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VOL. 02 No. 3

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JANUARY 5, 2022

FREE

2021 A YEAR TO REMEMBER OR PERHAPS ONE TO FORGET?



All photos © Matthew C. Howe



WORD OF THE MONTH

“CATHARSIS”
(kuh-thar-sus)

noun

The purification of emotions through art or any extreme change in emotion that results in renewal and restoration.



THE CAMPBELL PRESS

Published monthly by
THE CAMPBELL PRESS

334 E. Campbell Ave.
Campbell, CA 95008
Phone: (408) 374-9700

Publishers:

Nancy O. Whitney
Matthew C. Howe

Editor:

Matthew C. Howe

Layout:

Chris Matthews

Contributing Writers:

Viviana Bugarin
Jay Hamden
Matthew C. Howe
Chris Jackson
Samuel Jackson
Ken Johnson
Sergio Lopez
John MacCalman
SAM/Sharon McCray
J.R. McKee

Graphic design:

Alicia Mont

thecampbellpress@gmail.com

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Kerry Perkins

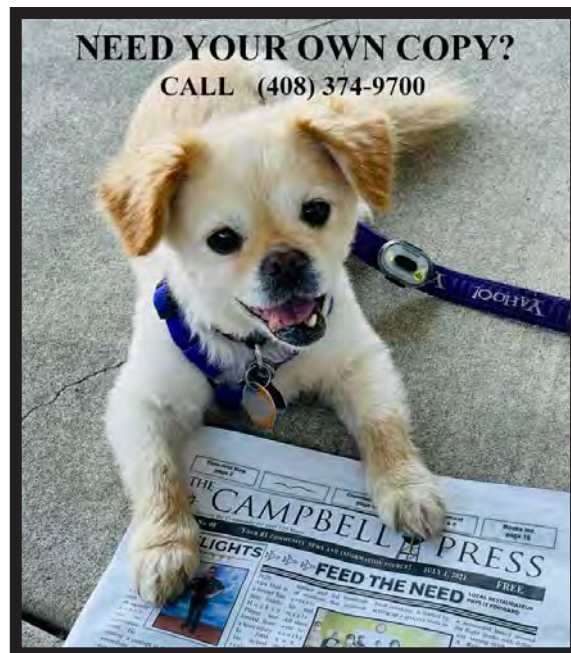
Museum Supervisor
City of Campbell | Rec-
reation & Community
Services Department

51 N. Central Ave
Campbell, CA 95008

HAPPENINGS

Happy New Year!
The Ainsley House and
Campbell Historical Mu-
seum are both closed for
winter. The Ainsley House
will reopen in March 2022.
The Historical Museum is
closed for flooring reme-
diation and reopening is
TBD.

The Campbell Museums
is excited to host our 2nd
biannual juried Art Show



at the Ainsley House/ Car-
riage House. The theme
for the Art Show is RE-
FLECTION. Submissions



are open NOW through
March 31. Categories are
2D and 3D art for 18 years
old + and youth (17 and un-
der). For more information
and guideline, please see
our website [www.campbell-
museums.com](http://www.campbell-museums.com)

The Ainsley House Garden
Concerts will return with
outstanding musical artists
beginning in April 2022.
Tickets for the concerts will
be \$30/ person and include
beverages and appetizers,
plus a safe outdoor environ-
ment.

Sunday April 24th @2pm.
blues guitarist Chris Cain

Sunday May 22nd @2pm.
Vocalist Tony Lindsay-
world
renowned
singer for
Santana.

Sunday
June 26th
@ 2pm jazz
violinist
extraordi-
naire Mads
Tolling.

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HERE'S HOWE

A viral PERSPECTIVE

I really hadn't planned to write about this, but its just not going away any-time soon. The new year is now upon us, and masks continue to be required every-where we go. I myself am tired of walking back to my car to grab a custom-ized mask I recently ordered off Amazon. It feels very much like ground hog day and 2021 is here again. Covid variants continue to plague us in many regions of the world, keeping us all from moving forward to live free without the fear of dying from being infected. I still know people that for over two years now refuse to leave their house for any reason other than necessity. Some are unwilling to seek work until they feel "safe.". The ability this virus has to mutate and adapt is truly amazing to me, and it feels hopelessly endless at times to fight it off and every time we begin to make strides in slowing down the spread of the infection, a new strain pops up somewhere on the planet, pushing us right back to square one while we listen to the supposed experts analyze the latest symptoms while trying to determine how infectious the new variant will be. There may never be complete eradica-tion of this in our lives, with the virus' natural ability to recreate itself; actually ap-pear-ing intelligent in doing so; though technically it's not even a living thing. Covid-19's survival rate and unwillingness to be defeated

gives it a better chance in sustaining life than man-kind itself. With so many unwilling vaccine partici-pants everywhere, it's go-ing to continue to be an up-hill battle. But the vaccine obviously doesn't work for every member of our soci-ety with triple vaccinated people still contracting it. Political affiliations aside, I have many friends that surprisingly refuse to get vaccinated while explain-ing myriad reasons for their choice. "The government is not going to tell me what to do, its poison, it won't work on me., it has a micro-chip in it for mind control, or I am taking Hydroxy-chloroquine for it" and so on. Though it's clear there hasn't been enough time for the needed research on the potential side effects these vaccines can cause, it's just one more thing tugging at the roots of so-ciety and dividing us more. while tearing out pages of our constitution in viola-tion of our first amendment rights. With continual test-ing required by our schools and more mandates soon to be in affect, it's no wonder protests grow throughout the world over. One posi-tive note is that it seems the new variants aren't as strong as the last ones- and we all need to pray that a new strain won't be like the first one, but only time will tell as we all adapt tak-ing on these new challenges that have become manda-tory to live out our lives.

THEN AND NOW



Forty-six years ago on February 5th 1976, it actually snowed here in Campbell. Sadly, that day marks the very last time any measurable snowfall was recorded in our area. Only a couple inches came down but it was an amazing and obviously rare site. No one would have predicted it would be so long that our yards would still not be covered in white at least once when the previous time it snowed was only thirteen years earlier in 1963.



Working to End Homelessness One Agency at a Time

By Samuel Jackson

Winter is coming; and as we christen in the late autumn/early winter, those of us fortunate to rely on a permanent shelter, may not fret about the impending colder temperatures or increase of rain.

This is by no means a given for everyone residing in Santa Clara County. County officials

approximate the total 600 families to be in the throes of homelessness.

And out of that number, they further estimate that 2,700 are still under 18 years of age.

Many of those folks are in dire need of a warm place to rest, as well as hot

meals. Intertwined with the cold rainy weather, we see the burgeoning of the seasonal common colds and influenza. Of course, COVID has made a perennially bad situation that much worse.

Santa Clara County has its Community Plan to End Homelessness 2020-2025, but it also has community partners to help implement measures. Home First, is one such company that is working diligently to drive those homelessness stats

down.

They are a member of The Santa Clara County Homelessness Prevention System; an agency designated to mitigate homelessness throughout the county.

Lori Smith, the chief marketing and communications officer at Home First, says the company's motto is simple; "end homeless-

ters, clinicians, dietitians, case workers, cooks, and others who assist in caregiving. Some of the areas on the campuses are communal spaces, and others are private. There are also provisions for residents with pets. The persistence of COVID has cast a pall on much of the seasonal and volunteer

work that typically happens around the winter months; like their cold weather shelters. Yet, the urgent overnight warming stations, another component of Home First's winter weather campaign,

continue. All of their staff, guests, and participants are afforded the opportunity to get vaccinated. Staff are mandated to wear masks on site, and be vaccinated. Maslow's hierarchy of needs is the scaffolding on which their programs rest. But this also implies basic needs; things that we may take for granted as mandatory essentials; underwear, socks, and pants. Lori Smith stressed that Home First utilizes another basic need in its approach to ending home-

continued on page 14...



There are many homeless living on the streets of Campbell.

ness...(by) meeting people where they are." Whether those people are temporarily homeless, or are chronically homeless. Home First, as the name suggests, follows a housing first model. Once sheltered and off the streets, the company can focus on other things. Although, they do some primary preventative care. A wide pallet of interventions are deployed in their mission to end homelessness. They have emergency shelters, intermediate shel-

PUBLISHER NOTES

By Nancy O. Whitney

Campbell: A Happening Place in South Bay

I noticed during the holidays that Downtown Campbell was hustling and bustling with shoppers and diners, all enjoying the day while happily supporting our small businesses. They seem to know something valuable here, and it's become apparent from the news media coverage, social media posts, internet blogs and television news stations that its now commonplace to see Campbell in the news.

From local weather forecasts, grand openings or a human interest story, reporters are flocking to our city to report on Campbell's latest trends. There is news about the outdoor restaurant choices and the great shopping at many specialty shops.

It gets me wondering since the oldest newspaper dating back over 125 years ago has reemerged and brought back to life and its now showcasing the personality and charm of our wonderful city. It seems many of you are reading, watching and listening again and we thank you.

The pride we all feel for Campbell has always shown through, especially in rough times, and this is truly a desired destination even for our neighboring communi-

ties. I for one have to say, its not surprising to me that Campbell is a *happening place*.

. When I came here forty-one years ago, it was a city filled with music and song and the people here were warm and welcoming, just as they are today. So it's easy to see that Campbell is still a place everyone wants to come to and enjoy life!

Look for many great themes and stories in every one of our issues, as we share important news and information on local topics of interest and on subjects that may effect your every day life in this thriving city we live in.

The Campbell Press thanks you again for all your dedicated and enthusiastic support, as we look forward to another year of serving our community in the best way we can.



janie kelly
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DECEMBER		CAMPBELL REAL ESTATE				DECEMBER
ADDRESS	SALES PRICE	B/B	AGE	LOT SIZE	SQ. FT.	
Summerfield Drive	\$2,980,000	5/3	24	9914	2790	
Cullen Court	\$2,820,000	4/3	23	7758	2771	
Steinway Avenue	\$2,730,000	4/3.5	57	7688	3012	
Twyla Lane	\$2,170,000	3/2	51	6025	1607	
Century Drive	\$2,050,000	5/3	63	10452	2198	
W. Rincon Avenue	\$1,950,000	4/2	58	5383	1512	
Harriet Avenue	\$1,880,000	4/2	65	10095	2156	
McBain Avenue	\$1,775,000	3/1	70	9741	1187	
Marianna Way	\$1,667,000	3/2	66	6656	1120	
Fewtrell Drive	\$1,625,000	2/1	74	8040	1112	
SOLD/CLOSED ESCROW. CONDO/TOWNHOMES						
N. Central Avenue	\$1,100,000	3/2.5	40	1266	1565	
S. Bascom Avenue	\$965,000	2/2.5	32	894	1412	
W. Rincon Avenue	\$960,000	2/1.5	42	1200	1134	
Campisi Way	\$925,000	2/2	13		1414	
Union Avenue	\$725,000	2/2	42		931	
S. Bascom Avenue	\$715,000	2/2.5	37	629	1174	
Watson Drive	\$650,000	2/1	50	798	798	



CAMPBELL KIWANIS



TEAM KIWANIS RAISE OVER 24K FOR THE SEASON

Campbell Kiwanis Club earned over \$24,000 this



Denisha Connet, JR McKee, Alberto Pino, President Tim Aagard, and Lt. Governor Chip Koehler get ready for a long day.

season which help towards many of the services they provide such as the 'Grate-



Angie Lizarazo, Cindy Ochoa, James LeMasters, Stephany Motilli & JR McKee at Levi stadium.

recovering from medical procedures the world over, as well as many other projects they support. Their famous 'Turn Around Scholarship' program funds schol-

arships to graduating seniors who overcome great adversity, refusing to let that diversity define those that can't afford to pay for college. Campbell Kiwanis funds their first year in a local junior college while mentoring them to ensure they have a good

start with the right study habits, encouraging them as they begin their collegiate experience. Campbell Kiwanis is always out raising funds, helping the members from both Fremont and Santa Clara Clubs too. Kiwanis has helped children and the community of Campbell as it has since 1926.

For more information and to participate in any of their dinner meetings or events, simply go to www.CampbellKiwanis.org



Members Karen Smith & Cynthia Cubing.

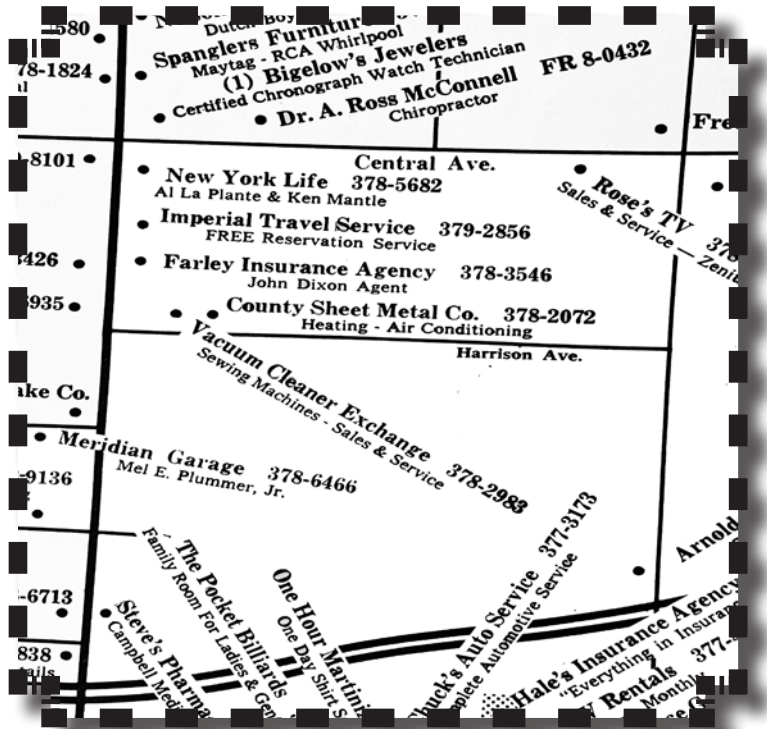
ful Garment Project' along with the annual Kiwanis 'Easter Eggstravaganza,' The Santa stage at the 'Carol of Lights,' celebration, Rosemary K-Kids, Westmont High School Key Club, 'Kiwanis House' for parents and patients

Campbell... Once upon a time

MCH

I recently found an old Campbell Press map buried in my garage from 1966 that showed where many local businesses were located at the time. It is your typical overhead view

cal geography knowledge. Some of this may surprise you. Downtown on the Southeast corner of Third Street and Campbell Ave. (where Rocket Fizz once was) was



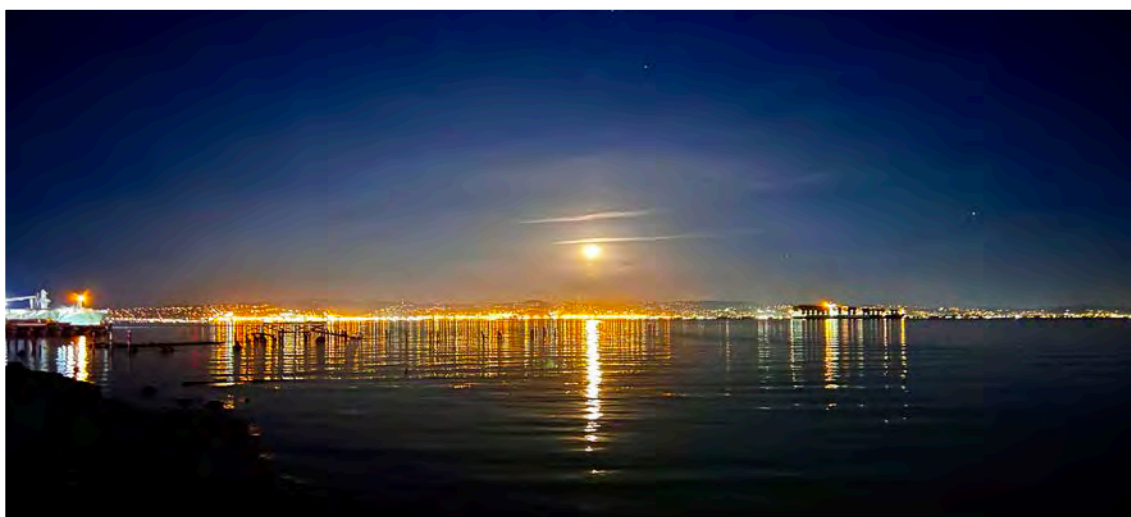
drawing that had a "map not to scale" disclaimer in bold letters front and center. It seemed like a rather wise choice of things to say on it after looking the map over. There were rather limited details of any side streets, and all the locations were written along the main routes in standard text with just a dot representing its actual location. (see image above) I noticed several things on the map that were surprising to me. While living here virtually my whole life, I didn't know (or perhaps just didn't remember?) some places on the map since I was rather young back then. For those that have lived here for a long time, this would be the time I test your lo-

place called "Campbell Liquors and Sporting Goods Store-with their subheading reading: "Handgun specialists." Wow! Just like the wild west! Whiskey and Guns! Sadly, there are many places in the Midwest that make it real easy for any would be troublemaker to go on a rampage allowing them to buy beer, guns, and ammo all at a gas station while you fill up your tank...and we wonder why there is so much violence in America today? Certainly nowhere in California can you do that anymore.

But after you bought some alcohol and a revolver, you could hold up the Wells Fargo Bank across 2nd street where the Campbell Brewery/Il Sogna was, or if that wasn't really your thing, you could drive a block farther to the west down Campbell Ave. and get the kiddies an ice cream cone at the Sno-white drive-in. Wait...what?

Winchester Hardware (sorry Home Depot, but boy do I miss THIS place!) used to live on the northwest corner of Winchester Blvd. and Rincon Ave. (where Uncle Johns Pancake house is) for all your hardware needs. A

continued on page 8...



FULL BEAVER MOON RISES OVER THE BAY





Typical Healthcare Employer Challenges!

N.O.W.

The fact is most employee healthcare programs are NOT structured to obtain the highest quality healthcare at the lowest cost. The insurance industry has spent billions and billions (generating trillions) over the past decades convincing employers that healthcare costs cannot be controlled and therefore premium costs must go up ~ 5% to 20%+ every year, which is a false statement! Of course, healthcare costs can be reduced, controlled and managed. Anyone leading an organization cannot afford and know they cannot pay for all benefits. Let us help you to engage in a discovery call that will pull the curtain back on the true cost drivers of your

employee healthcare costs, and the proven solutions to reducing one of your largest business operating expenses. Schedule an introductory call or zoom meeting to find out what the insurance industry prefer you NOT know, and the way

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Are We Doing Enough to Prevent Skin Cancer?

Viviana Bugarin,
Public Health



Dwayne Johnson, known as "the Rock," is making headlines, but it is not to premiere a new film this time. On November 26th, 2021, the wrestling icon and actor tweeted, 'you got this' to his colleague, Jim Ross, as he prepares to start radiation for skin cancer. Skin cancer is the most common type of cancer in the United States. We all know someone who has been through this, or perhaps we have been through this ourselves. An estimated 76,380 Americans are diagnosed with melanoma each year – the deadliest form of skin cancer. Non-melanoma skin cancer includes basal and squamous cell cancers, accounting for 5.4 million new cases each year. Non-melanoma skin cancers can lead to permanent scarring, disfigurement, and if left untreated, can also be lethal.

It is never too late to change habits and reduce the risk for skin cancer. Everyone is at risk of developing skin cancer, regardless of age, race, gender, or socioeconomic status. Even though many do not sunbathe by the pool or beach, chances are many individuals probably spend a significant amount of time outdoors, and it is probably

a safe bet that they're not wearing sunscreen. Evidence suggests that more than half of cancers are considered preventable. Apply sunscreen every day, rain, or sunshine, and reduce the risk of developing skin disease.

Evaluate skin moles and birthmarks for color, shape, and size changes. It is important to report any irregularities or concerns to healthcare providers. The sooner disease is detected, the earlier treatment can start and decrease skin damage. If needed, a medical provider may refer patients to a specialist, such as a dermatologist. Dermatologists are the leading experts and trusted professionals in treating skin disease. It is important to share any changes, no mat-

be safe than sorry. A false alarm will bring peace of mind and ensure effective protective measures.

We also need to invest and promote skin health. The National Cancer Institute should make this a priority and pave the way for medical professionals to educate and support patients and the public. For example, a national campaign can raise awareness of the dangers of indoor tanning. The UV radiation from indoor tanning beds is a Group 1 carcinogen in the same category as tobacco or asbestos. It is estimated to cause more than 45,000 new skin cancers, including more than 10,000 new melanomas each year. This data reveals the dangers of tanning beds, especially for teenagers and young adults,

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ter how insignificant they appear. With teleservice widely available, access to medical feedback is as easy as sending a message to a healthcare provider. Fear or embarrassment should not discourage us. It is better to

including college students. A campaign can help spread awareness and discourage students from tanning for the sake of upholding beauty standards. Long-term tanning beds lead to

continued on page 15...

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CAMPBELL CHAMBER LOOKS BACK AT 2021 AND FORWARD TO 2022



CAMPBELL CHAMBER
By Ken Johnson

Entering the New Year has always been a great time for reflection and gratitude. The freshness of starting another year gives one a chance to look back at the previous year and evaluate how things went and to consider ways to improve going forward. The end of the year is also a great time to express gratitude to those who have helped along the way.

And so as we enter 2022 with the continued uncertainty of COVID, the Campbell Chamber is pleased to report that it has done its best to live up to our working philosophy of "Every day, just a little bit better." We know that the past couple of years have been difficult for many of our members and we salute those who continue to thrive and survive. Being an entrepreneur is about taking risks and the most successful seem to be those with the internal drive and grit to do whatever they need to do to make their business grow. I have said this to each member of the Campbell City Council individually, as I express my gratitude not only for the valued working relationship we have with them and the City Staff, but also to honor each of them for continuing to support local businesses during these difficult time. It is not always easy for a City to remain versatile, but they have...most recently extending the Downtown Parklet program for another three more months due to the Omicron variant. One lesson we have learned from COVID is that every day is the new "normal." When you are an organization that relies on large gatherings for your success, you have to adapt and get creative when the opportunity presents itself.

One great example is our Celebrate Campbell Event in 2021. We were not able to host a black-tie affair as in years past, so we recreated the event to be a cross between a live in-person

event and virtual event, which we held at the Campbell Community Center March. Celebrate Campbell is an opportunity for our Foundation to raise money to support our Scholarship Fund and recognize the "best" of Campbell. We honored our Citizen of the Year, Armin J.R. McKee, and our Business of the Year, Mathnasium. We also recognized the best of our local service and civic groups. The gala would draw around 200 in years past, but the new format allowed us to extend our outreach so that over 750 people viewed the event live or on our YouTube channel. The event was also a somber one for the Chamber staff as we said goodbye to our Director of Member Services, Michael Stonehouse, as he left shortly after to relocate to be closer to his family back east.

Nominations are currently being accepted for the 2021 Citizen of the Year and the 2021 Business of the Year. Please contact the Chamber for nomination instructions.

The past year we once again saw the return of outdoor events for the Chamber. We were pleased to be the first Chamber to offer a street festival when we brought the Boogie Music Festival back to Downtown Campbell in August, pushed out from its normal date in May. Over 25 musicians played on five stages and were joined Downtown by nearly 100 local artisans and food vendors.

The week after Boogie, the Campbell Chamber Community Foundation held its Annual Golf Tournament at Cinnabar Hills, welcoming over 100 golfers for a great fundraiser for the Chamber Foundation. The stress put on or staff, Board and other volunteers to produce two major events in such a short period of time was immense,

but we delivered!

With the success of Boogie, we were even more excited to offer Oktoberfest to the community during the third weekend of October, which is its normal time-frame. Estimates put the attendance at nearly 50,000 people over the weekend. And even though we had the potential of being a "super-spreader" event, we received no indication that anyone become ill. Seeing people out with family and friends having a great time made the weekend so meaningful for our staff. People were ready to have a great time and we were honored to provide them the opportunity to cut loose.

We were also able to return indoors this past year for our monthly luncheons at Villa Ragusa and we even managed to work in a Power Network lunch and a number of outstanding mixers. We are hoping for a full calendar of member events in 2022, beginning with our first luncheon on Wednesday, January 19th, when we install our Board of Directors for 2022.

The newly installed Board will hold their annual retreat on Saturday, January 22. The purpose of the retreat is to co-create a shared vision for the upcoming year, which we know will be an exciting one, including the addition of another Festival known as The SummerBash, which will be held the third weekend in July at West Valley College.

We ended the year with the Chamber Foundation participating in another successful Campbell Community Toy Program. This year, over 800 local families were supported during the holidays by the Toy Program.

Part of building awareness for the Toy Program was the implementation of a wreath decorating contest in Downtown Campbell.

continued on page 12...

Money Empowerment *by Jill*



Happy New Year! What can you do to make this your best financial year yet?

It all starts with a vision

What is your financial vision for 2022? Is it pulling in a certain amount of income? Possibly paying off some or all of your debt? Looking to make a large purchase? Or perhaps you want to give more?

Not sure what your vision is?

Grab a pen and paper, or open up the app of your choice and answer these questions:

What is one financial goal that would bring me peace when achieved?

Be realistic with this one. I am all for setting ambitious goals but keep in mind that one year is not a long time.

So, if you find that your goal is more long term, then consider chunking it down into shorter goals.

For example, let's say you want to be debt free. But, it really feels impossible to accomplish this in one year. Try picking a few debts that you will pay off in 2022 and tackle the others in 2023.

Whatever goal you set, make sure it is attainable and meaningful for you.

How will I feel when this goal is achieved?

When you think about it, setting a goal is generally

more about how you will feel once it is achieved. It's not really the goal itself. If the goal is to be debt free, the feeling you might get is freedom and less stress with your finances.

Think about how you will feel once your goal is achieved. Write it down and be really descriptive. You might want to create a visual, such as a vision board full of motivational quotes and pictures that express how you will feel.

This exercise is to bring excitement around this goal and motivate you to create and execute an attainable plan.

If you want to really ensure that you are following your plan and sticking to your journey, try sprinkling those feelings into your current life in order to get more excited about achieving your goal. Maybe every time you make a payment to your credit card, compliment yourself for sticking with your plan and remind yourself how much closer you are to having less pressure and more freedom.

Now what?

Check in with yourself often and congratulate yourself at the end of 2022 for achieving your goal.

Best of luck,
Jill

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The beginning of the year always brings new changes — including new changes from local and state policies.

For example, late last month the City Council convened an emergency meeting to consider changes to the policy on temporary parklets. During the pandemic, many downtown restaurants have made use of this policy to create spaces for outdoor dining. Although the parklets were slated to be taken down at the beginning of January per city regulations, the spread of the Omicron variant, as well as the requests of downtown businesses, meant that the City Council took up the opportunity to reconsider this policy.

I was grateful to the business owners and representatives who took the time to write in and comment during the meeting. When I asked about usage of the parklets during the winter months, one business owner shared that he was spending \$400 per week on propane during winter. We also heard about challenges from storage and logistics that would occur if businesses had to rapidly take down their parklets. This, among other comments, was proof to me that the parklet program was still vital to many businesses. I shared my observation that the parklet program helps add vitality to our downtown, and is thereby a benefit to our community as a whole. Additionally, I voiced a concern that decisions needed to incorporate the needs of businesses — something I've brought up in past meetings. Ultimately, the City Council, which has consistently supported the needs of businesses, all voiced support for a 90 day extension of the temporary parklets program. (A potential permanent parklet program is due to be dis-

cussed before the Council early this year, giving further guidance to businesses as to future next steps). Also last month, the City Council considered an urgency ordinance to allow Campbell residents to take advantage of the provisions of SB 9, a new state law which allows residents to subdivide properties and build new units on them as long as they agree to reside on the property. The city of Campbell was highlighted previously in a San Francisco Chronicle article for its leadership around this issue. At the Council meeting, we heard from residents who hoped to use the law to take advantage of SB 9 to take advantage of the equity from their homes. The ordinance, which took effect immediately after approval, established local building standards for these properties, and a process for local residents.

Other new laws come into effect with the dawning of the year. When I was campaigning, one of the most common requests I heard was for Campbell to institute composting services. The first of January brings the implementation of a new law, SB 1383, which will allow for this service, requiring all California residents to separate compost. West Valley Collection and Recycling, which carries out garbage and recycling services for the city of Campbell, has distributed information on these provisions and is in the process of distributing special pails for compost to all residents. More information can be found on their site (<https://westvalleyrecycles.com/>) as well as the website for the state agency CalRecycle (<https://www.calrecycle.ca.gov/organics/slcp/education>).

The new year brings one other major change for the city of Campbell — a new Mayor and Vice Mayor. Just before the holidays, the City Council selected Paul Resnikoff as Mayor and Anne Bybee as Vice Mayor, as well as congratulating outgoing Mayor Liz Gibbons on a job well done. I look forward to working with Mayor Resnikoff and Vice Mayor Bybee in the upcoming year to serve our residents, businesses, and community!



CAMPBELL WORD SEARCH

PAST CITIZENS OF THE YEAR

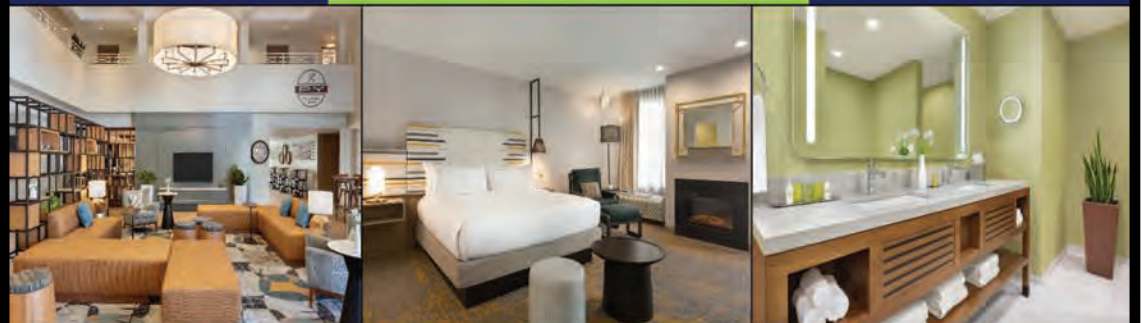
A	R	P	C	L	D	L	U	O	G	R	A	I	L	Y
C	I	N	O	A	S	O	K	H	Y	D	E	O	A	S
E	F	W	N	D	I	N	O	C	B	O	W	E	N	K
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Y	B	A	T	C	W	R	R	U	B	S	S	S	N	H
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K	H	I	O	L	O	K	R	A	E	V	Y	V	P	S
R	O	L	Y	A	T	P	W	D	N	O	E	L	L	E
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SNEED KENNEDY WATSON KELLY BURR CONANT PAUL CROWLEY PACK EDWARDS VIERHUS DOETSCH BURNS HOWE HYDE AERTS CARLSON FURTADO MCKEE LOW PFIRMANN GIBBONS ZIEN SPEER HERZ PODGORSEK BOWEN FREE TAYLOR PEDERSEN FINCH STOVER

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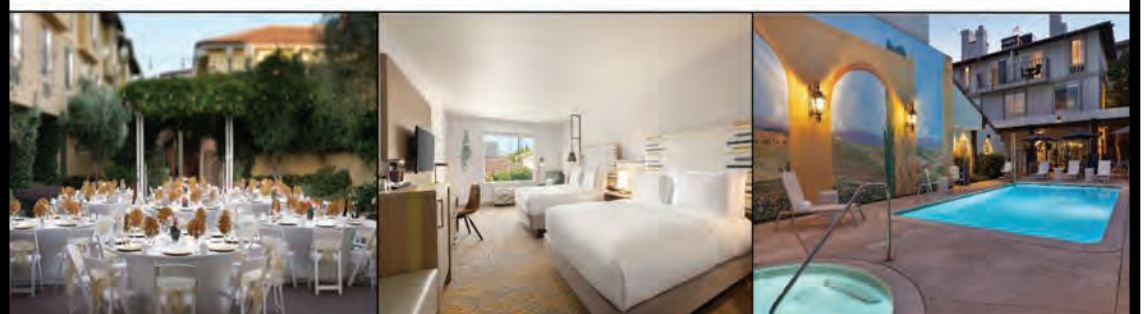


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TCP is growing! We apologize for some inconsistent delivery times. We are working on some new delivery methods to better serve you.

Our publishing date has changed to the 5th of every month to be able to provide more information to our readers.



CHUCK E. CHEESE PIZZA TIME THEATER

"The Christmas That Almost Wasn't"

By Matthew C. Howe
Part 5



THE ANIMATION TEAM GETS STARTED

Last month I was excited about working with the new animation group under the name Kadabroscope. Founder Nolan Bushnell had this wild idea (he had many) to create an all-digital animated cartoon based on the Chuck E. Cheese characters and have it done before Christmas. This was an extremely ambitious endeavor but he was already securing agreements and making a deal with CBS and to play along with Scripts and storyboards began lining the studio walls and the department seemed to grow daily. I started to get to know some of them including a woman named Retta Scott, had worked for Disney Studios and was the first woman to ever receive screen credit as an animator. Retta had worked on storyboards developing scenes for Bambi. She spent weeks animating the hunting dogs that were chasing Faline; turning them into viciously frightening hounds. She also worked on Fantasia, Dumbo, and Cinderella, charting a path for women animators in the 1930's when women were the ones solely responsible for routine tasks like the ink and paint process, which was rather labor intensive. She was best known at creating the best facial expressions on a variety of animal characters. I knew none of her accomplishments at the time. One day some of the animators had a timed challenge to see who could draw Mickey Mouse the fastest. Retta had nearly won before the rest had even started, coming up with a phenomenal drawing that must have been a requirement at Disney. It was an amazing rendering she completed in less than three minutes. It was special to witness such a moment. You can learn more about Retta's career on Wikipedia. It wasn't until many years later I

realized the immense talent of this group. I often wonder where they found



Animator Bob Pauley

those folks. Bob Pauley, was another team member I enjoyed talking with. Bob was fresh out of college; soft spoken and a bit shy, he could draw like nobody's business. An extremely talented artist who later went to work at Pixar at the beginning of the Toy Story series and



created the character Buzz Lightyear. Bob became one of the top people in his field bringing us movies like Cars and becoming an animation supervisor. This was but a few of the people making up the team.. Heading up the department was a confident young animator by the name of Jamie Mitchell. Jamie was responsible for steering the ship

through uncharted waters and seemed quite capable, considering he was guiding us all into deeper water with this new digital technology. Several years ago I was watching "Sofia the First" a princess story animation series on cable with my daughter and as the screen credits rolled by, I paused the TV when I saw Jamie's name for the first time since 1983.

I was not surprised by this and after I looked him up I discovered he has produced and directed over 700 animated shows that include Hey Arnold! Special Agent Oso, Elena of Avatar as well as Winnie the Pooh, Aladdin, The Little Mermaid and too many more to list. You can also look up his story online too. Chuck E. clearly had unknowingly recruited some incredible talent and there was even more. The animation system proved to be a bit like rocket science at first and required you to calculate precise coordinates for

smooth character movement that was rather complex.

continued next month...



Animator Jamie Mitchell

Campbell... Once upon a time

MCH

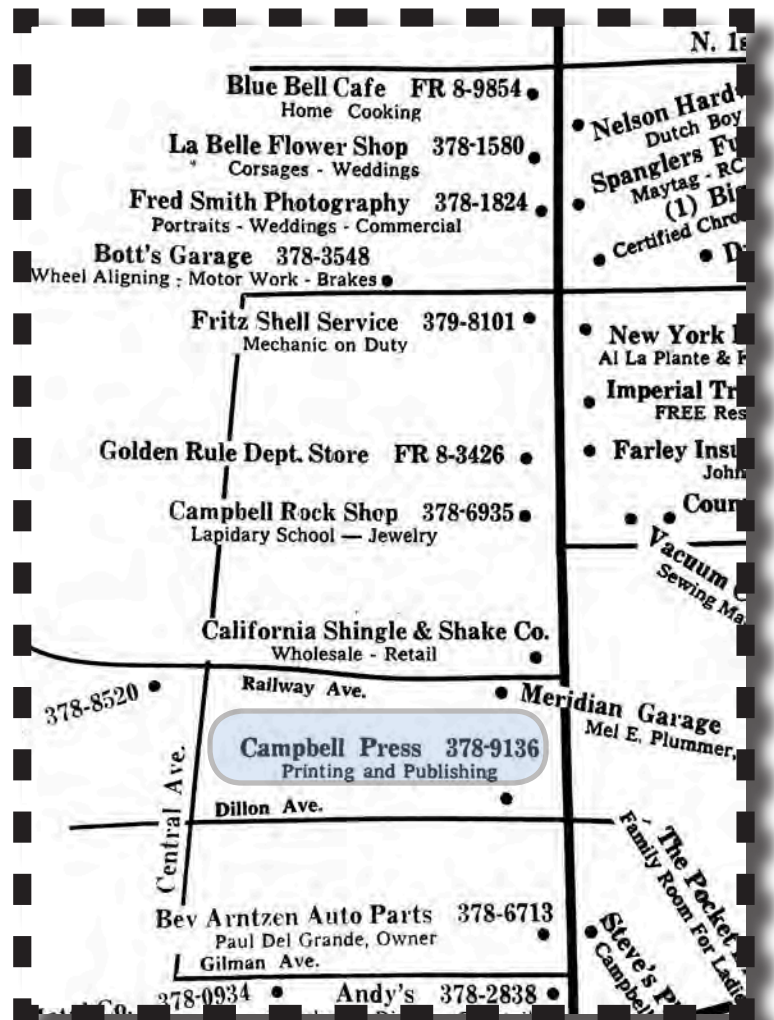
...continued from page 4

great family-owned business where you could ask anyone of the old guys working there a question and they would always have an answer loaded with experience; as well as provide you with the proper tools you needed for the job. I remember they had bins of various nails in the back where you could just grab a paper bag and scoop up a handful and pay by the weight. Those were the days!

Harrison Street by the library used to go through to Campbell Ave. This was es-

lapidary polishing tumblers that I never could afford, but I bought many different types of rocks there as well as a geology hammer or two and somewhere I still have a full color collector guidebook of rocks that I could find in California. I remember they also taught lapidary classes there but never had a chance to attend one.

I was sad when the place closed. There was nothing like it anywhere really. At that time the Campbell Press was located on Dillon Ave. where my mother Sally worked that is currently where a catering



entially where the Blue Line Pizza parking lot currently is near the famous walnut tree. Across from Blue Line on Campbell Ave. was one of my favorite places that I rode my bike to quite often (currently vacant) called the Campbell Rock Shop. I still have rocks I bought from there as a kid, and I spent many an hour in there staring at the colorful specimens gurgling in metal trays and bins under water, making them look far more appealing that after I took them home! Thinking back now, the sound of the running water was therapeutic and peaceful. It seemed I was always saving up my Campbell Press route delivery money for one of those

company resides. Many years later, after the paper moved onto Campbell Ave. where it is now, the famous psychic Silvia Brown (often seen on the Montel Williams show) had her office there.

More on this map in our next issue.





ENTERTAINMENT CALENDAR

Wednesday, Jan 5, 2022
 6:00pm
 Dennis Dove Jam
 Thursday, Jan 6, 2022
 6:00pm
 Blues Jam
 Friday, Jan 7, 2022
 6:00pm
 Johnny Neri & Friends
 Saturday, Jan 8, 2022
 6:00pm
 Sound Decision
 Wednesday, Jan 12, 2022
 6:00pm
 Gold Money Jam Band
 Thursday, Jan 13, 2022
 6:00pm
 Blues Jam
 Friday, Jan 14, 2022
 6:00pm
 Identity Problem
 Saturday, Jan 15, 2022
 6:00pm
 Ghosts of Calico
 Wednesday, Jan 19, 2022
 6:30pm
 KNEE DEEP
 Thursday, Jan 20, 2022
 6:00pm
 Blues Jam
 Friday, Jan 21, 2022
 6:00pm
 Chain of Fools
 Saturday, Jan 22, 2022
 6:00pm
 King Blues Band
 Wednesday, Jan 26, 2022
 6:00pm
 Acoustic Showcase
 Thursday, Jan 27, 2022
 6:00pm
 Blues Jam
 Friday, Jan 28, 2022
 6:30pm
 Serious Condition
 Saturday, Jan 29, 2022
 6:00pm
 Jinx Jones
 Wednesday, Feb 2, 2022
 6:00pm
 Dennis Dove Jam
 Thursday, Feb 3, 2022
 6:00pm
 Blues Jam
 Friday, Feb 4, 2022
 6:00pm
 Fossil Farm

FLIGHTS



THE 355
 Rated: PG-13
 Runtime: 2 hr. 02 min.
 Genre: Action/
 Adventure



THE KING'S MAN
 Rated: R
 Runtime: 2 hr. 11 min.
 Genre: Action/
 Adventure



THE MATRIX RESURRECTIONS
 Rated: R
 Runtime: 2 hr. 28 min.
 Genre: SciFi/Fantasy



SING 2
 Rated: PG
 Runtime: 1 hr. 50 min.
 Genre: Animation



SPIDER-MAN: NO WAY HOME
 Rated: PG-13
 Runtime: 2 hr. 28 min.
 Genre: Action/
 Adventure



WEST SIDE STORY
 Rated: PG-13
 Runtime: 2 hr. 36 min.
 Genre: Drama

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The Mirror Effect

By Emileena Pedigo

Mirror, mirror, on the wall, who will succeed and who will fall? If you're looking for the answer in a mirror... you will probably come closer to the truth than you realize.



Mirror neurons discovered in the brains of monkeys helped scientists prove behavior is mirrored. Theory of the Mind suggests that our conscious intentions shape our experiences. That's a good reason to clarify your personal Vision and values sooner than later!

It's also a good reason to surround yourself with people who have already succeeded in the environment you want for yourself, and who demonstrate the attitudes and habits you aspire to. People naturally act as mirrors that reflect back images of you. So, in a sense, you can choose what you see by managing what you send out.

But you are also a mirror, and there is room for interpretation on both sides. This is the Mirror Effect in a nutshell. Mastering this requires an open mind and open ears because mirrors are everywhere. By rejecting or judging scenarios you don't immediately appreciate, you are losing opportunity. It is up to you to steer it in the direction you want.

Inside every moment is an opportunity and you have a choice to meet it with fear or love. You have the power to transform. And when each moment is serving your Vision (and purpose), you are in essence living that Vision in every moment.

So making loving choices above all because opportunities, like reflections, can go both ways. Let others be elevated so they may elevate you. And because not every shot is a bulls-eye, thousands of people must be

engaged, and tomorrow, a thousand more. It's a push and pull, give and take; a journey of discovery that if played with vigilance leads to sustainability.

The only catch is that your Vision might not turn out how you originally imagined. It will evolve. Can you let yourself evolve with it?

The Lean Startup business model is based on adapting your business, art, and/or self to your target market (or mirrors in this case). That involves asking questions and remaining open to the answers, even if they are uncomfortable.

Addiction distorts the Mirror Effect, like fun-house mirrors. Addicts are lured by the promise of an escape from harsh realities. Drawn in by a hopeful agreement, the substance itself soon becomes a mirror that reflects a life without consequence, serenity at any expense.

But the addiction mirror only shows an illusion... one that dissolves with every "come down." And solitude, destitution, and misery are the enemies of sustainability.

However, for every moment you think you've made the right choice... there is always another moment to choose again. Life is full of moments, choices, and opportunities. Waiting just beside every mirror you've brought into your life

continued on page 15...

SOUTH BAY RECORD FOR NEW YEARS EVE

by Chris Jackson

So much you could've done New Year's Eve, right?

Would you ever admit falling asleep before midnight and missing the celebration? You wake up at 1:00am – oops!

beat 10:30pm. Soon I had a 10:00pm, then an 8:30pm, and finally, the "winner" – some might say "loser" – fell asleep at 7:30pm on New Year's Eve and missed the whole thing!

Can you guess my 7:30pm NYE song this year? If



Above: Me, far right, playing guitar with my band Alibi, New Year's Eve in Sonora, CA.

I'll go first. For years I performed on New Year's Eve with either my band or as emcee. Then came the year I finally had NYE off. Yup – I fell asleep at 10:30pm, and woke up at 12:30am. Granted, by then I was hosting a radio morning show and was used to sleeping early. But there's no excuse, right?

On the air, I asked South Bay listeners to make the call of shame and try to

you guessed Green Day's "Wake Me Up (When December Ends)," you win...a pillow!

Chris Jackson can be heard on 98.5 KFOX The South Bay's Classic Rock, weekdays 6am-9am



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DIG IT...with SAM



JANUARY

Seeds and seeding...

Can it be that Christmas is a distant memory and it is time to get thinking about our spring plantings and summer harvests. The cold, wet weather has certainly put a dampener on our garden and is taking its toll on getting out and getting our hands in the soil. This time of year is ideal for considering what worked last year, what didn't and what we can do now to make some positive changes. The seed catalogs have started coming in and there are more new introductions than ever before. Some of these new introductions are old heirloom varieties that are just getting back into the market while others are newly hybridized varieties. The heirlooms will provide a link to our past and the hybridized might provide more success due to their ability to adapt to our ever changing climate and soils. By growing your own plants you will find a much wider selection of varieties that are not usually found at local garden centers plus, you can save a ton of money. Typically one seed packet contains a minimum of 25 seeds and at \$4.00 for the packet, results in a cost of 16 cents per plant. With the exception of onion seeds, most seeds will last

years. An added cost is potting soil. Always buy the best you can afford. Most bags of soils available these days contain organic fertilizers such as manures and guano, saving additional costs. Any way you calculate it, the savings can be significant. Plus there are seed libraries throughout the county where seeds are traded free of charge. One of my favorite seed companies is Renee's. Some of their new introductions this year of vegetable seeds includes a Rainbow Jalapeno Chiles called "Spice Trio", a new pole bean called "Yard Long Noodle King" and an Heirloom Sweet Pea called "Mermaids Dream". Contact Renee's at customerservice@reneesgarden.com. Every year I look forward to the Johnny's Selected Seeds catalog (Johnnyseeds.com). This hefty booklet contains fantastic photos and descriptions for every seed they sell, along with zone requirements. Santa Clara County is mostly Zone 9 except for a few micro-climates. A search for "climate zones by zip code" should provide useful information for selecting seeds best suitable for your area. Some of this year's introductions include an interesting looking



tri-color tomato called "Captain Lucky" along

with a new winter squash named "Kabocha Squash". The Narvik carrot and Tempo XR Corn might also be worth a try. If you're into tomatoes, Totally Tomatoes might be a good place to check out (Totallytomatoes.com). They are family owned and leading supplier of non-GMO seeds and plants. When selecting your seeds remember if you have certain growing concerns, there are codes on the seed packets to help you select seeds for success. VFN means the plant will be resistant to verticillium and fusarium wilts and nematodes. TSWV means they plant will be resistant to tomato spotted wilt virus. Their new introduction of "Pot-a-peno" pepper looks especially interesting to me this year. They also offer an newcomer pepper called "Candy Cane Chocolate", a nice looking mini-bell which will ripen in 75 days. It's not too late to order seeds and online orders are usually delivered within a few days. Try something different and interesting. Don't let the lack of sunny skies or cold days get in the way of growing some fantastic new varieties to enhance your garden and palette. Life is too short.

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AARP®

Margaret Schieck, President Chapter 5151 The Campbell Area Chapter of AARP is planning to restart in-person meetings in January, 2022. We regularly meet on the third Tuesday of the month at the Campbell Community Center, Room Q 80, starting at 10:00 with a coffee hour at 9:15. Mask are required at this time for anyone entering the Community Center which is located at 1 West Campbell Ave. In anticipation of re-opening, we conducted a survey of our current

members asking what they liked best about the AARP Chapter meetings. The results indicated that we should keep on the same track. Some examples follow: There is always an interesting and timely speaker or wonderful entertainment. I especially appreciate the warmth and friendliness of the members. I love the chance to continue the companionship at the after-meeting lunch gatherings. I like the fact that the meetings are orderly and that we have a chance to ask questions of the speakers. My favorite thing is the

Continued on page 14...

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Coach's Corner

by Jay Harnden

IT'S A NEW YEAR!

As we transition into 2022, let's take a little time to look back at the past year and evaluate our successes and failures, and put them into proper perspective. There's one thing that stands out for me involving "failures", and that is the number of people who blame themselves for certain things that have happened during the past year that can clearly be attributed to Covid. Not to suggest blaming everything on the virus, but let's give credit where credit is due; this has proven to be tremendously difficult for so many people. For us to hold on to personalizing the cause of some of our struggles is counterproductive, and just not effective. Having said that, let's start the year with a clean slate, and work toward making this a positive and productive year.

I'd like to talk about New Year's resolutions. I'm not good at those. Are you? I've tried over the years, but usually don't last a month. A few years ago, I took someone's advice and decided to make some positive changes that wouldn't involve "giving up" anything. Turns out for me, that's a more effective way to make

the changes I want to make. This year, I'm going to share with you some ideas that can be added to your daily planning without being overwhelming or even impossible. Allow me to list a few ideas that might allow you to move forward in the direction of positive changes that might inspire you and give you momentum.

Read more. Set an attainable goal for yourself, perhaps committing to read one new book per month. I started this a few years ago, but my goal was one book per week, and guess what...that's right, it didn't last long. I might have been able to implement the goal if it had been reachable for me. One book a month is certainly doable for most people.

Send a card or handwritten letter to a friend you haven't talked to in a long time. It will surely not only bless the recipient, but can be therapeutic to you as you relax, slow down, and enjoy communicating with your friend the "old fashioned" way. Try to do this once a month or so.

Schedule some screen-free

time for yourself. Unplug for a day, or less if you simply must use your devices. You'll see the benefits of clearing your mind from the constant pull of the digital world and enjoy the down time to do something else. If you do some research on this, you'll see that study after study shows that overuse of screens is negatively affecting our brains and ability to communicate with others.

Remember, this is a time of year for positive change. However, we can't do this with any efficiency if we are still blaming ourselves for what happened last year. Learn from previous miss-steps and move forward with a renewed enthusiasm for what this year can bring. Don't make unrealistic goals. Focus on your interests, get enough sleep, and face this year with a renewed excitement. Maybe next year you can look back on 2022 with a sense of accomplishment! Happy New Year!

Jay Harnden, CCC, CCLC
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FLYING IN ELECTRIC DREAMS

The aviation industry acknowledges that it is a serious contributor to Global Warming but is taking many steps to reduce its carbon footprint not only in the air but also on the ground. On aircraft, the use of bio fuels helps reduce pollution while at airports there is a plethora of steps that all contribute.

Ideally, an aircraft that uses no fuel to power the flight might have been in the minds of early aviation pioneers. Imagine using pedal power to lift off the ground and fly. Possible for short distances but just imagine and aircraft with passengers all required pedalling to keep the plane aloft! Yes, I am being silly!

There is another solution that has already had practical success and that is electric powered aircraft. Battery storage capabilities have taken massive leaps in recent years but have a long way to go before a wide-bodied jet could fly solely on the use of batteries. On today's technology, it has been estimated by Forbes magazine that if a jumbo jet were to use the current technology, it would require 1.2 million pounds of batteries to generate the power required! Boeing estimates that they are several decades away from using electricity alone for a 777 aircraft.

Like the automobile industry, hybrid aircraft are more likely to be a first step. These would combine a jet engine and an electric motor.

Short haul commuter flights are much closer to going all-electric and there is a possibility in a couple of years that Uber Air could provide an electric air taxi service. This presents problems in the area of Air Traffic Control. Imagine air taxis flying unrestricted

around a major city like San Jose with SJC airport and nearby military operations in the zone. NASA is understood to be working on solutions to this.

A local company, Joby Aviation, started back in 2009 in a workshop in the mountains above Santa Cruz. In 2012, they went into collaboration with NASA. Joby has developed an eVTOL – electric vertical takeoff and landing aircraft that has already achieved airworthiness approval from the US Air Force and plan to have this pioneering plane certified by the FAA by 2023 and going into commercial operation the following year. In September 2021, NASA began flight-testing with Job Aviation's all-electric eVTOL aircraft as part of the agency's Advance Air Mobility National Campaign. The aircraft itself is amazing with six engines and rotate from pointing upwards to give vertical lift, then moving to the horizontal position for forward progress.

These are exciting times and looking twenty years ahead, anything is possible.

On a flight with a very "senior" flight attendant crew, the pilot said, "Ladies and gentlemen, we've reached cruising altitude and will be turning down the cabin lights. This is for your comfort and to enhance the appearance of your flight attendants."



...continued from page 6

Over 30 local businesses participated in the first year of the contest, which offered cash awards for the top three finishers, as voted by community. Over 1700 votes were cast for the creative designs with the top three wreaths produced by Bombshell Boutique, Sorrelle and Tessora's Barra Di Vino. The second element of the New Year is the opportunity to express gratitude. The Campbell Chamber is governed by a volunteer Board of Directors who give unselfishly of their time to provide guidance and oversight to the Chamber staff. We so appreciate all they do and thank them for their service to the Chamber. The Campbell Chamber Ambassadors are another

group of volunteers who provide endless hours in support of the Chamber and our activities. The Campbell Chamber has been called the friendliest Chamber in Silicon Valley thanks in great part to the representation provided by our outstanding Ambassadors.

Finally, we could not do what we do without an incredible staff. We are blessed to have a small but mighty team made up Teresa Stanko, who oversees our events and the Chamber office; and, Kristen Frank, who handles all of our social media and assists with marketing.

As a member-driven organization, we do not exist without the support of our local businesses. We are

so grateful to each one of our members and strive to provide you with the best services possible. If there is ever anything we can do for you, please do not hesitate to reach out to us. Here is to an outstanding 2022!



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SUNSWEEP California PRUNES

Illustration courtesy of: Campbell Historic Museum and Ainsley House/Susan Brey

Spotlight on the plum of the Santa Clara Valley; Campbell the Orchard City.

By Samuel Jackson

Ever since Governor Arnold Schwarzenegger's 2007 proclamation, the month of January has become the California Dried Plum Digestive Health Month. Historically, The Orchard City was a hub of plum orchards and canneries in California. California still produces the majority of dried plums



other types of dried fruits, like raisins and currants. Can't you just eat prunes, and be done with it? They're just dried plums, right? Well sort of. All prunes are plums, but not all plums are prunes. Prunus domestica, or the common plum, is the species from which prunes are made.

for the U.S., but also for the world. So, it's not a real stretch of the imagination to understand then Governor Schwarzenegger's move to dub the month of January the Plum Month in California. In the year 2000 the FDA allowed the California Prune Board to substitute the old moniker prune for the new nomenclature of dried plum. The word plum is derived from the Latin word prunum, and the medieval Latin word pruna. The old English name, plume, was used to describe

The undergirding of Schwarzenegger's decision is, well, plums are laden with fiber, antioxidants, and phytochemicals; making them great for your gastrointestinal health, and by extension, your overall immune system. According to the National Institute of Health, prunes "... (can be) preventive agents against chronic diseases, such as heart disease and cancer." Say it loud, say it proud: my Swiss Army knife of New Year's resolutions will be to eat more dried Plums.

and protocols, I feel like they are as prepared for the coming year, as they could be. The challenges of COVID and the winter season evolve and pivot, but so will Home First to stay one step ahead.

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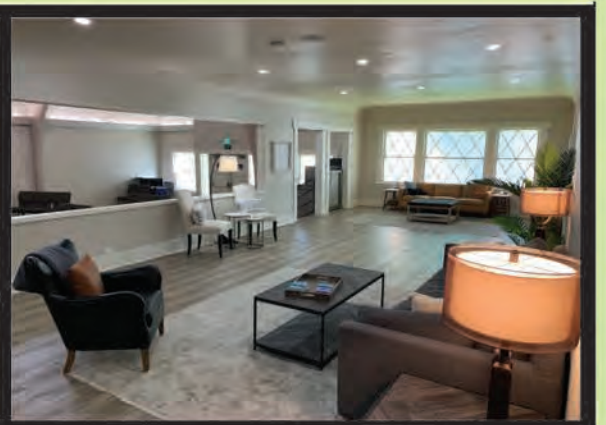
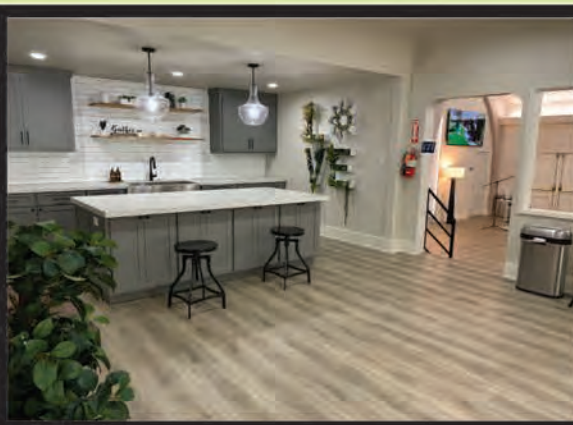
...AARP continued from 11

Treasure Chest area. One has the opportunity to purchase candles, stationary, jewelry or plants for twenty-five cents to one dollar. I like the free book exchange table, too. For membership information contact the membership chair at no8ss@aol.com or see our website: campbellaarp.org. We hope to see you in January.

...Homeless continued from 3

core principle is the reason for their investment in diversity training for staff, as well as employing an internal diversity leader. As some COVID related programs are sun-setting in 2022, Home First is hesitant to forecast too far into the future. But they have a facilities director with some professional infectious disease training. After analyzing the best practices

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25th Annual Crab & Pasta Feed **Cancelled!**



by Sarah Shaqir
Country Woman's Club of Campbell

New Year News!

The Country Woman's Club of Campbell had been working hard on preparing for our 25th Annual Crab & Gourmet Pasta Benefit Crab & Go Dinner slated for February 5, 2022. We, unfortunately, have opted to cancel the event again for 2022 due to the worrisome rise of COVID-19 cases in our county. People's safety is our utmost priority. It is currently a tough time for fundraising and for students in our community. So, while this was a difficult decision we look forward to hosting our 25th anniversary event next year. The Club still plans to award annual Scholarships and Music & Art awards to students in 2022, despite the cancellation of the Crab & Gourmet Pasta event. For anyone interested in supporting the scholarship fund in lieu of the dinner, donations are still being accepted at:

CWCC
P.O. Box 322
Campbell, CA
95009-0322

The Club is happy to share that we held the first in-person meeting since the start of the pandemic in December! It was a welcome time to visit and handle club business outside of Zoom.

...continued from page 5

photodamage, causing premature wrinkles, collagen breakdown, and increased risk for skin disease. Educating on skin health can deter young adults from making poor skin choices that have long-term effects.

Dwayne Johnson maintains mutual respect and support for Jim Ross, credited for recruiting him to WWE during his early career. Their professional relationship throughout the years and during this challenging time reminds us of how fragile life is. Protective measures need to be taken

We also have some exciting upcoming meetings:

January 10, 2022
6:00 pm / Virtual

Ursula Smith, a local author will be speaking about what it's like to be an author and preview her next upcoming book, "A compelling Story of Survival, Love, and Resilience through the eyes of a child". Her first book "Picking Tomatoes When the Sky was in Flames" was quite a literary success. If you'd like to attend, please email Maggie Church at mchurch565@gmail.com and we will send you the Zoom link.

January 24, 2022
1:00 pm

At the Campbell Community Center Roosevelt Room—Lisa Blanchard will be speaking about the Grateful Garment Project that provides support for Domestic Violence victims locally here in Campbell. This is a project the club is proud to support.

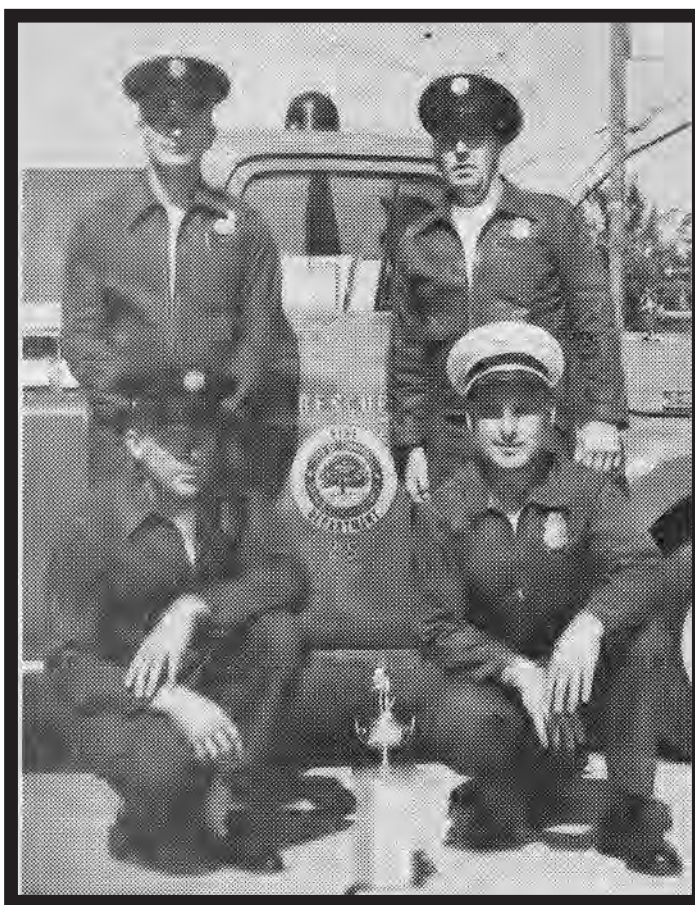
We welcome new members regularly! To learn more about the Club, Our Services & Projects, Membership, and ways to participate visit www.cwcc1905.com.



seriously, especially among the youth. As exemplified previously, poor choices catch up with us over time as we age. Prevention starts early and can be the difference between life and death. Together, we can change the data and foster positive outcomes.

Skin cancer can happen to anyone despite money, fortune, and fame. Skin disease is not biased; instead, it occurs widely at high rates after years of cumulative sun exposure. The story of Jim Ross resonates with many because so many of us share similar stories. Let us not allow this to be

THE YEAR WAS 1964...



FIRST PRIZE WINNERS!
The Campbell Fire Department Hose Rolling Team won first place in the Santa Clara County Firemen's Association Hose Rolling Contest held Sunday at the annual-Santa Clara County Fire Day Association barbeque held at the Fairgrounds. The team put out three 50 foot length of hose, hooked them to a hydrant with three lines connected, ad nozzle on and hit a circle 200 feet away in 16.2 seconds, which beat the old record by nearly three seconds. Members of the team are left to right, top to bottom; Lee Neal, Art Martin, Dick Wixon and Bob Terwilliger.

...The Mirror Effect *continued from page 11...*

is the chance to choose #AnotherWay. Remember to counter reflected images with your authentic self because you are 50% of that mirror after all.

Seeing people as mirrors is not a cop-out for reality. And although you are indeed a work of art, the Mirror Effect is not a way to create yourself. It is a way to find yourself. The people around you are all

guiding you on your journey. It's up to you how you receive their reflections. There is power in supporting your community.

To quote perhaps the most popular Source: For now we see in a mirror, darkly; but then face to face: now I know in part; but then shall I know fully even as also I was fully known. When human beings recognize

their fullest potential, such empowerment is a reflection of, and therefore equal to, whatever higher power there is. Imago Dei

Emileena is a producer, manager, and coach for artists across discipline. Her book is called ANOTHER WAY, the Dao of Artist Development. www.showgoesonproductions.com

a recurring narrative. It is within our power to change the statistics.

As the year comes to an end and we think of our New Year's resolution, make skin cancer awareness and prevention a priority. Help friends and loved ones lead healthy lives and reduce the rate of skin cancers nationwide. Wear sunscreen every day, protective clothing, and avoid prolonged sun exposure during peak hours. Behavioral changes, including avoiding indoor tanning beds and yearly medical screenings, can save lives. It is up to us to stand up for healthy skin and reduce skin cancer.



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