

*Business News Exclusively for Chamber Members*

# Panorama



Gateway to Silicon Valley™

**MILPITAS CHAMBER OF COMMERCE NEWSLETTER**

**JANUARY  
2006**

**Business Card Center  
Location of the Month**

**STAPLES  
Milpitas**

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Established in October 1995, Staples in Milpitas became one of over 1700 stores in US, Canada, and Europe.

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### **Chamber Educational Series**

**Another service offered FREE to the members  
presents**

**Wynn Miller, Executive V.P. Reverse Home Mortgages  
"Business Marketing"**

**Renaissance Home & Mortgage, Incorporated  
1851 McCarthy Blvd., Milpitas**

**Wednesday, February 1, 2006 - 7:00 p.m. to 8:30 p.m.**

The Chamber's Educational Series, held the first Wednesday of the month is another service offered Free to the membership. Our sponsor, Renaissance Home & Mortgage, Incorporated, has graciously donated their meeting facility to conduct these exciting monthly workshops.

On Wednesday, February 1, 2006, the guest speaker will be Wynn Miller, Executive V.P. Business Marketing for Reverse Home Mortgages, a division of Renaissance Home & Mortgage, Incorporated. Wynn will cover business marketing with a focus on establishing a new marketing initiative.

The committee is impressed with Wynn Miller's dynamic delivery and creative ideas, so mark your calendar today, and plan to attend the workshop on February 1. The event will held from 7:00 to 8:30 p.m. Remember, free to members, and a \$25 charge for members. Plan to jump-start 2006 with creative marketing. Call the office at (408) 262-2613 to reserve your space for Feb. 1.~

**Chamber Sponsors 'DOING BUSINESS IN MILPITAS' WORKSHOP**  
Tuesday, February 28, 2006 - Milpitas Senior Center, 540 S. Abel Street  
6:00 p.m. to 9:00 p.m. - **FREE** (see Page 6 for details)

## **13th Annual Crab Feed Friday, March 3, 2006 - Napredak Hall**

Circle Friday, March 3, 2006 on your new calendar, and plan for another exciting and fun-filled evening of delicious cold crab, pasta, garlic bread, and dancing. The list of items for the ever-popular silent auction will be expanded this year because the Chamber Crab Feed Committee is working with the students from the Milpitas High School's Travel & Tourism Academy for the Silent Auction Program. The Academy will receive half of the proceeds, and the Chamber will expand their business and education program to work with the students on the expansion of this exciting project.

If you haven't attended the annual Crab Feed in the past, you'll be delighted with the great food, music, dancing, silent auction, and networking opportunities. Remember your business associates, employees, family and friends when you purchase your tickets for the low price of \$35. You'll have such a good time, you'll circle your calendar for next year's event. The tickets are available for sale at the chamber office, so pick up the phone, and dial (408) 262-2613 to reserve yours today. Tickets will not be sold at the door.

We're pleased to announce that the Sheraton Hotel, located at 1801 Barber Lane, Milpitas, is offering a discount rate of \$69 for some of our members that are expecting out-of-town visitors that will be attending the crab feed. Call the Sheraton Hotel at (408) 943-0600 to inquire about these special rates.~

## **"Doing Business in Milpitas" is the Topic for GOOD MORNING MILPITAS Friday, January 13, 2006 at Embassy Suites Milpitas**

On Friday, January 13, 2006, the topic for the Chamber's Good Morning Milpitas will be Doing Business in Milpitas - Knowing the Permit Review Process. The presenters for the breakfast and learn forum will be the City of Milpitas Economic Development Manager, Diana Whitecar, Tom Williams, Planning Director, and Building Official Keyvan Irannejad.

The program will kick off the year with an overview of the City's permit review process and changes that are occurring to make the system work more effectively for contractors, businesses and home owners.

The forum that will be held at Embassy Suites Hotel in Milpitas, 901 E. Calaveras Boulevard, will include an overview from City of Milpitas employees, breakfast buffet, networking opportunities, and a chance to win the growing Jackpot Drawing. Make your reservations by calling the Chamber office at 262-2613. The fee is \$15 for members, and \$20 for non-members. ~

**JUNIOR ACHIEVEMENT SCHEDULES**  
*Groundhog Job Shadow Day 2006*  
**FEBRUARY 2**  
See Page 7 for details

**BUSINESS AFTER HOURS MIXER**  
Thursday, JANUARY 26, 2006  
**CENTURY 21 OPTIMA**  
252 Great Mall Drive - 5:00 - 7:30 p.m.

# Your Chamber

President . . . . . **MARSHA GRILLI**  
*School Board, M.U.S.D.*  
 President-Elect . . . . . **NICKY WU**  
*Proto Services, Inc.*  
 Vice President . . . . . **ROBERT DULALIA**  
*Saf Keep Services*  
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*Milpitas Executive Lion*  
 Vice President . . . . . **CHARLENE TSAO**  
*Sushi Lovers*  
 Chief Financial Officer . . . . . **TOM VALORE**  
*LPL Financial Services*

## BOARD OF DIRECTORS

**Dean Blomquist** - Pro-Star Towing  
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**Dr. Joseph A. Vu**, Milpitas Dental Center  
**Joseph Weinstein**, Renaissance Home & Mortgage, Inc.  
**Frank De Smidt** - Government Affairs Chairman  
  
**Debbie Giordano** - Councilmember-City of Milpitas, Council Liaison  
 Gaye Morando, Executive Manager and Newsletter Editor  
 Marilyn Hay, Office Manager

## The Chamber of Commerce VISION

is to be recognized as the premier business resource who strives to ensure a healthy economic environment for our community through effective business-to-business interaction.



Gateway to Silicon Valley™  
 828 N. Hillview Drive  
 Milpitas, CA 95035  
 (408) 262-2613  
 Fax (408) 262-2823

Email: [info@milpitaschamber.com](mailto:info@milpitaschamber.com)  
 Website: [www.milpitaschamber.com](http://www.milpitaschamber.com)

# A MESSAGE FROM...

## President Marsha Grilli



*I hope everyone had the opportunity to enjoy the holidays. The Milpitas Chamber of Commerce is ready for a new and exciting year. The Board of Directors has developed programs to support our members and businesses in Milpitas. You are all invited to the Good Morning Milpitas breakfast of the New Year on January 13th at 7:30 a.m. at the Embassy Suites. We are fortunate to have the new Economics Development Manager for the City of Milpitas, Diana Whitecar, Tom Williams, Planning Director and Keyvan Irranejad, Building Official committee to discuss business in Milpitas. This is an excellent opportunity to meet the city employees and strengthen our working relationship. We are always striving to find ways to bring our members resources that will support their businesses.*

*On February 1st the Milpitas Chamber of Commerce will be kicking off a new Educational Workshop. Board of Director, Joseph Weinstein, has led a committee that is bringing a valuable resource to our business community. The Educational Workshop is free to our members. The first workshop brings a very popular and informative speaker, Wynn Miller, Executive V.P. of Reverse Home Mortgage. We will be discussing Business Marketing with a focus on establishing a new marketing initiative.*

*The Chamber has also partnered with the City of Milpitas and Small Business Development Council in a workshop on February 28th that is focused on doing business in Milpitas. This is an opportunity to interact with City employees, and business associates for up-to-date valuable materials and resources. Please call the Chamber at 262-2613 for reservations.*

*Always refer to the Chamber's web site, [www.milpitaschamber.com](http://www.milpitaschamber.com), for an up-to-date calendar of all upcoming events. Please feel free to contact the Chamber or a Board member to let us know how we can better serve your needs in Milpitas.*

*On behalf of the Board and staff, I would like to wish you and your families a prosperous and Happy New Year.*

## The Milpitas Chamber of Commerce 2005 Mission Statement:

*The Mission of the Milpitas Chamber of Commerce is to be the central source of information and activities to enhance the success of our City, of our business community in general and of our members in particular."*

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 Project Manager  
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 FAX: 408.719.6300  
 e-mail: [milpitas@safkeep.com](mailto:milpitas@safkeep.com)  
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**FAX 408-263-2100**

# MEMBER ACTIVITIES

*Business to Business Interaction...Offering Business Opportunities For You!*

**The Twenty-ninth Annual Business Experience Day was successful with 65 students and 27 businesses involved in a day that gave young students from Milpitas High School an opportunity to explore the host business operation.**

Over 100 attended the luncheon held at Embassy Suites Hotel, and heard the keynote speaker, Chief Frank, the new fire chief for the City of Milpitas. She gave an exciting synopsis of her business background prior to her inspirational presentation. The Chief's message to the students was to continue their education, while pursuing their professional interests. "Find something you love and you'll be good at it. Find something you're good at and chances are you'll love it." Chief Frank is the first woman fire chief in the city's 51-year history.

The program continued with Chamber President Marsha Grilli presenting a scholarship check in the amount of \$3,064 to Superintendent of Schools Dr. Karl Black, who took the opportunity to applaud the business participants, and extend best wishes to the students.

The Milpitas Chamber of Commerce and Milpitas Unified School District want to thank the following for contributing to the success of the 29th Annual Business Experience Day:

**PLANNING COMMITTEE:** Tonette Rancadore, Milpitas High School, Marsha Grilli, Board of Education, Chamber President, Nicky Wu, President-Elect, Chamber, Marilyn Hay, Milpitas Chamber of Commerce, Gaye Morando, Milpitas Chamber of Commerce.

**AMBASSADOR GREETERS:** Jean Stange, Ambassador, Helen Leong, Associate Vincent Chow, Associate.

**PARTICIPATING BUSINESSES AND SUPPORTERS:** Action 36 Cable 6, Dr. John Brady II, City of Milpitas, City of San Jose Public Works, Huntford Printing & Graphics, Loanpros, Incorporated, Long's Drug Store, Charles Margiotta, D.D.S., Milpitas Chamber of Commerce, Milpitas Dental Center, Milpitas Optometric Group Incorporated, Milpitas Post, Office of Supervisor-Pete McHugh, MUSD - Dr. Karl Black, MUSD, Dr. Luis Gonzales, Parktown Veterinary Clinic, Peoples Associates Structural Engineering, Proto Services, Incorporated, Renaissance Home & Mortgage, Residence Inn Milpitas, Saf Keep Storage, Smurfit-Stone Container Corporation, Solectron Corporation, Sushi Lovers, Union Bank of California, Valley Yellow Pages, Washington Hospital Healthcare Systems.

**SCHOLARSHIP CONTRIBUTORS:**

*Virginia N. Davi, CPA • Flavor Dyer, C21 Country Club Estates • Glen Ishiwata, MUSD  
LPL Financial Services • Milpitas Downtown Association  
Shapell Industries of No. California • Sylvan Learning Centers*

**Picture 1:** A warm "welcome" from the Office Staff and Ambassadors.

**Picture 2:** Keynote Speaker Fire Chief Clare Frank was a tremendous hit with the attendees at the luncheon.

**Picture 3:** Chamber President Marsha Grilli presents scholarship check to Superintendent of Schools, Dr. Karl Black.



*Photos by Ted Armstrong*



# MOD - MEMBERS OFFER DISCOUNTS

The M.O.D. program allows Chamber members the opportunity to offer their goods or service at a discounted price to other Chamber members, thus promoting inter-member purchases. Remember to identify yourself as a Chamber member when you contact these members so you can receive your discount.

**A STORAGE CITY MILPITAS** - 324 S. Main Street, Milpitas, (408) 262-4000  
*YOUR NEIGHBORHOOD SELF-STORAGE. CHAMBER MEMBERS RECEIVE 2ND FULL MONTH FREE. NEW CUSTOMERS ONLY.*

**AFFORDABLE PROPERTIES & INVESTMENTS** - 318 S. Abel St., Milpitas, (408) 263-9500  
*\$600 GIFT CARD AT CLOSE OF ESCROW WHEN YOU BUY, SELL, OR REFINANCE YOUR HOME WITH ADDIE SCHARFF*

**ALPHA VIDEO SERVICES** - (408) 946-1231 - Angelo Delegeane  
*10% DISCOUNT TO CHAMBER MEMBERS.*

**ANTHONY JOHN JEWELERS (formerly Absolute Brilliance)** - 1900 McCarthy Blvd., Suite 105, Milpitas (408) 428-9777 [www.anthonyjohnjewelers.net](http://www.anthonyjohnjewelers.net)

*ANTHONY JOHN JEWELERS WILL PAY THE SALES TAX ON ALL OF IN-STOCK FINISHED JEWELRY.*

**AVIS RENT A CAR** - 149 W. Calaveras Blvd., Milpitas, (408) 942-3300  
*RECEIVE 10% DISCOUNT ON CAR RENTAL AS A MEMBER OF THE MILPITAS CHAMBER OF COMMERCE AT MILPITAS LOCATION.*

**BLUE CROSS OF CALIFORNIA**, Tony Chan, 556 N. First St. #102, San Jose, CA 95112 - (510) 791-1878  
[www.healthmaster.us](http://www.healthmaster.us) - email: [sales@tonychan.net](mailto:sales@tonychan.net)

*APPLY ONLINE: [www.bluecross-usa.com](http://www.bluecross-usa.com)*

*10% DISCOUNT (first month of membership) to new members only for Blue Cross medical plans.*

**BRIDGE IN CORPORATION**, 540 Clauser Drive, Milpitas, (408) 586-0080  
*WEBSITE DEVELOPMENT: PORTALS, CONTENT MANAGEMENT SYSTEMS, E-COMMERCE, CORPORATE INTRANET, CUSTOM APPLICATIONS - 5% DISCOUNT FOR MEMBERS.*

**CARTRIDGE WORLD MILPITAS** - 80 Ranch Drive, Milpitas - (408) 935-0300 - Harry Bucchianeri, Owner  
*FIX TWO (2) CARTRIDGES FOR THE PRICE OF ONE (1) - First Order Only.*

**CENTRE CAFE** - 1666 Centre Pointe Drive, Milpitas (408) 945-8996  
*10% OFF ON DAILY ENTREE OR FREE FOUNTAIN DRINK WHEN YOU BUY AN ENTREE.*

**CENTURY 21 OPTIMA** - 252 Great Mall Parkway, Milpitas, (408) 240-8500  
*10% OFF COMMISSION RECEIVED BY THE OFFICE IN ANY REAL ESTATE TRANSACTION TO CHAMBER MEMBERS.*

**CHIROSPT USA - Dr. Rooh** - 1000 Jacklin Rd., Milpitas - (408) 262-1371  
*RECEIVE 15% OFF REGULAR PRICE OF THERAPEUTIC MASSAGE SESSIONS. Your Sports Injury & Family Health Specialists (Located inside Milpitas Health & Fitness)*

**CURVES MILPITAS-EAST** - 1766 Clear Lake Avenue (408) 262-5152  
*Milpitas Chamber members and their family members (women). If they will join the club for a year, they will waive the first visit service fee (which is usually \$49).*

**EMBASSY SUITES HOTEL MILPITAS** - 901 E. Calaveras Blvd. (408) 942-0400  
*15% OFF LUNCH OR DINNER IN SWAN COURT.*

*15% OFF MEETING ROOM RENTAL & FOOD FOR GROUPS OVER 25.*

*PLEASE BRING IN YOUR CHAMBER'S PANORAMA FOR YOUR 15% DISCOUNT.*

**FEDEX KINKO'S MILPITAS**, 257 W. Calaveras Blvd., Milpitas (408) 946-2500  
*RECEIVE 25% OFF ALL PRODUCTS AND SERVICES. DISCOUNT FOR CHAMBER MEMBERS ONLY.*

**THE FRAMED NEEDLE**, Dorita Menconi, 759 Ames Ave., Milpitas (408) 888-8979  
*GET YOUR BUSINESS LICENSE OR RESALE PERMIT FRAMED FOR FREE! LIMIT ONE FRAME PACKAGE PER BUSINESS.*

**FREEDOM EQUITY GROUP, INCORPORATED** - 550 S. Winchester Boulevard, Suite 626, (408) 921-8417  
*DALE SCHRUMPE OFFERS YOU A \$100 DISCOUNT*

*WHEN YOU JOIN THE FREEDOM EQUITY GROUP, INC. THE TOTAL COST IS \$345 TO BECOME AN ASSOCIATE OF THE FREEDOM EQUITY GROUP, INC.*

**GIORGIO'S ITALIAN FOOD & PIZZERIA** - 643 E. Calaveras Blvd., Milpitas, (408) 942-1292  
*15% OFF UPON PRESENTATION OF CHAMBER MEMBER CARD*

**GLOBAL EQUITY LENDING**, 545 E. Brokaw Rd., San Jose, (408) 373-5264  
*\$125 DISCOUNT TOWARDS GLOBAL EQUITY LANDING MEMBERSHIP FEE TO BEGIN YOUR CAREER IN THE MORTGAGE BUSINESS. NO REAL ESTATE LICENSE REQUIRED.*

*OFFERED BY PHUONG HUAYH.*

**HAMPTON INN SILICON VALLEY/MILPITAS** - 215 Barber Court, (408) 428-9090  
*ROOM RATES SUN-THURS. \$119. FRI-SAT. \$59 INCLUDING EXPANDED CONTINENTAL BREAKFAST AND COMPLIMENTARY HIGH-SPEED DSL ACCESS IN ALL ROOMS AND LOBBY.*

**HILTON GARDEN INN, SAN JOSE/MILPITAS**, 30 Ranch Dr., Milpitas, (408) 719-1313  
*15% DISCOUNT OFF BEST AVAILABLE RATE, SEVEN DAYS A WEEK. PLEASE PRESENT YOUR CHAMBER PANORAMA TO RECEIVE YOUR DISCOUNT. NOT TO BE COMBINED WITH ANY OTHER DISCOUNT OR OFFER.*

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**KOONG'S RESTAURANT** Keith Chu, Owner, 103 N. Milpitas Boulevard. (408) 946-8020  
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**VIRGINIA N. DAVI, CPA**, 500 E. Calaveras Blvd., Suite 325, Milpitas (408) 942-8800  
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**YAN CAN FRESH ASIAN COOKING RESTAURANT**, 179 Ranch Drive. - (408) 945-1733  
*10% DISCOUNT TO CHAMBER MEMBERS.*

# MEMBER PROFILES/GUEST ARTICLE

## Konica Minolta Business Solutions, Inc. 25 Metro Drive, Suite 100, San Jose, CA 95110 (408) 437-7505



*V.P. Don Ryan Welcomes Konica Minolta to the Chamber.*

Konica Minolta Business Solutions, Incorporated, located at 25 Metro Drive, Suite 100, San Jose, is a new chamber member. Mike Whipp is the Branch General Manager, and Lauren Ichishta is the sales representative for Milpitas. Konica and Minolta were founded in Japan in the 1890's. KMBS is the merger of two leaders in optical and imaging technology. They provide total solutions from the print shop to the desktop. Digital hardware and software are integrated and networked so that business processes are profitable, functional and productive.

The legacy of KMBS is tied to the innovation in cameras, film and photographs, to copiers, facsimile, micrographies, and digital instrumentation. They're now a \$10 billion company, employing over 40,000 people, globally.

Sales Representative, Lauren Ichishta, started her career with Xerox in 1969 as a sales representative, and continued in the business equipment industry with NCR, EDS, TaylorMade Office Systems, and Konica in management positions. Lauren Ichishta, a bubbly and high-energy person, feels Santa Clara Valley is an incredible area to work in, and she looks forward to working in Milpitas, and meeting our members at the mixers and other chamber events. Lauren can be contacted at (408) 437-7505, extension 123. The company hours are 8:00 a.m. to 5:00 p.m. ~

## FINANCIAL PLANNING PERSPECTIVES FINANCIAL PLANNING FOR LIFE

If the term "financial planners" evokes visions of equities and equity mutual funds—selected to implement financial plans they developed for clients in accordance with their investment goals and tolerance for investment risk—it should not be surprising.

Equity Ownership in America, 2005, a study recently released by the Investment Company Institute and the Securities Industry Association, found that more than 75 percent of the millions who own equities and equity funds outside employer plans bought them through financial planners and other professional financial advisers.

But financial plans leading to ownership of portfolios of equities and equity funds are hardly planners' only services. They not only have delved increasingly into areas beyond investment advice, they also have met clients' needs for more of their life goals, giving rise to the concept of financial life planning.

Some may think that financial planning is a one dimensional process involving technical skills, such as Monte Carlo projections, retirement income calculations, investment analyses and asset allocation. But with financial life planning, planners may ask questions like, "If you could live your 'ideal calendar,' what activities would be on that calendar?" Questions like this get more to the heart of really good financial planning and its natural extension...life planning.

The underlying premise is self-evident: people have different goals during different stages of their lives and may not have the confidence—or the necessary time—to deal with them on their own. Life planning is also about raising a person's awareness of the things they do daily, which they may do automatically, which really should involve choices. By helping people think outside the box of their daily assumptions and helping them identify choices, life planning helps them get more from their financial resources. The roles of financial life planners, as they see them, are essentially to help clients to do at least four things:

- \* When initially formulating plans, define and rank clients' goals at each stage
- \* Identify what the goals require of them as they approach each stage
- \* Implement plans by advising clients on managing their affairs to realize goals
- \* Monitoring implementation and changes in clients' circumstances to modify plans, goals, and goals' requirements as necessary.

The number of stages into which clients' lives are divided will, of course, vary based on a number of factors such as the ages at which plans are initiated, the paths which careers take, and the career vs. leisure activity decisions made along the way.

A few examples will illustrate the types of life stages that people experience and the types of goals associated with them:

### Start of career

- \* Analyses on which to base a choice of employer when lucky enough to be faced with more than one job offer. Of note, the job offer analysis may well be a financial one only, which in life planning would be part of it. A life planner might dig deeper to find out lifestyle requirements of different jobs, longer range opportunity and wealth building opportunity. They might even ask the question, "Which one would you love?" It's not that the planner is trying to become a career counselor, but rather to help a person make good choices towards a more rewarding and secure life.
- \* Budgeting to provide for both paying off student loans and contributing to employers' tax-deferred savings or retirement plans as soon as eligible.
- \* Choices among employer plan options.

### Marriage

- \* Economic considerations associated with decision as to whether both spouses will have jobs.
- \* Choice of residence, factoring in economics of renting vs buying.
- \* Integration of investment portfolios beyond employer plans (if any).
- \* Optimizing taxes on investments and other income sources to maximize after-tax income (including handling of capital gains and losses).
- \* Obtaining appropriate life insurance coverage.
- \* Revision of wills.
- \* Initiating savings for college if children are in the future.

### Mid to Late Careers

- \* Adjust portfolio and employer plan's asset allocation.
- \* Advise—and, if necessary, oversee—parents with respect to their retirement assets and residence.
- \* Acquisition of retirement cottage, factoring in economic considerations such as estate taxes.

### End of Careers

- \* Early vs. "normal" retirement
- \* Decisions regarding Social Security.
- \* Need of long-term care insurance.
- \* Updating wills, including provisions for universities and other nonprofits.

These are just a few of the functions performed in financial life planning. A financial life planner will explore much more deeply with his or her clients those personal characteristics that influence their financial choices, including fears, dreams, family circumstances, work-life balance, values and volunteer commitments.

Once the financial life planner has explored the above (and more), a financial plan can be designed within the context of life stages that reflects what is most meaningful in the client's life and how they define true wealth.

This column is produced by the Financial Planning Association, the membership organization for the financial planning community, and is provided by Thomas J. Valore, a local member of the FPA.

# Chamber Sponsors DOING BUSINESS IN MILPITAS WORKSHOP

Tuesday, February 28, 2006

Milpitas Senior Center

540 S. Abel Street

6:00 p.m. to 9:00 p.m.

On Tuesday, February 28th, the Chamber has partnered with the City of Milpitas and SBDC to present an outstanding workshop on "Doing Business in Milpitas." The event scheduled from 6:00 p.m. to 9:00 p.m. at the Milpitas Senior Center, 540 S. Abel Street, will include the following presenters: City of Milpitas Economic Development Manager, Diana Whitecar, Tom Williams, Planning Director, Building Official Keyvan Irannejad, and a trade show presentation.

For up-to-date valuable material, and interaction with other business associates, this event will be for the aspiring business professional. Fine-tune your skills in 2006. Plan now to attend the workshop on February 28th. For reservations to reserve your space, call the chamber at (408) 262-2613. ~



## Mark Your Calendar

### Business After Hours Mixers Schedule for 2006

Jan. 26	Thurs. 5-7:30 pm	Century 21 Optima 252 Great Mall Drive
Feb. 16	Thurs. 5-7:30 pm	Residence Inn by Marriott- Milpitas, 1501 California Circle
Mar. 22	Wed. 5-7:30 pm	Skylite Satellite Systems 901 E. Calaveras Blvd.
Apr. 25	Tue. 5-8:00 pm	Business-to-Business Trade Show, Embassy Suites Hotel 901 E. Calaveras Blvd.
May TBA		Milpitas Town Center Co-ordinated by Charlene Tsao, owner of Sushi Lovers

## Membership Renewals

*Thank You for Your Continued Support...*

### ONE YEAR...

Blue Cross of California  
FedEx Kinko's  
Kenos Funeral Services, Incorporated  
Milpitas Physical Therapy Clinic

### TWO YEARS...

Carmen Montano, School Board, M.U.S.D.  
T & G Whirlpool Repair

### THREE YEARS...

Reciprocal Energy

### FOUR YEARS...

Cathay Bank  
East West Bank  
Paul Hay, Associate Member  
Jain Center of Northern California, Incorporated

### FIVE YEARS...

Pacific Motor Trucking Company

### SIX YEARS...

H & R Block

### SEVEN YEARS...

Milpitas Health & Fitness  
San Jose Ice Company

### TEN YEARS...

Marsha Grilli, School Board, M.U.S.D.

### TWELVE YEARS...

American Cancer Society

### SEVENTEEN YEARS...

Nob Hill Foods #622

### TWENTY YEARS...

Amcal Services, Incorporated  
Milpitas Christian School

### TWENTY-ONE YEARS...

Knights of Columbus #8747

### TWENTY-SIX YEARS...

Sunnyhills United Methodist Church

### THIRTY YEARS...

Roadrunner Glass

### THIRTY-FOUR YEARS...

Huntford Printing & Graphics

### TWENTY-THREE YEARS...

Dr. John Brady II  
Devcon Construction, Incorporated  
Milpitas Optometric Group

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# BUSINESS NEWS

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## SAVE THE DATE Thursday, February 2, 2006 **GROUNDHOG JOB SHADOW DAY**

*Is There Room in your Office for Your Shadow?*

Groundhog Job Shadow Day 2006 is just around the corner! Junior Achievement of Silicon Valley & Monterey Bay, Incorporated is looking for companies to participate in Groundhog Job Shadow Day on Thursday, February 2, 2006. Through this exciting half-day event, businesses gain the opportunity to engage middle and high school students in industry, while explaining the importance of academics in reaching career goals. Students have an opportunity to experience careers and jobs that they cannot even imagine.

Last year nearly 150 companies in the Silicon Valley, Monterey Bay Area welcomed 4,000 students into their places of work. Groundhog Job Shadow Day provides a unique opportunity for corporate visibility and community involvement for local companies, and their employees. The day is great fun, simple to facilitate, and a learning experience for all!

For more information on how to open your doors to today's students; the future leaders of Silicon Valley, contact Junior Achievement at (408) 988-8915 or email [dgale@siliconvalley.ja.org](mailto:dgale@siliconvalley.ja.org) ~

## Entertainment Book 2006

### Entertainment 2006 is **HOT! HOT! HOT!**

(44 years of Great Time and Great Savings)

The Entertainment Book 2006  
is Available for Sale  
at the Chamber Office.

The book offers you savings on casual dining  
restaurants, fast food restaurants, entertainment,  
car rentals, hotels and more.

Entertainment Books make wonderful gifts.

Stop by the Chamber Office at  
828 N. Hillview Drive (in the Hillview Office Center)  
to get your book while supplies last.

*The price is \$25*

*Giorgio's is Open During Construction*

# Giorgio's



## Giorgio's Italian Food & Pizzeria

643 E. Calaveras Blvd., Milpitas  
(in the Milpitas Town Center)

### (408) 942-1292

[www.giorgiosmilpitas.com](http://www.giorgiosmilpitas.com)

*15% Discount for Chamber  
Members with member card.*

Family Dining - The Whole  
Family Can Enjoy!



*Mayor Jose Esteves officiated at  
ALL CARE PLUS, located at 516 Valley Way in Milpitas.  
ACP provides caregiver training services, plus safety  
skills training to the community.  
Their telephone number is 1-888-866-4666.*

# 2005 Calendar of Events

## JANUARY 2006

- 1 NEW YEAR'S DAY
- 2 CHAMBER OFFICE CLOSED
- 3 CHAMBER OFFICE OPEN FOR BUSINESS
- 4 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 10 MUSD SCHOOL BOARD MEETING, 7:00 p.m., Board Room
- 13 GOOD MORNING MILPITAS, Embassy Suites Hotel, 7:30 a.m.-8:45 a.m.,  
"Doing Business in Milpitas-Knowing the Permit Review Process."
- 26 BUSINESS AFTER HOURS MIXER, Century 21 Optima, 5-7:30 p.m.
- 26 BOARD OF DIRECTORS MEETING, Chamber Office, 7:30 a.m.

## FEBRUARY 2006

- 1 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 1 EDUCATIONAL WORKSHOP, "Business Marketing", Renaissance Home & Mortgage, Inc., 1851 McCarthy Blvd., Milpitas, 7-8:30 p.m.,  
Free for members, \$25 for non-members. Fee can be applied to membership.
- 14 MUSD, School Board Meeting, 7:30 p.m.
- 14 VALENTINE'S DAY, Shop and Dine Locally, Support Milpitas
- 16 BUSINESS AFTER HOURS MIXER, Residence Inn by Marriott, 5:00 to 7:30 p.m.
- 20 PRESIDENT'S DAY (observed). CHAMBER/CITY OFFICES CLOSED
- 23 BOARD OF DIRECTORS MEETING, 7:30 a.m., Chamber Office.
- 28 MUSD, School Board Meeting, 7:30 p.m.
- 28 DOING BUSINESS IN MILPITAS WORKSHOP, Chamber/City/SBDC/, Senior Center, 540 S. Abel Street, 6:00 - 9:00 p.m.

### ✓ City Council Meetings

First & Third Tuesday of each month at 7:00 p.m.

### ✓ Planning Commission Meetings

Second and Fourth Wednesday at 7:00 p.m.

### Get Connected with Connection Clubs

**TUESDAY CLUB #1 - 1st & 3rd, Summitpointe Golf Club**

8:00 a.m. - 9:00 a.m.

**WEDNESDAY CLUB #2 - 2nd & 4th**

Liou's House Chinese Cuisine, 1245 Jacklin Rd., Milpitas, 12:00 - 1:00 p.m.

**Call Chamber office for information (408) 262-2613.**

**Milpitas Chamber of Commerce**  
828 N. Hillview Drive  
Milpitas, CA 95035

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# GOVERNMENT AFFAIRS REPORT

by Frank De Smidt

JAN. 2006

## MILPITAS.....

### MILPITAS FIRST MAYOR, TOM EVATT

Tom Evatt, Milpitas' first mayor, died in Anchorage, Alaska on Dec. 9, 2005. He was 92. He served as Milpitas' appointed mayor for two years, from 1954 to 1956. He was active in the city's early development, from 1947 until incorporation was completed in 1954. He was the last surviving member of the charter city council and had also been Milpitas' oldest living former mayor.

### COUNTY HEALTH CLINIC SET FOR MAIN STREET SITE

The Milpitas City Council took action on following items with unanimous votes at their Tuesday, December 6, 2005 regularly scheduled meeting: The Council acted to cancel their regularly scheduled Tuesday, December 20 meeting in observance of the Christmas Season. Their next meeting is Tuesday, January 3, 2006. \* Exchanged proclamations and gifts with Sister City Municipality of Huizhou, China delegation - three members on student exchange/cultural visit. \* Approved Major Tentative Map Amendment to modify conditions of (Streetlight Fixtures) and (Recycled Water) of the recently approved KB Homes Development located on the East and West sides of South Abel Street. Decorative street lights were unnecessary on Thompson Avenue behind Elmwood Jail and the required recycled water landscape irrigation was found to be incompatible with some street trees. \* Received Progress Report on Library, and Midtown East Parking Garage that is scheduled for completion in 2008. \* Awarded construction contract for building demolition and hazardous material abatement for new library and parking garage. \* Received report on County Health Center, approved the existing Main Street site for the County Health Clinic and directed staff to prepare a draft disposition and development agreement (DDA) between the County and the City. Under the plan Santa Clara County would build 3-story health clinic and 275 stall parking garage. The County will purchase the health clinic land and lease the parking garage property from Milpitas for 75 years at \$1 per year. Ten alternate sites were reviewed and considered. The North Main Street site best met all the criteria. Project completion scheduled for 2007. \* Received progress report on implementation of Midtown Specific Plan. \* Accepted Milpitas Redevelopment Agency Fiscal Year 2004-2005 Annual Report. \* Approved Mayor Esteves' four reappointments to the Senior Advisory Commission. \* Accepted report of the Council Finance Subcommittee. Approved the Finance Subcommittee Workplan and consoli-

ation of the city's single merchant store cards with the Procurement Card (CAL-Card) Program. \* Received report on Street Pavement Resurfacing Program, Safe and Clean Streets Program Phase II that called for an additional \$3 million per year to maintain current street pavement condition. Councilmember Bob Livengood also called for more pedestrian education and enforcement to reduce accidents. \* (removed from agenda) Review, consider and direct staff on revision of the City Urban Service Area Line to conform to The City Urban Growth Boundary as required by "Measure Z" approved by the voters on November 3, 1998, and by implementing the policy of The Milpitas General Plan. \* Introduced Ordinance repealing the existing Milpitas Municipal Code on Purchasing and replacing that with new Title, Chapter, and Sections that provides greater flexibility and conformance with current state laws. \* Adopted Ordinance to add a Heritage Tree Program. \* Adopted Traffic Ordinance to change the speed zones boundaries and speed limits on Calaveras Blvd/Road between Sinclair Freeway (I-680) and the City's Easterly City Limits.

### COUNCIL PICKS CIARDELLA, TABLADILLO, AND ALISANTOSA FOR PC

The Milpitas City Council met on Wednesday, November 30 to interview and chose three planning Commissioners; two for full 3-year terms and one for an unexpired term of 1 year. Councilmembers picked former planning commissioner Larry Ciardella and former council candidate Noella Tabladillo for the 2 full term spots and Telecommunications Commissioner Gunawan Alisantosa for the partial term. Bill Ferguson drew support from Councilmember Althea Polanski and Mayor Jose Esteves. Councilmember Bob Livengood said Ferguson could be appointed next time. Planning Commissioner Al Garcia has announced his resignation from the Milpitas PC effective December 31, 2005 due to the demands of his business travel. Garcia's term ends in December 2006. Also the three year terms of Planning Commissioners Deepka Lalwani and Zeya Mohsin conclude in December. The Council also interviewed Commissioner Zeya Mohsin, Commissioner Deepka Lalwani, Vadan (Jay) Itchhaporia, Bill Ferguson, Mobile Home Park Rental Review Board member Florence Romito, Dr. Phu Huu Le, Terrace Gardens board member Richard Ruth. Applicant Laura Ferry declined to attend the public interview.

### GOMEZ, LIVENGOOD TO FORM COUNCIL OPEN GOVERNMENT SUBCOMMITTEE

The Milpitas City Council met at 6:00 PM on Monday, November 28. Mayor Esteves' ap-

pointment of Vice Mayor Armando Gomez to the new Open Government Subcommittee was approved and his appointment of Councilmember Althea Polanski failed through a parliamentary maneuver. Meeting at 6:00 PM on Tuesday, November 29 Mayor Esteves tried to appoint Polanski again and that failed again with the majority opposed. No further action was taken. The Council met Wednesday, November 30 following Planning Commission interviews and continued the process. The effort to resolve the tug-o-war over this issue between Mayor Jose Esteves, Councilmember Althea Polanski and the Council majority of Vice Mayor Armando Gomez, Councilmember Bob Livengood, and Councilmember Debbie Giordano ended up with the approval of the appointment of Councilmember Bob Livengood. Vice Mayor Gomez made the appointment in the mayor's place by claiming the power to do so in the absence of another appointment by the mayor. Previously Mayor Esteves' appointment of himself to the remaining spot failed on a 2-3 vote. The majority sought to have two of their own, including the Vice Mayor, seated on the panel.



## SILICON VALLEY..... GARBAGEGATE, GONZALES REPRIMANDED

San Jose's city council Tuesday (12-13-05) voted unanimously to censure Mayor Ron Gonzales for failing to reveal information about a contract amendment he helped secure for Norcal Waste Systems, but also decided in a split vote to call an end to the independent investigation into the matter. In the wake of the mayor's apology for his role in misleading the council over a secret deal with trash company Norcal Waste Systems, City councilman Dave Cortese asked Mayor Ron Gonzales to resign. In a letter drafted late Wednesday (12-07-05) night, Cortese said he was making the request "to restore public trust in the leadership and system of governance here in the City of San Jose and ensure that business is being conducted in a manner that brings true benefit to our citizenry." The move follows Wednesday's (12-07-05) announcement that most, if not all, of the city council members plan to vote to formally censure Gonzales at next Tuesday's meeting, a rare action that is the most severe of three public reprimands the council could choose. Both the censure and Cortese's letter stem from a sharply critical special investigator's report that found that Gonzales and his top budget aide Joe Guerra appeared to have violated city policies as they sought to make good on a secret promise that the council would approve an \$11.25 million contract amendment from 2000 to 2004. The amendment would ensure that Norcal got reimbursed for the higher costs for certain subcontracting employ-

ees to be represented by the Teamster's union, rather than the Longshoreman's union. The two men concealed their promise as the council made several key votes around the matter.

#### FOUR FOR SJ MAYOR

Eastside Union High School District board president, J. Manuel Herrera, 56, has jumped into the San Jose mayor's race with Councilman Chuck Reed, 57, Councilman Dave Cortese, 49, and Vice Mayor Cindy Chavez, 41. Herrera has been on the district board since 1990. Reed was elected to the San Jose City Council in 2000. Cortese was elected to the council in 2000 and served on the Eastside Union High School District board. Chavez was to the council elected in 1998.

#### BART FEDERAL FUNDING DELAY

With the Bush administration threatening to declare a planned BART extension to Silicon Valley ineligible for federal funding, Santa Clara County transportation officials announced they were abandoning their quest for federal money until they come up with a better financial plan for the project. The move represents a major -- though not necessarily fatal -- setback for the \$4.7 billion, 16.3-mile line from Fremont to Milpitas, San Jose and Santa Clara, for which the Valley Transportation Authority was seeking \$750 million in federal aid. Authority officials say they will seek the federal money in a future year. But they said before doing so, they must resolve the transportation authority's ongoing financial problems and find a way to improve the BART project's cost-effectiveness, which now rates at the bottom of a federal scale and below a standard needed for federal funding.

#### MC HUGH JOINS ASSESSOR RACE

Pete McHugh, a Santa Clara County supervisor since 1997, will run for county assessor, challenging three-term incumbent Larry Stone. McHugh announced his candidacy at a county firefighters' Toys for Tots barbecue. Stone had announced in July that he would seek a fourth term. McHugh, whose district covers the northeast corner of the county, can run for assessor without surrendering his supervisor's job. Term limits will force him out in 2008. "I am running for the office because I understand how important it is to local government," said McHugh. The assessor's office sets the tax value for properties in the county, which determine property tax revenue. "My education and my private and public experience has prepared me for that," he added. McHugh holds a business degree from UCLA and was an accountant and auditor for IBM for 30 years.

#### VTA DELAYS TAX VOTE

In an often snippy meeting, transit board members postponed until February a vote on which projects would be funded by a new

sales tax measure they may place on the November ballot. The delay at Thursday's Valley Transportation Authority meeting was a temporary setback for San Jose Mayor Ron Gonzales, who released a plan Monday to speed up construction of a transit link from the proposed BART extension in Santa Clara to Mineta San Jose International Airport.

### CALIFORNIA.....

#### NEW FAX LAW TAKING EFFECT

Starting January 1, 2006, new requirements apply to fax advertisements coming into or going out of California. Companies doing business in California should be aware of key differences between the federal and state fax laws passed this year. Federal and state laws differ. There is a state provision for tax-exempt, non-profit organizations. For more information visit: [www.calchamber.com](http://www.calchamber.com)

#### GOVERNOR NAMES NEW STATE SUPREME COURT JUSTICE

Gov. Arnold Schwarzenegger on Friday named Carol Corrigan, a Republican Court of Appeal justice with a reputation as a moderate, to fill a vacancy on the California Supreme Court. If she is confirmed by the state Commission on Judicial Appointments, Corrigan will replace Janice Rogers Brown, a conservative African American justice whom President Bush elevated to the U.S. Circuit Court of Appeals for the District of Columbia earlier this year. Schwarzenegger tapped Corrigan, 57, while facing political pressure to nominate a justice who shared Brown's philosophy.

#### TAX HIKE INITIATIVES

Petitions are being circulated to place targeted tax measures on the ballot to fund various programs sought by proponents. Higher state income tax rates on the rich would pay for preschool classes for 4-year olds. A \$1.50 per pack cigarette tax increase opposed by the California Chamber is designed to pay for hospital emergency services. A 5 cent per pack tax hike measure would pay for children's health insurance. Higher levies on alcoholic beverage drinks are also being considered. Experts view these ideas as counter-productive although their goals are noble and worthy. Such schemes would only offer diminishing returns according to skeptics as revenue would decrease from a shrinking number of smokers and the overtaxed wealthy would have another excuse to leave California for better offers. For more information visit: [www.calchamber.com](http://www.calchamber.com)

### WASHINGTON.....

#### HOUSE, SENATE FAIL TO FORGE AMT RELIEF

Efforts to slow the spread of the alternative minimum tax have bogged down in Congress, leaving more than 15 million taxpayers potentially susceptible to the "stealth tax" for the first time starting in 2006. That means taxpayers will face roughly \$30 billion in extra taxes under the AMT system unless

lawmakers approve retroactive changes. Those taxes would be due April 15, 2007. The House of Representatives voted to delay a scheduled tax increase that would hit about 19 million taxpayers next year and may still have an impact on 30 million Americans a year by 2010. House members voted 414-4 to extend by one year the current income-exemption levels for the Alternative Minimum Tax. The Senate already had approved the extension, though as part of a broader tax-cut package rather than as stand-alone legislation.

#### HOUSE VOTES TO RETAIN LOWER TAX RATES

The House voted to preserve tax cuts for investors through the rest of the decade, safeguarding the centerpiece of the Republican tax agenda in a \$56 billion package of tax breaks. The bill, passed 234-197 along mostly party lines, would keep the 15 percent top tax rate for capital gains and dividends in place in 2009 and 2010, two years after their scheduled disappearance at the end of 2008.

For more information and updates visit FrankNews at: <http://members.aol.com/frankdsj/franknews.html>

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