

WEST  
SAN CARLOS STREET  
NEIGHBORHOOD  
BUSINESS  
ASSOCIATION

A NON-PROFIT  
CORPORATION

ESTABLISHED  
MARCH 1991  
INCORPORATED 1998

# The San Carlos Street News

Volume 6, Issue 8

October/November 2003

## Special points of interest:

- ?? Review Economic  
Development Study
- ?? New Businesses on  
West San Carlos
- ?? Lenders for Commu-  
nity Development
- ?? Casino Night  
Friday, October 24,

## Inside this issue:

- Calendar of            **2**  
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Board Training

[Casino Night](#) click here  
Friday,  
October 24, [2003](#)  
7:00—11:00  
Lou's Village

## Calendar of Events and Meetings

Business Association Meetings—the Second Tuesday of the Month

**Tuesday, October 14th—6:30** Lou's Village

### **Santa Clara County DA Office—How to Spot Bad Checks**

**The District Attorney's Office is serious about stopping bad checks in Santa Clara County.** An important first step in that direction is working with chambers throughout the County to educate merchants on how to effectively recoup their losses *without* cost

### **Primerica—Retirement Planning for Small Businesses**

**Tuesday, November 11th—6:30** Lou's Village

Business Improvement District—Advantages, Ways to become one

**Casino Night - Friday, October 24, 2003 7:00pm to 11:00pm**

*Prizes, Costumes, Great Food!!*

Put on your favorite Halloween costume and join members of the Business Association and local Kiwanis as we help to raise money for local charities!

If you are interested in helping plan the event please join us!

**Donations for raffle prizes are appreciated!**

### Coming Up in the month of December

*Annual Dinner—Tuesday, December 9th, Lou's Village*

*Santa's Club—Saturday, December 13th, Mid-Town Safeway*

### Help choose the next Police Chief and Fire Chief in San Jose

*What qualities do you think are important to have in the next Police Chief and Fire Chief?*

You are encouraged to **attend a community meeting in your neighborhood** to help define the characteristics of the ideal candidate for these two important positions in San Jose.

**All meetings will be held from 7:00—8:30pm**

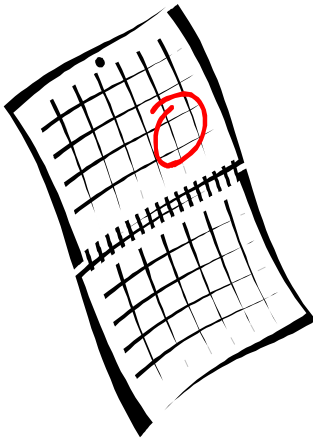
**For more information , please call 277-4000**

October 15—**Mexican Heritage Plaza**, 1700 Alum Rock Avenue

October 20 - **Berryessa Community Center**, 3050 Berryessa Road

October 22—**Monroe Middle School**, 1055 South Monroe Avenue

October 23—**First United Methodist Church**, 24 North 5th Street



**Important!! Please HELP!**

*We are getting ready to publish the first West San Carlos Business Directory since 1995!!  
Your help is needed.!*

Please look at the name on your mailing label—and confirm that the information is correct. Please also go to our website at [www.sancarlosstreet.com](http://www.sancarlosstreet.com) check that information. If you have a website that we don't know about—PLEASE send us the information.  
Call in any changes to Kathy at 998-2168.

The Business Association has allocated \$1,000 for the publication of the Business Directory. Included in the directory will be business names, addresses, phone numbers and websites or email addresses. The Business Directory will be delivered to all businesses within it's boundaries and the remaining will be give to the local neighborhood associations for local residents.

***We would like to provide you the opportunity to purchase additional advertising space in the directory.***

**Your paid advertising will increase the number of directories printed.**

***The deadline for ad space is November 1, 2003***

Business Card Size ad (2 x 3.5)	\$50
1/2 page ad (4 x 5.5)	\$100
Full Page ad (8 x 5.5)	\$150
Back Cover ad (8 x 5.5— <i>One only</i> )	\$200

Please return this page with your payment to:

WSCSNBA  
1657-A W. San Carlos Street  
San Jose, CA 95128

OR CALL Kathy at 998-2168 if you are interested or need more information

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

***The deadline for ad space is November 1, 2003!!***

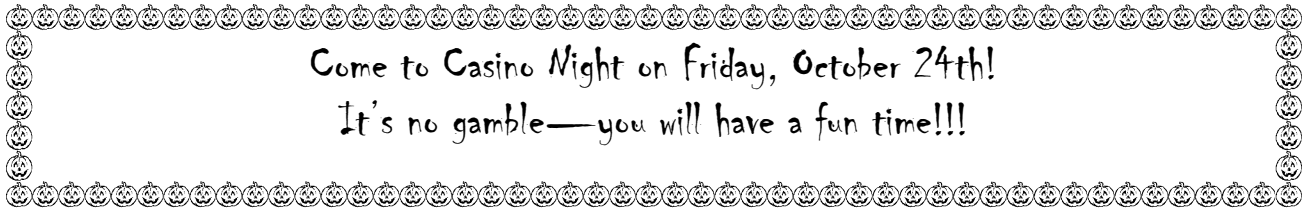
**Lenders for Community Development**

Are you looking to grow and expand your business? West San Carlos-based small businesses can achieve this goal by getting financing from *Lenders for Community Development* (LCD), a local non-profit financial institution that provides financing to small business owners that cannot get loans from traditional banks.

We know that it is often difficult for business owners to find the necessary capital to grow and expand. By offering more flexible credit criteria, LCD tries to work with businesses that do not fit into the more strict application requirements of a conventional bank. Loans from LCD can help finance big purchases that increase sales, cut costs, and help your business grow. Could you save money on utility bills by replacing old equipment? Would you get more customers if your storefront got a paint job and new signage? Do you want to attract new customers by expanding the merchandise that you offer your customers?

LCD encourages new and existing businesses to apply for term loans and lines of credit up to \$50,000 in order to finance new equipment or vehicles, inventory expansion, and remodeling costs. LCD also provides support services, including free one-on-one business counseling and referrals to organizations that can provide technology planning assistance and pro-bono legal services.

To find out more, call Judith Taylor at 408.297.0204 x21.



Come to Casino Night on Friday, October 24th!  
It's no gamble—you will have a fun time!!!

**Bank of the West**

2210 Business Circle  
(Corner of Bascom and W. San Carlos)

Since 1874, Bank of the West has been helping businesses grow and prosper, and we'd like to do the same for the businesses in the W. San Carlos/Bascom area. That is why we are now offering these valuable discounts:

- ?? Business lines of credit at Prime + 0% until December 31, 2004
- ?? Initial loan fee waived on selected loans and lines of credit
- ?? One year business checking FREE of monthly service charges
- ?? \$50 off first order of business checks
- ?? Discount of \$170 or more with our dynamic online WebDirect service

Bank of the West is committed to providing our business customer with the highest level of expertise and service. Come visit our Bascom and W. San Carlos branch and take advantage of these special offers. But hurry, these discounts are available only until November 7, 2003

## Welcome New Businesses!



### Pho Yen Noodle House

Located at 2208 Business Circle  
San Jose, Ca. 95128  
(On the Corner of Bascom & San Carlos)  
PH:408-998-8232  
Open Monday - Sat. 11a.m - 8pm

Come and join our positive and relaxing atmosphere, where good food and service is everything to us. A place where you can find friendly faces, and fill up your stomach with a two course meal for less than \$10.00 everyday.

Pho (Beef Noodle Soups), Chicken Noodle Soups, Wonton Soup, Grill Chicken over Rice, and Shrimp Curry are famous at Yen Noodle House.

So please come and join us.....

Sincerely,  
Pho Yen Noodle Staff

**Henson Bridal Galleria & Tuxedo**  
**2326 Stevens Creek Blvd**  
**San Jose, CA 95128**  
**(408)280-6655**



We are a full service bridal salon and special events boutique located in San Jose, providing service and support to Silicon Valley residences and those from the greater Bay Area.

We specialize in weddings and carry the latest gowns and accessories from the best designers in this industry. Additionally, we carry bridesmaid dresses, mother-of-the-bride, flower girl, jewelry, shoes, and that most important accessory to make your event complete – tuxedos!

We also carry special event wear for proms, quincenara, and evening wear. We recently attired guests in this year's Emmy Awards gala in Los Angeles.

We take pride in offering our customers the highest quality in merchandise, service, and support at prices you will not find anywhere in the bay area. Our on site designer, bridal consultants, and alterations team will ensure your event is what you dreamed it to be.

Drop by for a visit or see us on the web at [www.hensonbridal.com](http://www.hensonbridal.com)!



**Economic Development Strategy**

Presented by Harry Miller (WSCSNBAI) and  
Robert Solis (Buena Vista Neighborhood Association)  
To City Council on September 23, 2003—Approved

This plan was designed to encourage the development of housing and retail in the W. San Carlos Street area. The Economic Development Strategic Plan was developed with the involvement of local neighborhood association, the Burbank/Del Monte NAC, the San Jose Redevelopment Agency, property owners, business owners, Councilmember Ken Yeager and consultants. The plan incorporated the development of: mass transit, neighborhood serving retail, housing, and Del Monte. With the input of the Business Association—the Del Monte Development will locate the majority of it's retail on West San Carlos. The Business Association also helped determine the new retail mix.

Many months of workshops and community meetings encouraged input from businesses and the neighborhood community. The resulting report will be used to guide development in the area.

**Many thanks to Councilmember Ken Yeager for his support and leadership!**



City of San Jose **Small Business Opportunity Program (SBOP)**

It's now easier for small business to sell products and services to the City of San José under the Small Business Opportunity Program. Competitive opportunities available:

- Public Works Department (408) 277-4333 [www.ci.san-jose.ca.us/pub\\_wrks/cip/BidHotline.htm](http://www.ci.san-jose.ca.us/pub_wrks/cip/BidHotline.htm) (Construction contracts)
- General Services Department (408) 918-7800 [www.ci.san-jose.ca.us/purch/purch.htm](http://www.ci.san-jose.ca.us/purch/purch.htm) (supplies, equipment and general services)
- Profession Services Contract (408) 277-4000 [www.sanjoseca.gov/depts.html](http://www.sanjoseca.gov/depts.html) (Contact the individual departments)
- Redevelopment Agency (408) 794-1125 [www.sjredevelopment.org](http://www.sjredevelopment.org)

The **Small Business Development Commission (SBDC)** advises the City Council on ways to encourage greater participation in City contracts. For meeting times call:  
San José Office of Economic Development (408) 277-5880 [www.sjeconomy.com](http://www.sjeconomy.com)

**See's Candy Fundraising**

The Business Association has See's candy bars for sale. The profit from the sales will be used to help fund Santa's Club. If you are interested in selling some of the candy bars—please call the office at 947-8711.

Membership in the Business Association and participation in the candy bar sales will entitle you to a quantity discount at See's! (Just in time for the holidays!!)

### **NBD Commercial Revitalization Training Program**

One of the key outcomes of the NBD Program Evaluation conducted by Eichenfield & Associates (E&A) was the identification of the training needs of the individual NBDs and their business associations/ organizations. All are invited to attend these FREE workshops! This is a great opportunity to receive valuable information to help improve your business and the business district. JOIN US!

#### **Workshop One—Wednesday, November 5th Marketing and Promotions**

6:30—8:30

**Silicon Valley WIN One Stop Center**

**1775 Story Road (Corner of Story & King)**

- ?? Identifying market position and target markets
- ?? Special Events
- ?? Farmer's Markets
- ?? Retail Promotions
- ?? Image development and public relations
- ?? Identifying your District's Unique Assets and How to Promote Them
- ?? Developing a Marketing Plan

#### **Workshop Two—Wednesday, November 19th Business Association Operations**

6:30—8:30

**Silicon Valley WIN One Stop Center**

**1775 Story Road (Corner of Story & King)**

- ?? Characteristics of successful urban business associations
- ?? Association operations and systems
- ?? Board and staff roles and responsibilities
- ?? Work Plans
- ?? Funding and Fundraising
- ?? Membership Development
- ?? Volunteer Recruitment

*Please reserve the following dated for additional Workshops.*

*More specific information will be provided in upcoming newsletters.*

**Workshop #3—Wednesday, January 14, 2004  
Clean and Safe**

**Workshop #4—Wednesday, January 28, 2004  
Website Development**

**Workshop #5—Wed., February 11, 2004  
Historic Preservation and Cultural Tourism**

**Workshop #6—Wed., March 3, 2004  
Business Assistance**

**Workshop #7—Wednesday, March 24, 2004  
Celebration of Success**

### **Coming Community Events**

**Friday, October 24th—Casino Night @ Lou's Village**

**Tuesday, December 9th—Annual Dinner @ Lou's Village**

**Saturday, December 13th—Santa's Club @ Midtown Safeway**

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NEIGHBORHOOD BUSINESS  
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ESTABLISHED  
MARCH 1991  
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**Phone: 947-8711**

**Fax: 947-0414**

Email:  
wscnba@hotmail.com

**We're on the Web!**  
**www.sancarlostreet.com**

**W San Carlos Street**  
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Vice President

Craig Trimble 293-9844

Treasurer

Kathy & Bonnie 297-6705

Secretary

Izzy Rodriguez 794-1155

Manager and SJRA

Megan Doyle 277-2522

District 6 Office

Kathy Wells 792-2530

DA's Office

Burbank Community Association

236-3769

Buena Vista Neighborhood Association

295-9137

Graffiti Hot Line 277-2758

SCOPE Hot Line 808-4420

**www.sancarlostreet.com**

**The San Carlos Street News** is published 6 times a year. All businesses within the boundaries of the association are encouraged to submit articles and information. If you are interested in providing an article related to your business please contact Kathy at 947-8711.

Members of the association will receive individual reminders of upcoming business association meetings

**All Business Association**  
**Meetings are held at**  
**Lou's Village at 6:30**  
**2nd Tuesday of the month**

**October 14**  
**November 11**

**The San Carlos Street News**

W San Carlos Street NBA  
1657-A W San Carlos Street  
San Jose, CA 95128

Address correction requested

The San Carlos Street News is available for  
FREE at Palapas Deli Cafe