



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



Ho...Ho...Ho...

Surf's up in Capitola
 & Santa Claus is coming to town!
 Surfin' Santa that is!



Surfin' Santa & The Reindeer
 will be surfing in to Capitola
Saturday, November 26th
 at 12:00 PM
 Main Beach in Capitola Village
 Surfin' Santa hopes to see you there!

For more info call the Capitola-Soquel Chamber of Commerce 831.475.6522
www.capitolasoquelchamber.com

BARGETTO WINERY
 3535 North Main Street Soquel, CA 831.475.2258 www.bargetto.com

20th Annual
 Holiday Festival In Our Historic Cellars

Art in the Cellars

December 3rd & 4th
 11am - 5pm
 Wine Tasting with Purchase
 of Festival Glass: \$10



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Capitola SELF STORAGE

809 Bay Avenue, Suite H
 Capitola, CA 95010
 (831) 465-0600 fax (831) 465-0601
manager@capitolaselfstorage.com • www.capitolaselfstorage.com

Calendar of Events

11/8 11:30AM – 1:00PM
 Networking Luncheon
 Reservation & payment required
 (831)475-6522

11/10 The Family Network, Inc.
 Open House & Ice Cream Social
 5 – 7PM Ice Cream Social
 7 – 8PM Adoption informational
 2959 Park Ave., Ste. D, Soquel
info@adopt-familynetwork.com

11/12 4:30 – 8PM
 Pacific Gallery Holiday
 Open House
 321 Capitola Ave., Capitola.
 831.476.3855

11/15 5 – 7PM
 Essential Space Grand
 Opening Celebration
 1509 Seabright Ave., Ste. B2,
 Santa Cruz

11/26 12PM
 Surfing Santa
 Capitola Main Beach

12/2 Capitola Village Tree Lighting
 Shoreline Middle School
 Band 5PM
 Tree Lighting 5:30PM

12/2 6 – 9PM
 First Friday Art Tour -
 Capitola Village
firstfridaysantacruz.com

12/3 11AM – 5PM
12/4 Bargetto Winery
 Art in the Cellars
 831.475.2258

12/9 6PM
 Caroling in Capitola Village
 led by Soquel High Jazz Singers
 Meet at the Bandstand Stage
 at Esplanade Park

VISIT
www.capitolasoquelchamber.com
 for the complete calendar

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NETWORKING LUNCHEON AT MAIN STREET GARDEN CAFE
NOV 8 - GUEST SPEAKER: CHRISTINE BUECHTING, FINANCIAL ADVISOR

Make your reservation for the Capitola-Soquel Chamber Networking Luncheon on Tuesday, November 8th at 11:30AM at Main Street Garden Cafe, 3101 N. Main Street in Soquel. Guest speaker will be Christine Buechting, Financial Advisor at Edward Jones in Capitola. Topic: Navigating the Current Volatility - 6 Steps to Stay on Course in the Current Market. Buechting, a financial advisor with Edward Jones, a full service brokerage firm, recently received the firm's Client Service Excellence Award for being the No. 1 client service provider in her region and in the top 25 percent of client service providers in the country. Christine helps her clients plan for retirement, and plan during retirement.

Networking Luncheons are a great way to connect with business people and community members, hear about current issues, enjoy lunch and be on your way in 90 minutes. Bring plenty of business cards! Cost is \$25 for Capitola-Soquel Chamber members; \$30 for prospective members. Seating is limited and reservations and advance payment are required. Call the Capitola-Soquel Chamber at 831.475.6522 for reservations.



ESSENTIAL SPACE GRAND OPENING & RIBBON CUTTING NOV 15TH 5 – 7PM



Join the Capitola-Soquel Chamber in welcoming Essential Space with a Grand Opening & Ribbon Cutting Celebration on Tuesday, November 15 from 5 – 7PM. Ribbon cutting at 5PM. Enjoy a glass of wine, hors d'oeuvres, raffle prizes, massage demos, networking, tour the suite, and meet the professionals who call Essential Space home. 1509 Seabright Ave., Suite B2, in Santa Cruz (between Hanover St. and Gault St.). For more information visit www.theessentialspace.com or call 831.524.3793

KICKING OFF THE HOLIDAY SEASON...

Pacific Gallery Holiday Open House
November 12 4:30 – 8PM
 Enjoy hors d'oeuvres, wine and 10% discount on purchases during open house. 321 Capitola Avenue in Capitola. For more info 831.476.3855



Santa Arrives at the Capitola Mall
November 12 at 10AM
 Join Rudolph the Red Nosed Reindeer at 9:30AM at the Capitola Mall food court entrance and await the arrival of Santa. Enjoy festive music while Rudolph passes out a special gift to the first 50 children. Santa will arrive by fire truck provided by Central Fire at 10AM. Santa will greet children and guide them into the mall to the Santa Tracking Station for a visit and photos. Rudolph will be available to join in picture taking by request.



Capitola Village Tree Lighting Ceremony
December 2
 Celebrate the holiday season in Capitola Village at the Tree Lighting Ceremony in front of the arbor at the intersection of Capitola and Stockton Avenues on December 2. The Shoreline Middle School Band will perform at 5:00PM followed by the tree lighting at 5:30PM. Enjoy light refreshments. For more info call 831.475.6522 or visit capitolachamber.com



First Friday Art Tour in Capitola Village
 Following the tree lighting, visit various shops in Capitola Village for the First Friday Art Tour from 6–9PM. Schedule and info at firstfridaysantacruz.com

Bargetto Winery Art in the Cellars
December 3 & 4 11AM – 5PM
 Shop for fine art and gifts from local artists at Bargetto Winery's historic cellars located at 3535 North Main Street in Soquel. Purchase a festival glass and enjoy wine tasting, hot spiced Chaucer's Mead, and Christmas carolers, while meandering throughout the cellars filled with fantastic gift options. Food will be available for purchase. For more information visit www.bargetto.com or call 831.475.2258

Holiday Caroling in Capitola Village
December 9
 Meet at the Capitola Bandstand at Esplanade Park at 6:00PM. Enjoy a performance by the Soquel High Jazz Singers and join in caroling through Capitola Village led by the Soquel High Jazz Singers. Songbooks provided. Bundle up and bring a flashlight! For more information visit capitolachamber.com or call (831)475-6522.



Chamber Notes

Telephone/Fax:
475.6522 / 475.6530

Chamber Address:
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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Bay Federal Credit Union



2011 Capitola Soquel Chamber of Commerce

Capitola Soquel Chamber Newsletter designed by Pacific Publishing 831.462.5700

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



Welcome New Member

ESSENTIAL SPACE – COOPERATIVE OFFICE AND MEETING SPACE



Essential Space is a serene office environment where professionals can share a suite, utilizing the space based on an individual's unique time requirements and financial needs. Office and meeting room space is available on a one-time or recurring basis; by the hour, day, week or month. Co-owners Georgianne Pillsbury and Melanie Sargent came together in friendship, and were inspired by a shared vision of a cooperative community of professionals wanting to share their gifts with the world, or at least Santa Cruz County.

Georgianne Pillsbury: "The dream that continues to pull me forward is serving people in their quest for achieving their dreams; using my knowledge and resources, coupled with their dreams, their goals, their values – together creating the 'dream map' so they have a clearer picture of the path to achievement." Contact Georgianne at (831) 524-3793 or email georgianne@fhtw.biz

Melanie Sargent, CHT, CLC, CMT: "My ultimate calling is to intuitively help people refine their ideas, dreams and life expectations so that they achieve harmony with creation and happiness, as their personal Life Coach. Each person's experience will be unique, specifically tailored by a variety of techniques, to meet the ever-growing and changing needs of the individual." For more information visit www.melaniesargent.com Call (831) 345-2233 or email MYSargent@gmail.com

Join Georgianne and Melanie for the Grand Opening & Ribbon Cutting Celebration at Essential Space on Tuesday, November 15 from 5 – 7PM. Ribbon Cutting with the Capitola-Soquel Chamber of Commerce will take place at 5PM. Enjoy hors d'oeuvres, wine, beer, massage demos, networking, door prizes, and meet other professionals who are using Essential Space for their office needs. For more information visit www.theessentialspace.com or call 831.524.3793

Member News

COATS FOR KIDS DRIVE

Classic Cleaners is conducting their annual Coats for Kids Drive during the months of November & December. With thousands of children having outgrown their winter coat, and many families without the means to replace them, you can warm a child's heart and body by donating a gently used coat this winter. Last year more than 9,000 coats were distributed. The Coats for Kids Drive will partner with Second Harvest Food Bank and other local resources for distribution and the countywide Girl Scout Service Unit's will also be collecting coats at various locations. Donations of new and gently used coats and jackets will also be accepted at any Classic Cleaner location until December 14, 2011. *To discourage gang affiliation they request no red or blue coats.

Classic Cleaner drop off locations:

809 Bay Avenue, Capitola in the Nob Hill Shopping Center
2220 Soquel Avenue, Santa Cruz across from Harbor High School
609 Soquel Avenue, Santa Cruz across from Shopper's Corner

For more information contact: Pamela Whittington at Classic Cleaners 831.423.2630



ISANCTUARY PURCHASE WITH PURPOSE™ JEWELRY PARTIES

The mission of International Sanctuary is to advocate for exploited people of the world, to educate the public about human trafficking and its prevention, and to be instrumental in providing survivors the means to be reintegrated as valued members of a community.

Each year 800,000 people are trafficked globally. 14,500-17,000 people are trafficked into the United States. iSanctuary advocates on behalf of survivors of human trafficking.

Purchase with Purpose™ provides consumers the opportunity to spend money in a powerful way and change lives. Hosting an iSanctuary jewelry party is a means of advocating for the women and girls iSanctuary serves. All products are hand-crafted by survivors of human trafficking and forced prostitution. Purchasing a product from iSanctuary provides a foundation for survivors futures. Proceeds offer rescued girls vocational training, education, and monetary savings upon their transition from the aftercare home.

Plan your jewelry party today and purchase with purpose. Contact Santa Cruz Chapter Chair, Dorene Dawson at 831.901.2857 or dorene@isanctuary.org



Member News

THE VILLAGE MOUSE CELEBRATES 30 YEARS

It all began in 1981, when at the age of 47 and having never owned a business, Bobbette Moore opened The Village Mouse, with less than a \$20,000 investment. Bobbette decided on the name after visiting a shop in Washington named The Country Mouse. Since she was opening a shop in the village, it became The Village Mouse. The original shop, just 650 square feet of space, was at 312-B Capitola Avenue in the current Buck's Worlds location. After a year, Bobbette moved to a larger space at 212 Capitola Avenue. After several years Bobbette added Thomas Kinkade art work to the gift shop inventory. The art work took off, and Bobbette acquired the shop next door at 210 Capitola Avenue to house the gallery. This arrangement lasted 15 years.

In 1998, Bobbette purchased the former Aries Arts building across the street at 201 Capitola Avenue, with 3300 square feet of retail space and 2200 square feet of warehouse. With some remodeling, the building became the new home of The Village Mouse and The Thomas Kinkade Gallery.

What began as a hand crafted gift shop has now become a collectible shop. Bobbette was initially concerned about filling such a large space, but as luck would have it, that has never been a problem. The business employs Bobbette's three sons, her daughter, daughter in law and her daughter-in-law's mother; a true family business.

One of the original lines the shop has carried since the beginning is Wee Forest Folk, manufactured by a family operated business located in Concord, MA. Another long-time collectible line the shop has carried over the years is the Cats Meow made in Ohio.

Congratulations to Bobbette Moore and The Village Mouse for 30 wonderful years in Capitola!

The Village Mouse, 201 Capitola Avenue, Capitola CA 95010, 831.476.7566



VISITORS COUNCIL HIRES NEW SALES AND MARKETING MANAGER

The Santa Cruz County Conference & Visitors Council (CVC) is pleased to welcome Krista Rupp, who will serve in the newly established position of Sales and Marketing Manager. Krista's background includes ten years of experience in the hospitality and tourism industry, and most recently she held the position of Sales Manager at the Ventana Inn and Spa in Big Sur. Krista previously worked for Sea Venture Resort in Pismo Beach and also served as a subcommittee member of the San Luis Obispo Convention and Visitors Bureau. She earned a bachelor's degree from Cal Poly San Luis Obispo in Recreation, Parks and Tourism Administration.

"Krista's experience in hotel sales, combined with her meeting experience in other Central Coast destinations, makes her the perfect candidate for this position" said Maggie Ivy, CEO and Executive Vice President of the CVC. "We are extremely fortunate to welcome such an enthusiastic and skilled professional into the organization."

As Sales and Marketing Manager, Krista is responsible for coordinating sales and marketing programs to help generate Northern California group leads and business for local hotels, with a primary focus on the corporate group market. Krista will work with local hotels to build international wholesale/receptive operator relationships and facilitate annual contracts with hotel operators. Rupp's duties include actively promoting Santa Cruz County as a conference and meeting destination at trade shows, working on various web-based marketing initiatives and providing qualified meeting leads to partner hotels. Additionally, she will be managing familiarization tour and trade show participation and securing room blocks for group-related programs. This sales and marketing position is supported by the Tourism Marketing District, and is designed to expand Santa Cruz County's presence in the corporate group market and international exposure with key tour operators.

For more information, contact the CVC at 831.425.1234 or visit www.santacruz.org.



RIBBON CUTTING CELEBRATIONS



InSight Eyecare Center
2121 41st Avenue, Suite 108 in Capitola
Center holding scissors, Owner, Dr. Michael Sonleitner



Capitola Self Storage
809-H Bay Avenue in Capitola
Center holding scissors: Armene Shahidi, Manager and Samantha Gonzalez, Assistant Manager