



CHAMBER OF
COMMERCE



The San Jose Sharks and Silicon Valley Sports & Entertainment have been proud members of the San Jose Silicon Valley Chamber of Commerce since our arrival in San Jose in 1991. The Chamber embraces the same sense of community spirit we endeavor to promote, while championing policies and practices that are advantageous to the business community. Membership in the Chamber of Commerce provides an ideal and powerful networking tool, allowing us to remain closely connected to other businesses and vital interest groups. The Chamber is a tremendous advocate and partner in helping us grow our business, as well as serving the entire community – making it even stronger and making us all winners.

Kent Russell
Vice President of Sales and Marketing
Silicon Valley Sports & Entertainment and San Jose Sharks

BOARD MEMBER

The Chamber ADVOCATE

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San Jose Delegation takes to the Capitol to Access Sacramento

Education reform, rising health care costs, and job creation were areas of focus for the San Jose Silicon Valley Chamber of Commerce at the 2010 Access Sacramento advocacy trip. For the April 29th event, the Chamber collaborated with members of the Chambers of Commerce Coalition of Santa Clara County from Los Altos, Gilroy, Cupertino, Saratoga, Milpitas, Mountain View, Morgan Hill, as well as the Hispanic Chamber of Commerce to represent the interests of Silicon Valley at the annual day-long advocacy trip. More than eighty Silicon Valley busi-

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NEWSPAPER

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USPS 988-540

San Jose Silicon Valley
Chamber of Commerce
101 W. Santa Clara Street
San Jose, CA 95113

Public Policy on the Record!

The following chart shows how San Jose Councilmembers voted on issues of importance to the business community.

Approve implementation of "terms" of City's Last, Best and Final Offer (5% on-going, 5% one-time to equal 10% salary & benefit cost reduction for 2010-11 Budget Year for Association of Building Mechanical and Electrical Inspectors employees).

Chamber position: **Yes** Motion Made by: Chirco 4/27/2010

Reed	Constant	Kalra	Liccardo	Chu	Campos	Oliverio	Nguyen	Herrera	Chirco	Pyle
Yes	Yes	No	Yes	No	No	Yes	No	Yes	Yes	Yes

Approve compensation & benefit changes (5% on-going, 5% one-time to equal 10% salary & benefit cost reduction for executive management and professional employees in Unit 99, and other unrepresented employees for 2010-11 Budget Year).

Chamber position: **Yes** Motion Made by: Chirco 4/27/2010

Reed	Constant	Kalra	Liccardo	Chu	Campos	Oliverio	Nguyen	Herrera	Chirco	Pyle
Yes	Yes	No	Yes	No	No	Yes	No	Yes	Yes	Yes

Please turn to page 3 to see the rest of the chart

The American
Medical Response

Health Pulse

Every 15 Minutes....

Every 15 Minutes is an intensive two day state-sponsored DUI prevention program held on high school campuses throughout the state of California. Locally, American Medical Response and the California Highway Patrol coordinate this program with 4-6 high schools within Santa Clara County each year. Preparation begins 8-10 months in advance with school administration and parent volunteers, and incorporates resources from multiple public safety agencies including local police and fire departments. Every 15 Minutes includes a realistic vehicle collision simulation to show high school students the consequences of driving under the influence.

Day one is a real life reenactment of a DUI collision. The student body will watch as "crash victims" are extricated from real vehicles and treated by EMTs and Paramedics. The victims are fellow students who have been chosen by the school to participate in the program. Two "victims" suffer critical injuries and are transported expeditiously to the hospital, one student is pronounced dead at the scene and is transported to the morgue, and one student is arrested for driving under the influence and taken to jail. Film crews

travel with each transported participant to record their experiences and the videos are arranged and played for the student body the following day. After the crash scene the student participants are taken by bus to an overnight retreat where they will engage in team building exercises and reflect on the events of the day. Participants also write letters to their loved ones "from beyond the grave" to share how they feel one last time. The overnight retreat is chaperoned by the paramedics, police officers, and firefighters who conduct the crash scene.

Day two of this program shows students the grief people feel when they lose a loved one due to drinking and driving. The student body will witness a mock funeral ceremony for the participants who "died" the previous day. The funeral begins with a bagpiper entering the gym, followed by a casket, followed by student participants and the emergency personnel who participated in the crash day.

During this mock funeral students will hear letters written by the parents who lost a child during the mock crash. They will see the video presentation that was recorded during the crash, and will hear from a guest speaker who actually lost a child to a drunk driver. This is an emotional and moving program that has affected countless lives.

"Every 15 Minutes someone in the United States dies from an alcohol related traffic collision and today I died. I never got the chance to tell you..."

If you would like more information about the Every 15 Minutes program in Santa Clara County please contact the program director, Virginia Jones, at Virginia.Jones@amr.net.



AMERICAN MEDICAL RESPONSE®



CHAMBER OF
COMMERCE



Making a Difference by Caring for People in Need

Encitra: A Crystal Ball for the Future of Real Estate Development, Transportation and Infrastructure Planning

E N C I T R A™

Need help seeing the future? Encitra, Inc. is a Santa Cruz-based firm specializing in collaborative visualization technology.

Founded in 2008 by a group of transportation planners and computer scientists, Encitra provides a comprehensive urban planning and real estate development modeling process and service that creates interactive virtual 3D models. These models allow city planners, real estate developers, transportation agencies and other stakeholders to experience, modify and collaborate on proposed sustainable urban and real estate development solutions and understand their long-term consequences quickly, clearly and cost-effectively.

Unlike typical 3D fly-through videos, Encitra's technology is immersive and truly interactive, encouraging viewers to move freely throughout the model.

"Encitra's core strength lies in our ability to combine leading-edge attributes from a wide range of state-of-the-art visualization tools plus add the

ability to incorporate real time into any sector model as well as maintain, update and store the data, to provide all stakeholders with easy access to 3D virtual models," said Encitra CEO Darrell Musick.

The convergence of many market forces including sustainable cities, population growth, global warming, technological advances and dependence upon fossil fuels has provided new opportunities to create processes to help city planners, real estate developers and other decisions makers -- as well as individual citizens impacted by all these forces -- to better visualize change and plan more-effective solutions. Encitra has developed a modeling solution to meet the planning and visualization needs driven by these collaborative efforts.

Encitra was co-founded by Christer Lindstrom, founder of software company Carasoft, and Dr. Crista Lopes, Professor of Information & Computer Sciences, University of California, Irvine, and Encitra's chief computer scientist. In the fall of 2009, Darrell Musick joined the team as CEO, drawing upon his previous experience leading start-up companies.

It was during this same period of

time that Encitra's visualization technology was used to create a 3D virtual model of Uppsala, Sweden, where a proposed PRT (personal rapid transit) system was integrated into Uppsala's historic transportation center.

Encitra recently announced plans to develop an immersive 3D model of a sector of the City of San Jose, including the proposed Automated Transit Network (ATN) system.

Encitra's virtual model will focus on the area where the ATN network will link the Mineta San Jose International Airport with long term parking, light rail, VTA bus and rail lines, as well as other proposed public transit options. The virtual model will include an ATN loop connecting with the high-speed rail link at the Diridon Station.

As part of the San Jose visualization project, Encitra will also model a portion of the subsurface in 3D showing underground utilities. The company will expand the underground portion of the 3D model as the aboveground portion of the virtual model is built out.

The virtual model of a sector of San Jose, to be

unveiled at "Podcar City: San Jose, Innovating Sustainable Communities," October 27-29, will include 3D architectural renderings of existing and proposed buildings and landmarks plus the proposed ATN system, complete with stations, vehicles and related infrastructure.

As a member of the San Jose Silicon Valley Chamber of Commerce, Encitra actively seeks input, collaboration and partnering opportunities with other Chamber members so that, together, we can provide San Jose with an outstanding virtual model of the area.

For more information, contact Encitra CEO Darrell Musick at (831) 818-0656 or darrell@encitra.com. The company's website is located at <http://www.encitra.com>.



Encitra's upcoming model of the Mineta San Jose International Airport area will include the "Hands" public art installation on the new ConRAC parking structure.