

The Chamber ADVANTAGE

THE LOS ALTOS CHAMBER OF COMMERCE NEWSLETTER

WINTER 2011
inside this issue

Executive
Comments
Page 2



Ribbon
Cutting
Page 4



Business
Mixers
Page 5



ANNUAL AWARDS RECOGNIZE CHAMBER'S BEST

The Chamber's Annual Awards Dinner will take place on Thursday, January 19th 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:

Pride of the Community
Foothill College

Outstanding Service to the Chamber
Bob and Pat Reed

Chair's Special Recognition
Randall Hull

Community Partnership Award
Sweet Shop

President's Award
Kamrin Knight Desmond

New Member of the Year
Passerelle Investment Company

Chamber Member of the Year
Courtyard by Marriott Palo Alto-Los Altos



The following officers for 2012 will be introduced: David Bergman, Intero Real Estate Services, Chairman of the Board; Steve Fick, Borel Private Bank & Trust Co., 1st Vice Chair, Barry Groves, MV/LA High School District, 2nd Vice Chair; Marti Kambe, Kambe & Mahan, CPAs, Treasurer; and Sam Pesner O.D., Los Altos Optometric Group, Past Chair.

Members new to the Board of Directors are Gini Brown, Children's Corner; Julie Handley, Dinah's Garden Hotel/Trader Vic's, Scott O'Brien, Cassidy Turley

Outgoing board members are: Cammie Brodie, MetLife Home Loans; Sherrie Carreno, Courtyard by Marriott Palo Alto-Los Altos and Cynthia Luedtke, FES, Inc.

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 \$65 per person. You can register online at www.losaltoschamber.org.

calendar

November 1, 15, Tuesday, 7:45-9:00AM
STAR I Networking Group, Main Street Café & Books

November 2, Wednesday, 8:30AM
Membership Committee Meeting, Chamber Office

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

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

November 14, Monday, 8:00-9:00AM
Government Affairs Committee, First Republic Bank

November 16, Wednesday, 5:30-7:00PM
Business After Hours Mixer, Los Altos Town Crier

November 24, 25, Thursday, Friday
Thanksgiving Holiday – Chamber Office Closed

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

November 30, Wednesday, 8:30AM-3:00PM
Board of Directors Retreat, Trader Vic's

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

December 5, Monday, 7:45-9:00AM
Business Roundtable, Northern Trust

December 6, Tuesday, 7:45-9:00AM
STAR I Networking Group, Main Street Café & Books

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

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

December 7, Wednesday, 5:30-7:00PM
Business After Hours Mixer, Luther Burbank Savings

December 12, Monday, 8:00-9:00AM
Government Affairs Committee, First Republic Bank

December 15, Thursday, 7:30-9:00AM
Board of Directors Meeting, State Farm Insurance

December 26 – January 1
Christmas Holiday, Chamber Office Closed

January 3, 17, Tuesday, 7:45-9:00AM
STAR I Networking Group, Main Street Café & Books

January 4 Wednesday, 8:30AM
Membership Committee Meeting, Chamber Office

January 4, 18, Wednesday, 1:15-2:30PM
STAR II Networking Group, First Republic Bank

January 5 Thursday, 8:00AM
Ambassador Committee Meeting, Chamber Office

January 9 Monday, 8:00-9:00AM
Government Affairs Committee, First Republic Bank

January 11 Wednesday, 5:00-7:00PM
"Tri-City" Business After Hours Mixer, Crowne Plaza Cabaña

January 16 Monday
Martin Luther King Day Holiday, Chamber Office Closed

January 19 Thursday, 7:30-9:00AM
Board of Directors Meeting, State Farm Insurance

January 19 Thursday, 6:00PM
Awards Dinner, Chef Chu's

January 23 Monday, 9:30AM-12:30PM
SCORE Counseling by Appointment, Chamber Office

**Los Altos Chamber
of Commerce**

321 University Ave.
Los Altos, CA 94022

phone
(650) 948-1455

fax
(650) 948-6238

executive comments



mem-ber-ship / noun

1. The state of being a member, as of a society or club.
2. The status of a member.
3. The total number of members belonging to an organization, society, etc.

“Q. First, a bit of history: Who qualifies to be members of the Chamber and how many are there today? **A.** Any business that does—or wants to do—business in Los Altos and individuals who want to promote and support business in the city may join. Currently there are 497 members.”

In March of this year, The Town Crier published an *eterview* in which I answered a number of questions about the Chamber of Commerce, including that quoted above. Since then the membership has decreased to 480, not exactly a gold star performance during my year as board chair. One wonders why?

Attrition- Fact is, we move on. People pass away or move away and jobs change. These things we can not control.

Business failure- Either because too few clients want or need the widget we sell, or poor management, some businesses will ultimately fail. Another form of attrition.

No value in Chamber membership- This one I don't understand. The Chamber of Commerce, through its hard working staff and volunteers, numerous activities and web site is constantly promoting the business community here. We make referrals, showcase new members and provide networking opportunities. If a person/business drops their membership over a perceived lack of value or because they think the dues are too high, I suggest the following:

Join. Rejoin. Participate. Make you and your business more visible in the community. Promote yourself as a community leader with a valuable service. Take full advantage of all the Chamber has to offer. We are here for you.

This is my last newsletter as chairman of the board. I offer my sincere gratitude to Julie, Gayle, the board of directors, ambassadors and volunteers who have made my job so easy and enjoyable. Thank you!

Then join in hand, brave Americans all! By uniting we stand, by dividing we fall. -John Dickinson (1732-1808)

Sam Pesner,
Chairman of the Board

Shelly Potvin, M.A.

An Unparalleled
Commitment to
Excellence in Service.



650.917.7994
spotvin@cbnorcal.com
www.shellypotvin.com

**COLDWELL
BANKER**

**Koko
FitClub**

Jeff Mossner
Co-owner

kokolosaltos@gmail.com
650-307-KOKO
650-279-4692 cell
Koko FitClub Los Altos
941 Fremont Ave
Los Altos, CA 94024
www.kokofitclub.com

 

Senior Homecare By Angels!®

You Select Your Caregiver!



Sometimes, nursing homes seem like the only options for care. Visiting Angels® non-medical homecare services allow your loved one to continue living in their own home.

- Up to 24 Hour Care!
- ♦Meals ♦ Laundry
 - ♦Light Housework
 - ♦Medication Reminders
 - ♦Transportation
 - ♦Companionship

Turn to Visiting Angels® so that you'll still feel at home!

Call for your FREE In-Home Consultation today!

922 W. Fremont Ave.
Sunnyvale, CA 94087
408-735-0977

America's Choice in Homecare
VisitingAngels®
LIVING ASSISTANCE SERVICES
www.carebyangels.com 

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.

ABILITIES UNITED

Linda Chin
525 E. Charleston Rd.
Palo Alto, CA 94306
(650) 618-3329 Fax: (650) 384-0129
linda@abilitiesunited.org
www.abilitiesunited.org
Non-Profit, Disabilities

DEBBIE SERA, CMT, CST

102 Third St.
Los Altos, CA 94022
(650) 948-8900
debbie.sera@gmail.com
www.debbiesera.com
Massage Therapy

enTrust Personal Financial Management

Suzanne Cabello
171 Main St., Ste. 187
Los Altos, CA 94022
(650) 400-0701 Fax: (650) 966-1412
suzanne@entrustfinmgmt.com
www.entrustfinmgmt.com
Daily Money Manager

HEAVENLY MAIDS

Kathleen Yoon
2483 Old Middlefield Way, Ste. 150
Mountain View, CA 94043
(650) 793-2200
maids@heavenlymaids.com
www.heavenlymaids.com
House Cleaning Services

JEFFREY A. MORRIS GROUP, INC.

Jeff Morris
2500 Sand Hill Rd., Ste. 240
Menlo Park, CA 94025
(650) 854-1123 Fax: (650) 854-2594
jeff@jamorris.com
Real Estate Development

KIM CRANSTON

Los Altos Hills, CA 94022
(650) 948-6556 Fax: (650) 948-6516
kimcc@pacbell.net
Property Owner

KOKO FITCLUB LOS ALTOS

Jeff Mossner
941 Fremont Ave.
Los Altos, CA 94024
(650) 307-5656
kokolosalto@gmail.com
www.loyolacorner.kokofitclub.com
Exercise & Physical Fitness

LIBERTY BANK

Pedro Garcia
251 Lytton Ave., Ste. 100
Palo Alto, CA 94301
(650) 617-0440 Fax: (650) 617-0442
Email: pgarcia@libertybk.com
Web: www.libertybk.com
Bank

PENINSULA CENTER OF COSMETIC DENTISTRY

Bruce, W. Hartley, D.D.S., Joseph A. Field, D.D.S.
99 Third St.
Los Altos, CA 94022
(650) 948-5524 Fax: (650) 948-1887
info@pccd.net
www.pccd.net
Dentists

RANDY CHANG STATE FARM INSURANCE

Randy Chang
1350 Grant Rd., Ste. 14B
Mountain View, CA 94040
(650) 919-8880 Fax: (650) 919-8896
randy@randychang.com
www.randychang.com
Insurance

SENIORS HELPING SENIORS

Tom Schwartz
2156 Sunnyview Lane
Mountain View, CA 94040
(650) 964-4112 Fax: (650) 964-0122
tomschwartz@shsmidpeninsula.com
www.seniorshelpingseniors.com/midpeninsula
Home Health-Senior Care

XCEED FINANCIAL CREDIT UNION

Matt Butler
601 Showers Dr.
Mountain View, CA 94040
(650) 691-6500 Fax: (650) 967-4860
mbutler@xfcu.org
www.xfcu.org
Credit Union

*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*



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.

50 Years

Bank of the West
Kahn Properties

40 - 45 Years

Arthur & Jean Carmichael
Chef Chu's

30 - 34 Years

Myers, Hawley, Morley, Myers, McDonnell,
Attorneys At Law
Young, Craig + Co., LLP

25-29 Years

Gleim Jewelers
Linden Tree Children's Records & Books
Los Altos Optometric Group

20-24 Years

Assistance League of Los Altos, Costume Bank™
Best Western Mountain View Inn
Cassidy Real Estate
Casto Roofing, Inc.
DeMartini Orchard
Jean Newton Public Relations
Kiwanis Club of Los Altos
Knight & Company Certified Public Accountants, Inc.
Los Altos Village Association
Merry Maids
Mtn. View/Los Altos Union High School Dist.
Phrasemaker Word Processing
Professional Movers/Curb Appeal
Retirement Administration, Inc.
Viscusi Elson & Rutt of Los Altos
Wells Fargo Bank, Main St.

15 - 19 Years

Cool Pool Service
Dean's Designs
Foothills Congregational Church
George Hill, Intero Real Estate Services
John Woodfin, MetLife Home Loans
Karen Cimeria, Western Bancorp
Los Altos Golf & Country Club
Rancho Merchants Association
Ron Labetich Company, Inc.
Select Windows
Terri Couture, Coldwell Banker

10 - 14 Years

Crowne Plaza Cabaña
David Blockhus, Coldwell Banker
Diversified Capital Funding
F.I.T.
Glaze Capital Management, Inc.
Human Resource Int'l
Los Altos Community Pool Foundation
Los Altos Landscaping Co., Inc.
Los Altos/Los Altos Hills Newcomers
Maltby's Restaurant
Northern Trust
Performance Premiums, Inc.
Rotary Club of Los Altos
Signs Unlimited
Toren Real Estate Brokerage
Waldorf School of the Peninsula

5 - 9 Years

American Cancer Society Discovery Shop
Athlete's Advantage
Bank of America Home Loans, Maria Anderson
Bodies In Motion Physical Therapy & Fitness
Borel Private Bank & Trust Co.
Brian's Restaurant
Brookstone Builders
Bruce Bauer Lumber & Supply
Bullis Charter School
Cedar Crest Nursing & Rehabilitation Ctr.
Connie Chronis, Diversified Capital
Courtyard by Marriott Palo Alto-Los Altos
Curtis Cole
Custom Dreams Construction Group
Data Keeper Bookkeeping Services
Denise Welsh, Intero Real Estate Services
Dwight Matthews State Farm Insurance
Earthworks
Elegant Floors & Carpet Care
HammerAuto.com, Inc.
Harker School

i2i Interactive

Jeanne MacVicar, Sereno Group Real Estate
John Thompson, Intero Real Estate Services
Kathy Bridgman, Alain Pinel Realtors
Law Offices of Diana Dean Gendotti
Law Office of Gerrie Miller
Montecito School
Nicoll Kane at Cezanne - A Haircolor Studio
NOVA
Owen Signature Homes
Patti Robison & Ursula Cremona, Alain Pinel Realtors
Peninsula Acupuncture
Peninsula Symphony Association
Proofpoint Systems, Inc
Richard R. Yamaguma, CPA
Roxana Norville, Ph.D.
Saint William Catholic Church
Schumann's Four Seasons Caterers
Soli Saatchi, Alain Pinel Realtors
Stylers Floor Covering, Inc.
Susan Sims, Alain Pinel Realtors
Sylvia Seufferlein, Sereno Group Real Estate
Time Butler Professional Organizers, The
Tom's Depot Ice Cream & Grill
Walgreens
Whole Foods Market
WinLaw Group

1 - 4 Years

ActionCOACH
Adventure Toys & Teachers' Supplies
Bob Carrie, MetLife Home Loans
Bob Kamangar, Sereno Group Real Estate
Café Vitale
Camelot Center
Center for Speech, Language and Occupational Therapy
College Nannies & Tutors of Palo Alto-Los Altos
Cooke Kobrick & Wu LLP
Cranberry Scoop
Curves on Homestead
Dominic Nicoli, Intero Real Estate Services
Duxbury Architects
Fremont Hills Country Club
Gard & Kaslow LLP
GreenBuild Customs & Services
Heather Lussier Photography
Homecare California
Home Preservation Services
Integrated Lifestyle, The
Isaac & Maryam Malek, Intero Real Estate Services
Janetta Price, CPA
JB&B Jewelers
JL Designs & Interiors LLC
Karen Berner
Kevin B. Sawyer, D.D.S.
KK Wealth Advisors, LLC
Los Altos Christian School
Los Altos Dental, Vishnu Shankar, D.D.S.
Lussori, Inc.
Lynn North, Alain Pinel Realtors
Lynn Wilson Roberts, Alain Pinel Realtors
Med3 Dermaceuticals
Michael Wm. Murphy, Rofler
Mid-Peninsula Periodontics, J. Mark Beckstead, D.D.S.
Miramonte School
Mission Trail Waste Systems
Oshman Family Jewish Community Center
Peninsula Beauty Supply
PWJohnson Wealth Management
Real Health
Rich Mathers Construction, Inc.
Roy and Penny Lave
Saint Francis High School
School for Independent Learners
Sempervirens Fund
Sereno Group Real Estate, Alicia Nuzzo, Mgr.
Shirley Bailey, Alain Pinel Realtors
Shoreline Printing
Skip's Place Pizza
Smythe & Cross Fine Jewelry
Suzanne O'Brien, Intero Real Estate Services
TeamLogic IT
Union Bank

chamber news & events

LINDEN TREE RIBBON CUTTING



Los Altos Mayor Ron Packard celebrates Linden Tree's classy new location on State Street.

2011 FALL FESTIVAL



Police Chief Tuck Younis awards the Police Chief's award to Sue and Dick Osgood for their 1931 Model A at the Los Altos Fall Festival.

MEMBERS IN THE NEWS

The Mountain View Los Altos High School District (MVLA) was recently recognized by the Santa Clara Green Business Program as a certified Green high school district. Following the recent green certification for Alta Vista High School (AVHS), the MVLA Adult School and the MVLA District Office, MVLA was honored as the first totally green school district in the Bay Area.

Debbie Sera CMT, CMT
 Advanced CranioSacral Therapist (Upledger Trained)
 Therapeutic Massage,
 Reiki/Energy Work/Intuitive Readings

*A Path To Balance,
 A Path To Better Health*

Foothill Chiropractic
 102 Third Street
 Los Altos, CA 94022
 650-948-8900

www.debbiesera.com
debbie.sera@gmail.com
 Cell Phone: 650-766-5169

Curves works.

Our 30-minute circuit works every major muscle group and you can burn up to 500 calories.



Curves
curves.com

THE WORLD'S LEADER IN WOMEN'S FITNESS

408.730.1600
 2310 Homestead Road
 Los Altos, CA 94024

State Farm®
 Providing Insurance and Financial Services
 Home Office, Bloomington, Illinois 61710



Randy Chang Lic.#0H26878

Agent
 1350 Grant Road, Suite 14B, Mountain View, CA 94040
 Bus 650-919-8880 Fax 650-919-8896
 Cell 408-431-3277

24 Hour Good Neighbor Service®



Heavenly Maids

Residential & Commercial Cleaning

HOODS • Ovens • Appliances • TUBS • BATHS • KITCHENS
 CARPET • DRIP CLEANING • MOVE-OUT/IN • STAINING
 AUTO-CLEANERS • GRINDERS • WINDOW CLEANING • GUTTER CLEANING

(650) 793-2200

(408) 482-3844

Visit our website at:

www.heavenlymaids.com

PEDRO R. GARCIA
 Vice President Commercial Loan Officer

LIBERTY BANK

251 Lytton Avenue, Suite 100 • Palo Alto, CA 94301
 (650) 617-0440 CELL (650) 808-7211 FAX (650) 617-0442
pgarcia@libertybk.com

Kim Cranston

27080 West Fremont Road
 Los Altos Hills, CA 94022

(650) 948-6556
 Fax: (650) 948-6516
kimcc@pacbell.net

chamber news & events

BUSINESS MIXERS



State Farm Insurance July Mixer: Noelia Alcazar, Jim Flynn, Irene Del Hierro and Al Ward pulled out all the stops for an impressive July Business After Hours Mixer at their State Farm Insurance office at Village Court.



Residence Inn by Marriott August Mixer: Residence Inn General Manager Evelyn Bomagat and Mark Lynn, welcome Frank Emery (left) and Cille Emery (right) to the August Business After Hours Mixer.



Bumble September Mixer: Mary Heffernan (left) hosted a fantastic September Business After Hours Mixer at Bumble. She was joined by Amanda Tevis (center) and Taylor Robinson of Passerelle Investment Company.



Intero Real Estate October Mixer: Chamber members were welcomed to the October Business After Hours Mixer at Intero Real Estate Services offices by (right to left), Eleni Poulos, George Hill, Executive Vice President John Thompson and Mia Park.



Borel Private Bank & Trust Company
Member of Boston Private Wealth Management Group

Banking, we take it personally.

Contact:
Steve Fick
650.917.4621
stevef@borel.com



Los Altos · 345 So. San Antonio Road
Other locations: Palo Alto, San Mateo & San Francisco

www.borel.com
Member FDIC 

HONORED TO SERVE & SUPPORT
THE LOS ALTOS COMMUNITY



**SERENO GROUP
REAL ESTATE**
(650) 947-2900
www.serenogroup.com
369 S. San Antonio Rd.

Chris Trapani, CEO/Managing Broker | (650) 947-2901
Alicia Nuzzo, VP Regional Risk Manager | (650) 947-2902

REAL ESTATE
REDEFINED



The Buchanan & Bowen Sales Team

Coldwell Banker Residential Real Estate
161 S. San Antonio Rd.
Los Altos, CA 94022



Phone: 650-949-8506
Stuart.Bowen@CBNorcal.com
www.BuchananAndBowen.com

Call Us For Advice on Your
Los Altos Real Estate Move



Jo Buchanan, GRI
Stuart Bowen, e-PRO
International President's Premier
Top 1% Nationwide

Los Altos Real Estate Agents
A Tradition Since 1974



321 University Ave. Los Altos, CA 94022
 phone (650) 948-1455 • fax (650) 948-6238
 info@losaltoschamber.org
 www.losaltoschamber.org

CHANGE SERVICE REQUESTED

Presorted Std.
 U.S. Postage
PAID
 Permit No. 551
 Los Altos, CA
 94022

chamber officers

officers

Sam Pesner, O.D., *Chair*
 Los Altos Optometric Group

David Bergman, *1st Vice Chair*
 Intero Real Estate Services

Steve Fick, *2nd Vice Chair*
 Borel Private Bank & Trust Co.

Marti Kambe, *Treasurer*
 Kambe & Mahan, CPAs

Dan Brunello, *Past Chair*
 Le Boulanger

board of directors

Cammie Brodie, *MetLife Home Loans*

Sherrie Carreno, *Courtyard by Marriott Palo Alto-Los Altos*

Kimberly Cockerham, *M.D.*

Steve Fick, *Borel Private Bank & Trust Co.*

Jim Flynn, *Jim Flynn & Al Ward State Farm Insurance*

Bob Galen, *Young, Craig + Co., LLP*

Randy Gard, *Gard & Kaslow LLP*

Georgie Gleim, *Gleim Jewelers*

Barry Groves, *MV/LA High School District*

Randall Hull, *The Brand Ranch*

Ilona Lindauer, *IKB, Inc.*

Cynthia Luedtke, *FES, Inc.*

Pat Richards, *NOVA*

Scott Riches, *Pinewood School*

Eamon Rooney, *ActionCOACH*

Brian Whitlock, *Brian's Restaurant*

ex officio

Karen Jost, *LAH City Clerk*

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
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



All Horizons Travel, Inc.

A Full Service Travel Company since 1976

- Special Pricing on Hotels & Cruises
- Reduced First & Business Class Air Fares
- Luxury Travel Specialists
- Gift of Travel Certificates
- Honeymoon Registry
- Groups and Singles Travel
- Corporate Travel



160 Main Street • Los Altos, CA 94022 • 650-941-5810

Individual Travel: www.allhorizonstvl.com Group Travel: www.osolomio.com