

The Chamber ADVANTAGE

THE LOS ALTOS CHAMBER OF COMMERCE NEWSLETTER

FALL 2010
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LOS ALTOS FALL FESTIVAL



Come and celebrate the beginning of the Fall season at the Los Altos Chamber of Commerce 19th annual Los Altos Fall Festival October 2nd and 3rd from 10:00AM to 5:00PM in the south parking plazas behind Main 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. Los Altos favorites Armadillo Willy's and Chef Chu's will dish up some tantalizing specialties in the Food Court, while 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 the Scarecrow Contest, train, rock climbing wall, a petting zoo, bounce houses, kiddie rides and games and activities provided by local schools and businesses.

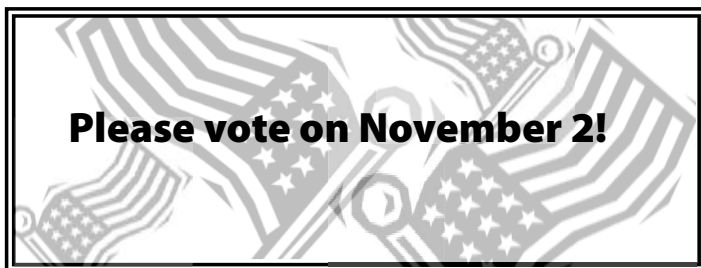


Los Altos Chamber of Commerce

321 University Ave.
Los Altos, CA 94022

phone
(650) 948-1455

fax
(650) 948-6238



calendar

September 22, Wednesday 5:30-7:00PM
Business After Hours Mixer, BridgePoint at Los Altos

September 27, Monday 9:30AM-12:30PM
SCORE Counseling, Chamber Office

October 2 & 3, Sat., Sun 10:00AM-5:00PM
Los Altos Fall Festival, Downtown So. Parking Plazas

October 5, 19, Tuesday 7:45-9:00AM
STAR I Networking Group, First Republic Bank

October 6, Wednesday 9:00-10:00AM
Membership Committee Meeting, Chamber Office

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

October 7, Thursday 8:00AM
Ambassador Committee Meeting, Chamber Office

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

October 21, Thursday 7:30AM
Bd. of Directors Mtg., Flynn/Ward State Farm Insurance

October 25, Monday 9:30AM-12:30PM
SCORE Counseling, Chamber Office

October 27, Wednesday 5:30-7:00PM
Business After Hours Mixer
Courtyard by Marriott Palo Alto-Los Altos

November 2, 16, Tuesday 7:45-9:00AM
STAR I Networking Group, First Republic Bank

November 3, Wednesday 9:00-10:00AM
Membership Committee Meeting, Chamber Office

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

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

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

November 12, Thursday 8:30AM
Board of Directors Retreat

November 17, Wednesday 5:30-7:00PM
Business After Hours Mixer, Trader Vic's

November 19, Friday 8:00AM
New Member Reception, Chamber Office

November 22, Monday 9:30AM-12:30PM
SCORE Counseling, Chamber Office

November 25, 26, Thursday & Friday
Thanksgiving Holiday, Chamber Office Closed

executive comments



One of the four core functions of the Chamber of Commerce that often goes unrecognized is its efforts to promote the communities of Los Altos and Los Altos Hills. The Chamber has adopted the role of visitor/information/tourist center for Los Altos and Los Altos Hills. The Chamber office provides displays, which include maps, bus/train schedules, visitor guides, local attraction information and member literature. We promote our communities as great places to live, work, play and to do business.

The Chamber annually produces and distributes 17,000 copies of its Community Guide and Business Directory which is due for distribution in October. This publication is an excellent tool for promoting local business as well as community events and organizations. Along with the Guide and Directory, the Chamber produces a bi-annual community map which covers both Los Altos and Los Altos Hills.

The Chamber also maintains a comprehensive website, <http://www.losaltoschamber.org> which includes a community calendar that we encourage all of our community organizations to utilize. The website is an excellent resource for promoting our communities and their events.

The Chamber hosts an annual State of the Cities Luncheon, where both the mayors of Los Altos and Los Altos Hills are invited to address current events and issues that affect our communities. This is a very popular event where the Chamber takes the opportunity to present its annual Walter and Marie Singer Award for outstanding community service. In recent years this event has been broadcast on our local community television station KMVT.

In addition to the Singer Award, the Chamber of Commerce hosts an annual Business Awards Dinner in January where we honor individuals, businesses, and community organizations for their outstanding service and commitment to our communities.

In October, the Chamber produces its annual Fall Festival which provides a fun filled weekend of arts/crafts, food and entertainment. This popular event draws thousands of people to our downtown.

Another popular community event that the Chamber supports is the annual Festival of Lights Parade. We encourage everyone to come downtown, on the first Sunday which follows Thanksgiving, for an evening event, and look for the chamber float, Santa's Workshop, which has been a regular for many years.

The Chamber also plays an active role in supporting education and schools in our community. We continue to include a school administrator on our board of directors, and actively support ballot measures which provide valuable resources for our local schools.

As a chamber, we are committed to providing these services to our members and our communities. We believe that Los Altos and Los Altos Hills is truly a great place to live, work, play and do business.

Dan Brunello, *Chairman of the Board*

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chamber news & events

CHAMBER STANDS UP FOR BUSINESS ON NOVEMBER BALLOT PROPOSITIONS


The Los Altos Chamber of Commerce has taken pro-business positions on four of the November 2 statewide ballot measures, supporting Proposition 22 and opposing three other propositions that would harm California businesses.

Proposition 22: Local Taxpayer, Public Safety and Transportation Protection Act – SUPPORT - The measure protects investments in transportation projects that help generate economic activity and create jobs and would keep the state from relying on short-term borrowing to fund continued deficit spending. This proposed initiative would revoke the state's ability to borrow from local government property tax funds currently authorized by Proposition 1A of 2004 and prohibit the state from borrowing Proposition 42 funds (gas tax), which voters have dedicated to transportation and mass transit. In addition, the measure would further prevent the state from redirecting or borrowing from sources of other funds established to pay for public transit and transportation projects. Proposition 22 protects local government and transportation funds that help preserve the services that businesses rely upon and help protect jobs and the economy.

Proposition 23: Initiative to Suspend AB 32, the Global Warming Act of 2006 - OPPOSE - This initiative would suspend AB 32, a law enacted in 2006, until the state unemployment rate drops to 5.5 percent for four consecutive quarters. AB 32 requires that greenhouse gas emission levels in the state be cut to 1990 levels by 2020. Clean energy and clean technology businesses are the fastest growing sectors of the California economy, producing billions in economic growth and hundreds of thousands of jobs in our state even during the recession. California's unemployment rate has fallen below 5.5 percent only three times in the last 30 year. This initiative would effectively repeal our clean energy laws completely.

Proposition 24: Repeal Corporate Tax Loopholes Act – OPPOSE - This proposal repeals recently enacted tax benefits, the elective single sales factor, net operating loss (NOL) carryback, and tax credit sharing. It would additionally repeal the recently enacted expansion of the NOL carryover from 10 to 20 years. Proposition 24 literally taxes new job creation, hits California employers and small businesses with \$1.3 billion dollars each year in higher taxes, and stifles job growth in our most promising industries. It reverses sound and deliberate tax reforms that are desperately needed to put Californians back to work.

Proposition 26: Supermajority Vote to Pass New Taxes and Fees – OPPOSE - This proposed initiative would require a two-thirds supermajority vote in the California State Legislature to pass many fees, levies, charges and tax revenue allocations that under existing rules can be enacted by a simple majority vote. The nonpartisan Legislative Analyst's Office estimates that Prop 26 will end up costing California several billion dollars annually – jeopardizing current funding for "schools, universities, prisons, health, and social services programs." This measure applies to local governments. Local taxes require approval by voters, but fees charged by local governments do not. This proposition will allow local governments to charge fees for only limited purposes and then only covering the costs of their activity. Fees that are higher than the cost of a service or fees unrelated to the limited purposes specified in the measure would be treated as a tax and would need to be approved by voters.



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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.

ADVENTURE TOYS & TEACHERS' SUPPLIES

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Restaurant

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HEALTH PERSPECTIVE, THE

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Web: www.lacs.com
Schools-Academic, Preschool,
Elementary, Middle

July/August 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 months of July/August 2010.

49 Years

Bank of the West

40 - 44 Years

Arthur & Jean Carmichael
Chef Chu's

20 - 24 Years

DeMartini Orchard
Knight & Company *Certified Public Accountants, Inc.*
Los Altos Optometric Group
Los Altos Village Association
Marcia Newton, Alain Pinel Realtors
Merry Maids
Neil D. Ross, D.D.S.
Professional Movers/Curb Appeal
Retirement Administration, Inc.

15 - 19 Years

George Hill, Intero Real Estate Services
Rancho Merchants Association

10 - 14 Years

Audioxpertise
Cool Pool Service
Dean's Designs
F.I.T.
Foothills Congregational Church
John Woodfin, MetLife Home Loans
Karen Cimera, The Loan Source
Los Altos Golf & Country Club
Performance Premiums, Inc.
Ron Labetich Company, Inc.
Rotary Club of Los Altos
Shelly Potvin, Coldwell Banker
Signs Unlimited
Terri Couture, Coldwell Banker
Toren Real Estate Brokerage

5 - 9 Years

A.B.W. Construction, Inc.
Athlete's Advantage, The
Bodies In Motion Physical Therapy & Fitness
Bruce Bauer Lumber & Supply
Bullis Charter School
Cammie Brodie, MetLife Home Loans
Cedar Crest Nursing & Rehabilitation Ctr.
Connie Chronis, Diversified Capital Funding
Courtyard by Marriott Palo Alto-Los Altos
Custom Dreams in Real Estate
Debra Ahn, Sereno Group Real Estate
Dwight Matthews State Farm Insurance
Elegant Thread
HammerAuto.com, Inc.

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Vishnu Shankar, D.D.S.
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Email: losaltosdental@yahoo.com
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Dentist

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Harker School, The
i2i Interactive
Jeanne MacVicar, Bryn MacVicar Pennington,
Sereno Group Real Estate
Kathy Bridgman, Alain Pinel Realtors
Los Altos Vault & Safe Deposit Co.
Montecito Preschool
Northern Trust
NOVA
Richard R. Yamaguma, CPA
Saint William Catholic Church
Steve Zimmerman, Inter Business Brokers
Peninsula Symphony Association
Sylvia Seufferlein, Sereno Group Real Estate
Visiting Angels Homecare & Respite
Winter Law Group

1 - 4 Years

Camelot Center
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Children's House of Los Altos
Cooke Kobrick & Wu LLP
Creative Mileage
Curves on Homestead
Earthworks
FES, Inc.
Gard & Kaslow LLP
Home Preservation Services
Isaac & Maryam Malek, Intero Real Estate Services
Janetta Price, CPA
JL Designs & Interiors LLC
Kaman Properties
KK Wealth Advisors, LLC
Ladera Auto Works
Law Offices of Diana Dean Gendotti
Miramonte School
Owen Signature Homes
Patti Robison & Ursula Cremona, Alain Pinel Realtors
Phil & Patti Rose
PWJohnson Wealth Management
Real Health
Realty World-Bianchi & Associates
Saint Francis High School
S. A. Davis & Associates
Soli Saatchi, Alain Pinel Realtors
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Restaurant

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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



Don Maher
President

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chamber news & events

CHAMBER GOLF TOURNAMENT



Golf Tournament Gold Sponsors: Kathy Brown, center, was the finalist in the \$5,000 putting contest sponsored by the Courtyard by Marriott Palo Alto-Los Altos. She didn't sink the put but was congratulated by Sherrie Carreno, Courtyard General Manager (second from left) and other Courtyard employees.

GREAT EVENTS SUPPORT THE NEUTRA HOUSE PROJECT By Jan Masters

Help support The Los Altos Neutra House and learn more about modern architectural design at these upcoming events!

Bay Area Masters: The 2010-11 Neutra House Speaker Series focuses on California modern architecture. The first lecture, October 14, 2010, features Sam Grawe, Editor-in-Chief of Dwell Magazine. Monthly, 6-7 PM, Hillview Community Center, \$75 series. Speaker receptions follow at the Los Altos Neutra House, \$75 series.

2010 "LA Modern" Home Tour Preview Party, October 15, 2010, 6-9 PM. Elegant evening at an exclusive new modern home in Los Altos, \$150 (includes Preview Party, Home Tour, and Post-Tour Party).

2010 "LA Modern" Home Tour, October 16, 2010, 10 AM-3 PM, Exciting showcase of modern homes in the Greater Los Altos area, \$40. Post-Tour Party 3-5 PM, \$20.

Sponsors for 2010-11 events: Los Altos Community Foundation, Borel Private Bank & Trust Company, Elevation Architects, Le Boulanger, SOM, Charlene Geers, and Linda Gass.

For information on sponsorship opportunities contact King Lear at neutra@los-altos.org. For event and ticket information visit www.neutrahouse.org.

Designed in 1935, the Los Altos Neutra House is now a small conference center managed by the Los Altos Community Foundation.

+LEGAL AIDE

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Interim Principal

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chamber news & events

BUSINESS MIXER



State Farm Insurance Mixer: Partners Al Ward (left), Jim Flynn (second from left) and Mike Tirabassi (second from right) join other State Farm Insurance staffers in welcoming a large crowd to their July Business After Hours Mixer.



Assistance League Mixer: The August Business After Hours Mixer was hosted by the Assistance League of Los Altos. President Nancy Kaszubinski (center) lead the group of volunteer hostesses.



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