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MILPITAS CHAMBER OF COMMERCE NEWSLETTER
Business News Exclusively for Chamber Members

Panorama

June
2010

Robert Paedon, Vice President and Branch Manager of HSBC Bank 2010-2011 Milpitas Chamber President to be Installed June 24 at Sheraton Hotel



Robert Paedon, Vice President and Branch Manager of HSBC Bank, will lead the Milpitas Chamber into its 53rd year of serving the Milpitas community. Robert will receive the president's gavel when he is installed at the Milpitas Chamber's Installation Banquet on Thursday, June 24 at Sheraton Hotel in Milpitas. The festivities will include the Instal-

lation of the Board, officers, recognition of the 2010 Business Person of the Year, and 2010 Corporate Citizen of the Year.

Robert Paedon has been a professional banker since 1996 and currently serves as Vice President and Branch Manager of HSBC Bank in newly refurbished Milpitas Town Center. "Make people's lives better..." has been Robert's goal from day one and he's succeeding in doing so from when he began as a personal banker where he ranked best for his California division in Customer Service and productivity, to when he progressed into the role of a financial manager, exceeded his client service surveys in all but two quarters and was awarded the Service Award of Excellence (only 140 of over 130,000 employees received in the entire company).

Robert also served as president of the Toastmaster's Speakers Club within his previous bank for two years and more than doubled employee participation (from 10 to 23) members. Robert has contributed time to Habitat for Humanity and Junior Achievement. At "JA" he instructed a 5-week student tutorial for financial education at Curtner Elementary School and the "JA-in-a-day" at the Miner Elementary School. Robert recruited two other bankers to contribute 27 additional JA tutorial hours.

Aside from personally donating to United Way, Breast Cancer Society, and Police Associations, Robert has helped raise funds for JA and been active in securing sponsorship funds via the HSBC Milpitas branch for 501 (c) 3 organizations – Milpitas District of PTAs, Friends of Children with Special Needs (Fremont), Morgan Autism Center, Cupertino Rotary to support their student Library program, Milpitas Park & Rec for their student after school programs, CEEF – Cupertino Educational Endowment Fund, Milpitas Food Pantry and Milpitas Community Educational Endowment.

In his spare time Robert enjoys spending time with his wife Toni, son Jason, and daughter, Nicolette. He has also spent time developing a telecom/energy project and is also creating a children's educational board game, "Word Hunters".

Robert Paedon has served on the Milpitas Chamber Board since he was appointed in March, 2008, then elected in July, 2009 to serve a three year term on the Board. He has served

as V.P International Development, V.P. Membership, and President-elect. Robert Paedon will be installed by MC Bob Livengood, Mayor for the City of Milpitas. The event

Story continued on page 5

Chamber to Welcome Gayle Speare, new General Manager for the Great Mall at Chamber's Business Forum Luncheon Thursday, June 17th at the Beverly Heritage Hotel, 1820 Barber Lane, Milpitas

Business Sponsor: Michelle Yu, Michelle Yu Law Office

On Thursday, June 17, the chamber has invited the new general manager for the Great Mall in Milpitas to meet and greet the business community and present an exciting update on the Great Mall, the largest outlet and value retail shopping destination in Northern California.



The luncheon, co-sponsored by the Hispanic Chamber of Commerce Silicon Valley and Business Sponsor Michelle Yu Law Office, will be held at the Beverly Heritage Hotel, located at 1820 Barber Lane, Milpitas. We invite people to meet and greet Business Sponsor Michelle Yu during the networking reception from 11:30 a.m. to 12:00. This time offers attendees to exchange business cards, network and greet the program sponsors.

GM Gayle Speare will be responsible for managing all operations including new business development, leasing, tenant relations, marketing, building operations, budget and finance management, security and more. Prior to joining Great Mall, she was Senior General Manager for Stone Bros. & Associates, where Gayle managed four major retail centers in the Central Valley. Speare also served as General Manager for General Growth Properties' New Park Mall in Newark, as well as Assistant General Manager and Senior Marketing Manager at other major Bay Area malls.

Michelle Yu is an attorney and resident of Milpitas. She has practiced law for the past 10 years, but recently opened her own law office and offers legal advice on wills and trusts, small business and real estate law. She is also active with the Milpitas Economic Development Commission and supportive of local community events.

Circle Thursday, June 17th on your calendar and plan to spend quality time networking with potential new business clients, enjoying a delicious luncheon at the Beverly Heritage Hotel while hearing up-to-date news from Gayle Speare, the new general manager of the Great Mall.

Please contact the chamber office at 408-262-2613 to make your reservations. The fee is \$19 for members and \$24 for non-members..

Circus Vargas Opening in Milpitas at Great Mall

July 9-12, 2010

(See Page 6 for Details)

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Your Chamber

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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.



The Milpitas Chamber of Commerce 2010 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.



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



In May, the Chamber proudly introduced the Spring edition of our *Life & Style Magazine*, an exclusive section of the Milpitas Post reserved just for Chamber members to advertise and grow business! On behalf of the Chamber board of directors, I'm pleased to say the response to *Life & Style* was so immense, we had the opportunity to expand the magazine to include more features, highlights and information about Chamber activities and members. If you're a Chamber member and missed being part of this edition, watch for the Fall *Life & Style* coming in August.

The Chamber of Commerce has been busy this year, in just the first few months of 2010 we provided more beneficial programs for our membership, fundraising events and advertising opportunities than ever before. Our 17th Annual Crab Feed, held March 7, welcomed over 500 guests and raised a significant amount of funds to share with the Milpitas Food Pantry.

The Chamber has also devoted many hours to host workshops, seminars and forums to benefit our members. The Business Forum monthly speaker's series visited topics such as the state of public policy in California, how to write a one page business plan and a report on the State of the County from Supervisor Dave Cortese. The "Successful Home-Based Business Strategies" workshops, instructed by various professionals, has also been a huge success and is well-attended by our membership.

Events such as our recent 2nd Annual Golf Tournament, networking mixers and ribbon-cuttings give Chamber members the opportunity to connect with customers, potential customers and partners in the business community. Our calendar is always bursting with chances for you to further educate yourself, show off your business and really become a leader in Milpitas.

It has been a pleasure to serve as President of the Chamber board of directors this past year. The board is composed of strong business people who truly work on behalf of the membership to grow and support business in Milpitas. I look forward to welcoming our new President, Robert Paedon, and the incoming board of directors at the June 24 Installation Banquet.

Thank you for your membership and support of the Milpitas Chamber of Commerce!



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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
Your neighborhood self storage.
Chamber members receive 50% off first three months of rent. New customers only.

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10% off all equipment for current chamber members.

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10% off on computer services, computer tune-up for \$25 only.
The first \$10 off the service goes to Pearl Zanker Elementary School, Milpitas

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20% off on most services.

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10% off for chamber members and their employees who show their membership cards

CALIFORNIA OVERNIGHT - 865 Sinclair Frontage Rd., Milpitas (408) 719-1149 Ext. 102
California Overnight offers rates 40% below FedEx. 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
Fix two (2) cartridges for the price of one (1) - First Order Only.

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CONSUMER RESOURCES NETWORK - 1313 N. Milpitas Blvd., Suite 210, Milpitas, CA 95035
(408) 272-0302 (Private) (408) 262-1131 (Office)
\$100 or 20% discount to Milpitas Chamber of Commerce members

DIAMOND MITSUBISHI FUSO - 555 E. Capitol Avenue, Milpitas (408) 263-7300
Commercial truck parking \$50 off per month. Commercial truck rentals \$10 off per day or \$50 off per month. 10% off over the counter truck parts purchases.

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1) three (3) free months with purchase of regular 1-year membership.
2) \$100 of free supplements with first purchase of 10 personal training sessions.

MILPITAS SPINE CENTER - 40 N. ParkVictoria Drive #G, Milpitas (408) 942-1122
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Member Activities

The Chamber 2nd Annual Milpitas Chamber Golf Tournament at Spring Valley Golf Course was a Great Success!!

The Chamber was blessed with great weather for their 2nd Annual Milpitas Chamber Golf Tournament, and the golfers returned to have a wonderful day of golf at the Spring Valley Golf Course. Congratulations to the winning golfers and raffle winners and thank you to all the volunteers and sponsors who made this tournament a rousing success. Over 60 people were in attendance to enjoy the delicious New York Steak buffet dinner provided by the efficient staff at Spring Valley and a chance to win the ample assortment of prizes available at the awards presentation. The chamber wishes to thank Jeff Rockwood, Russ Bloom and the staff from Spring Valley Golf Course for all their efficient efforts to work with Golf Chair Dean Blomquist and chamber office staff. Dean organized and chaired last year's event then returned to chair the May 7th tournament for the chamber. Thank you Dean for another outstanding job!

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Spring Valley Golf Course
Summitpoint Golf Club
Sunnyvale Ford
Tap's Termite – Tim Denner
Wal Mart Milpitas
Wine Globe
Yellow Cab Company – Linda &
Larry Logan



Chamber Director Stu Roberson with his Mulligans?



"Ready to Golf" Planning Commissioner Mark Tiernan, Chamber Director Dennis Pachucki and Vice Mayor Pete McHugh are "Ready to Golf". Director Robin Benitez (right) selling raffle tickets at the registration table



Prizes for the Golf Tournament

Government Affairs Report

JUNE 2010

by Frank De Smidt



MILPITAS.....

MILPITAS WALMART EXPANSION APPEAL CONTINUED TO JUNE 1

The Milpitas City Council took action on the following items at their Tuesday, May 18, 2010 meeting: - The matter to hold a Public Hearing and consider adoption of a Resolution upholding the Planning Commission's actions on the Walmart Expansion Project was continued by Council action to June 1 at the request of the appellant and the applicant. The appellant opposed to WalMart's expansion had failed to notify nearby property owners by mail of the public hearing in a timely manner. The final city budget action could be agendized for June 15 instead of June 1, if needed. - (Continued item to June 15 at the request of Vice Mayor Mc Hugh for staff to produce a report to the Council on these two housing units plus eleven previously released homes.) Adopt a Resolution Authorizing Release of the Resale Restriction Agreements for two affordable housing units. - Approved the Mayor's recommendations for Appointments/Re-appointments to City of Milpitas Community Advisory Commission (1), Economic Development Commission (1), Library Advisory Commission (2), and Senior Advisory Commission (1). - Approved the Mayor's four recommended appointments to the seven member New Citizens Budget Task Force; Alan David, Dan Manassau, Joseph Weinstein, and Jimmy Chamoures. Three additional appointments remain. - Approved the Waiver of City Fees for St. John the Baptist Catholic Church's Santa Cruzan Procession. - Approved a Fee Waiver Request of Community Center Rental Fees for the 2010 Alcoholics Anonymous Annual Unity Day. - Removed One Member of the Youth Advisory Commission Due to Lack of Attendance. - Approved Amendment No. 1 to the Contract with Interim Fire Chief Jeffrey L. Clet.

RELAY FOR LIFE MILPITAS COMING JUNE 19-20

Relay for Life Milpitas has raised awareness and more than \$1 million to save lives from cancer since participants took their first steps for the event here 12 years ago. "To me a small town like Milpitas should be proud of that," said Carla Kearin, event chair of Milpitas Relay For Life 2010 and an American Cancer Society legislative ambassador. "If nobody ever did anything, the cure to cancer would never be found." Kearin, a Milpitas resident of eight years, said she has been gearing up with 25 volunteers to get the largest fundraiser within the city in working order. It will begin at 10 a.m. Saturday, June 19 and conclude 10 a.m. Sunday, June 20 at Milpitas Sports Center, located at 1325 E. Calaveras Blvd.

COUNCIL APPROVES CONCEPTUAL BUDGET

The Milpitas City Council took action on the following items at their Tuesday, May 11, 2010 special budget hearing starting at 6:00 PM: - Approved the proposed 2010-2011 Operating Budget and Financial Plan on a 4-1 vote with Councilmember Debbie Giordano opposed seeking a discussion regarding outsourcing of some activities. The plan also closes the \$10.6 million deficit through employee concessions, an RDA repayment, and general fund reserves. Also unanimously approved were the 2010-11 Redevelopment Agency Budget and the 2010-2011 and the 2010-2015 Capital Improvement Program for the City of Milpitas and Milpitas Redevelopment Agency. Approved removing one Administrative Analyst position and one Human Resources Technician position and adding one unfunded Senior Human Resources Analyst position in the Human Resources Department. Approved re-titling the Administrative Analyst classification to a Human Resources Analyst classification in the Human Resources Department.

SEASONS MARKETPLACE NOW OPEN

Seafood City, a nearly 34,000-square-foot Asian supermarket located at the former Home Depot Supply on the Milpitas-San Jose border, opened this month inside a new shopping mall, Seasons MarketPlace at Landess. "The center opened for business on May 27. Not all stores were open by then but Seafood City, some restaurants and service-oriented outlets are open," Jetty Quizon, a marketing consultant, said. Since the project received city approval in March 2009, Philippine-based developer Ayafafil Management LLC has moved forward on constructing a new shopping venue on what had been a vacant Home Depot Supply site at 1535 Landess Ave. that closed in 2007.

CITIZENS BUDGET TASK FORCE, SENIOR CENTER ART APPROVED

The Milpitas City Council took action on the following items at their Tuesday, May 4, 2010 meeting: - Held a Public Hearing and adopted a Resolution certifying the Final Environmental Impact Report for the 2009 Water and Sewer Master Plan Updates and adopted the Statement of Overriding Considerations, and the Mitigation and Monitoring Reporting Program, and adopted a Resolution approving the 2009 Water and Sewer Master Plan Updates. - Received Financial Status Report for the Nine Months Ended March 31, 2010. - Adopted a Resolution Approving an Affordable Housing Grant Request from the LIFT Zone Property Owners for Neighborhood Improvements. - Adopted a Resolution Approving Amendments to the Regulatory Agreement with Western Pacific Housing to Establish an Equity Sharing Program at the Paragon Residential Project. - Received the City of Milpitas Investment Portfolio Status Report for the Quarter Ended March 31, 2010. - Adopted Resolution Approving an Affordable Housing Grant for Terrace Gardens to Complete Kitchen Upgrades. - Approved a contract with Group 4 Architecture, Research and Planning, Inc. for Feasibility and Conceptual Design of the Proposed Milpitas Silicon Valley Conference Center, and appropriated \$317,310 to the Economic Development Division Budget. - Approved a request of Mayor Liven-good to form a Citizens Budget Task Force made up of residents, business owners, and former office holders, who would meet and make recommendations for future city budgets. - Approved the Mayor's Recommendations for Appointments/Re-appointments to five Milpitas Commissions; Arts Commission (3), Public Art Committee (1), Community Advisory Commission (1), Economic Development Commission (3), Parks, Recreation and Cultural resources Commission (3). - Discussed outreach program efforts to solicit future commission applicants requested by Councilmember Giordano. Placing applicant information at the Sports Center was recommended. - Approved four interior Public Art Projects for the New Senior Center. - Authorized the Purchasing Agent to dispose of surplus Print Shop Equipment and Supplies at Auction. - Adopted Ordinances approving the Sixth Amendment to the Redevelopment Plan for the Great Mall Redevelopment Project, and the Thirteenth Amendment to the Redevelopment Plan for Milpitas Redevelopment Project Area No. 1.

SILICON VALLEY.....

TESLA, TOYOTA PARTNER TO REOPEN NUMMI PLANT

In a stunning deal, Tesla Motors announced late Thursday (5-20-10) that it is teaming up with Toyota to build its all-electric Model S sedan at the recently shuttered NUMMI plant in Fremont, creating more than 1,000 new jobs. The pact, put together in utter secrecy, immediately injects new life into an auto plant once left for dead, is a jolt of positive news for beleaguered Toyota

and elevates Silicon Valley's role at the heart of the emerging electric car industry. Under the agreement, Toyota, the world's largest automaker, will invest \$50 million in Tesla, which will buy the NUMMI plant for an undisclosed sum. The joint venture was unveiled by Akio Toyoda, Toyota's CEO, who flew in from Japan for the announcement, Tesla CEO Elon Musk and Gov. Arnold Schwarzenegger at a heavily attended 5 p.m. news conference at Tesla's Palo Alto headquarters.

PRESIDENT OBAMA VISITS FREMONT

In a boost to the Bay Area's status as a hub of the clean-tech industry, President Barack Obama toured Fremont solar panel manufacturer Solyndra during a 19-hour swoop through the region. Solyndra received a \$535 million federal loan guarantee last year to build a new solar panel manufacturing plant that now employs 1,000 workers, according to the White House. The Obama administration has touted the project as a major success story of the economic stimulus bill, which provided the funding. A second phase is expected to employ an additional 1,000 people, Solyndra officials have said. Before his Wednesday morning (5-26-10) visit to Solyndra, Obama attended a pair of Democratic fundraisers Tuesday (5-25-10) evening in San Francisco — one for Sen. Barbara Boxer, who is seeking a fourth term in November, and another for the Democratic Senatorial Campaign Committee.

INACCURATE PG&E SMARTMETER BILLS

After earlier insisting that only "a few" customers with its new SmartMeters received inaccurate utility bills, PG&E acknowledged that the number may be as high as 23,000. PG&E couldn't say how many of those customers were overcharged, how many were undercharged or the total sum of the inaccuracies. But the utility conceded it has done a poor job responding to consumer complaints about SmartMeters and announced a major overhaul of its customer service efforts. "While we have confidence in this technology, some of our customers question whether they can have faith in our SmartMeter program, and frankly in PG&E," said Senior Vice President Helen Burt, the chief customer officer. "Restoring this trust is absolutely critical to us."

CALIFORNIA.....

BLEAK CALIFORNIA BUDGET

Gov. Arnold Schwarzenegger rolled out a blueprint for grim work this spring, calling on lawmakers to repair a \$19.1 billion hole in the state budget largely by gutting safety net programs. Democrats insisted they will fight the most devastating proposals, such as eliminating the state's welfare-to-work program, slashing in-home care for the disabled and elderly and cutting millions from the state's insurance program for low-income children and pregnant women. "California should be in a position to safeguard its most vulnerable citizens. We may want to, but we're not," Schwarzenegger said, while opponents shouted "shame on you" from outside the building. "Our budget system is broken, and now I have no choice."

MILPITAS CHAMBER'S JUNE 2010 BALLOT MEASURE POSITIONS

The Milpitas Chamber of Commerce has taken positions on the five measures that will appear on the June 8 statewide direct primary election ballot; Prop 13: Bars property tax increases on construction for seismic retrofits — Milpitas Chamber SUPPORTS. Prop 14: California Top Two Candidates Open Primary Act. Allows open primary

elections that would favor more moderate candidates —Milpitas Chamber NO POSITION. Prop 15: California Fair Elections Act of 2008. Proposes public financing of candidates for elections— Milpitas Chamber OPPOSES. Prop 16: Taxpayers Right to Vote Act Requires public financing of municipal utilities be placed before the voters with a 2/3 of the vote. PG & E is the main proponent— Milpitas Chamber OPPOSES. Prop 17: Continuous Coverage Auto Insurance Discount Act. Allows drivers to take their continuous coverage discount with them to other insurance companies. Mercury Insurance is the main proponent. — Milpitas Chamber OPPOSES. The Chambers of Commerce Coalition of Santa Clara County OPPOSE Prop 16.

CALCHAMBER 2010 'JOB KILLER' BILLS

The California Chamber of Commerce released its annual list of "job killer" bills, calling attention to the negative impact the proposed measures would have on California's competitiveness and job climate if they were to become law. "This year's CalChamber 'job killer' list includes 37 proposals that would make it even more difficult for California companies to remain viable in this difficult economy," said Allan Zarembo, President and CEO of the California Chamber of Commerce. "Our businesses need to have certainty that they can be competitive before they will begin to reinvest in our economy. Not only do these bills send the wrong signal and create an uncertain environment for investment but, if passed, they would create new costs that would harm our ability to recover and add new jobs." "The only way out of these economic hard times is a rebound of the private sector. Our policy makers must focus on job creation, reducing regulatory burdens and holding the line on new costs. If enacted, these 'job killer' bills would make it even more difficult for us to solve the huge, gaping budget hole that Governor Schwarzenegger announced on Friday." CalChamber annually releases its list of "job killer" bills to identify legislation that will harm economic and job growth in California. CalChamber will track the bills throughout the rest of the legislative session and work to educate legislators about the serious consequences these bills will have on the state. The 2010 "job killer" bill list is also available at: www.calchamber.com/jobkillers

JOB KILLER CLIMATE LAW UNDER ATTACK

Setting up what is expected to be a multi-million-dollar political battle between oil companies and Silicon Valley tech leaders, opponents of California's landmark global warming law turned in about 800,000 signatures Monday (5-3-10) for a November ballot measure to suspend the law. Opponents of the law, known as AB 32, say it will cost California jobs during a bad economy by increasing the price for fuels such as gasoline, and electricity bills. Supporters say the law — the latest example of California leading the rest of the nation on environmental reform — already is helping the state's green tech and renewable energy industries by driving demand for cleaner energy. AB 32 was signed by Gov. Arnold Schwarzenegger in 2006. It requires that by 2020, California's emissions of carbon dioxide and other greenhouse gases be reduced to 1990 levels, a drop of about 25 percent. Its main provisions take effect Jan. 1, 2012. Carbon dioxide is formed by burning fossil fuels. If approved by voters Nov. 2, the ballot measure would suspend AB 32 until California has four consecutive quarters where the unemployment rate is 5.5 percent or less. In the last two decades, the state has seen those conditions only three times: in 1999, 2000 and 2006.

CALIFORNIA DEAD LAST

What's worse than being last? California is. In its annual survey, Chief Executive magazine ranked California 51st, earning it the distinction of being the worst state in the nation for business. Even the District of Columbia ranked higher, which explains the ranking of 51. Despite being the world's eighth-largest economy and having had the nation's fastest growth rate in the 1950s and 1960s, California has "become the Venezuela of North America," according to the magazine. The magazine's sixth annual survey, which can be found at www.chiefexecutive.net,

polled more than 650 U.S. private company CEOs to rate states on "a wide range of criteria from taxation and regulation to workforce quality and living environment." Business leaders were asked to draw on their direct experience. The survey to gauge best and worst states for business was conducted in late January, and chief executives placed Texas atop the list, and California at the bottom.

HIGH-SPEED RAIL FOUGHT BY UNION PACIFIC

Signaling its most forceful objection yet — and perhaps protracted court battles — Union Pacific has notified the California high-speed rail authority that it will fight the state's newest plans to run bullet trains from the South Bay to the Central Valley, including along Monterey Highway in San Jose. The Delaware-based company, which runs late-night freight trains along the Caltrain corridor and south into the Central Valley, says the California High Speed Rail Authority's revised route plans released in March are "not acceptable."

VALLEY CHAMBERS' TRIP TO SACRAMENTO

The San Jose Silicon Valley Chamber of Commerce organized the 2010 Access Sacramento trip held on Thursday April 29, 2010 attended by Milpitas Chamber Executive Director, Gaye Morando, and Government Affairs Committee Chair, Frank De Smidt, along with about 80 Coalition of Chambers of Commerce of Silicon Valley members and guests. San Jose Silicon Valley Chamber President Pat Dando and VP Pat Sausedo were our hosts. State officials addressed the group and questions were asked of Health and Human Services Secretary Kimberly Belshe, San Jose Assemblyman Jim Beall, Assemblyman Bill Monning, and Assemblyman Sam Blakeslee (R-San Luis Obispo) who's running in a special election to fill former Senator Abel Maldonado's seat in August. Maldonado was appointed and confirmed to fill the Lieutenant Governor's position. Governor Arnold Schwarzenegger also dropped by to address our group. His Chief of Staff, Susan Kennedy commented afterward. Our lunch session was held at CalChamber's headquarters, where California Chamber President Alan Zaramberg and San Jose Mayor Chuck Reed spoke. A Panel discussion on business issues with David Crane, Jennifer A. Grutzius, Marc Burgat, and Moderator Jim Eller followed. Back in the capitol our afternoon session wound up with Assemblymember Ira Ruskin from Silicon Valley, Assemblyman Paul Fong (D-Cupertino) and lastly, Kevin Yamamura of the Sacramento Bee. The fully informed audience then departed and arrived back in San Jose in time for dinner.

CALCHAMBER'S CALIFORNIA RECOVERY PLAN

Since the beginning of the economic downturn, the California Chamber of Commerce has been actively discussing and publishing California-specific proposals that will improve the state's competitiveness and lead to new jobs and enhanced investment. Today, CalChamber is releasing a new compilation of these proposals called "Renew California: CalChamber Economic Recovery and Job Creation Action Plan." The Action Plan, which can be viewed online at www.calchamber.com/renew, is a comprehensive listing of proposals that, individually and together, should help state leaders make critical changes that are needed to improve both the perception and reality about California's hostile jobs and investment climate. At this critical point in California's history, the state must demonstrate its receptivity to economic investment and jobs by eliminating uncertainty and welcoming growth.

JUDGE ALLOWS STATE TO RAID LOCAL FUNDS

Gov. Arnold Schwarzenegger today (5-4-10) won the right to raid local redevelopment funds to help close California's budget deficit, but the court ruling provides only a ray of good news in an otherwise bleak fiscal outlook. Sacramento County Superior Court Judge Lloyd Connelly ruled that the state can take more than \$2 billion from local redevelopment funds and transfer the money to school operations. Local governments objected to diverting the money, which generally is used to promote public works projects and rehabilitate downtowns. For more information visit: www.savelocalservices.com

1.1 MILLION SIGNATURES SUBMITTED TO STOP STATE RAIDS ON LOCAL FUNDS

Proponents of an initiative that would block the state from dipping into local government funds plan to turn in 1.1 million signatures to elections officials this week in hopes of qualifying their measure for the November ballot. The "Local Taxpayer, Public Safety and Transportation Protection Act of 2010" would prohibit the state from borrowing or redirecting cash from local government property taxes, gasoline taxes, local transit and redevelopment funds and other locally levied taxes to close the budget gap. Backers need 694,354 valid voter signatures to qualify for the ballot. All initiatives slated for November must be certified by the Secretary of State by June 24. For more information visit: www.savelocalservices.com

SENATOR ABEL MALDONADO SWORN IN AS LIEUTENANT GOVERNOR

Former lawmaker Abel Maldonado has been sworn in as California's lieutenant governor, becoming the only Hispanic in statewide office. Gov. Arnold Schwarzenegger swore in the former state senator during a ceremony in the Capitol on Tuesday (4-27-10), as Maldonado's father held the Bible. The Republican from Santa Maria, the son of Mexican immigrants, called his confirmation an amazing story and recalled picking strawberries by his mother's side 30 years ago. The special election to fill Maldonado's Senate seat will be Aug. 17.

WASHINGTON.....

ELENA KAGAN PICKED FOR US SUPREME COURT

President Barack Obama has nominated Solicitor General Elena Kagan to the Supreme Court, saying she will demonstrate independence, integrity and passion for the law. If confirmed by the Senate, Kagan will become the third woman on the high court. Obama introduced her Monday in the White House's East Room. He called her "my friend" and one of the nation's foremost legal minds. The selection of Kagan came after nearly a month long process of consideration. Obama always had Kagan on his short list but still considered a broader group of candidates, interviewing four. She was the first female dean of Harvard Law School, first woman to serve as the top Supreme Court lawyer for any administration, and now first in Obama's mind to succeed legendary liberal Justice John Paul Stevens.

CONGRESSIONAL REDISTRICTING ON NOVEMBER BALLOT

California's congressional districts would be drawn by a 14-member redistricting commission instead of by state legislators if voters approve an initiative in November. The secretary of state certified the measure for the ballot on Wednesday (5-5-10). It would put redistricting for California's 53 congressional seats under the same independent panel that is being established to draw new districts for state Senate and Assembly seats after this year's census.

FCC SEEKS NEW INTERNET RULES

The head of the Federal Communications Commission is pledging to apply only narrow regulations to high-speed Internet access to ensure the agency has adequate authority to govern broadband providers without adopting heavy-handed rules. FCC Chairman Julius Genachowski said Thursday (5-6-10) that the commission will seek to regulate broadband connections as a telecommunications service subject to "common carrier" obligations to treat all traffic equally. But it will refrain from imposing other burdensome obligations. The move comes in response to a court ruling last month that cast doubt on the FCC's authority over broadband. And it is intended to pave the way for the agency to adopt rules prohibiting phone and cable companies from discriminating against Internet traffic.

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

New President

Story continued from page 1

will be held on Thursday, June 24 at Sheraton Hotel, 1801 Barber Lane, Milpitas. The no-host cocktail hour will begin at 6:00 p.m., followed by dinner at 7:00 p.m., and installation awards program. The \$40 per person tickets can be purchased by calling the chamber office at 408-262-2613. For sponsorship opportunities, please check the weekly eblasts from the office, check the website at www.milpitaschamber.com, or call the chamber office at 408-262-2613.

Member Profile

Straw Hat Pizza Milpitas Reopens Under New Management

Straw Hat Pizza, located at 1350 S. Park Victoria Drive, Milpitas, has reopened under new management

Owner Jaspreet Singh says, "After extensive remodeling and décor, they are proud to serve their customers with the best-quality and freshest products with great customer service." Their store serves pizza, hot hats, subs and offers a great dining experience. Jaspreet tells us Straw Hat Milpitas will host any type of meeting, fundraisers and parties. Just give him a call at 408-263-2131 to make your reservations.

Jaspreet has a business degree from CSU East Bay and is a new entrepreneur with a passion for sports and customer service.

The hours for Straw Hat Pizza are Sunday through Thursday, 11:00 a.m. – 10:00 p.m., and 11:00 a.m. to 11:00 p.m., Friday and Saturday. Their telephone number is 408-263-2131.



ClubSport Fremont, An Active Member of the Milpitas Chamber

Located in the South Bay community of Fremont, for more than 18 years, ClubSport has become part of the fabric of this active community. They're offering fitness minded individuals a wonderful place to play

sports, exercise, have fun and expand their social networks with other like-minded people.

ClubSport offers all the benefits of a gym and so much more; here you'll find traditional exercise options as well as the latest in cutting edge fitness trends. Rows of cardio equipment, weight lifting equipment and over 100 group exercise classes per week including Spinning, Yoga and Pilates. For sports enthusiast ClubSport Fremont also offers indoor and outdoor tennis, racquetball, squash, and table tennis plus with a full gymnasium as well. They are in the unique position to offer basketball, volleyball and badminton too.

The resort style pools are ideal for everything from improving swimming techniques to relaxing and lounging. ClubSport Fremont offers swimming lessons for people of all skill levels and is home to an award winning Junior Swimming team. In the aqua exercise pool, instructors conduct classes for individuals of all ages including seniors.

While adults immerse in the ClubSport experience, kids looking for continual adventure and stimulation enjoy a multitude of activities available to them. At ClubKid, children, ages 6 weeks to 6 years can participate in age-appropriate activities and arts and crafts in a safe supervised environment. KidFit allows preteens to enjoy a variety of fitness activities from dance and gymnastics, to soccer and Martial arts, emphasizing the importance of keeping kids fit through fun. During summer breaks and holidays. ClubSport even offers specialty theme camps.

Fitness aside – ClubSport is a great place to have fun. There are leagues, teams, drop-in games of basketball and volleyball or you can just lounge by outdoor pools. ClubSport provides a perfect environment to meet others that are interested in your sport or activity-social gatherings are commonplace and weekend summer BBQ's make it easy to spend the day relaxing and socializing.

ClubSport has so much to offer-exciting recreation and amenities coupled with the convenient location off highway 880 at Warren Avenue in Fremont.

Mention the Milpitas Chamber and receive a VIP guest pass to ClubSport Fremont. To contact ClubSport Fremont, call 510-226-8500 or log onto www.clubsports.com/fremont.



Milpitas Chamber President Jeanne Serpa presents plaque to Club Sport General Manager, John O'Donovan.

Heralding New Members

Floor Coverings International

Todd Lafrentz
43106 Christy St.
Fremont, CA 94538
510-493-2555
Floor Coverings

Foster Freeze

K.C. Ung
78 Serra Way
Milpitas, CA 95035
408-262-4272
Ice Cream & Burgers

Home 1st Foundation Corp.

Robin Benitez
1207 Redcliff Drive
San Jose, CA 95118
408-887-3689
Non-Profit

Life By Design

Liz Ainsworth
1580 Quail Drive
Milpitas, CA 95035
408-935-9404
Service-Coaching/Training

On-Target Business Consulting

Susan B. Lewis
899 Erie Circle
Milpitas, CA 95035
408-934-1817
Business Management Counseling

Realty World Strauss & Associates

Becky Strauss
2294 Lacey Drive
Milpitas, CA 95035
408-718-2667
Real Estate

Straw Hat Pizza

Jaspreet Singh, Owner
1350 S. Park Victoria Dr.
Milpitas, CA 95035
408-263-2131
Restaurant

U.S. Merchant Systems

Sissy Hughes-Greene
48073 Fremont Blvd.
Fremont, CA 94538
1-800-655-8767 x 4225
408-515-8689
Merchant Services

WASHIKU

Hao Dong
46997 Warm Springs Blvd.
Fremont, CA 94539
510-687-1838
Japanese Cuisine

Membership Renewals

Thank You For Your Continued Support...

ONE YEAR...

Primerica – Josephine Wong

TWO YEARS...

Law Office of Nina Yablok
Milpitas Tennis Association
Piercey Toyota

THREE YEARS...

Crosspoint Chinese Church of Silicon Valley
Milpitas Spine Center

FOUR YEARS...

Office Depot Business Solutions Division

FIVE YEARS...

Jacklin Dental
Novelware, LLC

SEVEN YEARS...

Curves of Milpitas
Greater Love Church of God in Christ

EIGHT YEARS...

Restaurant City Restaurant Supply

NINE YEARS...

Alliance Occupational Medicine
The Pines Resort & Conference Center

TWELVE YEARS.....

In N Out Burger
Larkspur Landing Homes Suites Hotel

THIRTEEN YEARS...

Best Marine
Chamber Publishing, Incorporated

FOURTEEN YEARS...

Symmetry Corporation

TWENTY YEARS...

Best Western Brookside Inn

TWENTY – TWO YEARS...

Crain Cutter Company, Incorporated
St. John's Catholic Church

TWENTY – THREE YEARS...

Milpitas Publishing

TWENTY – FOUR YEARS...

Carl Bocchini, Associate
Edward Blake Associates, Incorporated

TWENTY – FIVE YEARS...

Quincy's BBQ

THIRTY – ONE YEARS...

The Key Factory

THIRTY – TWO YEARS...

Lima Family Mortuary – Cedar Lawn
Milpitas Rotary Club

THIRTY – SEVEN YEARS...

Alan L. Grimm, D.D.S.

FORTY YEARS...

Frank De Smidt, Associate

CHARTER MEMBER – 1957

Milpitas Materials Company

Circus Vargas in the Bay Area with an All-New Show For 2010 Circus Vargas Opening in Milpitas at Great Mall, July 9-12

Circus Vargas, America's Favorite Big Top Circus, is returning to the Bay Area July 9! Tabares Entertainment is presenting an entirely new production for 2010-once again stressing FUN family entertainment, starring performers from all over the world, working together in a spectacular extravaganza!

Circus Vargas will be opening at the Great Mall in Milpitas, July 9-12 before continuing to Newark at NewPark Mall, July 15-19. Circus Vargas will continue to move through the Bay Area into August, making stops in Dublin and San Jose.

Families will be pleased to see a completely new show with the new look of Circus Vargas. Performing under a brand new Big Top tent, the show has a variety of talented new performers with exciting new acts combined with some of the favorites from past years. Hosted by Ringmaster Ted McRae, Circus Vargas 2010 includes a mesmerizing hula-hoop production, an enchanting aerial bungee-ballet, a wildly electrifying motorcycle performance by the youngest person to ever participate in this stunt, hilarious clown merriment and the internationally acclaimed Flying Tabares, one of the top flying acts in the world plus much, much more!!

Thirty minutes before show time, fans will get an exciting pre-show peek into the world of Circus Vargas, hosted by reality TV personality from the CBS show The Amazing Race, Mr. Jon Weiss! Prior to every show, Jon will be front and center welcoming the audience and inviting children to take a "center stage" look at life under the Big Top! Everyone is encouraged to participate in the pre-show action, and to join Jon as he guides them on a quick crash course in circus skill and stamina!

For information and tickets call 877/GOTFUN1 (877/468-3861), or visit them on-line at www.circusvargas.org

Financial Planning Perspective

How Much Term Life Insurance Should You Buy?

You may have read that term life insurance rates are at historic lows and that now is the time to buy. It's worth a quick primer on why life insurance is necessary and who should buy it before getting to specific amounts that individuals should own.

First, a quick definition of what term life insurance is. A term policy is a policy with a set duration on the coverage period-anywhere from one to 30 years-and when it reaches the end of that term, the policyholder decides whether or not to renew it. Term policies provide no cash buildup like whole or universal life insurance-it only provides a death benefit at the time the insured dies. Because term doesn't provide that investment component-the cash value that can be borrowed against-term is generally cheaper to buy than whole or universal life.

There is plenty of debate whether consumers should buy term or whole life. Some critics argue that whole life is a poor choice because you arguably could get a better return from other investments. Yet there are good purposes for these investment-feature policies-many use them as part of an estate-planning strategy.

But the first point is to decide whether you need insurance. People without dependents generally don't, while people with spouses and families generally do. The primary point of life insurance is to replace income if a breadwinner dies.

As for the decision on what kind to buy, it helps to get some advice. A financial planner can help you determine the right insurance products to buy based on your needs and other assets. Better still, he or she can help shape your insurance purchases as part of an overall estate plan.

A planner can help a buyer decide how much life insurance to buy and over how long a period. Some critical questions that should be asked when purchasing insurance:

1. How much income would your spouse and your children need to replace your income over a period of years based on your current age?
2. Will your spouse or guardian need to provide childcare support?
3. Is there a mortgage to pay off?
4. What are estimated college expenses for children and spouses, and when will those expenses start?
5. How much will burial expenses be?
6. Do you have any other life insurance?
7. Are there anticipated expenses for care-giving for elderly relatives or children or family members with special needs?
8. Do you anticipate substantial estate taxes when you die?
9. Do you have any other assets that can be liquidated sensibly or will bring in income?

Most online life insurance calculators found at most business news and personal finance websites can help you address questions 1-8. The last two questions require a bit more strategic thinking in terms of what you or your spouse have done with overall estate planning. Keep in mind that youth and health will also be factors in how much insurance you can afford to buy. And keep in mind that life insurers will investigate suspicious claims, so be honest about all facts you report.

Many term life policies are both "renewable" and "convertible." Renewable means you can renew your coverage without a medical exam. The latter allows you to convert your term life policy into an equivalent cash value policy from the same carrier, should this make sense during the term of the policy. Again, the kind of coverage you choose should depend on your own personal needs and a financial planner can help you determine what those are.

Also, as you check various companies, it's important to work with the most financially healthy carriers. Insure.com provides free ratings from Standard & Poor's on various insurers, and many public libraries have subscriptions to ratings from A.M. Best

One more thing, Don't buy insurance and forget about it. Make sure that every few years you are reviewing your insurance purchases as part of your overall financial plan. Life circumstances change-incomes rise and fall and family size changes. Your insurance holdings always need to reflect current needs and conditions.

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.

Working with the Chamber on Business Assessment Program

SILICON VALLEY SCORE is an all-volunteer organization dedicated to assisting small businesses grow and prosper. Sponsored by the Small Business Administration, it is an organization of approximately 70 men and women who have extensive and diverse experience as business managers, owners, and corporate executives. Their backgrounds include marketing, sales, finance, operations, human resources, technology, and non-profit management.

SCORE, in partnership with the Milpitas Chamber of Commerce, has developed a new program to help owners of small business improve the operations of their businesses. It has undergone a pilot program; the results were very encouraging. The owners of the business in the pilot program were enthusiastic in the appraisal of the value to their businesses. The Assessment Program offers business owners the opportunity to identify specific needs of the business and provide help to meet these needs. Once the specific needs are identified, SCORE assembles teams of volunteers with demonstrated expertise in the needed areas. These are individuals who have owned their own businesses, been at executive levels of companies or have demonstrated a specific skill area or level of expertise. These teams then meet with the business owner on site over a period of 3-5 months to develop solutions to identified problems.

The requirements of the program are:

1. The business owner must be a member of the Milpitas Chamber
2. The business must have been in operation for at least two years.
3. The current owner must have owned the business for at least one year.

The areas of assessment are those typical to any business. They include, but are not limited to:

- Sales
- Marketing
- Business planning
- Cash flow
- Accounting
- Human resources

The business owner will complete an assessment questionnaire identifying the business's needs in specific areas. This questionnaire is submitted to the Chamber of Commerce which sends it on to the Chair of the Assessment Team. Two members of the Assessment Team then meet with the business owner to discuss the areas where assistance is needed. For each area of concern, the Assessment Team will designate two members with expertise in those areas. These volunteers will then work closely with the owner for 3 to 5 months to help the owner develop solutions to the problems. All follow-up meetings are scheduled between the owner and the volunteers.

How to Sign up

Call or go to the Milpitas Chamber of Commerce and ask for a form requesting help from the Business Assessment Team. There is also a questionnaire to be completed to help the Chair of the Assessment Team assign volunteers to your business. CJ will forward it to the SCORE volunteer who supports the Assessment Program for the Milpitas Chamber. Within the next few weeks someone from the Assessment Team will contact you to schedule an appointment. There is no cost to the business owner to participate in this outstanding program.

For additional information call the Silicon Valley SCORE office at 408-453-6237.

American Cancer Society
Relay For Life of Milpitas
Milpitas Sports Center
1325 E. Calaveras Blvd., Milpitas
Sat. 10 AM-Sun. 10 AM
June 19-20, 2010
www.relayforlife.org/milpitasca

2010 Calendar of Events

June 2010

- 2 AMBASSADOR MEETING, 12:00 Noon, Chamber Office
- 8 M.U.S.D. School Board, 7:00 p.m.
- 8 MILPITAS HOST LIONS IN PARTNERSHIP WITH MILPITAS CHAMBER, Speaker Denny Weisgerber, Former Mayor of Milpitas, presents The New Milpitas Veterans Commission, 7:00 PM, Casa Azteca Restaurant
- 14 FLAG DAY
- 16 BUSINESS AFTER HOURS MIXER, Karen A Hahn, CPA, CVA - 500 E. Calaveras Blvd., Suite 333, Milpitas, 5-7:30 p.m.
- 17 MILPITAS BUSINESS FORUM LUNCHEON, Speaker, Gayle Speare, Gen. Manager, Great Mall, Beverly Heritage Hotel, 1820 Barber Lane, Milpitas, 11:30 a.m.-1:00 PM., Contact the Chamber at 262-2613.
- 19-20 RELAY FOR LIFE MILPITAS, Milpitas Sports Center
- 20 FATHER'S DAY, Shop and Dine Locally
- 21 FIRST DAY OF SUMMER
- 24 CHAMBER'S INSTALLATION/AWARDS BANQUET, 6:00 p.m., Cocktails, 7:00 p.m., Dinner & Program, Sheraton Hotel, 1801 Barber Lane, Milpitas
- 26-27 GENERATION GREEN EXPO, presented by Home 1st Foundation, San Jose McEnery Convention Center (South Hall), 150 West San Carlos, San Jose, 10 a.m.-5 p.m.

July 2010

- 4 INDEPENDENCE DAY CELEBRATION. Check website www.ci.milpitas.ca.gov
- 7 AMBASSADOR MEETING, Chamber Office, 12:00 Noon
- 9-12 CIRCUS VARGAS-GREAT MALL OFFERING FUN FAMILY ENTERTAINMENT Call 877/GOTFUN1 (877/468-3861, or visit www.circusvargas.org
- 22 MILPITAS BUSINESS FORUM LUNCHEON, Speaker Arthur Jue, Social Media at Work: How Networking Tools Propel Organizational Performance, Embassy Suites Hotel, 901 E. Calaveras Blvd., Milpitas, 11:30 -12 Noon, networking 12 Noon, lunch and program. Call chamber at 408-262-2613 for reservations.
- 29 BUSINESS AFTER HOURS MIXER, Outback Steakhouse, 1246 Great Mall Drive, Milpitas, 5:00 - 7:30 p.m. Joint mixer with Milpitas Chamber, Hispanic CC of Silicon Valley, Filipino-American Chamber.

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
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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