

Panorama

Business News Exclusively for Chamber Members



MILPITAS CHAMBER OF COMMERCE NEWSLETTER

MAY 2006

CHAMBER TO HOLD

MEASURE A PUBLIC FORUM on Thursday, May 18 at Milpitas City Hall

The Milpitas Chamber of Commerce is planning a Measure A, Santa Clara County 1/2 cent sales tax, June 6 ballot issue Public Forum at 7:00 p.m. on Thursday, May 18, at Milpitas City Hall, 455 E. Calaveras Boulevard. The event will be held in the Council Chambers and will be broadcast over cable and the web. The chamber is inviting speakers to present their positions and accept questions from the audience. Admission is free to the public. ~

CHAMBER'S TRADE SHOW

"GATEWAY TO SUCCESS"

FREE to the Business Community and Public

"Your Gateway to Success" is a Business to Business Trade Show Mixer, sponsored by the Milpitas Chamber, hosted by Embassy Suites Hotel, and media sponsors The Wave Magazine and PennySaver. **The hottest trade show in town will be held on Tuesday, May 23 from 5:00 p.m. to 8:00 p.m.**

Come pickup your "PASSPORT" for door prizes, enjoy refreshments, and meet over 30 businesses showcasing their products and services at the Chamber's Business to Business Trade Show Mixer. You won't want to miss this opportunity to make new business connections, find new vendors, and develop new partnerships. The exhibitors will represent the business cross-section of Milpitas, and include the PEP, Business Partners for Emergency Preparedness, SCORE Service Corps for Retired Executives, and NOVA.

The public and business community is invited to attend this exciting free event on May 23. For more information, please call the Milpitas Chamber at (408) 262-2613. ~

MILPITAS CHAMBER OF COMMERCE 2006-2007 OFFICIAL GUIDE AND DIRECTORY IN PRINT AND ONLINE

*Don't Miss Out on this Wonderful Opportunity to
Showcase Your Business.*

MAXIMIZE THIS IMPORTANT CHAMBER BENEFIT

*The most direct way to promote your business to residents,
newcomers, visitors and fellow chamber members...*

*For more information, see more details on page 6,
and the enclosed flyer in this issue.*

Chamber Schedules

49TH INSTALLATION OF OFFICERS AND BOARD 2006 BUSINESS PERSON OF THE YEAR BANQUET Thursday, June 22nd at Crowne Plaza Hotel

Don Peoples, owner of Peoples Associates Structural Engineering, and 2005 Business Person of the Year recipient, is working with his committee and staff on plans for the 49th annual Installation Banquet and Business Person of the Year Recognition. The annual event will be held on Thursday, June 22, 2006 at the Crowne Plaza Hotel, located at 777 Bellew Drive in Milpitas. The event will begin with a no host cocktail reception at 6:30 p.m., dinner served at 7:00 p.m., followed by entertainment, and the program. The festivities will include the installation of the 2006-2007 Milpitas Board of Directors, and recognition of the Business Person of the Year for 2006. Please plan to join us in an evening of celebration and dancing. Invitations will be mailed separately for the June 22 event. ~

CELEBRATE MILPITAS!

Crossroads of Culture and Technology

SATURDAY, AUGUST 19 and SUNDAY, AUGUST 20

Milpitas Chamber Seeking Volunteers!

The Milpitas Chamber's annual summer festival has been revived and redirected. This is a festival that celebrates a great community and the amazing cultures and technology that are part of its unique make-up. We welcome people of all ages, families, to the most unique summer gathering in Silicon Valley.

The festival will offer live entertainment, and a wide variety of cultural offerings, arts, crafts, interactive activities for kids and adults. People will enjoy the Milpitas Business Showcase area, children's play areas and a great mixture of ethnic and traditional foods, refreshments, beer, and wine to please every pallet.

Celebrate Milpitas will be held on Milpitas Boulevard, which is one block South of Calaveras Boulevard between Los Coches Street and Turquoise Street from 10 AM to 6 PM both days.

The chamber is actively seeking volunteers. Help will be needed to staff the ticket and glass sales booths, and our beer and wine booths. Ask anyone who has worked one of our festivals before, it's great fun! Please give the Chamber staff a call at (408) 262-2613 if you can help. Plan now to help us **Celebrate Milpitas on August 19 and 20, 2006.** ~

BUSINESS AFTER HOURS MIXER

TUESDAY, JUNE 27, 2006

CHURCH OF SCIENTOLOGY

1865 Lundy Avenue, San Jose - 5:00 to 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
 Vice President **DON RYAN**
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
David Burt - TEK Team Xtreme
Kim Chabrava - American Probe & Technologies
Scott Jeng - Union Bank of California
Jeanne Mader - Allied Waste Services
Darcus Simmons - Impasse Secretarial Services
Noella Tabladillo - Kaiser Permanente Med. Serv.
Joseph Weinstein - Renaissance Home & Mortgage, Inc.
Irene Whiteside - Milpitas Executive Lions Club
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
 Website: www.milpitaschamber.com

A MESSAGE FROM...

President Marsha Grilli



I would like to take this opportunity to congratulate Mayor Esteves for an outstanding informative address at the Chamber sponsored "State of the City" event. I would like to thank everyone who contributed to the success of our program. In particular, I would like to recognize the efforts of Milpitas City Liaison Cindy Maxwell who spent many hours coordinating the event and working with the Chamber of Commerce staff to put on a fantastic event for the citizens of Milpitas. As a Chamber, we also appreciated the time and dedication to our city that Council members Althea Polanski and Debbie Giordano showed by attending with the citizens. I would like to extend a special note of appreciation to our corporate sponsors, Allied Waste Services and Santa Clara County Association of Realtors. I would like to thank the Milpitas Post for their excellent coverage.

The gala reception that was held in the City Hall after the Mayor's address, was coordinated by Executive Chamber Manager, Gaye Morando and Chamber V.P. Charlene Tsao. The reception included a marvelous buffet of food donated by local businesses that included Caffino, Incorporated Drive Thru Espresso, Cucina de Manila, D'N'L Catering, Embassy Suites Hotel, Giorgio's Italian Food Pizzeria, Jollibee Restaurant, Liou's House Chinese Cuisine, Lyon's Restaurant JRR LLC, MyGourmet Products, Inc., Outback Steakhouse, and Water Emporium. The setting was particularly memorable thanks to the beautiful floral decorations donated by Lili of the Valley Flowers. Those fortunate enough to attend enjoyed wonderful food in a elegant setting.

You will shortly be receiving ballots for Board of Directors and Business Person of the Year. Upon receipt, please complete and submit your ballots. Mark your calendar and plan to attend the installation banquet on June 22nd at Crowne Plaza.

The Milpitas Chamber of Commerce 2006 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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MEMBER ACTIVITIES

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

The Milpitas Chamber of Commerce and City of Milpitas want to thank and acknowledge the Sponsors for the annual **State of the City** program held on Thursday, April 6. The Chamber and the City thank the following sponsors:

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Milpitas Post

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Jollibee Restaurant
Liou's House Chinese Cuisine
Lyon's Restaurant JRR LLC
MyGourmet Products, Incorporated
Outback Steakhouse
Water Emporium

DECORATIONS: Lili of the Valley Flowers and Gifts

Special Acknowledgements

Welcome

Marsha Grilli, Chamber President
Milpitas Chamber of Commerce
Milpitas Unified School District
Don Peoples, Master of Ceremonies
Peoples Associate Structural Engineers
President, Milpitas Downtown Association
2005 Business Person of the Year

Color Guard

Girl Scout Troop No. 1192, Service Unit 20, Milpitas
Paulina Gadda, Lianna Mah, Jaclyn Unites

National Anthem: Trinidad Aolin

Milpitas Library Advisory Commission

Invocation

Frank De Smidt

Government Affairs Chairman, Milpitas Chamber of Commerce
1990 Business Person of the Year

State of the City Address

The Honorable Jose S. Esteves, Mayor, City of Milpitas

Theme: Beyond the Horizon

*"We have always held to the hope, the belief,
the conviction that there is a better life,
a better world, beyond the horizon."*

Franklin D. Roosevelt



Mayor Jose Esteves thanks Frank De Smidt (R) for his invocation and Don Peoples (L), the Master of Ceremonies for the program.



Chamber Ambassador David Libby, Century 21 Optima, shown with Anastasia Sen-Beals, Director of Sales for Embassy Suites. The hotel's state-of-the-art cracker and cheese display was a hit with the crowd.



Manager Mike Masterson serves guests at Outback Steakhouse table.

Shown enjoying reception are (from L:) Councilmember Althea Polanski, Daisy, wife of Kansen Chu (center) from the Office of Senator Elaine Alquist, Econ. Dev. Comm. Dhaval Brahmhatt, and Chamber President Marsha Grilli.





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.

ANGELS AND DOVES FLORIST, 1359 Jacklin Rd., Milpitas, (408) 956-1740
ECUADORIAN ROSES \$8.99 PER DOZEN, FREE LOCAL DELIVERIES WITH A \$50.00 AND ABOVE FLOWER OR BALLOON PURCHASE.
FREE BALLOONS WITH GIFT PURCHASES OF \$70.00 OR MORE.

AVIS RENT A CAR - 149 W. Calaveras Blvd., Milpitas, (408) 942-3300
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BLUE CROSS OF CALIFORNIA, Tony Chan, 556 N. First St. #102, San Jose, CA 95112 - (510) 791-1878
www.healthmaster.us - email: sales@tonychan.net
APPLY ONLINE: www.bluecross-usa.com
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CALIFORNIA OVERNIGHT, 865 Sinclair Frontage Rd., Milpitas, (408) 719-1149 Ext. 102
CALIFORNIA OVERNIGHT OFFERS RATES 40% BELOW FED EX. FOR CHAMBER MEMBERS. WE WILL REDUCE THAT BY AN ADDITIONAL 10%. WITH LATER PICKUPS & EARLIER DELIVERIES. MAKE CALIFORNIA OVERNIGHT YOUR CHOICE TO HANDLE YOUR OVERNIGHT DELIVERY NEEDS.

CARTRIDGE WORLD MILPITAS - 80 Ranch Drive, Milpitas - (408) 935-0300 - Harry Bucchianeri, Owner
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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.

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.

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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.

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G-MODE WEBCENTER, Jenny Yeh, Independent website consultant, (408) 655-6548, www.gmodewebcenter.com
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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.

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MOST INSURANCE ACCEPTED. 30% OFF TREATMENT FOR CHAMBER MEMBERS (CASH PATIENTS ONLY). 20% OFF NUTRITIONAL SUPPLEMENTS AND REHAB/EXERCISE PRODUCTS.

HERITAGE OF INDIA RESTAURANT & BAR, 167 S. Main St., Milpitas, (408) 945-1916
RECEIVE 10% DISCOUNT TO MEMBERS.

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.

KONICA MINOLTA BUSINESS SOLUTIONS, INC. - 25 Metro Drive, Suite 100, San Jose, CA 95110
(408) 437-7505 Ext. 123
NO HASSLES. BOTTOM LINE PRICING.

KOONG'S RESTAURANT Keith Chu, Owner, 103 N. Milpitas Boulevard. (408) 946-8020
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LA FUENTE MEXICAN GRILL
265 W. CALAVERAS BLVD. - (408) 719-8482
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US STORAGE CENTERS, 324 S. Main Street, Milpitas (408) 262-4000
YOUR NEIGHBORHOOD SELF STORAGE. CHAMBER MEMBERS RECEIVE 50% OFF FIRST THREE MONTHS OF RENT - NEW CUSTOMERS ONLY.

VICTORIAN SQUARE CLEANERS, Jong-Ag Yi, Ownern 1285 E. Calaveras Blvd. (408) 263-5640
10% DISCOUNT TO MEMBERS.

WELLNESS ONE OF MILPITAS - Dr. Rooh - 1000 Jacklin Rd., Milpitas - (408) 262-1371
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Your Sports Injury & Family Health Specialists (Located inside Milpitas Health & Fitness)

YAN CAN FRESH ASIAN COOKING RESTAURANT, 179 Ranch Drive. - (408) 945-1733
10% DISCOUNT TO CHAMBER MEMBERS.

MEMBER PROFILES/GUEST ARTICLE

LOEHMANN'S

Designer Apparel at Discounted Prices

Loehmann's, located at 128 Ranch Drive in McCarthy Ranch Shopping Center, offers current in season merchandise for men and women at prices 30% to 75% below department store prices.

The company was founded by Frieda Loehmann, who was an intimate of the 7th Avenue designers. She bought their overstocks, cancellations, and samples at a fraction of wholesale price.

Store Manager, Cecilla Vasquez, tells us she has over 15 years of retail experience, and the last five years has been with Loehmann's. Ms. Vasquez told us legend has it Frieda Loehmann always paid cash which she kept tucked inside her stocking. Sometimes the deals are so good, many designers do not let Loehmann's advertise their brand names.

If you haven't discovered Loehmann's, you are in for a treat. Shoppers are amazed at the tremendous selection and the bargains they find. The store hours are 10:00 a.m. to 9:00 p.m., Monday through Saturday, and 11:00 a.m. to 7:00 p.m. on Sunday. Loehmann's telephone number is (408) 935-8001 and their website is www.loehmanns.com. ~

G-Mode Webcenter - Jenny Yeh, CID, ASID

G-Mode Webcenter is a web site development and hosting company founded in 2005. They provide web site solution for small to mid-sized businesses to establish state-of-the-art, professional and industry specific web sites. Their complete and affordable solution package enables the users to develop, customize and control their online storefront. Their goal is to help the businesses improving revenue, reducing expenses, and providing exceptional service to their customers, with their comprehensive web site development service.

Their web site solutions are packed with tools and features:

- * 500 Megabytes of Storage Space
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- * Site Promotion Tool
- * Customizable Product Catalog
- * WYSIWYG Web site Editing Tools
- * Advanced ChatLink Technology
- * Thumbnail Creator
- * Domain Name Registration
- * E-mail Accounts
- * Multilingual Site Translation
- * And much much more...

Either you want to build your business a web site or like to rebuild a new one, you can give them a call to set up an appointment with one of their web specialists on a no-cost, no-obligation demonstration to evaluate it and see how they can meet your needs.

Owner, Jenny Yeh is the contact for G-Mode Webcenter. Their office hours are 9:00 a.m. to 5:00 p.m. Monday through Friday, and their phone is (408) 655-6548. Check their website at www.gmodewebcenter.com ~

MARKETING UPDATE...Guest Article

Are you targeting the right clients with your marketing?

Bill called to ask me how to attract new clients to his auto repair shop. **He was having trouble drawing in new customers** even though he has been in business for over a year and has two skilled mechanics. Bill wasn't just waiting for people to drop by his shop. He regularly mailed post-cards to new homeowners in the area. His rationale was that people who had just moved into town would be looking for a mechanic before long.

"Why wasn't his strategy working", he asked. Why was he only getting one or two inquiries from each mailing to 100 prospects? Anyone who drives a car in my target market, right? Yes, in theory, any car owner living in the area is a potential client. But in reality, car owners have very different attitudes towards car maintenance. Bill was making the same mistake that most small business owners make in thinking about their target market. He was trying to market to everyone-instead of targeting the most likely prospects. The alternative to broad based, costly marketing is to target your prospects more precisely and shape your marketing accordingly.

There are three types of people in your target market.

First, there are people with urgent problems. These prospects have critical concerns and want solutions today. In Bill's case, these are the customers who come in with a flat tire, smog check or a blown head gasket.

Second, there are people who have a problem or want to improve their situation and are considering a purchase. They need more information in order to understand why they should use your product or service. In Bill's case, these are people who could be getting better mileage with a tune-up, who should change their oil to better protect their engine or should purchase new tires to avoid possible accidents. These are the people who need to be educated in order to make a decision.

Finally, there are people like my sister in every target market; everyone knows one. They don't think of a mechanic until the car just wouldn't start. It's the 'if it's not broken don't fix it' attitude. No matter what you say or do they don't want to be bothered. Marketing to this group is a waste of your time and money.

You'll get a much better response by targeting your prospects more precisely.

That means marketing to what your prospects are looking for. You'll end up spending less and making more. Bill needed to focus this marketing on car owners who want to fix a problem or prevent one from developing. In Bill's case a few changes to his marketing post-cards could make a huge difference. With a few questions he could help his prospects identify their concerns and then give them some helpful maintenance tips that involve his services.

Guest Column Contributed by Susan Lewis
On-Target Marketing for Small Businesses
Communications and Graphic Arts
Su_sanlewis@yahoo.com

SCORE

Service Corps of Retired Executives
Sponsored by the U.S. Small Business Administrations

Counseling: SCORE offers free counseling to business start-ups, and established small businesses. Counseling is by appointment for one hour each. There is no limit to the number of repeat visits. Counseling is available at the Milpitas Chamber office, located at 828 N. Hillview Drive, Milpitas (Hillview Office Center). For appointment, call Marilyn Hay or Gaye Morando at the Chamber office, (408) 262-2613.

Heralding Our New Members

ENTERPRISE ESSENTIALS

Kendra Phelps, Owner
(408) 259-5650
Promotional Products

HOME LOAN EXPERTS

Anabelle Del Castillo, Loan Consultant
2924 Stevens Creek Boulevard
San Jose, CA 95128
(408) 551-2171
Loans

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Milpitas, CA 95036-0295
(408) 263-7040
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182 S. Main Street
Milpitas, CA 95035
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Doctor of Chiropractic

ON TARGET MARKETING FOR SMALL

BUSINESS
Susan Lewis
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Communications and Graphic Design

Maximize this Important Chamber Benefit

The most direct way to promote your business to residents, newcomers, visitors and fellow Chamber members...**COMING ON THE WEB!!!**

There will now be an on-line web version that is destined to be a major source of information for anyone looking at the area. This in addition to the broadly distributed print version.

Sandy Ogolin with Chamber Publishing is your contact for participation in the new directory. Sandy can be contacted at (925) 699-2066 or Email: sandyo@chamberpublishing.com. If you need information from the Chamber office, call (408) 262-2613.

Maximize this Important Chamber Benefit
THE MOST DIRECT WAY TO PROMOTE YOUR BUSINESS TO RESIDENTS, NEWCOMERS, VISITORS AND FELLOW CHAMBER MEMBERS.

MILPITAS
2006-2007 OFFICIAL GUIDE & DIRECTORY

IN PRINT & ONLINE

Thousands of copies pushed out into the community.

Broad Distribution:

- City & Chamber offices
- Hotels
- Best trade offices

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David Marshall, D.M.D.
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TWO YEARS...

Bay Area Party - D.J.
San Jose Blue Printing
Sushi Kai
Thai Stick Catering

THREE YEARS...

North Valley Christian Fellowship

FOUR YEARS...

Silicon Valley Center for International Development

FIVE YEARS...

Councilmember Armando Gomez
Sonoma Teriyaki

SIX YEARS...

American Probe & Technologies
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Alex Galang, D.M.D.
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Crowne Plaza

TWENTY TWO YEARS...

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TWENTY THREE YEARS...

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BUSINESS NEWS

WRAP Talk 2006 2006 Governor's Environmental and Economic Leadership Awards (GEELA)



The California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) urges all eligible organizations to seek the recognition they deserve for helping to make California a great place to live and work. In addition to applying for the annual WRAP honors, we encourage our WRAP constituents to consider pursuing the 2006 Governor's Environmental and Economic Leadership Awards.

GEELA represents the State's highest and most prestigious environmental honor. The awards recognize achievements by individuals, organizations, and businesses related to the conservation of California's precious resources, protection and enhancement of California's environment, and the building of public-private partnerships.

Currently, the 2006 competitive GEELA categories include the following areas:

- 1) Children's environmental education.
- 2) Sustainable practices and facilities.
- 3) Environmental-economic partnerships.

Additional categories for GEELA will be forthcoming upon completion of the application now in progress.

The 2006 GEELA application will be available at:

www.calepa.ca.gov/Awards/GEELA/

This year's GEELA application will be due August 1, 2006.



The Silicon Valley Bicycle Coalition (SVBC) is working to implement 2006 Bike to Work Day in Santa Clara County, with the support of the Metropolitan Transportation Commission (MTC) and the Bay Area

Bicycle Coalition (BABC). The twelfth annual event encourages local residents to try bicycling and is part of a continuing effort to relieve traffic congestion, improve bicycling, and ease motor vehicle emissions in the Bay Area. Almost 40 percent of Bay Area commuters live within five miles of their workplace, a distance considered ideal for bicycle commuting. If every person living this close to their workplace pedaled to their job on Bike to Work Day, more than 60,000 vehicles would be off the road, reducing tailpipe emissions by more than 150,000 pounds. Bicycle commuting also eases the parking crunch-twelve bicycles can fit in the space needed to park a single car.

Prizes, Give-Aways, and Refreshments

Nearly 50 "Energizer Stations" will be set up in our county on the morning of Thursday, May 18th to provide free refreshments, give-aways, bicycling information, and encouragement to thousands of bicyclists who will pass through on their way to work. Bicyclists who fill out a registration form via 511.org or at one of the Energizer Stations will be eligible to win a grand prize. Visit www.svbcbikes.org to view the current list of Santa Clara County

Milpitas Recreation Services and Kaiser Permanente Milpitas Partnering to Provide Moving Toward Wellness Series 2006

Your Prescription to Thrive: How Healthy Eating and an Active Lifestyle Can be Yours

*Wednesday, June 7, 2006, 7:00 PM
Milpitas Sports Center*

With so many people trying to lose weight and keep it off, it's no wonder trendy diets are so popular. You'll learn how to tailor your eating and exercise regimens and make healthy lifestyle changes that you can live with every day. Shella Chang, MD, from Kaiser Permanente, will help you make a plan so you will never have to diet again!

Milpitas Recreation Services and Kaiser Permanente Milpitas have partnered to provide a series of wellness conversations just for you! It's ALL About You: Moving Toward Wellness is a series program that features health professionals from Kaiser Permanente and the community who provide helpful information on a variety of topics for everyone in your family. Programs are free, open to all, and you don't need to register. For more information, call (408) 945-2745. -

Santa Clara County Chamber of Commerce hosts 3rd Annual Legislative Summit on Economy and Business

**Friday, May 19, 2006
11:30 a.m. to 1:30 p.m.**

The Santa Clara County Chambers of Commerce Coalition (SCCCCC), which represents 19 chambers of commerce and thousands of businesses in the county, plans to host their Third Annual Legislative Summit on Friday, May 19, 2006 at the Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara.

The Summit will provide the opportunity for regional chambers to express their top business issues and to hear from each of our attending elected officials about the legislative outlook for 2006. The purpose of this event is to foster a better understanding about the needs of Santa Clara County businesses and to promote a strong economy with cooperation and compromise.

The luncheon ticket for the Legislative Summit is \$35. Since space is limited, advanced reservations are necessary, and payment must be received at the Milpitas Chamber office no later than Wednesday, May 10. Please fill out the enclosed reservation form, and send it to the Milpitas Chamber, 828 N. Hillview Drive, Milpitas, CA 95035. If you have misplaced your form, the office staff would be pleased to forward one to you. Please make your reservations with the Milpitas Chamber by calling (408) 262-2613, and get your check into the office by the May 10 deadline. -

2006 Calendar of Events

MAY 2006

- 2 SCORE Counseling at the Chamber Office, 9:00 a.m. - 1:00 p.m.
- 3 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 5 CINCO DE MAYO
- 9 M.U.S.D. School Board, 7:00 p.m.
- 11-14 MILPITAS ROTARY CARNIVAL-Great Mall
- 12 GOOD MORNING MILPITAS, Assemblyman Alberto Torrico
Embassy Suites Hotel, 7:30 a.m.
- 14 MOTHER'S DAY, "Shop and Dine Milpitas"
- 16 SCORE Counseling at the Chamber Office, 9:00 a.m. - 1:00 p.m.
- 17 CHAMBER DAY AT STAPLES MILPITAS, Discounts to members all day
- 20 STAPLES MILPITAS RE-GRAND OPENING, 10:00 a.m. to 3:00 p.m.
- 23 BUSINESS TO BUSINESS TRADE SHOW MIXER, Embassy Suites Hotel,
5:00 to 8:00 p.m.
- 23 M.U.S.D. School Board, 7:00 p.m.
- 25 BOARD OF DIRECTORS MEETING, 7:30 a.m., Chamber Office
- 28 MEMORIAL DAY, City/Chamber Holiday

JUNE 2006

- 6 SCORE Counseling at the Chamber Office, 9:00 a.m. - 1:00 p.m.
- 7 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 13 M.U.S.D. School Board, 7:00 p.m.
- 18 FATHER'S DAY, "Shop and Dine Milpitas"
- 22 BOARD OF DIRECTORS MEETING, 7:30 a.m.
- 22 INSTALLATION BANQUET & BUSINESS PERSON OF THE YEAR
AWARDS, Crowne Plaza, 777 Bellew Drive, Milpitas, 6:30 p.m.
- 23 & 24 RELAY FOR LIFE, Milpitas Sports Center
- 27 BUSINESS AFTER HOURS MIXER, Church of Scientology, 1865 Lundy
Avenue, San Jose

✓ 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

MAY. 2006

MILPITAS.....

CHAMBER TO HOLD MAY 18 'MEASURE A' PUBLIC FORUM

The Milpitas Chamber of Commerce is conducting a Measure A, 1/2 cent sales tax June 6 ballot issue public forum on Thursday, May 18 at City Hall in the Council Chambers to be broadcast over cable and the web starting at 7:00 PM. The Chamber is inviting speakers to present their positions and accept questions from the audience.

CHARTER CITY ADVISORY QUESTION ON JUNE 6 BALLOT

The June 6 Milpitas ballot will have an advisory measure asking voters to approve changing Milpitas to a charter city. Proponents argue that a Charter City empowers the voters to make more of the important decisions, gives the Council some say on hiring city department heads, requires performance audits of city departments, provides greater flexibility, and allows for a larger, seven member council. Opponents say that a Charter City would politicize hiring, foster more costly elections, was rejected by a past Task Force, and isn't necessary. If the measure is approved the Council could begin the process of writing a charter that voters would approve at a future election.

COUNCIL HEARS FROM PUBLIC ON BUDGET

The Milpitas City Council acted on the following items at their Tuesday, April 18, 2006 meeting at City Hall: * Approved the Community Development Block Grant funding for FY 2006-07 and adopt the One-Year Action Plan. * Pulled the item to consider Entertainment Event Permit for the Rotary Club to sponsor a Carnival on May 11 - 14, 2006 at the request of the Rotary Club, which plans to reapply at a later time when a suitable site is available. * Heard report on the results of the Community Outreach Meetings regarding priorities on 24 discretionary city programs. Councilmember Althea Polanski asked staff to report on the citizens' scoring of all 24 programs. Out of 232 attendees most wanted to keep the programs, which staff said in total would save \$4.3 million out of the estimated \$6.5 million deficit. However, citizens expressed more concern over the cost of city employee salaries, benefits, and retirement. Councilman Bob Livengood expressed his support for public safety and city employee compensation. A memo by Livengood and Vice Mayor Armando Gomez raises the possibility of saving \$900,000 by cutting some positions as they become vacant due to attrition. In the 3-2 split vote to Note, Receipt, and File, and evaluate the memo Mayor Jose Esteves and Councilmember Althea Polanski dissented preferring an employee salary freeze that didn't have enough support. The 2006-07 budget hearing is set for Tuesday, May 9 at 6:00 PM. * Con't the Odor Control Comprehensive Action Plan Update. * Received current Progress Report on Library and East Parking Garage. * Deferred Review of Draft 2006-2011 Capital Improvement Program to the May 2 Council meeting. * Review and consideration of the proposed 2005-2010 Redevelopment Implementation Plan and to

set a May 16, 2006 Public Hearing for consideration of the Final 2005-2010 Implementation Plan to be reagendaized for May 2. * Authorized staff to negotiate a Project Labor Agreement for the New Library Project after hearing discussion and passionate comments from both the union and non-union speakers. Final agreement is to be brought to the Council for approval. * Approved Mayor's recommendation for a \$249 donation to Tax Preparation Assistance Program to benefit the elderly, disabled, and low-income residents. * Approved Mayor Esteves' recommendations for 3 appointments to Sister City Commissions and 1 appointment to Senior Advisory Commission. * Approved a request from the Chamber of Commerce to hold a forum On Measure A at Milpitas City Hall without the fee waiver at the Chamber's request. * Reviewed and adopted a change to one section of Meeting Agendas requested by Councilmember Polanski. The proposal changes 'Citizens Forum' to 'Public Forum'. * Development System/Online Permitting Recommendations and permitting automation fee of \$3.1% to fund the new system would be reagendaized to May 2. * Approved agreement with MetroFi Inc., to provide Wireless ("WiFi") Service in Milpitas that would offer free internet service with ads and \$20 service without ads to citizens. * Approved authorization to send out Request For Proposals for preparation of the State-Mandated General Planning Housing Element. * Delayed to May 2 the Introduction of an Ordinance Amending the Milpitas Municipal Code - Solid Waste Management to allow for disconnecting water service to those delinquent in payment of solid waste charges that are multiple users of a single water meter. * Authorized the City Manager to execute an agreement with West Valley Sanitation District to purchase 1 million gallons per day treatment capacity. Approve budget appropriation - Capital Improvement Project No. 6104, and authorize the execution of the Third Amendment to the Wastewater Master Agreement with the cities of San Jose and Santa Clara. For more information visit: www.ci.milpitas.ca.gov

CITY BUDGET HEARING SET FOR MAY 9
The Milpitas City Council will conduct their annual Budget Hearing on Tuesday, May 9 at City Hall starting at 6:00 PM. Under consideration will be the 2006-2007 annual budget review that has an estimated \$6.5 million deficit. Four neighborhood based community budget hearings to hear priorities from the residents were held on Monday, April 10 at local school sites. The Council has scheduled Thursday, May 11 for continued budget hearings if needed. For more information visit: www.ci.milpitas.ca.gov

STATE OF THE CITY ADDRESS

Mayor Jose Esteves delivered his State of the City address "Beyond The Horizon" to a packed chamber of dignitaries, guests, and citizens at City Hall. Esteves recalled the City's accomplishments during the past year and he proclaimed his goals for the future. Business Person of the Year and Milpitas Rotary Club President, Don Peoples, emceed this gala event. A networking reception and light refreshments hosted by the Milpitas

Chamber of Commerce and several local restaurants followed the program in the City Hall Rotunda. For more information visit: www.ci.milpitas.ca.gov



OPENING FOR ALTERNATE PLANNING COMMISSIONER

The Milpitas City Council acted in March to establish an Alternate position on the Planning Commission. The Council also decided to advertise the opening to attract fresh applications and conduct interviews of candidates at a special meeting to be scheduled. However, there are seven candidates, who have applied and have been interviewed at a special Council Meeting on November 30, 2005: Bill Ferguson, Jay Itchhaporia, former Planning Commissioner Deepka Lalwani, Dr. Phu Huu Le, former Planning Commissioner, now Economic Development Commissioner Zeya Mohsin, Mobile Home Park Rental Review Board member Florence Kathryn Romito, and Terrace Gardens board president Richard Ruth. Perhaps some or all may express interest in this position. So far, Bill Ferguson has filed out a fresh application. For more information visit: www.ci.milpitas.ca.gov

COMMISSIONERS RECEIVE COUNCIL TRIBUTE

The Milpitas City Council took action on the following items at their Tuesday, April 4, 2006 meeting at City Hall: Heard criticism of the People's Republic of China's treatment of Falun Gong members from four Citizen's Forum speakers. * Approved four routine consent items. **Commissioners' Recognition Event** - City Commissioners were acknowledged by Mayor Jose Esteves, Vice Mayor Armando Gomez, Councilmembers Bob Livengood, Althea Polanski, and Debbie Giordano for their service to the community in 2005. Commissioners were introduced and honored by their commission liaison. Most honorees were in attendance. A reception with light refreshments followed in the City Hall Rotunda. **Mayor Esteves** Economic Development Commission Mobile Home Park Rental Review Board Planning Commission **Vice Mayor Gomez** Bicycle Transportation Advisory Commission Parks, Recreation and Cultural Resources Commission Recycling & Resource Reduction Advisory Commission Telecommunications Commission **Council Member Livengood** Sister Cities Commission **Council Member Polanski** Citizens Emergency Preparedness Advisory Commission Community Advisory Commission **Council Member Giordano** Arts Commission Library Advisory Commission Senior Advisory Commission Youth Advisory Commission Terrace Gardens Board of Directors Closing Remarks - **Mayor Esteves** Light refreshments followed adjournment.

ROTARY AREA SPEECH CONTEST

The Rotary Club of Milpitas hosted a regional youth speech contest March 20 at the Embassy Suites, following the topic "Service Above Self Because We Care." Evergreen High School student Nhi Hong won and advanced to the Northeast Region San Jose North Rotary regional level of competition April 7.

SILICON VALLEY.....**JUNE BALLOT COUNTY RACES**

Five major candidates are on the ballot for San Jose Mayor; Vice Mayor **Cindy Chavez**, Councilmembers **Chuck Reed** and **Dave Cortese**, former councilmember **David Pandori**, and businessman **Michael Mulcahy**. In the race for County Supervisor, District 1, incumbent **Don Gage** is running unopposed. Three are running for the District 4 Supervisor's post: San Jose Councilmember **Linda J. Lezotte**, **Patricia Mahan**, Mayor, City of Santa Clara, and San Jose Councilmember **Ken Yeager**. Our 3rd District Supervisor, **Pete McHugh** is challenging incumbent Assessor **Larry Stone**, Chief Deputy D.A. **Karyn Sinunu**, Superior Court Judge **Dolores Carr**, Assistant District Attorney **Marco Buller**, Assistant District Attorney **Jim Shore** are after retiring District Attorney **George Kennedy's** job. Sheriff **Laurie Smith** is running for reelection unopposed.

CALIFORNIA.....**THINK GLOBALLY !!**

The California Chamber of Commerce and a coalition of business groups advocated a job-friendly, global approach to dealing with greenhouse gas issues. "When considering recommendations made to reach Governor Schwarzenegger's laudable goal of reducing greenhouse gas emissions, we must ensure that California's ability to create and retain jobs is not compromised through this process," said Chamber President **Allan Zaremberg** in a statement on behalf of the SEE California coalition (Sustainable Environment & Economy for California) in response to the April 3 release of the final report of the California Climate Action Team. For more information visit: www.calchamber.com

AREA STATE PRIMARY RACES

Of interest to our readers are two state contests involving local elected officials; For the State Assembly District 20 our Assemblyman **Alberto Torriero**, incumbent Democrat is running unopposed as is his GOP challenger, electrical engineer, **Ken Nishimura**. In the Lt. Governor's race Democrats Senator **Jackie Speier**, our Senator **Liz Figueroa**, and Insurance Commissioner **John Garamendi** are competing to run in the November General Election against the winner of the Republican Primary; Senator **Tom McClintock** or realtor **Tony Farmer**.

CHAMBERS OPPOSE TAX HIKE PROP 82

The Milpitas Chamber of Commerce has joined the California Chamber of Commerce and numerous other chambers in opposing Prop 82 that would impose higher taxes on many small business and chamber members, create a greater shortage of teachers, and put private preschools and day care centers out of business through unfair taxpayer supported competition. CalChamber is actively opposing higher state income tax rates on the rich to pay for preschool classes for 4-year olds. Experts view this idea as counterproductive although the goal is noble and worthy. The overtaxed wealthy would have another excuse to leave California for better offers. This ill-advised scheme would set up a vast new state bureaucracy that would adversely impact small businesses with more taxes and would put women-owned private day care and preschools out of business. State Senate leader

Don Perata has withdrawn his support for 82 because the program lacks a needs test. Support for 82 is shrinking according to a new Field Poll.

NEW CALBUSINESS PORTAL

Citing the more than 575,000 jobs created during his tenure, Gov. Schwarzenegger touted the state's economic resurgence and called on lawmakers to join him and take the steps necessary for the state to continue its robust growth in a speech to regional economic, business and government leaders convened by the Bay Area Economic Forum. "In 2003 we had a big challenge in front of us. But we had a bold plan of action," said Gov. Schwarzenegger. "We worked together with Democrats, Republicans and Independents to put Californians back on the job. And what were the results? Together, we saved the state from bankruptcy. Together, we reduced our structural budget deficit nearly 75 percent. Together, we put \$4 billion back in the people's pockets by rolling back the car tax. And together we cut workers comp costs by more than 40 percent so businesses could afford to do business again in California. "And, yes, we did all this without raising taxes." The Governor also launched the California Business Portal (www.calbusiness.ca.gov), a Web site aimed at helping entrepreneurs from all over the world start small businesses in California. The site is a one-stop shop for businesses to access information and resources for starting, growing, financing, expanding or relocating a business to California.

HIGHER HEALTH CARE COSTS- UPDATE

The California Chamber of Commerce along with the Milpitas Chamber of Commerce is opposing state legislation that places a new health care mandate on large employers as part of a nationwide effort by organized labor to increase costs of non-union employers. The bill, SB 1414 (Migden; D-San Francisco), is scheduled to be heard 3-28-06 in the Senate Health Committee. SB 1414 requires companies with more than 10,000 employees in California to spend the equivalent of 8 percent of their total payroll on health insurance or pay the equivalent amount to Medi-Cal. The bill had advanced through key committees at press time.

COSTLY MINIMUM WAGE BILLS - UPDATE

Three bills to raise the minimum wage -- one backed by Gov. Arnold Schwarzenegger and two by Democrats -- face tests in the Legislature. All three measures would boost the hourly minimum wage by \$1 to \$7.75, making it one of the highest -- if not the highest -- in the nation. The two Democratic bills also would require automatic adjustments to keep pace with inflation. The bills; AB 1835 (Leiber) and SB 1162 (Cedillo) would index the M.W. for future cost of living adjustments that are opposed by Governor Schwarzenegger. Both bills passed key committees at press time. SB 1167 (Maldonado) that does not index and is supported by the Governor failed in committee.

CROWDED STATE SENATE RACE

Political newcomer **Laura Riffle** of Milpitas has filed as a Republican candidate for California Senate District 10. Her GOP Primary opponent is businessman **Lou Filipovich**. The district with approximately 850,000 residents includes the northeast portion of San Jose and Milpitas in Santa Clara County and southern Alameda County cities including

Fremont, Newark, Hayward, Union City, San Leandro and Pleasanton. She will be running on the Republican ticket in the June 6 primary election. The Democrat race is heated and nasty, with former Assembly representatives **John Dutra** and **Ellen Corbett** facing District 18 Assemblyman **Johan Klehs**, D-San Leandro. Dutra and Klehs have already started campaigning in Milpitas. The Senate seat is being vacated by Sen. **Liz Figueroa**, D-Fremont, who is running for lieutenant governor.

INITIATIVE WOULD LIMIT EMINENT DOMAIN SEIZURES

The forces behind Proposition 13 are trying to qualify a ballot measure for November that would limit the government's ability to seize private property for private development. The drive is part of a nationwide backlash against a Supreme Court ruling in June that said local governments could force property owners to sell even if the property is not blighted, as long as the new project would benefit the public. The measure would not eliminate the power of eminent domain and that governments still could condemn property that was blighted or posed other problems. For more information visit: www.limiteminentdomain.org

WASHINGTON.....**GAS PRICING QUESTIONED**

Hastert, Frist to Ask Bush for Probe. Congressional leaders planned to ask President Bush to order investigations into possible price gouging by oil companies as crude oil prices hit new highs on world markets and average gasoline prices in the nation's capital blew through the \$3-a-gallon mark. House Speaker **J. Dennis Hastert** (R-Ill.) and Senate Majority Leader **Bill Frist** (R-Tenn.) are preparing to send a letter to the president asking him to direct the Federal Trade Commission and Justice Department to investigate alleged price gouging and instruct the Environmental Protection Agency to issue waivers that might make it easier for oil refiners to produce adequate gasoline supplies, Hastert spokesman **Ron Borjesson** said.

OUTLOOK FOR IMMIGRATION LEGISLATION

Senate leaders say they will try to regroup after Congress returns from a two-week recess April 24 as they wrestle over immigration legislation that could criminalize undocumented aliens, their employers, and those who help them. Other bills call for tighter, better enforced borders, guest worker programs, various forms of amnesty for those already here illegally, and temporary work visas. One compromise immigration reform measure (Kennedy-McCain) would offer earned residency after a six-year work visa, paying a \$1000 fine, learning English, and undergoing a background check. The Senate Judiciary Committee passed legislation without the criminalization. The main point of contention is over granting amnesty to up to 20 million undocumented immigrants already living in the USA. The ultimate outcome will probably be decided by House and Senate negotiators, who face the herculean task of trying to bridge differences between the two sharply different measures when election-year passions make compromise difficult. With only six months before Congress adjourns, no one is betting on the outcome.

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