepes with chocolate ganache

Salads

- Bleu cheese roasted cherry tomato bacon chicony salad
- Local grown beet salad with arugula, shaved parmesan, & sun dried cherries
- Cucumber grilled vegetable antipasto salad
- Caesar salad with focaccia croutons & shaved romano cheese
- Wild rice salad with dates, preserved lemon, candied ginger, roasted tomatoes, caramelized onions, in a citrus vinaigrette

November 26, 2009

Dinner served from 1- 8pm

Adults \$ 31.95

\$25.95 seniors

\$15.95 children 5-12

For reservations call 831.440.1000

Hilton  Santa Cruz

Scotts Valley

6001 La Madrona Drive
www.santacruzscottsvally.hilton.com



Just Around the Corner Christmas Tree Lighting Festival

December 5, 5:00 p.m.

Mark the date on your calendar now before all the Christmas Festivities fill the space on your December calendar. The Scotts Valley Annual Christmas Tree Lighting Festival will take place on Saturday, December 5, at 5:00 p.m., at the Scotts Valley Community Center. This annual event is presented by our Chamber businesses and community Service Clubs to create a full evening of festivities.

The Festival will begin with the Christmas Tree Lighting ceremony, with talented musicians of the community coming together to perform. You'll be greeted by the Vine Hill Service Club and honor our flag with the Boy Scout Troop. We'll sing Christmas carols together led by our musical team from Gateway Bible, listen to the music from the Scotts Valley High School Chorale, Vine Hill Service Club, and more. Our SVMS cheerleaders will be on hand to help light up our Community Christmas Trees and welcome Santa as he arrives into town atop our own Scotts Valley Fire Engine. Visit with Santa and have your picture taken by a professional photographer, Jesse Gabriel Photography, for only the price of a donated can of food.

From 6:30 – 9:00 p.m. the Community Center, the Senior Center and the Scotts Valley Sports Center will become a hub of activity for all ages. This will be our last year to enjoy the Family Holiday Skating at the Sports Center so be sure to be a part of their two skating sessions 6:30 and 8:00 pm. In addition, you'll enjoy craft projects, yummy barbeque, delicious desserts, and pictures with Santa throughout the evening. The Senior Center will be a showcase of decorated Christmas trees and wreaths that will be raffled off throughout the evening. Carolers will entertain you as you walk between the events. This is where you will find the annual "Poker



Run" as you walk from station to station. It will be an evening of great celebration. All for the low, low price of donating cans of food. This Festival serves as a major fundraiser for Valley Churches United Missions. There will be stations throughout the Festival to collect your food cans.

New this year will be our Carriage Ride from our smaller Christmas Tree at the Community Center (decorated by the employees of Kmart) to the BIG Community Christmas Tree on Mt. Hermon Road. Bring your family and see Kings Village from a new perspective as you ride through the shopping center inside a horse-drawn carriage. View our beautifully lit 60' Christmas tree up close and personal.

Details for the entire event are available from the Scotts Valley Parks and Recreation office at 438-3251 or visit the chamber website at www.scottsvally-chamber.com. Organizations involved include Scotts Valley Exchange Club, The Moose Lodge, Scotts Valley Host Lions, Scotts Valley Rotary, Scotts Valley Kiwanis, Scotts Valley Advocates, and the Scotts Valley Chamber of Commerce.



Carriage rides will be provided by the Santa Cruz Carriage Co.

Mark your calendars now for this great Festival, December 5, 5:00 p.m. Bring your family, friends, neighbors and associates of all ages as we light up Scotts Valley together as a community at our Scotts Valley Christmas Tree Lighting Festival.

Chamber Memorializes its first 'Youth of the Year' Award named after Sharemi Ullestad

By Joshua Breeden, President of the Chamber Board



This year the Chamber lost a valuable resource, an advocate who embodied the spirit the Chamber endeavors to instill, and most of all, a dear friend. Sharemi Ullestad was all of these things to the community she loved. Sharemi was the first recipient of our "Youth of the Year Award" and thus it is with great pride that on behalf of the Board of Directors of the Scotts Valley Chamber of Commerce, I can announce that from this year forward we will be presenting the "Sharemi Ullestad Memorial Youth of the Year Award."

A GOOD SIGN

EVEN IN TIMES LIKE THESE.

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HOURS
MON-FRI: 9AM-8PM
SAT: 9AM-7PM
SUN: 10AM-5PM

Red Brick Pizza Celebrates First Year with Red Ribbon Cutting

The Scotts Valley Chamber of Commerce businesses joined together to help Wiwiek and Eco Junus of Red Brick Pizza (Scotts Valley Corners) celebrate their first anniversary here in Scotts Valley with a Ribbon cutting ceremony and celebrated their new membership with the Scotts Valley Chamber of Commerce. Red Brick Pizza served

up yummy pizzas, salads, delicious cheese sticks and showcased their cool gelato. It was a beautiful September evening as Chamber members enjoyed the patio area for some great networking opportunities. Thank you Red Brick Pizza for a delightful evening and welcome to the Scotts Valley Chamber of Commerce!



Cutting the Red Ribbon for Red Brick Pizza

"Annual Awards" from pg 16

Organization of the Year Award

Scotts Valley Unified School District PTA's

Our Parent Teacher Associations (PTA's) support our four Scotts Valley schools in a myriad of ways. They work tirelessly to put on fundraisers to financially support our teachers with classroom supplies, stipends for music and art, technology, libraries, after school enrichment programs, and much, much more. In addition, they nurture our staffs with food and encouragement at every turn. The PTA's from Brook Knoll, Vine Hill, Scotts Valley Middle School and Scotts Valley High School are there for the teachers, the parents and most importantly the students every day.

•••

Business of the Year Award

Jesse Gabriel Photography

A fairly young business in our community, Jesse & Susan Flippen have demonstrated continuous involvement since the day they moved in - both in supporting and vol-



Jesse & Susan Flippen

unteering in community events, as well as their dedication and involvement with the business community here in Scotts Valley. The Flippens have been involved with the Fallen Officer Foundation, Friends of the Library fundraiser, SV Art & Wine Festival, SV Christmas Tree Lighting Festival, SVHS Fashion Show fundraiser, Music in Skypark, Operation Smile, as well as many others. They serve as Ambassadors for the Scotts

Valley Chamber of Commerce and shine as examples of supporting the businesses in our community. Jesse Gabriel Photography excels in their trade - photography - and has received high ratings for their exceptional customer care and satisfaction.

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Beautification of Scotts Valley Award BCI Builders



BCI Builders in the Tree Circus Center

Taking the "lead" in green building in Scotts Valley, BCI Builders designed and built the Tree Circus Center on Scotts Valley Drive to meet the requirements of the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) for New Construction and followed the require-

ments of the City of Scotts Valley's green building program. BCI Builders focused on reduced energy and water use, lighting controls, material use, as well as a variety of other sustainable strategies. In the midst of constructing the new building, they were able to retain the historical trees located on the property and named the new building the Tree Circus Center.

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Join with the Scotts Valley Chamber of Commerce in honoring these outstanding honorees on November 14, 5:00 pm, at the Hilton. Tickets for the Chamber's Community Awards Dinner gala are \$75 each or gather your friends and business associates and sponsor a reserved table for 10 for \$850. Tickets are available through the Scotts Valley Chamber of Commerce at 438-1010 or through the website at www.scottsvally-chamber.com. Auction donation forms can also be found on the chamber website. Don't miss this gala event as we celebrate together as a Community - A TOAST TO SCOTTS VALLEY!

Scotts Valley Unified School District Parent Teacher Associations



Scotts Valley High School PTA



Scotts Valley Middle School PTA



Brook Knoll PTA



Vine Hill PTA

Scotts Valley Chamber of Commerce
360 King's Village Road
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Scotts Valley
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