



*Santa Cruz Chamber of Commerce Presents:*

# **88<sup>th</sup> Annual Community Recognition Dinner**

**Friday, November 14, 2008**  
**Cocoanut Grove, Santa Cruz**

6 p.m. Silent Auction & Cocktails  
7 p.m. Dinner  
8 p.m. Awards & Live Auction

*Join us in honoring **Linda Burroughs** and **Michael Bethke**,  
WOMAN AND MAN OF THE YEAR, **Redtree Properties**,  
BUSINESS OF THE YEAR, and the collaborative efforts of the  
**University of California Santa Cruz** and the **City of Santa  
Cruz**, ORGANIZATIONS OF THE YEAR.*

The Chamber's Annual Recognition Dinner brings business and community leaders together to celebrate the work and honor the contributions of the sustainers and stewards of Santa Cruz.

This year's recipients join hundreds of others, spanning nearly nine decades of the Chamber's Recognition Awards. Past honorees include century-old Santa Cruz family and business names like Bargetto, Haber, Leask, McPherson, Ow, Swenson, and West as well as many of our contemporaries who continue to be key contributors such as Lisher, Lezin, and Baskin and the Seaside Company, Granite Rock, O'Neill, the Cultural Council, Goodwill, and United Way.

**We hope you will join us to celebrate Santa Cruz, to acknowledge the work of Michael Bethke, Linda Burroughs, Redtree Properties, and the collaborative efforts of the City of Santa Cruz and the University of California Santa Cruz, and to reaffirm our collective dedication to each other and our community.**

## **Make a Reservation for the Recognition Dinner:**

online at [www.SantaCruzChamber.org](http://www.SantaCruzChamber.org)  
or Contact Samantha Baglioni at (831) 457-3719

Individual tickets:	\$ 85
Table of eight:	\$ 600
Table Sponsorship*:	\$1,150

\*Table sponsorship includes marketing benefits – please ask for details





## *Santa Cruz Chamber of Commerce*

# 88<sup>th</sup> Annual Community Recognition Awards

### **Woman of the Year: Linda Burroughs**

Linda Burroughs has thrived in an increasingly-exclusive industry segment – the independent broker/owner real estate agent. One of the top producing agents in Santa Cruz County since 1986, Linda has developed a business model that melds personal warmth, business competence, and community values into a life style. Her energy, business savvy, and savoir-faire have allowed her to create a seamless network of friends, business associates, customers, and community connections that continue to generate both personal and community success.



Linda Burroughs

Linda's reputation as a volunteer and board member who "makes things happen" is reflected in the success of many local and regional arts and service organizations. Linda just completed a four year term as President of the Santa Cruz County Symphony, for which she received a 2008 MVP (Most Valuable Player) Award from the Association of California Symphony Orchestras for the State of California. She currently serves as the Symphony's Development Director.

During Linda's tenure as a member of the Board of the Cabrillo College Foundation and its 2007 President, the Foundation solicited record-breaking donations and developed new student grant programs. Linda is currently the President-Designee of the Santa Cruz Rotary Club where she has been a member for more than a decade.

Linda and her husband, John, are long-time advocates, contributors, and volunteers for many other local charitable organizations including the Rotary Foundation and Scholarship Programs, the Dominican Hospital Foundation, Long Marine Lab, the Homeless Resource Center, the Santa Cruz Art & History Museum, the Boys and Girls Club, the Cultural Council, the University of California Santa Cruz, and Delta School.

### **Man of the Year: Michael Bethke**

Michael Bethke's capacity for civility and hard work on a broad range of projects and interests has earned him an enviable reputation as both lion-hearted and kind-hearted. Slatter Construction's Vice President for Planning and Development, Michael has overseen some of Santa Cruz's most interesting construction projects including the Rittenhouse Building, currently being built at the corner of Pacific and Church downtown.



Michael Bethke

In addition to the rigors and time-consuming frustrations of construction management, Michael is involved in a long list of community projects that is both admirable and daunting. He currently serves on two boards of directors: the Santa Cruz County Fair and Santa Cruz County Habitat for Humanity. He is a Commissioner and past-chairman of the City of Santa Cruz Public Works Commission and is a member of the County of Santa Cruz Building & Fire Code Appeals Board.

Michael is also a founder and Vice-President of Santa Cruz Neighbors and serves as a Dominican Hospital Community Advisor. He is a graduate of Leadership Santa Cruz and a founding-member of the Leadership Santa Cruz Alumni Association. And, he is President-elect of the Santa Cruz Sunrise Rotary Club.

Michael is the only resident of Santa Cruz to have been awarded United Way's "Community Hero" award twice: first, in 2001 for his work with the Santa Cruz Boys and Girls Club and, again, in 2007 for his work with the Santa Cruz Neighbors. Michael and his wife Deborah recently celebrated 30 years of partnership. They live in an old Victorian in the downtown neighborhood with their Basset Hounds Hoover and Peaches.

## **Business of the Year: Redtree Properties**

Redtree is the kind of property owner every community wishes it had; deep family roots and a long, local business history; creative, aggressive managers that are at the leading edge of development trends; a dedication to long-term investments and the well-being of the communities in which works.

Redtree is the successor to the Santa Cruz Lumber Company (SCL), founded by a group of Santa Cruz Citizens in 1923 to manufacture and sell lumber. The local business diversified and continued a real estate investment partnership after the SCL manufacturing business closed in 1972 and the retail stores were sold in 1986.

The Delaware Addition, a mixed-use project of light industrial, neighborhood-serving retail, and residential properties, is a prime example of what a community-centered property owner can do. Recently approved by the City of Santa Cruz, on the vacant 20 acres next to the former Lipton property, the Delaware Project reflects the creative design, intelligent and patient development processes, social values, and smart business planning of Redtree's work throughout Santa Cruz and neighboring counties. Other important local holdings include 1200 Pacific (Borders), Bay Creek (Nob Hill Foods), Commercial Way (Toys-R-Us), the P. Neary Building (Artisan's), and Red Park (7,000 acres of certified "green" redwood forest).

Redtree and its partners have been generous contributors to the Santa Cruz Community with significant personal and financial commitments to Cabrillo College, Santa Cruz High School, San Lorenzo Valley High School, Dominican Hospital, the Homeless Community Resource Center, Felton Community Hall, Delta School, UCSC Foundation, Santa Cruz County Symphony, Land Trust of Santa Cruz County, the Cultural Council, the Community Foundation of Santa Cruz County, and many others.

Redtree's Managing Partner is Doug Ley, a Santa Cruz High School graduate, who worked as a business lawyer in San Francisco and president of a real estate investment partnership before devoting full time to Redtree beginning in 2004. Craig French is Redtree's Managing Director and COO, coming to Redtree in 2001 after twelve years as principal project manager and partner in the Keenan Land Company, Palo Alto.



Craig French

## **Organizations of the Year:**

### **The City of Santa Cruz and The University of California Santa Cruz**



George Blumenthal

2008 was a milestone year for Santa Cruz, as its two largest institutions set a new, shared course, beginning collaborations that promise rich returns for decades to come. UCSC's newly inaugurated Chancellor, George Blumenthal, and the City's new Mayor, Ryan Coonerty, set a tone that generated or invigorated dozens of joint undertakings: from climate action to street improvements, technology transfer to housing, and water supply to community economic development. Here are a few examples:



Ryan Coonerty

- **A comprehensive carbon reduction action plan** to be launched October 30, 2008, for implementation of the Climate Action Compact, agreed to in September of 2007 by UCSC, the City, and Santa Cruz County, to reduce their "carbon footprint" through institutional measures and cooperative inter-institutional projects.

- **A pilot desalination facility**, funded by the City and Soquel Creek Water Districts, that has been located at UCSC's Marine Science Campus, providing access to UCSC's existing seawater system, permitting acceleration of the project time line and significantly reducing its costs.
- **Cooperative transportation planning** to alleviate traffic congestion and reduce single-occupant vehicle use including the Zip-car project, public transit cooperation with SCMTD, and planning and design initiatives for alternative transportation.
- **Shared funding of intersection and street improvements** including the recent Bay Street repaving, Mission Street Improvement project, and key intersections improvements at Highways 1 and 9, Bay and High, Mission and Bay, and Mission and Chestnut.
- **Measures to alleviate student-housing impacts** on city neighborhoods and provide suitable housing for UCSC faculty, staff, and students including housing development commitments, new rental housing policies, and shared enforcement activities.
- **UCSC long-range development plan agreements**, accommodate the University of California's growth mandates, optimizing the benefits to both UCSC and the community, and equitably sharing the costs of this growth.
- **Shared Community Economic development efforts**, from planning for a shared technology transfer center, intended to spawn emerging high-tech businesses and support entrepreneurial activities, to a collaboration engaging students in a design competition linked to the Amgen Tour of California.
- **Formation and engagement in the Economic Develop Council**, a partnership with the Chamber of Commerce, insuring dialog at the highest levels of the university, the city, and the business community.
- **Investment in "Dark Fiber"**, creating dedicated, high-bandwidth Internet and communications to the University, accessible to local governments and the community, that will facilitate research and data-intensive collaboration and increase the community's competitiveness as a location for science and technology businesses.

It would be difficult to overstate the opportunities created by these and other UCSC/City collaborations. Continued efforts by the City to make the most of UCSC, Santa Cruz's most potent economic engine-of-opportunity, will grow the community's economic base and enhance the quality-of-life elements the community relies upon. And, the University's willingness to be an active participant in solving both community problems and helping the community take advantage of economic opportunities will make it a more attractive institution for faculty, staff, and students, and enhance Santa Cruz as a fertile environment for research, technology transfer, and intellectual stimulation.