

The Chamber ADVANTAGE

THE LOS ALTOS CHAMBER OF COMMERCE NEWSLETTER

SUMMER 2011
inside this issue

Executive
Comments
Page 2



Chamber
Expo
Page 4



Business
Mixers
Page 5



22ND ANNUAL CHAMBER GOLF TOURNAMENT

Monday, August 1st over 100 golfers will tee off at the Los Altos Golf & Country Club golf course for the 22nd annual Chamber of Commerce Golf Tournament. Players have a choice of two formats, Scramble or Two Person Best Ball. This year the Hole in One prize is a Rolex watch donated by Gleim Jewelers and two players will also have a chance to win a \$5,000 prize in the Putting contest. There are additional prizes for the winning golfers, the Longest Drive and Closest to the Pin.

The generous Title Sponsorship of the golf tournament by Courtyard by Marriott Palo Alto-Los Altos assures the success of the event. Silver Sponsors include: Armadillo Willy's, Borel Private Bank & Trust Co., Casas Riley & Simonian, LLP, Chef Chu's, Knight & Company, Certified Public Accountants, Inc., Louie Pellegrini of Mission Trail Waste Systems, Los Altos Optometric Group, MetLife Home Loans, Rees Properties, Residence Inn by Marriott Palo Alto-Los Altos and Sereno Group Real Estate.

The Putting Contest and Longest Drive is sponsored by Jim Flynn & Al Ward State Farm Insurance. Golf carts are sponsored by Brown Insurance Services of Los Altos and Intero Real Estate Services. Beer will be donated by Gordon Biersch, box lunches by Le Boulanger and snack bars and water by Whole Foods Market.

Not a golfer? Come to the party after the tournament! The party begins at 5:30PM and includes cocktails and a BBQ dinner and an opportunity to bid on some great silent auction prizes. Party is \$65 per person.

Sign up early! Register online at www.losaltoschamber.org

Los Altos Chamber of Commerce

321 University Ave.
Los Altos, CA 94022

phone
(650) 948-1455

fax
(650) 948-6238



calendar

JULY 4TH Holiday, Monday, Chamber Office Closed

JULY 5, 19, Tuesday, 7:45-9:00AM
STAR I Networking Group, Location TBA

JULY 6, Wednesday, 8:30AM
Membership Committee Meeting, Chamber Office

JULY 6, 20, Wednesday, 1:15-2:30PM
STAR II Networking Group, First Republic Bank

JULY 7, Wednesday, 8:00AM
Ambassador Committee Meeting, Chamber Office

JULY 11, Monday, 8:00AM
Government Affairs Meeting, First Republic Bank

JULY 15, Friday, 9:00AM
Fall Festival Committee Meeting, Chamber Office

JULY 21, Thursday, 7:30AM
Bd. of Directors Meeting, State Farm Insurance

JULY 25, Monday, 9:30AM-12:30PM
SCORE Counseling by Appointment, Chamber Office

JULY 27, Wednesday, 5:30-7:00PM
Business After Hours Mixer, State Farm Insurance
4546 El Camino Real, Ste. B-4

AUGUST 1, Monday, 10:00AM – 7:30PM
Chamber Golf Tournament, Los Altos Golf & Country Club

AUGUST 2, 16, Tuesday, 7:45-9:00AM
STAR I Networking Group, Location TBA

AUGUST 3, Wednesday, 8:30AM
Membership Committee Meeting, Chamber Office

AUGUST 3, 17, Wednesday, 1:15-2:30PM
STAR II Networking Group, First Republic Bank

AUGUST 4, Thursday, 8:00AM
Ambassador Committee Meeting, Chamber Office

AUGUST 8, Monday, 8:00AM
Government Affairs Meeting, First Republic Bank

AUGUST 12, Friday, 9:00AM
Fall Festival Committee Meeting, Chamber Office

AUGUST 22, Monday, 9:30AM-12:30PM
SCORE Counseling by Appointment, Chamber Office

AUGUST 24, Wednesday, 5:30-7:00PM
Bus. After Hours Mixer, Residence Inn by Marriott, 4460 El Camino Real

SEPTEMBER 1, Thursday, 8:00AM
Ambassador Committee Meeting, Chamber Office

SEPTEMBER 5, Monday, Labor Day Holiday, Chamber Office Closed

SEPTEMBER 6, 20, Tuesday, 7:45-9:00AM
STAR I Networking Group, Location TBA

SEPTEMBER 7, Wednesday, 8:30AM
Membership Committee Meeting, Chamber Office

SEPTEMBER 7, 21, Wednesday, 1:15-2:30PM
STAR II Networking Group, First Republic Bank

SEPTEMBER 9, Friday, 9:00AM
Fall Festival Committee Meeting, Chamber Office

SEPTEMBER 12, Monday, 7:45AM
Joint Governm. Affairs & Bus. Roundtable Meeting, Northern Trust

SEPTEMBER 15, Thursday, 7:30AM
Bd. of Directors Meeting, State Farm Insurance

SEPTEMBER 21, Wednesday, 5:30-7:00PM
Business After Hours Mixer, Passerelle Investment Co., 108 First St.

SEPTEMBER 26, Monday, 9:30AM-12:30PM
SCORE Counseling by Appointment, Chamber Office

executive comments



ac-tion [ak-shuh n] noun *The process or state of acting or of being active.*

Back in April I wrote about leverage - Power or ability to act or to influence people, events, decisions, etc. This month I'm pulling out the word act from that note and suggesting that now is the time to plan your leveraging strategy and act.

During the next few months we will have:

- Mixers in July (Jim Flynn & Al Ward State Farm Insurance), August (Residence Inn by Marriott) and September (Passerelle Investment Co.). Mixers are your leads group, an opportunity to meet your fellow merchants, tell them who you are, where you are and why they should refer their clients to you.
- Farmers Markets – Our traditional summer market Thursdays on State Street from 4:30-8:00 PM and the new Rancho farmers market every Saturday from 9:00 AM to 1:00 PM. Are you a merchant adjacent to these events? Open your door, greet passers-by with a smile, perhaps with a flyer touting your services; perhaps a small give-away.
- Los Altos Art & Wine Festival, July 9-10, LAVA's big downtown party and the Fall Festival, October 1-2, your Chamber's premier event. More chances to open your door and invite attendees to learn who you are and what you have to offer.

• Our annual Chamber Golf Tournament, August 1 at Los Altos Golf & Country Club. Here is your chance to thank your key clients by treating them (and yourself) to a day on the links at a beautiful private course, and benefit the Chamber with your sponsorship.

But to act, that each tomorrow find us farther than today. –from A Psalm of Life, by Henry Wadsworth Longfellow

Sam Pesner,
Chairman of the Board

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welcome new members

Welcome to the following new members of the Los Altos Chamber of Commerce. We will support your businesses, as we do for all members, by referrals and member services provided by the Chamber. Please let us know if you have ideas on how we can assist you.

ANDIAMO SALON

Monica Moran
147 Main St.
Los Altos, CA 94022
(650) 948-0182
Email: andiamosalon147@sbcglobal.net
Web: www.andiamosalon.com
Beauty Salon

CHRIST EPISCOPAL CHURCH

Malcolm Young
1040 Border Rd.
Los Altos, CA 94024
(650) 948-2151 Fax: (650) 948-1193
Email: malcolm@ccla.us
Web: www.ccla.us
Church

EVOLVE GYROTONIC, YOGA & PILATES

Allison Gonzalez
106 First St.
Los Altos, CA 94022
(650) 209-5916 Fax: (650) 610-0683
Email: evolvelosalos@gmail.com
Web: www.evolvealosalos.com
Exercise & Physical Fitness

KANSKY HOMES

Matthew Kansky
1061 Parma Way
Los Altos, CA 94024
(650) 269-3181 Fax: (650) 941-6963
Email: mkansky@comcast.net
Contractors – Building, General

KELLY MONEY MANAGEMENT, LLC

Lyndell Kelly
809-B Cuesta Dr., #2122
Mountain View, CA 94040
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Web: www.kellymoneymangement.com
Daily Money Manager

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Restaurant

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555 College Ave., Palo Alto, CA 94306
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Email: cnolet@opesadvisors.com
Web: www.opesadvisors.com
Financial Advisor

PASSERELLE INVESTMENT COMPANY

Brooke Ray Smith
108 First St., Los Altos, CA 94022
(650) 450-0335 Fax: (650) 887-1405
Email: brookeray@passerelleinvestments.com
Web: www.passerelleinvestments.com
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Mountain View, CA 94041
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Lawrence Choy
4 Main St., Ste. 210, Los Altos, CA 94022
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Suzanne Goodman
979 Fremont Ave.
Los Altos, CA 94024
(650) 559-5801
Email: warriorspiritmartialarts@gmail.com
Web: www.warriorspiritma.com
Martial Arts

renewing members

Thanks to the following members who have expressed their support for the Los Altos Chamber of Commerce by investing their dollars in membership renewal for the Spring.

40 - 45 Years

Coldwell Banker, San Antonio Rd.
Reitmeir's Werkstatt, Inc.

30 - 34 Years

Spangler Mortuaries

25 - 29 Years

Casas Riley & Simonian, LLP
Cille Emery, Mary Kay Cosmetics
Foothill College
Le Boulanger
Los Altos Town Crier
Malovos & Konevich, Attorneys At Law
Pasta Market
R. J. Dailey Construction Co.

20 - 24 Years

Abigail Company
Akane Japanese Cuisine
Brown Insurance Services of Los Altos
Campi Properties, Inc.
Cezanne - A Haircolor Studio
Draeger's Supermarket, Inc.
Farrell Company
House of Daniel On Main
John Sines, Attorney at Law
Los Altos School District
Marcia Newton, Alain Pinel Realtors
Springwood Apartments

15 - 19 Years

Bob and Pat Reed
BMW of Mountain View
Dinah's Garden Hotel & Trader Vic's
Ginny & King Lear
Girvin Peters Landscape Construction & Design
Judy Bogard-Tanigami & Sheri Hughes,
Alain Pinel Realtors
Michal the Milkman
Shelly Potvin, Coldwell Banker

10 - 14 Years

Acacia Press
BridgePoint at Los Altos
Clyde & Lois Noel
David Bergman, Intero Real Estate Services
Eyes Optometry
Jim Flynn & Al Ward State Farm Insurance
Landscape Design by Bette
Pam Blackman, Intero Real Estate Services
Residence Inn by Marriott Palo Alto-Los Altos
Ristorante Bella Vita

5 - 9 Years

A.B.W. Construction, Inc.
Ad Plus, LLC
American Canine Institute
Andrew K. Mills Plumbing, Inc.
Barbara Williams, Alain Pinel Realtors
Brooke Shaw Builder
California Automotive
Cammie Brodie, MetLife Home Loans
Children's House of Los Altos
Chuck & Nan Geschke
Deborah Leigh Coblentz, MFT
Debra Ahn, Sereno Group Real Estate
Edward Jones, Cynthia A. Wemyss
Forum at Rancho San Antonio, The
Liz Zed Ph.D.
Los Altos Vault & Safe Deposit Co.
Mona T. Armistead, MFT
Pacific Gas & Electric Co.
Pat Gray, Color and Image Consultant
Paychex
SST Insurance Brokers, Inc.
Stephanie Channing, Diversified Capital Funding
St. Simon School
Villa Siena

1 - 4 Years

Avalon Enterprises, Inc.
Bonita Designs
Cici Lipset, LCSW
Coelyn Group, The
Dawn Thomas Team, Intero Real Estate Services
FES, Inc.
First & Main Sports Lounge
Global Trust Bank
Heritage Academy
Home Instead Senior Care
i-heart-chocolate
Krause Center for Innovation, Foothill College
Reimer Chiropractic and Massage Wellness Center
Shawsu Workout Studio
SnowTech Media
Spring Down Equestrian Center
Stapleton Education Consulting
Tina Le, D.D.S.
Torrey Pines Bank
United Studios of Self Defense
Voice Carrier
Wm. H. Fry Construction Company
Yum Yum Tree

New members joining the Los Altos Chamber of Commerce please submit a business card for a free ad to be included in the Chamber newsletter



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chamber news & events

ANNUAL BUSINESS EXPO



The Los Altos Chamber's 23rd Annual Business EXPO filled the Los Altos Youth Center on April 28.



Le Boulanger's Vicki Rannals, Harry Kimble and Kristina Brunello offer a variety of special dessert treats at the April Business EXPO.



LOS ALTOS FALL FESTIVAL

Come and celebrate the beginning of the Fall season at the Los Altos Chamber of Commerce 20th annual Los Altos Fall Festival October 1st and 2nd from 10:00AM to 5:00PM. This year the festival has a NEW location in the north parking plazas behind State Street in downtown Los Altos.

Artists will display their fine art, crafts, jewelry, clothing and decorative holiday items in time for the start of the gift-giving season. Food vendors will dish up some tantalizing specialties in the Food Court and delicious wines and thirst quenching beers will be poured throughout areas of the festival.

Antique car enthusiasts will enjoy the Classic Car Show with more than 40 vintage cars on display each day. An exciting mix of music will be featured on the Main Stage and kids will enjoy the activities in the Children's Alley, including a choo choo train, rock climbing wall, a petting zoo, bounce houses, kiddie rides and games and activities.

Come join the fun

STATE OF THE CITIES LUNCH



Elected officials congratulate Larry Chu, Jr., the 2011 Singer Award recipient. Left to right; Scott Strickland (representing Supervisor Liz Kniss), Los Altos Mayor Ron Packard, Los Altos Hills Mayor Ginger Summit, Larry Chu, State Senator Joe Simitian.



2011 Walter and Marie Singer recipient Larry Chu, Jr. and his wife Susanna Kwan are congratulated by Chamber Board Chair Sam Pesner (right) at the State of the Cities lunch in May.



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chamber news & events

BUSINESS MIXERS




Café Vitale owner and manager Tracy Ross gets help from her daughter and friends with hosting the May Business After Hours Mixer. Left to right: Tracy and Auriel Ross, Rachael Gradys and Parisa Parsi.



The Los Altos Rotary and Kiwanis Clubs sponsored the June Business After Hours Mixer at the Los Altos History Museum. Pictured left to right are Jan Fong, Kiwanis President; Laura Bajuk, Museum Executive Director; and Dennis Young, Rotary President.

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Steve Fick, *2nd Vice Chair*
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Marti Kambe, *Treasurer*
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Scott Riches, *Pinewood School*
Eamon Rooney, *ActionCOACH*
Brian Whitlock, *Brian's Restaurant*

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Doug Schmitz, *LA City Manager*

staff

Julie Rose, *President*
Gayle Carter, *Executive Assistant*
Tammy Serna, *Bookkeeper*

Chamber Web Site Advertising Opportunities!

Enhanced Listing in the Business Directory:

Company logo or a photo of your
business or yourself - \$150

Company logo AND a photo of your
business or yourself - \$200

Home Page Banner Ad:

\$1200 for one year
(limited number)

Business Directory Banner Ad:

\$1500 for one year
(limited number)

www.losaltoschamber.org



Advertise Your Business!

See your Business card in the *Chamber Advantage Newsletter!* This newsletter is mailed to more than 500 Los Altos Chamber members and is given to new businesses and residents of the community. It's great exposure and a bargain at \$40.00 per issue!

Advertising Rates

Circulation:	550
Business Card Ad	\$40.00
1/4 Page Camera Ready	\$75.00
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(20# paper only, you supply 550)	
Members	\$75
Members, Non-Profit	\$40
Non-Members	\$250
Non-Members, Non-Profit	\$100
Mailing Labels (members only)	\$75

Newsletter Deadline is the 15th of the month prior to the next bi-monthly newsletter



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