



Capitola Soquel Chamber of Commerce
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 www.capitolasoquelchamber.com



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capitola soquel
 CHAMBER of COMMERCE

Return Service Requested

A Non-Profit Membership Organization Working for a Better Stronger Area Community on Behalf of Our Local Member Businesses

You're Invited...

The Capitola-Soquel Chamber of Commerce
ANNUAL COMMUNITY AWARDS LUNCHEON
 at the Seacliff Inn
Friday, March 19th
 11:30am – 1:30pm

Please join us in honoring:
Man of the Year:
 Michael Termini
Woman of the Year:
 Lin Banks
Business of the Year:
 O'Neill Wetsuits, LLC
Volunteer of the Year:
 Mary Beth Cahalen
Community Spirit Award:
 Dave Dominguez

Tickets are \$35.00 per person.
 Table sponsorships available.
 Please RSVP with check or MC/Visa to
 Capitola-Soquel Chamber 475-6522

CONGRATULATIONS TO ALL!

Calendar of Events

3/9 11:30AM
 Networking Luncheon
 475-6522 for reservation.

3/9 7 – 9PM
 Begonia Festival Workshop
 RSVP 476-1396
 www.begoniafestival.com

3/16 6PM
 Shades of Ireland
 Trip Information Night.
 RSVP 475-6522.

3/19 11:30AM
 Community Awards Luncheon.
 \$35 per person.
 RSVP 475-6522.

4/3 11:00AM
 Capitola Village Easter Egg
 Hunt. On beach in Capitola
 Village.

4/13 11:30AM
 Networking Luncheon
 475-6522 for reservation.

5/1 11AM
 Capitola Kite Classic
 On beach in Capitola Village

5/11 11:30AM
 Networking Luncheon
 475-6522 for reservation.

5/13 6 – 9PM
 Capitola Art & Wine Kick-Off
 Party At Bargetto Winery.
 475-6522 for tickets.

VISIT
www.capitolasoquelchamber.com
 for the complete calendar

SHADES OF IRELAND TOUR ORIENTATION NIGHT
 March 16th 6PM
 Capitola-Soquel Chamber office
 RSVP to (831)475-6522


Highlights... Dublin • Irish Evening • Kilkenny • Waterford Crystal • Blarney Castle • Jaunting Car Ride* • Ring of Kerry • Killarney • Farm Visit • Limerick • Cliffs of Moher • Galway • Castle Stay •

Tour dates: October 2 – 11, 2010.
 For more information call Toni Leslie at Mid County Travel (831) 476-2929

'MEET THE CHIEF' NETWORKING LUNCHEON AT MARIE CALLENDER'S MARCH 9TH

Make your reservation for the next Capitola-Soquel Chamber of Commerce Networking Luncheon to be held on Tuesday, March 9th at 11:30AM at Marie Callender's Restaurant located at 3400 Clares Street in Capitola. Guest Speaker will be City of Capitola Police Chief Mike Card.

Networking luncheons offer an excellent opportunity to engage face-to-face with a variety of business people, make contacts and exchange business cards. Cost is \$20 for Capitola-Soquel Chamber members; \$25 for nonmembers. Reservations and advance payment required. Call the Capitola-Soquel Chamber at 831.475.6522 to make your reservation.



CAPITOLA BEGONIA FESTIVAL WORKSHOP
 Capitola Community Center - 4400 Jade Street in Capitola
 Tuesday, March 9th 7 – 9PM

The 58th annual Capitola Begonia Festival will be held Labor Day weekend (September 3 – 6, 2010). Four days of fun, family friendly, free events in Capitola Village – highlighted by the Nautical Parade of begonia covered barges. The Festival committee is seeking float builders for the 2010 'Beach Party!' themed event. The fun workshop, presented by committee members and float builders, will include festival background, event details, volunteer and float builder guides and a photo retrospective. Enjoy door prizes and light refreshments.

Please RSVP to Vicki @ 476-1396. For more information visit www.begoniafestival.com



This Issue

2

- Dancer
- Flower Mill Florist
- Ditto's Embroidery
- Nancy's Bridge House

3

- Goodwill
- SCAOR
- Capitola Design
- CVC
- Soquel High School

4

- Community Awards
- JJ Sales
- Anastasi Law

CAPITOLA VILLAGE EASTER EGG HUNT SATURDAY, APRIL 3 AT 11AM!

It's time to don your Easter bonnet with all the frills upon it, grab your basket and hop on down to Capitola Village for the annual Easter egg hunt on Saturday, April 3rd at 11AM. Children 12 and under can search for prize-filled eggs hidden in the sand on the beach in front of the Capitola Venetian Hotel. The Easter bunny will be there too! Bring your camera to capture a memorable day on the beach in Capitola! Call the Capitola-Soquel Chamber for more information (831)475-6522.



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Chamber Notes

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716-G Capitola Avenue
(in the Plum Gardens Center)

On the Web:
capitolasoquelchamber.com

E-mail:
capcham@capitolachamber.com

BOARD OF DIRECTORS

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KELLY THOMASON
Bay Federal Credit Union



2009 Capitola Soquel Chamber of Commerce

Capitola Soquel Chamber Newsletter designed & printed by Pacific Publishing 831.462.5700

Staff: (Left to Right)
Toni Castro, CEO
Carrie Arnone, Membership Services Director
Mary Hay, Administrative Assistant



Welcome New Members

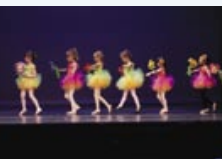
DANCENTER

Dancercenter is very happy to join the Capitola-Soquel Chamber of Commerce. Dancercenter is celebrating its 24th year in Capitola, and has moved from its 41st Ave. location to 810 Bay Ave., across from Nob Hill Market.

Dancercenter's director, Ruth Gabrielle Fisher has taught dance in Santa Cruz County for 30 years. She directs the long-standing pre-dance and dance basics programs for young children at Dancercenter. She is very proud of her professional faculty who teach a broad range of dance for all ages from three years to senior citizens. Students can choose from ballet, tap, jazz, hip hop, modern dance, belly dance, Latin dance and yoga.

Ruth is very happy with her new location, and welcomes you to drop by and observe or better yet, take a class. National Dance Week will be celebrated Saturday, May 1st with informal performances.

For more information about Dancercenter classes and performances go to www.dancercenterinfo.com. Dancercenter, 810 A Bay Ave, Capitola (831) 475-5032



THE FLOWER MILL FLORIST

A full service flower shop serving the community since 1978, Flower Mill Florist in Soquel is committed to offering the finest floral arrangements and gifts, backed by service that is friendly and prompt. With a professional staff dedicated to making every floral arrangement and gift giving experience a pleasant one, Flower Mill Florist is under new ownership and is proud to support the community by using local suppliers.

Offering a beautiful selection of fresh flowers, balloons, candy, gourmet baskets and cards for all occasions, Flower Mill Florist serves the following local areas: Aptos, Capitola, Soquel, Santa Cruz area, Scotts Valley (limited), and Watsonville (limited). Worldwide delivery is available.

THE FLOWER MILL FLORIST 4600 Soquel Drive in Soquel (831)476-7920 www.flowermillflorist.com
Mon – Sat 10AM – 5PM



DITTO'S EMBROIDERY AND VERNON COMPANY SPECIALTY ADVERTISING

Previous owners of King's Cleaners in Capitola and Scotts Valley, Alan and Kathy Ditto began creating custom embroidered designs in 1997. Ditto's Embroidery can place your custom logo or design on any fabric item using a Tajima embroidery machine that takes a computer digitized design and sews it directly on the item. Apparel catalogs and silk screening are available.

For a comprehensive experience, Alan and Kathy now offer specialty advertising through The Vernon Company, allowing customers full access to put their logo on any item including pens, calendars, gifts, drink ware and more. For more information contact: Ditto's Embroidery & Vernon Company Specialty Advertising (831)477-1603.

NANCY'S BRIDGE HOUSE

Nancy Driscoll of Nancy's Bridge House offers beginner, advanced beginner, intermediate and tournament level instruction. Small classes offering comprehensive curriculum and individual attention are taught by ACBL-accredited instructors in an encouraging atmosphere.

Located in Aptos Village with easy freeway access and plenty of free parking, Nancy's Bridge House is the place to make friends, have fun, and learn the world's most popular and challenging card game. For more information visit www.nancysbridgehouse.com or call Nancy Driscoll at (831)477-9561.



Member News

CAPITOLA GOODWILL STORE TEMPORARILY RELOCATES TO BROWN RANCH SHOPPING CENTER

During the remodel of the 41st Avenue Goodwill site, the Capitola Goodwill Store temporarily has moved to the former Hollywood Video location in the Brown Ranch Marketplace at 3801 Clares Street in Capitola. The hours and days of operation remain the same (Mon-Sat 9AM-7PM, Sun 10AM-6PM) and donations will be accepted at the new (temporary) location. To drop off donations, drive to the back of the store and look for the Goodwill donation truck. The alternate store offers the same great value, quality items and customer service that you have come to expect from Capitola Goodwill. For more information and a downloadable savings coupon visit <http://www.scgoodwill.org/whatsnew.html> or call (831)462-1300.

SANTA CRUZ ASSOCIATION OF REALTOR'S 2010 HOUSING EXPO COMING MAY 8TH!

The fourth annual Housing Expo will be held Saturday, May 8th at the Twin Lakes Church in Aptos. This event is FREE and offers informational sessions on a wide range of topics that will help you buy, sell, and invest in a home, as well as options for avoiding foreclosure.

Sponsors & Exhibitors

SCAOR is currently seeking sponsors and exhibitors for this fantastic annual event. The Housing Expo is free to the public and will educate local consumers about the ins and outs of home buying, investing and foreclosure avoidance. Don't miss this opportunity to expose your business to this great audience. Contact Andrea at (831)464-2000 for more information or visit <http://www.scaor.org>



2010 BOWL FOR KIDS' SAKE FOR BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters' annual "Bowl for Kids' Sake" fundraising event is coming up in April. Local Graphic Design company, Capitola Design, volunteered to create a special logo for this year's event. Co-owner Kathleen Russell Chasey was the designer on the project. Kathleen's design combines the work of Big Brothers Big Sisters with the fun of bowling. The logo definitely has a local feel, featuring an ocean wave behind the event title.

The agency's annual "Bowl for Kids' Sake" will take place on Saturday, April 24 at the Boardwalk Bowl in Santa Cruz and Sunday, April 25 at Cabrillo Lanes in Watsonville. The whole community participates in support of the event—from organizing bowling teams to raising money. All proceeds from the event directly support Big Brothers Big Sisters youth mentoring programs in Santa Cruz County.

For more information about "Bowl for Kids' Sake", including information about forming a bowling team, or being a Lane Sponsor, contact Big Brothers Big Sisters at (831) 464-8691 or visit www.santacruzmentor.org.

Capitola Design is a graphic design/web development company. The graphic design department handles every design need- from logo design to brand development and everything in-between. Capitola Design additionally provides distinctive web, identity, and print solutions for businesses and individuals. For more information visit www.capitoladesign.com.

CVC ENTERS THE REALM OF VIDEO STREAMING MARKETING

The Santa Cruz County Conference and Visitors Council (CVC) is launching a new Partner Profile Video Streaming Marketing Program. The program will provide CVC partners the opportunity to have their venue or business featured in a professionally produced one-minute profile video. The Partner Profile Video Streaming program is a cost effective and turn-key way to more effectively market Santa Cruz County as a desirable destination.

This new program features local businesses in a professionally-produced high-definition one-minute profile video, "telling the story" in a visually appealing, customized and creative way. The Partner Profile Web Marketing Program will allow CVC partners to take advantage of the call to action among internet consumers. The CVC will host and distribute the final partner profile video on www.santacruzcounty.travel and other CVC distribution and social media channels, including You Tube and Facebook. The CVC is working with Dunbar Productions on this project, one of the top video production companies in Santa Cruz County. Dunbar Productions will produce the partner one-minute profile video from start to finish.

For more information on this and other marketing programs offered by the Visitors Council, contact Gary Green at 831.429.7281 ext.103

SOQUEL HIGH SCHOOL

Join us for the 6th Annual Soquel High Fund Golf Tournament on Friday, May 7 at Delaveaga Golf Course. Enjoy an afternoon of golf followed by a delicious BBQ dinner. Gather friends, family, or coworkers for a foursome and try to beat the Santa Cruz County DA Bob Lee's foursome! Register online at www.soquelhighfund.org. For more information contact Juli at julimootz@sbcglobal.net

The Soquel High Fund is a nonprofit 501(c)(3) corporation supporting the programs of Soquel High School.