

Panorama

Business News Exclusively for Chamber Members
Celebrating our 52nd Anniversary: 1957-2009



MILPITAS CHAMBER OF COMMERCE NEWSLETTER

SEPTEMBER 2009

Gateway to Silicon Valley™



Silicon Valley San Jose Business Journal and Rosendin Electric Present Healthcare CEO Summit

Thursday, September 17, 2009 at Rotary Summit Center

New Panelist: Kim Roberts, CEO of Santa Clara Valley Health & Hospital System.

Join the Silicon Valley/San Jose Business Journal and the CEO's of Silicon Valley's top hospitals for a question and answer discussion on healthcare reform, hospital construction and managing in a very difficult environment.

Time: 7:15 a.m. – Registration
8:00–9:15 a.m. – Panel Discussion

New Venue: Rotary Summit Center (at the top of the 4th St. Garage)

Cost: \$75/ticket or \$850/VIP table of 10 (Includes 10 tickets, premium seating and company recognition at event)

Visit this website to register: <http://sanjose.bizjournals.com/sanjose/event/6379>. For more information or to register by phone call 408-299-1880 or email sjevents@bizjournals.com.

2010 Milpitas Chamber of Commerce Business Directory COMING SOON!

This publication is one of the Chamber most popular and valuable pieces; it will be widely distributed to Chamber members, realtor offices, city offices and chamber events and will give the community an important reference piece to Milpitas businesses. The directory will be a beautiful, full-color digest-style guide featuring Chamber member business profiles, articles about our local community, important area events and an all new area map.

Don't miss your chance to promote your business through advertising in this important directory. Surveys on chamber directories show that they are retained and referred to frequently by newcomers, visitors, established residents and companies. Being a member of the Chamber shows that you are a credible business that gives back to the community. Make sure that people doing business, going to school and shopping in Milpitas know that about your business. To see last year's guide and request more information, go to the Chamber website at www.milpitaschamber.com and click on Guide & Directory.

If you'd like information about increasing your visibility through advertising, contact the publisher, Chamber Publishing: email Larry@chamberpublishing.com, or call Larry at (408) 287-9558, or fax a request to (925) 600-9173.



Come Join Us At Festiv'ALL

**An exciting Multi-Cultural Networking Celebration
Hispanic Chamber of Commerce of Silicon Valley**

BusinessOwnerSpace.Com

Ethnic Chambers and other neighboring chambers

Thursday, October 29, 2009 – 6:00 – 8:00 p.m.

Wyndham Hotel, 1350 N. First Street, San Jose

Milpitas Chamber of Commerce will once again be one of the co-sponsors for Festiv'ALL

Back by popular demand, Festiv'ALL, Silicon Valley's most celebrated diversity event, will be held on Thursday, October 29, 2009, from 6:00 to 8:00 p.m. at the Wyndham Hotel, 1350 N. First Street, San Jose.

This multi-cultural networking event is a collaboration of the region's leading diverse business and professional organizations. While each association offers unique benefits specific to the constituency they serve, they also share the common goal of continued prosperity, education advocacy for their members and the communities they serve.

Festiv'ALL is an excellent opportunity for these unique entities to meet, greet and exchange information. Festiv'ALL is a celebration of the region's diversity and connectedness.

The Milpitas Chamber of Commerce will have a trade table at the event marketing our products and up-coming events. We encourage you to circle October 29th on your calendar, and plan to attend this great networking event. Milpitas Chamber Members that are interested in attending, please contact the Milpitas Chamber office at 408-262-2613 to receive your FREE ticket to attend Festiv'ALL.

Successful Home Based Business Strategies

A Forum for Home Businesses Only

Kicks off on Tuesday, September 29th

At the Chamber Office

On Tuesday, September 29th, the Milpitas Chamber is excited to kick off Successful Home Based Business Strategies – A Forum for Home Based Businesses Only. David Libby, Business Consultant and Chamber V.P. of Membership, has teamed up with Director Ben Sowards, Law Office of Benjamin J. Sowards to present a series of educational forums to benefit the home based business owner.

Story continued on page 6

MILPITAS HOST LIONS CLUB In Partnership with MILPITAS CHAMBER
Present Pro-Speaker Series for September 22, 2009
at Casa Azteca Restaurant, 20 N. Abel, Milpitas. See Page (6) for Details

BUSINESS AFTER HOURS MEMBERSHIP MIXER
Thursday, September 24, 2009, 5:00 to 7:30 p.m.
Olinger's Real Estate Investment, 89 S. Main St., Milpitas

Your Chamber

President **JEANNE SERPA**
Allied Waste Services

President-Elect **DENNIS PACHUCKI**
Olinger's Real Estate

Vice President **DAVID LIBBY**
Business Consultant

Vice President **PREETI SURI**
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*Frank De Smidt, Government Affairs Chairman
 Gaye Morando, Executive Director and Newsletter Editor
 Christy James-Ericson, 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 Jeanne Serpa



The Milpitas Chamber of Commerce is starting off the fall season stronger than ever. We finished summer with a networking mixer at the AMF Mission Lanes Bowling Alley where we welcomed guests such as Councilmember Armando Gomez and Garrett Yee, candidate for State Assembly District 20. I'd like to thank members, directors, ambassadors and, of course, Mission Lanes, for making this mixer a success. During August, Chamber Director, Frank De Smidt, also received recognition from Assembly Majority Leader Alberto Torrico for his dedication to the Chamber of Commerce. Congratulations, Frank!

As mentioned in previous issues of the Panorama, the board of directors is working diligently to create new programs and mechanisms for the benefit of our members. A few of the more notable projects "under construction" are the recruiting of directors to fill open board seats, planning a sponsorship package and working with local elected officials and business owners to introduce a new event to the Milpitas community.

Membership opens many doors and presents worthwhile opportunities to our business owners and managers. One of which is representation on the Chamber board of directors. Over the years, we've been honored to welcome pillars of the community to chair the board or sit as a director. These individuals have assisted in developing invaluable programs and events as well as placing Milpitas on the map as a thriving California city. I'm in the process of reaching out to leaders of the business community to join our board and introduce new ideas to keep our focus fresh and up to date. The businesses in Milpitas, both large and small, are successful and respected, and becoming a director will allow your partners in the community to learn from you. If any member has thoughts on an individual who might best represent the interests of Milpitas, please contact me at jserpa@republicservices.com.

No one likes to receive continual phone calls, emails or even letters in the mail asking for funds to support different events, luncheons, business seminars, etc. The board's goal this year is create a fundraising package, known in the Chamber world as "The Chairman's Circle," where members have the opportunity to review different support packages and choose one that best fits your budget. Making a one-time payment (or flexible quarterly payments), your business will automatically become a scheduled event sponsor of marquee events such as the Crab Feed or lunch featuring a keynote speaker like Carl Guardino, CEO of the Silicon Valley Leadership Group. Additional benefits may include premium advertising in the Milpitas Business Directory or on the (coming soon) new Milpitas Chamber website. Regardless what level of support your company chooses, it is a guarantee your business will become further recognized in Milpitas and the surrounding area. Our goal is drive business to your front door and participating in the Chairman's Circle is a great way to achieve this goal. More details will available in the coming quarter.

In years past, Milpitas has enjoyed such events as the Art & Wine Festival, recently revamped as Celebrate Milpitas, but we've discovered this event no longer fits our community. We are a diverse city built on a multicultural backbone and it is the Chamber's job to support this and show the rest of the bay area what Milpitas has to offer. In the works is an international festival that celebrates our history of American, Portuguese and Italian heritage along with the blending of various other European, Asian and Hispanic cultures, to just name a few. The board believes such an event appeals to all that Milpitas was, is and will be in the future. My hope is each business in Milpitas can find a way to participate and reinforce why our city is known as the "Gateway to Silicon Valley."

As you can see, the Chamber staff and directors are tirelessly working to give you the best membership experience possible. Remember, if you have any thoughts please contact us anytime, either to jserpa@republicservices.com or call the Chamber office.

Save the Date:

Thursday, September 10: Job Fair sponsored by the Milpitas Chamber, Beverly Heritage Hotel and University of Phoenix. Held at the Beverly Heritage Hotel, 1820 Barber Lane. 4-7 pm. Call the Chamber for details on how to participate.

Thursday, September 24: Networking mixer hosted by Olinger's Real Estate, 89 S. Main Street. 5 p.m. - 7 p.m. Call the Chamber office to RSVP (408) 262-2613.

Thursday, October 22: Networking Mixer hosted by the Silicon Valley Humane Society, located at 901 Ames Ave. 5-7 pm. Call the Chamber office to RSVP (408) 262-2613.

The Milpitas Chamber of Commerce 2009 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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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
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MEMBER ACTIVITIES

Milpitas Chamber Kicks Off Fiscal Year in July With Exciting Joint Mixer at Outback Steakhouse

The Milpitas Chamber partnered with the Hispanic Chamber of Commerce Silicon Valley, Black Chamber of Commerce and Northern California Minority Supplier Development Council (NCMSDC) to co-sponsor a joint mixer at the Outback Restaurant in the Great Mall. Over 300 people were on hand to network, exchange business cards and enjoy delicious appetizers furnished by Outback General Manager Charlie Young and his staff. It is our pleasure once again to thank sponsor Silicon Valley Systech, Inc. and our outstanding host GM Charlie Young and his efficient staff from Outback Steakhouse.



Great attendance at the July 23rd Great Mall Outback Steakhouse Chamber Mixer.



President Barack Obama "Look-alike" Michael Bryant with Robin Benitez.



Hispanic Chamber of Commerce of Silicon Valley President (L) Dennis King, and Northern California Minority Supplier Development Council President Scott A. Vowels.



Milpitas Chamber President Jeanne Serpa and San Jose City Councilman Kansan Chu.



Silicon Valley Black Chamber of Commerce President Joel Wyrick.



Wanda Olinger, Gaye Morando, and Heidi Wold Reid.

GOVERNMENT AFFAIRS REPORT

September 2009

by Frank De Smidt



MILPITAS.....

COUNCIL APPROVES BUDGET AMENDMENT, NEW GREAT MALL STORES COMING

The Milpitas City Council took action on the following items at their Tuesday, August 18, 2009 meeting: A special presentation was made by Mayor Livengood to Milpitas High School Graduate Shontale Taylor. Mayor Livengood presented a recognition to Mid-Peninsula Housing Coalition for winning Urban Land Institute's 2009 Award for Excellence for the DeVries Place Senior Housing Project. - PUBLIC HEARING - Authorized the Agency Executive Director to execute the Assignment and Assumption Agreement and the Disposition and Development Agreement to Acquire 5.94 acres of Land located at 1504-1620 South Main Street for a two-phased residential development that maintains the 387 residential units previously approved. Phase 1 of the revised project would consist of 180 senior housing units providing a continuum of services from independent to assisted living, 63 units of which would be affordable to lower income seniors. Phase 2 would consist of 207 multi-family units with no age or income restrictions. - Approved the FY 2009-10 Budget Amendment to address State Budget Impact and borrow local funds from the city's TOT fund and include the state ERAF fund shift of \$11.8 million from the Redevelopment Agency. - Heard a report on Personal Rapid Transit (PRT) and authorized the sending of a letter to the Santa Clara Valley Transportation Authority Regarding Funding for PRT/ATN (Automated Transit Network) for the Curtis/Yosemite overcrossing. - Approved the Mayor's recommendations for reappointments of 2 on the Bicycle Pedestrian Advisory Commission and 1 to the Parks, Recreation, and Cultural Resources Commission. - Heard an update from Milpitas Unified School District Staff on the Raising A Reader Program jointly funded by the city and the school district. - Approved an update to the Memorandum of Understanding to Continue the Sister City Relationship with the City of Tsukuba, Japan. - Received a Staff Report and approved the Cardoza Park Renovation Master Plan and Project Phasing on a 4-1 vote with Councilmember Debbie Giordano opposed over parking capacity. - Approved the elimination of the Park In-Lieu Fee in return for public access to the Landmark Tower rooftop park and approved Architectural Modifications for the Landmark Tower Project Located at 600 Barber Lane. - Received an update on the Local Improvements for a Better Tomorrow (LIFT) Zone Project on blighted apartments between Calaveras Blvd. and Adams Ave. - Received the Monthly Economic Development Report from Economic Development Manager, Diana Barnhart. Hotel outreach efforts include "Shop and Stay" promotion with The Great Mall. A consultant is working on a conference center feasibility study. SVUnwired Milpitas achieved increases in internet customers. A new Coach store opened in The Great Mall and Olive Garden is coming along with another nationally known retailer. The Mervyn's building will become a seasonal Halloween store. South Bay Honda will have a soft opening in late September. IHOP is planning to open in mid-November. Kovich is hiring at their new Milpitas operation. - Approved a proposal to make public a Confidential Attorney Memo regarding the Order of Council Agenda and Breadth of Conflict of Interest Disclosure. - Adopted an Ordinance amending the Milpitas Municipal Code by Providing for Additional Building Permit and Plan Review Extension Periods. - (REMOVED FROM AGENDA) (Supplemental Agenda) Adopt Resolution authorizing the City of Milpitas to apply for Federal HOME Funds from the State of California, Department of Housing Community Development (HCD). - Adopted a Resolution certifying the Annexation of Cerano Apartments and

Murphy Ranch Townhomes Project to Community Facilities District. - Adopted a Resolution Approving Public Improvements Plans, new Public Park Plans, Final Map, and Authorize City Manager to Approve a Subdivision Improvement Agreement for Cerano Apartments. - Approved the First Amendment to the Cooperative Agreement Between City of Milpitas and the Santa Clara Valley Transportation Authority (VTA) for the Route 237/I-880 Interchange and McCarthy Blvd. Median at I-880 Project.

POSSIBLE NUMMI PLANT CLOSURE IMPACTS MORE THAN FREMONT

Employees of the New United Motor Manufacturing Inc. plant in Fremont say if the plant closes next year, the impacts will reach farther than just the thousands of on-site jobs lost they say it will impact the greater Bay Area, perhaps the entire West Coast. A media report from Japan stated the plant will be closed by March. If it closes, production of Toyota Motor Corp.'s Tacoma series of pick-up trucks may be moved to Texas. The news of the potential shuttering comes just months after General Motors Corp. pulled out of a 25-year co-op deal with Toyota at the plant, as well as in the midst of labor negotiations with Toyota employees.

HUD HOME FUNDS LOAN FOR APTON PLAZA APPROVED AT SPECIAL CITY

COUNCIL MEETING FRIDAY, AUGUST 14
The Milpitas City Council took action on the following item at a special Friday, August 14, 2009 6:30 PM meeting with councilmembers Debbie Giordano and Althea Polanski absent: - Adopted a resolution on a 3-0-2 vote authorizing the application for funds in the amount of \$2,000,000 of HOME Funds through the state of California's Housing and Community Development for the Apton Plaza Project by USA Properties.

APTON PLAZA MIXED USE PROJECT APPROVED AUGUST 4

After a month off the Milpitas City Council took action on the following items at their Tuesday, August 4, 2009 meeting: - Proclaimed National Night Out in Milpitas on August 6, 2009 - (MOVED TO JOINT REDEVELOPMENT AGENCY/COUNCIL AGENDA) Adopted a Resolution Approving the Amendments to the Centria West Project. - Adopted a Resolution Confirming Weed Abatement Assessments to be Entered on Tax Assessment Bills. - Received report from City Manager on Budget Impacts. The state took \$11.8 million from the city's redevelopment funds and borrowed \$1.7 million from the city's property taxes. This matter to be reagendaized for August 18 discussion of a City Budget Amendment to consider borrowing funds from other city accounts. - (MOVED FROM PUBLIC HEARINGS) Adopted a Resolution Approving the Amendments to the Centria West Project. - Received Progress Report on the Senior Center. - Approved the proposed Memorandum of Understanding with Apton Properties, LLC based on amendments regarding future in-lieu fees forthcoming from this 93 unit affordable apartment mixed use project with about 3,000 sq. ft. of retail space. - Received City of Milpitas Investment Portfolio Status Report for the Quarter Ended June 30, 2009. - Adopted Two Resolutions of the City of Milpitas and the Milpitas Redevelopment Agency approving the Annual Investment Policy. - Approved a request from Mayor Livengood for the formation of a nine members Task Force on Revenue Expenditure Balance made up of Councilmember Debbie Giordano, the City Manager, the Finance Director, and one representative from each employee union and association (six). This task force will make recommendations on how to balance the city's revenues and expenditures by Fiscal Year 2012-13. - Approved

the Rules (former Facilities Naming) Subcommittee recommendations to Change Name of Yellowstone Park to Bob Browne Park and to approve a New Street Name in Honor of Gary Arlen Langhorst. - Adopted a Resolution Designating a Redevelopment Survey Area, Directing the Planning Commission to Formulate a Preliminary Plan, Providing Staff with Directives on Possible Redevelopment Project Area Formation in the Dempsey Road, Calaveras Blvd., South Park Victoria Drive, Yosemite Drive area. - Waived the First Reading and Introduced Ordinance amending the Milpitas Municipal Code by Providing for 180 days Additional Building Permit and Plan Review Extension Periods. - Waived the Second Reading and Adopted Ordinance Levying and Apportioning the Special Tax in Community Facilities District. - Waived the Second Reading and Adopted Ordinance No. 38.792 Amending the Zoning Ordinance for the Purpose of Adding Certain Industrial Uses as Conditionally Permitted within the General Commercial Zoning District and Amending the City's Zoning Sectional Map, Changing the Zoning Designation of 9.34 Acres from Industrial Park to General Commercial.

BART UNDER OR OVER DIXON LANDING ROAD

Santa Clara Valley Transportation Authority officials solicited community comment Tuesday, July 21 regarding the planned Bay Area Rapid Transit extension from Fremont to Milpitas and beyond to San Jose. Held at Milpitas Public Library, the meeting saw VTA officials explain to over 100 people a group comprised mainly of invited property owners the proposed \$6-billion, 16.1-mile BART Silicon Valley Extension Project corridor that is slated for construction in 2011 and will include a key transit hub at the Milpitas BART Station, planned south of Great Mall and Montague Expressway. The Dixon Landing Road Grade Separation Project has three options. The first two would see Dixon Landing Road run under BART and adjacent Union Pacific Railroad tracks east of Milmont Drive. Major differences between the first two options is the total duration of construction time, mainly based on the frequency of road closures. The third option entails running the BART line under Dixon Landing Road in a retained cut, while keeping the Union Pacific Rail lines at grade. The first two options would result in the permanent loss of access driveways to businesses on and near Dixon Landing Road.

SILICON VALLEY.....

TESLA MOVING HQ TO PALO ALTO

Tesla Motors, Silicon Valley's flashiest entry into the race to electrify the auto industry, will build a powertrain production facility in Palo Alto's Stanford Research Park as it ramps up efforts to sell battery engine technology to other carmakers, the company said. The facility, a renovated 350,000-square-foot site previously occupied by Agilent Technologies, will also serve as Tesla's new corporate headquarters, with operations gradually shifting from its present quarters in San Carlos. About 350 employees are expected to be based at the site initially, potentially increasing to 600. "For us it's very significant," said JB Straubel, Tesla's chief technology officer and a member of the team that founded the company in 2004. "We've been expanding and growing in San Carlos for quite a few years now." He added: "We're excited to stay in the Bay Area. It's the best place to be doing this kind of work."

SAN JOSE TO ADDRESS PLASTIC BAG BAN

San Jose officials will begin deciding this week whether to join some of the world's largest cities in banning the ever-useful but prodigiously polluting plastic bag. Today (8-24), a City Council committee will consider how to scale back San Jose's contribution to the 19 billion plastic bags California residents carry out of stores each year, according to state reports. San Jose is considering several options, including a fee on the thin, non-biodegradable bags, a ban or a public education campaign. But insiders agree that given the dismal economy, asking shoppers to pay more for bags as a disincentive is probably a non-starter, and city staff members advise that an education-only campaign will be far less effective than a fee or ban and cost millions of dollars.

SILICON VALLEY STILL LEADS

Santa Clara County shook off the ashes of the dot-com bust and retained its stature as one of the globe's high-tech capitals, spurred by the growth of new giants like Yahoo and Google, according to a new federal study released. Though total employment is down, wages are up and innovation is on fire. And by one measure, the valley's work force continued to be more dominated by technology than any other place in the country. While the study covered the period from 2001-08, and did not take into account the job losses of the past several months, it found grounds for optimism about the valley's future despite the recession. The study found the region "underwent a transformation" after the dot-com bust, shedding jobs in old-line industries while creating new, high-wage positions in brand-new fields, a trend that other economists say is likely to continue once the nation's economy begins to rebound.

CALIFORNIA.....

NEW HARMFUL TAX PROPOSALS

Major business organizations, including the California Chamber of Commerce, have expressed strong concern and opposition to several items included as part of the latest "tax package" being considered by a special state tax commission. Governor Arnold Schwarzenegger created the Commission on the 21st Century Economy last fall and asked it to examine how the volatility of state revenues related to California's tax structure. Business and other observers have raised concern that the commission is straying from that assignment. The menu of proposed tax changes the commission will consider at a meeting in September includes proposals geared toward increasing revenues rather than addressing volatility and a new approach to taxation that lacks details which can be analyzed: A "split roll" property tax for non-residential property. An energy tax that raises the price of gasoline and California-produced crude oil. A new "business net receipts" tax and related changes to the existing tax structure. For more info visit: www.calchamber.com

STATUS OF MAJOR BUSINESS BILLS

Numerous business priorities remain to be considered when legislators reconvene after their summer recess, according to the California Chamber of Commerce summary of the status of top priority bills for the business community. Among the pending proposals are 17 "job killer" bills still moving through the legislative process. The CalChamber report presents the status of bills as of July 17, the date the Legislature was scheduled to begin its summer recess. For more info visit: www.calchamber.com

LEGISLATORS VOTE IN FAVOR OF 'JOB KILLER' BILLS

Based on the record of legislators' votes as the summer recess began in late July, job creator proposals have received a less favorable reception this year than "job killer" bills. Just one of 19 proposals identified by the California Chamber of Commerce as improving the state's job climate and stimulating economic recovery has been enacted. Two other job creators that would have encouraged invest-

ments won approval by the full Assembly, but seem unlikely to advance further this year, having missed the deadline to pass Senate policy committees. In contrast, although a number of "job killer" bills stalled in committees or were amended to remove their more onerous sections, just one "job killer" has been defeated in a floor vote this year. Numerous others have passed on largely party-line votes. For more info visit: www.calchamber.com

GOVERNOR SIGNS PAINFUL BUDGET

Gov. Arnold Schwarzenegger signed a revised \$85 billion budget Tuesday (July 28) that he said contained "the good, the bad and the ugly," including additional cuts to child welfare programs, health care for the poor and AIDS prevention efforts. Schwarzenegger used his line-item veto authority to save an additional \$656 million that will let the state restore a reserve fund he said is needed for tough times. Democrats immediately protested the social spending reductions and threatened to block his political agenda during his final months in office.

AB 32 COULD COST EACH CALIFORNIA BUSINESS \$50,000

A study released July 13, 2009 finds that small businesses in California will pay an additional \$49,691 as a result of the California Air Resources Board's implementation of AB 32. The study conducted at the request of the California Small Business Roundtable, analyzes the potential economic impacts of AB 32 on the state of California, its consumers and its small businesses. The study focuses on the costs to be incurred by consumers in five specific areas: housing, transportation, natural gas, electricity and food. Using three different scenarios to measure the economic costs, it found that the potential loss of output, jobs, indirect business taxes and labor income is substantial and significant. The report reveals that when the plan is fully implemented, California families will be facing increased annual costs of \$3,857 and that in order to cope with the increased costs generated by the Greenhouse Program, consumers will be forced to cut their discretionary spending by 26.2%. It concludes that when California's climate change program, AB 32, is fully implemented, the average annual loss in gross state output from small businesses alone would be \$182.6 billion, approximately a 10% loss in total gross state output. This will translate into nearly 1.1 million lost jobs in California. Lost labor income is estimated to be \$76.8 billion, with nearly \$5.8 billion lost in indirect taxes. This decline in revenues will have a severe impact on future state budgets. For more info visit: www.calchamber.com

WASHINGTON.....

SMALLER SOCIAL SECURITY BENEFITS

Millions of older people face shrinking Social Security checks next year, the first time in a generation that payments would not rise. The trustees who oversee Social Security are projecting there won't be a cost of living adjustment (COLA) for the next two years. That hasn't happened since automatic increases were adopted in 1975. By law, Social Security benefits cannot go down. Nevertheless, monthly payments would drop for millions of people in the Medicare prescription drug program because the premiums, which often are deducted from Social Security payments, are scheduled to go up slightly.

\$9 TRILLION DEFICIT

The Obama administration expects the federal deficit over the next decade to be \$2 trillion bigger than previously estimated, White House officials said, a setback for a president already facing a Congress and public wary over spending. The new projection, to be announced on Tuesday (8-25-09), is for a cumulative 2010-2019 deficit of \$9 trillion instead of the \$7 trillion previously estimated. The new figure reflects slumping revenues from a worse economic picture than was expected earlier this year. The officials spoke only on the condition of anonymity ahead of

next week's announcement. Ten-year forecasts are volatile figures subject to change over time. But the higher number will likely create political difficulties for President Barack Obama in Congress and could create anxiety with foreign buyers of U.S. debt.

HEALTH CARE REFORM DOMINATES TOWN HALL MEETINGS

The bitter divisions over an overhaul of the health care system have exploded at town-hall-style meetings over the last few days as members of Congress have been shouted down, hanged in effigy and taunted by crowds. In several cities, noisy demonstrations have led to fistfights, arrests and hospitalizations. Democrats have said the protesters are being organized by conservative lobbying groups like Freedom-Works. Republicans respond that the protests are an organic response to the Obama administration's health care restructuring proposals.

COULD FIORINA UNSEAT BOXER?

Democrat Barbara Boxer's quest for a fourth term in the U.S. Senate may give Californians a chance to pass judgment on Washington in the Obama era: Do voters approve of the early performance of the Democratic president and Congress? Or is it time to restore more power to Republicans, in this case to a controversial former Silicon Valley CEO making her first run for elective office? What looks increasingly likely is that Boxer will be in for the re-election fight of her career. While she has yet to announce her candidacy, all signs point to a run by Republican Carly Fiorina, the charismatic ex-chief of Hewlett-Packard who was ousted from her job in 2005 and last year served as a top surrogate for John McCain's presidential bid. Republican state Assemblyman Chuck DeVore has already entered the Senate race but likely would be overwhelmed by Fiorina's fundraising advantage.

SOTOMAYOR CONFIRMED AND SWORN IN

Sonia Sotomayor became the Supreme Court's newest justice Saturday (August 8), pledging during a brief ceremony at the high court to defend the Constitution and administer impartial justice. Sotomayor, 55, is the first Hispanic justice and only the third woman in the court's 220-year history. She took the second of two oaths of office from Chief Justice John Roberts in an ornate conference room, beneath a portrait of the legendary Chief Justice John Marshall. Her left hand resting on a Bible that was held by her mother, Celina, Sotomayor pledged to "do equal right to the poor and to the rich." Minutes earlier, she swore a first oath in a private ceremony in the room where the justices hold their private conferences. She becomes the nation's 111th justice—and just the third woman in the court's history. She'll appear next week at the White House with President Barack Obama, who chose her in May to replace retiring Justice David Souter. "With this historic vote, the Senate has affirmed that Justice Sotomayor has the intellect, the temperament, the history, the integrity and the independence of mind to ably serve on our nation's highest court," Obama said following Thursday's 68-31 confirmation vote.

HEALTH CARE REFORM DELAYED

President Obama brushed off the news that Congress was putting the brakes on his health care reform push, saying it's "OK" if lawmakers need additional time to work out complex details of the package. That was after Senate Majority Leader Harry Reid said for the first time that the Senate will not vote on the legislation until after the August recess. "It's better to have a product based on quality and thoughtfulness rather than try to jam something through," Reid said. The decision means Congress will not meet Obama's ambitious goal for both chambers to pass out a bill by the summer break.

For more information and updates visit Frank News at: http://home.comcast.net/~fjdmcc/site/?/page/FRANK_NEWS_NEWSROOM/

**Dave Sherman,
Creator of the Successful Networker Program
Presented Successful Networking During
Challenging Times
at Chamber's Business Forum Luncheon
at Zahir's Restaurant on August 12.**

The forum was sponsored by Milpitas Chamber, Silicon Valley San Jose Business Journal and Milpitas Rotary Club.



Dave Sherman discussing and lecturing on successful networking.



Milpitas Rotary Club President and former Milpitas Mayor Henry Manyan addresses the attendees on what Milpitas Rotarians are doing in the community.



Dave Sherman and Chamber President Jeanne Serpa.

Ribbon Cuttings



Great Jump Sports, Inc. Celebrates Grand Opening in Milpitas on August 10th. Chamber Directors and Ambassadors join the staff for Great Jump Sports, Inc. as owner Shahab Tabrizi and Mayor Bob Livengood officiate at the ribbon-cutting ceremony.



Jamba Juice Celebrated Grand Re-Opening in the Milpitas Town Center on Saturday, July 11th. Milpitas Chamber Directors and Ambassadors join with the staff from Jamba Juice while their General Manager Gina Trujillo and Mayor Bob Livengood cut the ribbon.

Heralding New Members

People Health & Financial Services

Cally Wong
1851 Mc Carthy Blvd. #118
Milpitas, CA 95035
1-800-681-1268
Insurance

AcuFit & Spa

Maggie Cheung
1631 N. First St. Suite 100
San Jose, CA 95112
408-436-8981
Day Spa

Solgrid Energy

Gary Calderon
408-888-9954
Consulting

ClubSport - Fremont

John O'Donovan
46650 Landing Parkway
Fremont, CA 94538
510-226-8500
Athletic Club

**Milpitas Host Lions Club
in Partnership with Milpitas Chamber
Present Pro-Speaker Series Month of September**

Rick Loek

CalRima Financial & Insurance Agency

Tuesday, September 22, 2009, 7:00 p.m.

Casa Azteca Restaurant, 20 N. Abel, Milpitas

Meals may be ordered

Rick Loek will present a unique combination of subjects:

1. Effective Business Networking and how to produce results with the people you network with.
2. Ira accounts: Does the IRA really stand for Individual Retirement account?
3. Come hear the true definition. In this presentation Rick will touch on avoiding tax bombs when passing money to beneficiaries.

For more information email mhlions@gmail.com. Or call Irene Whiteside at 408-469-1991.

**Circle your October Calendar for Pro-Speaker Series
in Partnership with Milpitas Host Lions Club with Milpitas Chamber**

John "JD" Duenas

Certified ID Theft Risk Management Specialist

5 Types of Criminal Identity Theft and Ways to Prevent It

Tuesday, October 27, 2009, 7:00 p.m.

Casa Azteca Restaurant, 20 N. Abel, Milpitas

For more information e-mail mhlions@gmail.com

Or Call Irene Whiteside at 408-469-1991

Story continued from page 1

.David Libby will kick off the forum on Tuesday, September 29, 6:00 p.m., at the Milpitas Chamber Office, located at 828 N. Hillview Drive, Milpitas. The presentation will be Living with your Family and Business at Home.

The forum will give home-based business owners an opportunity to get together, exchange ideas, gather educational materials and listen to speakers that address topics that are pertinent to the needs of home based businesses only. The forum will be FREE for Chamber members and a \$5.00 fee for non-members. For reservations, and more information, call Gaye Morando at the Chamber office – (408) 262-2613.

Membership Renewals

Thank You For Your Continued Support...

ONE YEAR...

Dixon Laundry
Firestone Complete Auto Care

TWO YEARS...

Gentle Dental at McCarthy Ranch

THREE YEARS...

Mountain Mike's Pizza

FOUR YEARS...

Calaveras Montessori School

SEVEN YEARS...

Brink's Home Security

EIGHT YEARS...

Echo Arthur
Milpitas Public Library

ELEVEN YEARS...

Firestone Complete Auto Care
Guglielmo Winery
LPL Financial Services
Deepka Lalwani-Intero Real Estate
Legacy Real Estate
Marie Callender's Restaurant

TWELVE YEARS...

Best Marine
City of Milpitas Recreation Service
Milpitas Montessori School

FOURTEEN YEARS...

Cat's Nest Boarding & Day Care
Venzon Engineering

FIFTEEN YEARS...

LoanPros, Incorporated
Pro Star Towing

SIXTEEN YEARS...

Milpitas Ducks Unlimited

TWENTY YEARS...

Calaveras Shell Car Wash

TWENTY SEVEN YEARS...

Walter Kosich, D.D.S.

THIRTY YEARS...

Smurfit-Stone Container Corporation

FPA Financial Planning Perspectives

GETTING YOUR FINANCES READY FOR THE NEXT RAINY DAY – OR DECADE

It was Benjamin Franklin who once said, “The man who achieves makes many mistakes, but he never makes the biggest mistake of all – doing nothing.”

As the nation continues to work its way out of recession and investors begin to take stock of what looks like a lost decade in their portfolios, it might make sense to execute some simple ideas now that will give better preparation for possible tough times in the future. After all, disaster can't be predicted, but it can be blunted by preparation. Here are a few ideas to implement as the economy recovers.

Start with expert advice: A fresh financial start should begin with some solid, up-to-the minute advice. Consider making a trip to talk over your current finances and retirement picture-no matter what state they're in-with your tax advisor and a financial advisor such as a Certified Financial Planner™ professional. Many people feel they've made mistakes that they'll never be able to repair with their money, and the only way that might be certain is if they don't properly assess what they've done and should do in the future. Getting trained, experienced advice is one way to change that.

Pay down your debt: There was once a time when mortgage debt was referred to as “good debt,” but even that perception has changed for many families in recent years. While mortgage debt has tax advantages, the relatively recent tendency for homeowners to look at their property as a piggy bank looks headed for permanent change. And with new credit card lending rules on the horizon, Americans' relationship with plastic is bound for big changes as well. Resolve to get a better handle on existing debt and above all things, resolve to pay it off in sensible fashion, attaching the highest-rate and less tax-advantaged balances first.

Reevaluate your career plan: It's true that many Americans will have to work longer than they planned to assure a healthy retirement given the events of the last decade. But you shouldn't stop there in making that assessment. As the country comes out of this economic slump, you should also be considered whether your current career meets your personal as well as your financial needs. A chance to earn extra money would certainly be great, but if you're unhappy doing what you're doing or you see your industry going nowhere, then it might be time to retrain or research a change.

Get serious about an emergency fund: If you suddenly lost your home, your job, or were disabled with limited health or disability benefits, how would you afford a hotel, transportation or medical bills? How would you pay for all that? Credit cards? Okay, but how would you pay off those cards? An emergency fund needs to be three to six months worth of cash at a minimum kept in an easily accessible place-not as accessible as a mattress, but not in a stock fund or some other investment that might fluctuate in value and then be tough to access for a week or more. You need to treat that cash as money that isn't there unless a disaster occurs. And try to open it with a high enough balance so you'll keep it from being eaten away by any account maintenance fees. Write down a list of things that are potential emergencies and sign it as a personal contract with yourself. That agreement should state that you will not touch the funds except in case of some of the following:

- Loss of employment
- Medical bills that exceed your insurance payments (if you have insurance)
- Emergency home or car repairs in excess of insurance that are required to make the home livable or the car drivable.

Insure yourself properly: Insurance exists to prevent financial devastation. You owe it to yourself to buy whatever coverage you can afford for risks that affect you directly. Not everyone needs life insurance or particular forms of liability insurance, for example. But most of us need help knowing what coverage to buy, and that's where the help of a financial adviser might come in handy-there is no one-size-fits all insurance solution. It's a good time to evaluate whether your coverage in any of the following types of insurance is adequate:

- Health insurance
- Life insurance
- Home or rental insurance
- Disability insurance
- Auto insurance
- Liability insurance related to a particular business or work activity.

Create a worst possible scenario: It's not the easiest thing in the world to do, but based on your own personal circumstances, what would be the biggest potential risks you might face financially? Some examples:

- If there was hereditary evidence cancer or heart disease among your closest relatives, how would you pay for treatment if your insurance didn't fully cover the costs?
- If you live in a flood plain, do you have adequate federal flood insurance?
- If your company has been losing money for the last year, how likely is it you might be laid off?
- Will you need additional training or education to stay in your job going forward?
- If you were disabled, how would you make up your lost salary?

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 FPA.

Entertainment Book 2010

The Milpitas Chamber is now selling the “Entertainment Book 2010”. This exciting book contains thousands of dollars worth of 2-for-1 and up-to-50%-off discount offers from local and national restaurants, hotels and resorts, entertainment venues, various local retailers and much more.

Entertainment Books make wonderful gifts for friends, family and business associates...and remember the holidays are just around the corner, so the Entertainment Book is the perfect gift.

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 \$30.00

Save Our Water – California's Water Conservation Resource

Save Our water is a statewide public education program designed to educate Californians on the state's water challenges and encourage them to reduce the amount of water they use everyday.

It is a joint effort by the Association of California Water Agencies and the California Department of Water Resources in response to severe water challenges facing the state.

The program offers consumer-oriented information and tools for understanding of the long-term issues facing the state's water system and practical tips for reducing water use indoors and outdoors.

For more information on the Save Our Water program
Download the program Fact Sheet
See a list of Frequently Asked Questions
See program brochure ' Easy Ways to Save Water'
Save Our Water Program Poster
Downloadable Conservation Materials

Log onto <http://www.saveourh2o.org/index.cfm/about-the-program/> Contact: 916-669-2762 or info@saveourh2o.org

2009 Calendar of Events

September 2009

- 1 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 3 MILPITAS BUSINESS FORUM LUNCHEON, Speaker Carl Guardino, Pres. CEO, Silicon Valley Leadership Group, 11:30 a.m.–1:00 p.m., Embassy Suites Hotel, 901 E. Calaveras Blvd., Milpitas
- 7 LABOR DAY, CITY AND CHAMBER OFFICES CLOSED
- 8 M.U.S.D., School Board Meeting, 7:00 p.m.
- 10 JOB FAIRE, Beverly Heritage Hotel, 1820 Barber Lane, Milpitas, 1:00 p.m., Free Classes, 4:00–7:00 p.m. Job Faire.
- 16 ORIENTATION OF NEW MEMBERS, Chamber Office, 828 N. Hillview Drive, 12:00 Noon
- 22 PRO-SPEAKER SERIES, Co-sponsored by Milpitas Chamber & Milpitas Host Lions Club, Rick Loek, CalRima Financial & Insurance Agency, Casa Azteca Restaurant, 20 N. Abel Street, Milpitas, 7:00 p.m.
- 24 BOARD OF DIRECTORS MEETING, Chamber Office, 7:30 a.m.
- 24 BUSINESS AFTER HOURS MIXER, Olinger's Real Estate Investment, 89 S. Main St., Milpitas, 5:00–7:30 p.m.

October 2009

- 7 AMBASSADOR MEETING – Chamber Office, 12:00 Noon
- 16 NATIONAL BOSS DAY
- 17 – 30 COMMUNITY PUMPKIN PATCH, Sponsored by Milpitas Rotary Club. For more information check the Milpitas Post or e-mail colleen@calaverasmon-tessori.com
- 22 BOARD OF DIRECTORS, Chamber Office, 7:30 a.m.
- 22 BUSINESS AFTER HOURS MIXER, Humane Society, 901 Ames Ave., Milpitas, 5:00 to 7:30 p.m.
- 24 MAKE A DIFFERENCE DAY, log onto www.makeadifferenceday.com
- 27 PRO-SPEAKER SERIES, Co-sponsored by Milpitas Chamber & Milpitas Host Lions Club, John "JD" Duenas , Identity Theft Awareness, 7:00 p.m. Casa Azteca Restaurant, 20 N. Abel Street, Milpitas
- 29 FESTIV'ALL, Wyndham Hotel, 1350 N. First Street, San Jose, 6-8 p.m. R.S.V.P. to Milpitas Chamber – 408-262-2613 for FREE tickets.
- 31 HALLOWEEN, Shop Milpitas for your Costumes, Trick or Treat or Party Supplies. **Happy Safe Halloween.**

✓ City Council Meetings

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

✓ Planning Commission Meetings

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

Get Connected with Connection Clubs

*TUESDAY CLUB #1 - 1st & 3rd, Summitpointe Golf Club
8:00–9:00 a.m.*

*WEDNESDAY CLUB #2 - 2nd & 4th
Changes to be announced.*

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

Milpitas Chamber of Commerce

828 N. Hillview Drive
Milpitas, CA 95035

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