

# The Chamber ADVANTAGE

THE LOS ALTOS CHAMBER OF COMMERCE NEWSLETTER

WINTER 2011  
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## ANNUAL AWARDS RECOGNIZE CHAMBER'S BEST

The Chamber's Annual Awards Dinner will take place on Thursday, January 27th at Chef Chu's. This annual event is always a sell-out, so make your reservations early. Space is limited to the first 100 reservations. Chamber awards that will be handed out this year include:



*Chamber Member of the Year,*  
**Casas Riley & Simonian, LLP**

*Chair's Special Recognition, Doug Schmitz, City of Los Altos*

*Community Partnership Award, Nancy Dunaway, LAVA*

*Pride of the Community, El Camino Hospital*

*Community Legacy, Los Altos Town Crier*

*New Member of the Year, Mission Trail Waste Systems*

*Outstanding Service to the Chamber*  
**Jim Flynn, State Farm Insurance**

The following officers for 2010 will be introduced: Sam Pesner O.D., Los Altos Optometric Group, Chairman of the Board; David Bergman, Intero Real Estate Services, 1st Vice Chair; Steve Fick, Borel Private Bank & Trust Co., 2nd Vice Chair; Marti Kambe, Kambe & Mahan, CPA's, Treasurer; and Dan Brunello, Le Boulanger, Past Chair.

Members new to the Board of Directors are Bob Galen, Young, Craig + Co., LLP; Randy Gard, Gard & Kaslow LLP; Ilona Lindauer, IKB, Inc.; Pat Richards, NOVA; and Eamon Rooney, ActionCOACH.

Outgoing board members are Kathy Brown, Brown Insurance Services of Los Altos; Monique Kane Heinz, CHAC; Roy Jones, All Horizons Travel, Inc; Marlis McAllister, McAllister Law Group and Richard Yamaguma, CPA.

No-host cocktails and hors d'oeuvres will be at 6:00PM and Chef Chu's specially prepared banquet will be served at 6:45PM. Cost for the evening is \$60 per person. You can register online at [www.losaltoschamber.org](http://www.losaltoschamber.org).

## calendar

**JANUARY 4, 18**, Tuesday 7:45-9:00AM  
STAR I Networking Group, First Republic Bank

**JANUARY 5**, Wednesday 9:00-10:00AM  
Membership Committee Meeting, Chamber Office

**JANUARY 5, 19**, Wednesday 1:15-2:30PM  
STAR II Networking Group, First Republic Bank

**JANUARY 6**, Thursday 8:00AM  
Ambassador Committee Meeting, Chamber Office

**JANUARY 10**, Monday 8:00AM  
Government Affairs Meeting, First Republic Bank

**JANUARY 17**, Monday  
Martin Luther King Jr. Holiday, Chamber Office Closed

**JANUARY 19**, Wednesday 5:30-7:00PM  
Tri-Cities Business After Hours Mixer, Crowne Plaza Cabaña  
4290 El Camino Real, Palo Alto

**JANUARY 20**, Thursday 8:30AM  
Bd. of Directors Meeting, State Farm Insurance

**JANUARY 24**, Monday, 9:30AM-12:30PM  
SCORE Counseling by Appointment, Chamber Office

**JANUARY 27**, Thursday, 6:00PM  
Chamber Awards Dinner, Chef Chu's

**FEBRUARY 1, 15**, Tuesday 7:45-9:00AM  
STAR I Networking Group, First Republic Bank

**FEBRUARY 2**, Wednesday 9:00-10:00AM  
Membership Committee Meeting, Chamber Office

**FEBRUARY 2, 16**, Wednesday 1:15-2:30PM  
STAR II Networking Group, First Republic Bank

**FEBRUARY 3**, Thursday 8:00AM  
Ambassador Committee Meeting, Chamber Office

**FEBRUARY 14**, Monday 8:00AM  
Government Affairs Meeting, First Republic Bank

**FEBRUARY 17**, Thursday 8:30AM  
Bd. of Directors Meeting, State Farm Insurance

**FEBRUARY 21**, Monday  
President's Day Holiday, Chamber Office Closed

**FEBRUARY 23**, Wednesday  
Business After Hours Mixer, Style & Form  
4294 El Camino Real, Los Altos

**FEBRUARY 28**, Monday, 9:30AM-12:30PM  
SCORE Counseling by Appointment, Chamber Office

**MARCH 1, 15**, Tuesday 7:45-9:00AM  
STAR I Networking Group, First Republic Bank

**MARCH 2**, Wednesday 9:00-10:00AM  
Membership Committee Meeting, Chamber Office

**MARCH 2, 16**, Wednesday 1:15-2:30PM  
STAR II Networking Group, First Republic Bank

**MARCH 3**, Thursday 8:00AM  
Ambassador Committee Meeting, Chamber Office

**MARCH 14**, Monday 8:00AM  
Government Affairs Meeting, First Republic Bank

**MARCH 17**, Thursday 8:30AM  
Bd. of Directors Meeting, State Farm Insurance

**MARCH 23**, Wednesday  
Business After Hours Mixer, Cover Story  
216 Main St., Los Altos

**MARCH 28**, Monday, 9:30AM-12:30PM  
SCORE Counseling by Appointment, Chamber Office

**Los Altos Chamber  
of Commerce**

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Los Altos, CA 94022

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(650) 948-1455

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(650) 948-6238

## executive comments



When I was asked to join the Executive Committee of the Chamber's Board of Directors three years ago, I was told (with a wink) that it was only "one more meeting a month". Well, that is not quite true! However, I will admit that the more meetings I attend, the more involved I get with this community and the more proud I am to be able to say that I represent the Los Altos Chamber of Commerce.

As my year as Chairman of the Board draws to a close, I want to take this opportunity to recognize and thank the people who have done so much to support the work and the achievements of the Chamber. First, to my executive team, which also puts in that "one more meeting a month" that leads to many more monthly meetings: Past Chair Cindy Luedtke, First Vice Chair Sam Pesner, Second Vice Chair David Bergman and Treasurer Marti Kambe. Their work behind the scenes has been invaluable to the organization and me.

The entire Board of Directors has done a commendable job of guiding the Chamber for the benefit of all 500 of our members. They develop policy, define plans, evaluate effectiveness, oversee finances and serve as links between the membership and the Chamber. As we welcome the five new board members who are profiled elsewhere in this newsletter, we say good-bye to five others who have served for the past six years: Kathy Brown, Roy Jones, Monique Kane, Marlis McAllister and Rich Yamaguma. Thanks to each of them for their many years of service to the Chamber.

I want to give special mention to the many individuals who have led our committees and fundraisers during 2010. Randall Hull has been a dedicated and effective chair of the Government Affairs Committee. Eamon Rooney chaired the Membership Committee and made great strides in getting the Chamber and its members into the social media milieu. Scott Riches was once again a very capable leader of the annual golf tournament committee. Former board member and chair Kamrin Knight Desmond repeated as chair as one of our most successful Los Altos Fall Festivals in its 19 year history. She also took on the task of chairing the newly-formed Financial Oversight Committee. And, another former board chair, Steve Shepherd, hosted and lead the quarterly Business Roundtable meetings.

The Ambassadors also work hard for the Chamber— Alexandria DeMartini, Ester Ng, Pat Gray, Jack Heidmiller, George Hill, Doris Padilla, Pat Reed, Bob Reed, Suzanne Stevens, Fran Vella. Special thanks to all of them as well as to the chairs of our two STAR Groups, Pat Gray and Artie Green.

I would like to especially recognize Julie Rose, President of the Chamber for her outstanding leadership and dedication. Without her guidance and stewardship none of our programs or services would be possible.

And, last but not least, thanks to the Chamber staff and sales reps: Gayle, Tammy, Sandra, Sue and Carolyn. We simply couldn't do it without you!

**Dan Brunello**, *Chairman of the Board*

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# chamber news & events



## 2011 CHAIR'S MESSAGE

As we bring 2010 to a close, I wish to commend my predecessor Dan Brunello on his strong leadership and to congratulate the outgoing board of directors for their hard work during the year. As we enter 2011, my primary goal is to show

the community the benefits of involvement in the Chamber of Commerce and to lead the way in identifying and providing strategies to promote our business community.

There's a misconception of what the Chamber actually is. Most people think it is just events, but it's a resource for people to get their questions answered. The Chamber is a tool, so if you know how to use it, it will work for you.

Right now, with redevelopment in progress and businesses waiting anxiously for an economic upswing that has been forecast for months, there is a lot of tension, anxiety and fear of the unknown to deal with in town. I plan to bring a positive feeling to city and Chamber business and encourage those around me to do the same; to be proactive instead of reactive; to work hard to find positive, constructive solutions to the challenges we face.

There are a lot of things going on, and if we do it right, it can be a win-win for everybody. But the only way that will happen is if we have nothing negative around us and to remain positive no matter what we must do. My ambition is to take a can-do attitude forward so that we will reap the benefits of our efforts and accomplishments during the year.

How may we help you?

Looking forward,  
Sam Pesner, *Chairman*  
2011 Board of Directors

## INTRODUCING OUR NEW BOARD MEMBERS

Five new faces are joining the Los Altos Chamber's Board of Directors in January. They were elected by the membership to serve for the next three years. They are:



**Bob Galen:** Born in Portland, OR, Bob moved to California at the age of three and was raised in Redwood City and Menlo Park. He attended Claremont McKenna College and has been in public accounting for his entire career. Bob is a partner in Young, Craig + Company. He and his wife Pam have one son, Andrew, who is a senior at the University of Oregon. Returning to the

Chamber board after several years, Bob is also on the board of the Kiwanis Club of Los Altos, a member of the American Institute of CPAs and the California Society of CPAs. He enjoys reading, movies and hiking in his spare time.



**Randy Gard:** Although Randy has been in the Silicon Valley since his high school years at Saratoga High, he was born in Texas. He obtained both his BSECS and Juris Doctorate from Santa Clara University. Randy worked in the computer field until he started his second career as a lawyer and has worked as a Patent Attorney over the past 21 years, including six

years with Apple Computer. He and his wife, interior designer Lara Pai (also a Chamber member), live close enough for Randy to regularly walk to his Gard & Kaslow patent law firm office on Main Street. A member of the Los Altos Rotary Club, he is also very active with the Board of Visitors and Board of the Law Alumni Association at Santa Clara University. Photography and music are his favorite hobbies.



**Ilona Lindauer:** Ilona is an experienced kitchen and bath builder who works throughout the peninsula. Her firm, Ilona Kitchen and Bath, Inc., is located on Main Street and has won multiple awards for outstanding design and building. Ilona received her BS degree from Hunter College in New York, where she was born. Her MS degree is from Radford College in Virginia.

She has taught at Foothill College and pioneered the use of computer-aided design at Cañada College. Previously on the board of the NARI, Silicon Valley Chapter, she served as the VP of Public Relations and Secretary. She holds a Certified Kitchen Designer Certificate with the National Kitchen and Bath Association and a California General Contractor's License. Ilona and her husband Chuck have one daughter.



**Pat Richards:** Born in Topeka, Kansas, Pat attended Kansas State University where she earned her BS in Social Work and MS in Counseling. She has worked with NOVA for over ten years in the Business Services Department, which involves sourcing and managing accounts for their staffing, training, retention and layoff needs. Prior to NOVA, Pat worked with Career Action Center

(CAC) for over ten years as an Account Manager. Pat's husband is a project manager working in China. They have two sons. The oldest son graduated from Sonoma State and is working at his first start-up. The other son will be graduating from high school and applying for college. Pat brings to the Los Altos Chamber Board her recent experience as a board member of the Mountain View Chamber. She enjoys walking her beagle in the neighborhood. She is looking forward to a Panama Canal cruise over the holidays.



**Eamon Rooney:** Born and raised in Ireland, Eamon holds a BSEE as well as a MA and MBA. After graduation, he moved to Japan where he lived for eight years, learning to speak, write and read Japanese. While in Japan, he worked for a well-known electronics company. He left to become a sales engineer for a Swiss company in Japan and eventually built a subsidiary

company for them. Eamon returned to Ireland to learn more about the manufacturing end of business and built a consulting company there. He moved to the United State to become CEO of a group of companies for the Swiss company and later moved to the Los Altos area to get married. Eamon became an ActionCOACH business Coach which he is certain is his calling. He chairs the Chamber's Membership Committee, is a member of the National Association of Remodeling Industry and the International Business Coach Institute. Reading, exercising, and continuously learning about how to increase business performance are his main interests.

# 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.

## A GOOD MORNING

John Pol  
4546 El Camino Real, Ste. A-13  
Los Altos, CA 94022  
(650) 823-5883  
Email: agoodmorningcafe@gmail.com  
Web: www.agoodmorninglosaltos.com  
Restaurant

## CAFE VITALE

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## HOFF & ASSOCIATES

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## LAVE, ROY & PENNY

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## LET'S FACE IT TOGETHER FOUNDATION

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## 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 Fall.*

### 49 Years

Kahn Properties  
Lehigh Cement Co.

### 30 - 34 Years

Young, Craig + Co., LLP

### 25 - 29 Years

El Camino Hospital  
Lawson-Hawks Insurance Associates

### 20 - 24 Years

Assistance League of Los Altos, Costume Bank  
Best Western Mountain View Inn  
Casto Roofing, Inc.  
Design & Interiors  
Kiwanis Club of Los Altos  
Los Altos Sub-Acute & Rehabilitation Ctr.  
Mike & Marge Bruno  
Pinewood School  
Prochnow Realtors, Inc.

### 15 - 19 Years

AT&T  
Bus Barn Stage Company  
Heritage Bank of Commerce  
Mtn. View/Los Altos Union High School Dist.  
St. Nicholas Church  
Viscusi Elson & Rutt of Los Altos

### 10 - 14 Years

American Red Cross-Silicon Valley Chapter  
BMW of Mountain View  
Childrens' Creative Learning Centers, Inc.  
Diversified Capital Funding, Karen Schenone  
John & Jackie Moss  
Maltby's Restaurant  
Transpac Mortgage Group

### 5 - 9 Years

Adobe Animal Hospital  
Allied Auto Works, Inc.  
American Pension & Benefit Resources

Angelique Elmengard, Coldwell Banker  
American Cancer Society Discovery Shop  
Barbara Cannon, Coldwell Banker  
Borel Private Bank & Trust Co.

Brand Ranch, The  
Brookstone Builders  
Jo Buchanan & Stuart Bowen, Coldwell Banker  
Kelly's Stump Removal  
Konica Minolta Business Solutions  
Market Savvy Consulting  
McAllister Law Group  
Rees Properties, Inc.  
Robertson Family Law  
Roxana Norville, Ph.D.  
Ryan Gowdy, Alain Pinel Realtors  
Tjader Sales

### 1 - 4 Years

Action Coach, Eamon Rooney  
Brian's Restaurant  
Chris Trapani, Sereno Group Real Estate  
Data Keeper Bookkeeping Services  
David Casas & Carol Casas, Intero Real Estate Services  
Denise Welsh, Intero Real Estate Services  
Ed Graziani, Sereno Group Real Estate  
Epicurean Group  
Estatements Inc.  
GreenTown Los Altos  
Jan Miners  
Kimberly Cockerham, M.D.  
Lindell Chiropractic  
Loren Weltsch Photography  
Michael Wm. Murphy, Rolfer  
Pat McNulty, Coldwell Banker  
Peninsula Beauty Supply  
Pompeii Ristorante  
Rich Mathers Construction, Inc.  
Sereno Group Real Estate  
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Skip's Place Pizza  
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*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

## NEW MEMBER RECEPTION



New Chamber members were welcomed at a November reception. New businesses represented were Alta Alliance Bank, TLC Builders, Generation Mortgage, Verde Touch, College Nannies & Tutors, Alain Pinel Realtors/Lynn North, and TeamLogicIT

## LOOKING FOR LEADERS

The LEAD Program (Leadership Education Advancement Program) will be offering its annual training course to introduce and educate participants on the multiple entities in Los Altos Hills that make our City/Town a community. The 2011 LEAD Program launches on Saturday, January 15, with a three-hour workshop. Following that there will be nine sessions, meeting twice monthly from 7:00 to 9:00 PM on Wednesdays, January through May.

The program was developed by the Los Altos Community Foundation in 1966 and more than 300 people have completed the program. Subjects presented include local government, education, social service and health, business, the arts, and community service organizations. Volunteer opportunities are highlighted, and one session is devoted to team building and leadership training.

There is a one-time fee of \$125 which includes membership to the Los Altos Community Foundation for one year. Class size is limited to 20. Application forms can be found at [www.losaltoscf.org/LEAD](http://www.losaltoscf.org/LEAD). If you would like to receive an application by mail, contact Monica Davis at 650.949.5908 or email: [mdavis@losaltoscf.org](mailto:mdavis@losaltoscf.org).

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# chamber news & events

## BUSINESS MIXERS



**Mixer at BridgePoint at Los Altos:** (L-R): Jly Campana, Joan Newman and Rhoda Takeda welcome guests to BridgePoint at the September Mixer.



**Holiday Mixer:** Heritage Bank hosted a festive Holiday Mixer. (L-R): Kristi Nakano, Rebekah Taulealea, Mina Homayoun, Dave Beronio, Doris Padillo, Alexandra Di Martini, Kelly Davis.



**Courtyard by Marriott Mixer:** (L-R): Courtyard staffers Demy Mendoza, Kathy Irwin, Michael Lima and Riva Castro greet mixer guests at the October Business After Hours Mixer.



**December Mixer** Joan Kenyon, Bobbie Samano and Tim Ford promote Armadillo Willy's holiday party packs at the December mixer.



**Trader Vic's Business After Hours Mixer:** November mixer attendees enjoy the hospitality of Trader Vic's/Dinah's Garden Hotel. (L-R): Katchig and Pamela Smith of Smythe & Cross; Jim Flynn, State Farm Insurance; Doris Padilla and Kristi Nakano of Heritage Bank.

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## chamber officers

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 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](http://www.losaltoschamber.org)

## The Chamber ADVANTAGE

### 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

<b>Circulation:</b>	550
Business Card Ad	\$40.00
1/4 Page Camera Ready	\$75.00
Flyer Inserts:	
(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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