



capitola soquel  
CHAMBER OF COMMERCE

# Newsletter

APRIL/MAY 2017

## calendar

### APRIL

**12 Networking Lunch at Bargetto Winery at 11:30 a.m.** Advance payment and registration required. Register online at [capitolachamber.com/events](http://capitolachamber.com/events) or call 831-475-6522

**15 Capitola Village Easter Egg Hunt at 11 a.m.** on the beach in front of Capitola Venetian Hotel. Free

**18 Wasabi Sushi One-Year Anniversary Celebration.** Ribbon Cutting at 4 p.m. 3555 Clares St, Ste M, Capitola

**19 Workshop: HR Compliance for Small Business at 5:30 p.m.** Capitola-Soquel Chamber office, 716-G Capitola Ave.

**22 Soquel Village Sip & Stroll: 12 – 5:30 p.m.**

**28 82% Micro Business Summit: 8 a.m. – 6:30 p.m.** Cabrillo College

### MAY

**5 Zach Friend Dinner and Roast: 5:30-9 p.m.** Seascape Golf Club

**10 Networking Lunch at Bargetto Winery at 11:30 a.m.** Advance payment and registration required. Register online at [capitolachamber.com/events](http://capitolachamber.com/events) or call 831-475-6522

**18 Health & Lifestyle Expo for Women: 5-8 p.m.** Cocoanut Grove, Santa Cruz

**19 Annual Community Awards and Art & Wine Auction Gala: 6-10 p.m.** Seascape Golf Club

**20 Santa Cruz CORE Fitness + Rehab Anniversary Party and Health Fair: 10 a.m.-3 p.m.** 317 Potrero St., Ste C, Santa Cruz

More info at [www.capitolachamber.com/events](http://www.capitolachamber.com/events)

## events

### Networking Lunch at Bargetto Winery: April 12, 11:30 a.m.

**Guest Speaker:** Maggie Ivy, CEO at Visit Santa Cruz County  
**Topic:** Tourism in Santa Cruz County

Enjoy lunch catered by Whole Foods Market Capitola at Bargetto Winery. Each guest will have the opportunity for a brief introduction, plus networking with business owners, professionals, and community members. Hear about pertinent issues and upcoming events. Garner extra attention for your business by donating a raffle prize...always welcome, always appreciated! Cost: \$20 Capitola-Soquel Chamber members; \$25 non-members. Limited seating - registration required. Register online [www.capitolachamber.com/events](http://www.capitolachamber.com/events) or call Capitola-Soquel Chamber at 831-475-6522.

### Capitola Village Easter Egg Hunt: April 15, 11 a.m.



**Where:** On the beach in front of Capitola Venetian Hotel

Hop on down to Capitola Village for a free Easter Egg Hunt on the beach! Kids 12-under can hunt for candy-filled eggs hidden in the sand. Please limit 3 eggs per child to ensure fun for all! The Easter Bunny will be there, so be sure to bring your camera!

More info: [capitolachamber.com/events](http://capitolachamber.com/events) or call Capitola-Soquel Chamber 831-475-6522.

### Soquel Village Sip & Stroll

**When:** Saturday, April 22, 12 – 5:30 p.m.

**Where:** Soquel Village

The Soquel Village Sip & Stroll is a walking wine tasting through Soquel Village. Tasting stations are hosted by local businesses, celebrating our fine local wineries. Enjoy antiques and shopping. Shops and restaurants will offer specials and raffles throughout the day. Family friendly. A portion of the proceeds will be donated to the Porter Memorial Library. More info at [www.soquelsipandstroll.com](http://www.soquelsipandstroll.com) or call the Capitola-Soquel Chamber at 831-475-6522.

**Tickets:** SAVE with Early Bird tickets! \$34 each (plus Eventbrite fees). Purchase tickets online at [www.eventbrite.com/e/2017-soquel-sip-stroll-wine-walk-tickets](http://www.eventbrite.com/e/2017-soquel-sip-stroll-wine-walk-tickets)

Day of ticket price is \$38 (plus Eventbrite fees). Tickets are limited. Advance purchase is recommended. What's included: Commemorative glass, wristband, and map of event route with pours at each tasting station.

### Annual Community Awards and Art & Wine Auction Gala

**When:** Friday, May 19, 6:00 – 10:00 p.m.

**Where:** Seascape Golf Club – 610 Clubhouse Drive, Aptos

New this year, we are combining our Annual Community Awards Celebration with the Capitola Art & Wine Festival auction. Guests will receive the 2017 Festival tasting glass and enjoy wine tasting from Festival wineries, dinner, no-host bar, awards presentation, raffle, and live and silent auction featuring many pieces donated by festival artists.

**Tickets:** \$68 per person. Sponsorships available. Tickets and info: [www.capitolachamber.com/events](http://www.capitolachamber.com/events)

2017 CAPITOLA-SOQUEL  
Chamber of Commerce

CHAMBER STAFF



L to R: Carrie Arnone, Membership Services Director; Toni Castro, CEO; Jeanne Pifferini, Administrative Assistant

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**Devon Salter**, Capitola Reef

**Jenny Q. Sandrof**, Blue Heron Design Group

**Cliff Sloma**, Capitola Police Department

**Daun Wallace**, Craft Gallery

CONTACT INFO

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716-G Capitola Avenue  
(in the Plum Gardens Center)

Web  
www.capitolachamber.com

E-mail  
capcham@capitolachamber.com

WELCOME *new members*

Jeremy Geels – Financial Advisor with Edward Jones



Jeremy Geels is an Edward Jones financial advisor in Capitola. Says Geels, “I entered the financial services industry because I like helping people achieve their long-term financial goals. Building relationships with my clients and in my community is key. Edward Jones financial advisors meet face to face with their clients to build strong relationships, and we do so by offering excellent client service through our convenient branch locations in the communities where our clients live and work.”

Edward Jones, a Fortune 500 company, provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm’s business, from the types of investment options offered, to the location of branch offices, is designed to cater to individual investors.

Member SIPC

Edward Jones, 2121 41st Avenue, Suite 209, Capitola, CA 95010  
831-462-8242, [Jeremy.geels@edwardjones.com](mailto:Jeremy.geels@edwardjones.com)

Wasabi Tapas Sushi Celebrates First Anniversary April 18



For Wasabi Tapas owner Kae Bailes, it had been a dream to open a restaurant. Born in Thailand, where her family still lives, she learned the art of Thai cooking from her mother. Kae moved to America in 2005 working a variety of jobs, while saving for her dream. In 2016, she opened Wasabi Tapas in the Brown Ranch Marketplace in Capitola. Wasabi

Tapas’ sushi chef trained in Japan for 6 years and prepares fresh, locally sourced home-style food like Kae learned to prepare with her mother in Thailand.

Wasabi Tapas is open 11 a.m. – 9:30 p.m. Menu includes lunch specials, bento boxes, appetizers, soups, nigiri, sashimi, basic and special rolls, teriyaki, curry and noodles, beer and sake. Located at 3555 Clares St., Suite M in the Brown Ranch Marketplace. To go orders may be placed by calling 831-464-9898. Menu and info at [www.wasabitapas.com](http://www.wasabitapas.com)

Join us on April 18 at 4pm for Wasabi Tapas One-Year Anniversary Celebration and Ribbon Cutting. Sample fresh specialty sushi rolls and beverages, and meet owner Kae Bailes, sushi chef Jony, and staff.

MEMBER *news*

Networking Lunch at Bargetto Winery May 10



**Guest Speaker:** Polly Sirls – Jay Moriarity Foundation  
**Topic:** 16th Annual Jay Moriarity Memorial Paddleboard Race  
**When:** Wednesday, May 10, 11:30 a.m. – 1:00 p.m.

Enjoy lunch catered by Whole Foods Market Capitola at Bargetto Winery. Each guest will have the opportunity for a brief introduction, plus networking with business owners, professionals, and community members. Hear about pertinent issues and upcoming events. Cost: \$20 Capitola-Soquel Chamber members; \$25 non-members. Limited seating. Registration required. Register online at [www.capitolachamber.com/events](http://www.capitolachamber.com/events) or call the Capitola-Soquel Chamber at 831-475-6522.

Founded in 2001 by Kim Moriarity, the Jay Moriarity Foundation is a 501(c)(3) non-profit organization created in the spirit of her late husband and legendary big wave surfer, Jay, to positively affect our communities, environment, children, and to inspire everyone to “Live Like Jay.” Race proceeds benefit the Jay Moriarity Foundation, which raises funds for Angel Warriors for Kids to help children battling pediatric cancer and other life threatening illnesses, Junior Lifeguard Programs, and educational scholarships. More info at [www.jaymoriarityfoundation.org](http://www.jaymoriarityfoundation.org)

## MEMBER *news* (CONT.)

### Second Annual Micro Business Summit Returns



**What:** 82%: A Micro-Business Summit • **When:** Friday, April 28, 2017, 8 a.m.-6:30 p.m.  
**Where:** Cabrillo College, 6500 Soquel Dr., Aptos • **Tickets:** \$49 Register: [www.microbusinesssummit.com](http://www.microbusinesssummit.com)

The biggest small business event in Santa Cruz County returns with up to 500 local business owners gathering to collaborate, share ideas and learn how to grow their business from leading entrepreneurship experts. A project of the Santa Cruz County Office for Economic Development, this year's event features a range of speakers on topics including managing cash flow, technology for startups, working with millennials, making the Internet work for you and more.

Tickets for the "82% Micro Business Summit" are on sale now. For \$49, participants will be able to choose from a range of dynamic speakers and breakout seminars, receive a complimentary breakfast and luncheon and have access to an afternoon mixer as well as fantastic raffle prizes. Enrollment is limited to 500 participants. Register at [www.microbusinesssummit.com](http://www.microbusinesssummit.com).

In Santa Cruz County, 82 percent of business are classified as small, meaning they employ nine or fewer people. With the rise of the "gig economy" and the rapid growth of self-employed individuals, these micro-businesses are likely to become even more important to the overall health of the local, state and national economies.

Follow the event at [www.facebook.com/82percent](http://www.facebook.com/82percent).

### Zach Friend Dinner & Roast

**When:** Friday, May 5, 5:30 – 9 p.m.  
**Where:** Seascape Golf Club  
**Tickets:** \$150 per plate. All proceeds benefit LEO's Haven  
**RSVP:** De Camara Management 831-688-0500



Capitola-Aptos Rotary, Supervisor Zach Friend, and LEO's Haven request the honor of your presence at this special event. Presenters include: Deputy Police Chief Rick Martinez, Supervisor Bruce McPherson, Steve Allen, Sheriff Jim Hart, and special guests. \$150 per plate. For event sponsor opportunities, contact Michele Bassi at [mbassi@lighthousebank.net](mailto:mbassi@lighthousebank.net)

Through the efforts of the Capitola-Aptos Rotary and others in the community, LEO's Haven will be a permanent legacy of compassion and inclusion providing children access to the benefits of play while fostering awareness, respect and friendship.

### Visit Santa Cruz County Partners with Chamber

Visit Santa Cruz County, the destination marketing organization for Santa Cruz County [www.santacruz.org](http://www.santacruz.org) is pleased to offer in partnership with the Capitola-Soquel Chamber of Commerce, a 22% discount on the Web Listing Marketing Program for any Capitola-Soquel Chamber member business wanting to reach the lucrative tourism and visitor market in 2017 (\$195 for the year a \$55 dollar saving off the regular \$250 a year cost!).

Tourism is a \$840 million dollar a year business in Santa Cruz County and the new Visit Santa Cruz County responsive website with over 850,000 visitors in 2016 is the jumping off point for people planning what to do, where to eat, shop, and where to stay during their visit to our beautiful beach town. Put yourself in position to reach them. Visit Santa Cruz County is pleased to collaborate with the Capitola-Soquel Chamber to insure their members are included and can take advantage of the tourism marketing efforts of Visit Santa Cruz County.

Your Visit Santa Cruz County web listing includes: all your pertinent information, business description, direct link to your website, 5 photos of your choice, brochure distribution at visitor center.

Contact Gary Green, Cooperative Marketing Director for more information [ggreen@santacruz.org](mailto:ggreen@santacruz.org), 831-429-7281 ext 103.

**Rick Sawyer**  
831.324.6721

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Founded in 1941, the Capitola-Soquel Chamber of Commerce is a non-profit 501c(6) membership supported organization serving the community. Our mission: To promote economic vitality by helping our local businesses connect, learn, grow and succeed, while celebrating the unique charm of our community.

Saturday, April 22, 2017

# SIP SOQUEL VILLAGE AND STROLL 2017

Tickets & Event Info: [soquelsipandstroll.com](http://soquelsipandstroll.com)

# AWARDS & AUCTION Gala

COMMUNITY AWARDS AND ART & WINE AUCTION GALA

MAY 19, 2017