

# Richmond CHAMBER NEWS

A Richmond Chamber of Commerce Publication  
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1924

80th Year

2004

## So Where Have We Been This Year?

by Mark Howe, Chair

At a recent social function I was asked the obvious question – what do you think you have accomplished during your term as Chair of the Chamber?



Well, I started my term by cautiously stating that the Chamber had become too reliant on networking events that, I felt, tended to alienate the portion of our membership that does not participate in these events.

Although networking can be very valuable, I felt these folks wanted a more meat and potatoes approach to the business issues challenging them.

To address this issue we mentally divided our members into industry segments and tried to identify each segment's specific issues. For example, we identified the energy industry, the hospitality industry, the recycling industry, and so forth.

We then used this segmentation approach to frame our efforts to establish a Convention and Visitors Bureau to address the needs of the hospitality industry.

The segmentation approach was validated by a nearly unanimous vote of the hotels to establish a Richmond Convention and Visitors Bureau (CVB). The CVB now collects almost \$13,000 a month from their patrons to fund operations. The money will be used to improve business conditions for the hospitality industry in our city. This is a new and important tool for the business community.

I believe this effort and others like it can satisfy our members' call for relevance in addressing real business issues facing them.

On the networking front, an area the Chamber excels at, all is good or, I should say, excellent. Our Leadership program continues to sell out and provide interesting fare for all its participants.

The golf tournament, the Crab Feed, the Diamond Gala and the short notice retirement dinner for Isiah Turner have all entertained sold-out crowds and are once again indicative of the Chamber's expertise in the event planning area.

The Chamber also continues to organize monthly mixers and Network Breakfasts.

Next year Richmond will celebrate its 100<sup>th</sup> birthday and I am glad to say the Chamber's expertise is being tapped by Mayor Anderson to help coordinate this series of historic events.

And finally I want to talk about advocacy — an area that holds the most promise but also presents the largest challenges for the Chamber.

In Richmond, too often businesses are villains from the community's point of view. I have called this getting painted with the Chevron brush. I have also called it contempt for capital. If anyone has any doubts this attitude prevails, just listen to Open Forum at any City Council meeting. Even some of our elected officials share this view.

At the same time that the community complains about businesses, they also demand good-paying union jobs and economic development. This attitude is simply inconsistent. A cooperative attitude would be far more productive. And I believe that the Chamber should take a lead role in this effort.

The chamber needs to strengthen its role as the spokesperson for local business. The Chamber needs to educate the community about the role of business in our economy and help shape public opinion about the business community for the good.

We need to soften our image. We need to stop calling ourselves businesses and start calling ourselves employers. We need to stop using the word profit and explain that all private entities need to generate a return on capital in excess of its cost or they will cease to exist.

Of course most people know this, but the Chamber needs to remind the community about the essential functions the private sector provides our economy. We collect all sales taxes, gas taxes, employment

*This Year continued, page 4*



Jane Del Simone, Chair of the Chamber Breakfast for Business Committee, greets October's guest, Supervisor John Gioia, and Larry Landry of General Chemical, who sponsored the event.

Save The Date:

- Crab Feed -- Friday, Feb. 11, 2004

## events CALENDAR

December

Dec. 4 - noon to 5 pm  
Richmond Art Center  
Holiday Festival

Dec. 5 - 2 to 5 pm  
NIAD Holiday Reception

Dec. 9 -- Mixer  
5:30 -- 7:30 pm  
The Mechanics Bank

Dec. 11 - Winter Ball  
Auditorium, 7 pm  
See p. 4

Dec. 24 -- Jan 2  
Office Closed

January

Jan. 13 - 5 to 7 pm  
Mixer TBA

Jan. 26 - 7:45 am  
Breakfast for Business  
RPD Chief Bennett  
Courtyard by Marriott

Jan 17 Office Closed

## chamber MEETINGS

December

Dec. 2 -- 7:30 am  
Board of Directors

Dec. 15 -- 7:30 am  
Executive Committee

Dec. 15 -- noon  
CVB

Toastmasters meets  
every Monday at  
noon in the Chamber  
Boardroom.

January

Jan. 4 - 8 am  
Government Relations

Jan. 4 - noon  
Ambassadors

Jan. 19 - 7:30 am  
Executive Committee

Jan. 19 - noon  
CVB

Jan. 20  
Leadership Day

## flyer deadline!

The flyer deadline for inclusion in the January issue is Dec. 13. Reach almost 800 businesses!  
Call (510) 234-3512 or email:  
newsletter@rcoc.com

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Richmond Chamber of Commerce



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WELCOME **NEW** MEMBERS

Ms. Jyoti Sandhu, Realtor  
 Ms. Jeannette Schneckenberger, Realtor  
**Exit Realty Carson**  
 3550 San Pablo Dam Road  
 Suite B  
 El Sobrante, CA 94803  
 (510) 262-1580  
[www.exitrealtycarson.com](http://www.exitrealtycarson.com)  
 Real Estate

Ms. Leigh E. Johnson  
**Law Offices of Leigh E. Johnson**  
 3150 Hilltop Mall Road  
 Suite 47  
 Richmond, CA 94806  
 (510) 970-7698  
[www.Law4Leigh.com](http://www.Law4Leigh.com)  
 Attorney-at-Law

Mr. David Moore  
**Sincere Design**  
 103 Santa Fe Avenue  
 Richmond, CA 94801  
 (510) 215-1139  
[www.sinceredesign.com](http://www.sinceredesign.com)  
 Website Design; Computer Graphics

Mr. Michael Warren  
 Commercial/Residential Loan Agent  
**Tri-Bay Financial**  
 6114 La Salle Avenue #481  
 Oakland, CA 94611  
 (510) 435-8943  
[www.tri-bay.com](http://www.tri-bay.com)  
 Mortgage Loans

10/8/04 to 11/8/04

**PARTY PARTY PARTY AND MORE PARTIES TO COME**

by Judy Morgan, President

'Tis the season. I love to party, to meet my friends and business associates, share good food and drink, celebrate an accomplishment, recognize those who have made a difference or raised money for a good cause.

In November I attended two great parties that I want to tell you about. First, the Contra Costa College Foundation Hall of Fame event. It was the Inaugural Induction Ceremony Gala. The Mira Vista Country Club was beautifully decorated and everyone was dressed in his or her finest for the occasion. The food was fabulous. But the most important part was the induction into the Contra Costa College Hall of Fame of ten very deserving inductees: **Joe D. Banks, Bert Coffey, Eugene Corr, the Granzella Family, Mabel Hom, The Mechanics Bank, Leroy Mims, Karleen Shields-Thompson, Dorothy Wendt, and Sy Zell.** Each winner had made considerable contributions over the years, in money, in time, in energy, for the good of the College. It was a great event; a good time was had by all, and we each went away with renewed determination to support the college.

A week later there was the Chamber's 80th Anniversary Gala Diamond Dinner. What a time we had! The Richmond Country Club was all decked out and the food was lovely, but it was the music, camaraderie and the networking that made our event a celebration of 80 years. With the help of our past Chairs **Edward Downer III, Virginia Finlay, Josh Genser, Peter Hass, and John Ziesenhenné,** we recognized our Small Business of the Year, **Hiram Design Group,** our Ambassador of the Year, **Tim Meese,** and our Non-Profit Organization of the Year, the **YMCA of the East Bay.** We also thanked 46 members of long-standing. Among those, **Chevron Richmond Refinery, The Mechanics Bank, Richmond Sanitary Service** and **M. A. Hays Company** were celebrating 80 years of Chamber membership.

Also joining us was Mr. **Donald Hardison,** who has been a member since 1945; the **Kiwanis Club of Richmond, P.G.&E. and Richmond Rotary,** who have all been members since 1953; **Watson, Hoffe and Hass** and **Westaff,** members since 1967; **Interactive Resources,** member since 1976, and **Kaiser Permanente Medical Care Program,** member since 1979.

Oh, by the way, **Nanette Quilici,** wife of Board member **Mark Quilici** of California Casting, won the diamond.

Now in December we have our Holiday Mixer – one of those events that “everyone” comes to. It is at The Mechanics Bank at 3170 Hilltop Drive, from 5:30 p.m. to 7:30 p.m. There will be music and always plenty of delicious food. And since everyone is there, you can't help but make contacts, maybe win a door prize and offer a thank you to those with whom you have done business in the past.



I am telling you about all of these parties because I want you to get in the mood. Next year is the City of Richmond's 100<sup>th</sup> Birthday. And we will be celebrating!!! The Mayor and City Council have appointed a committee and asked the Chamber to take the lead. We are happy to help organize the yearlong celebration.

Just think — it is the centennial of our city. There is a lot of history to tell, children to involve, shoreline parks and the Bay Trail to show off. We will highlight our Rosie the Riveter World War II Home Front National Historical Park. We will celebrate the arts and honor our special neighborhoods. We will emphasize the role of business in the past and in the future. We really have a lot of good stories to share about our city; this is a perfect opportunity to tell the good news! So get ready to volunteer and to party!

Best wishes to each of you for a happy holiday season.

Thank you  
 President Circle Members  
 for your continued support  
 of the Richmond  
 Chamber of Commerce.

**Chevron** Richmond Refinery

**THE MECHANICS BANK**  
 1850 SAN PABLO DAM ROAD RICHMOND, CA 94801

**KAISER PERMANENTE**

**REPUBLIC SERVICES, INC.**

Richmond Sanitary Service

**Thank You!**

Don't miss the next  
**Chamber Breakfast for Business**  
 held monthly at the  
**Courtyard by Marriott at Hilltop**

December -- date TBA  
 Invited Guest:  
 Congressman George Miller

**Featured Chamber Benefit:**

**Chamber Breakfast for Business**

Be sure to save the fourth Wednesday of the month for our Chamber Breakfast for Business. Join us at 7:45 a.m. at the Courtyard by Marriott. The breakfast is a great opportunity to network and learn more about local government from our guest speakers. Be sure to make advance reservations, as seats are limited to 40 participants. The cost is \$10 for members, \$20 for non-members, \$25 at the door if there is space available. What's included?

- Hot Buffet Breakfast to start the day
- A place to display your flyers or brochures
- Introduce yourself and your business
- Meet and talk with elected or appointed officials.
- Take away everyone's business card

*Deirdre Cerkanowicz*  
 Director of Member Services

**Business Speaks**

If you have a business issue you feel strongly about and want to be heard in *Chamber News*, please submit an article to [newsletter@rcoc.com](mailto:newsletter@rcoc.com) or mail to 3925 Macdonald Ave., Richmond, 94805, c/o Business Speaks.

# THE CHAMBER CELEBRATES 80 YEARS

Richmond Chamber of Commerce



## CONGRATULATIONS TO BUSINESSES WHICH HAVE BEEN MEMBERS FOR 25 YEARS AND MORE:

- Allied Propane Service
- Bank of the West
- California State Automobile Association
- Castrol North America
- Chevron Richmond Refinery
- Civic Center Pharmacy
- Mervyn M. Davis Insurance
- East Bay Municipal Utility District
- Full Circle Travel (Richmond Travel)
- General Chemical Corp.
- Graham Packaging Company
- Don Hardison, Architect
- Hilltop Mall
- Hotel Mac
- IMTT – Richmond – CA
- Interactive Resources, Inc.
- Kaiser Permanente Medical Care Program
- Kister, Savio & Rei, Inc.
- Kiwanis Club of Richmond
- M.A. Hays Co.
- Masterson, Calhoun & Lundberg
- The Mechanics Bank
- Old Republic Title Co.
- C. Overaa & Company
- Park Florist
- J.C. Penney Co.
- Petsas & Hill, C.P.A.s
- PG&E, Pacific Gas & Electric
- WCC Association of Realtors
- Richmond Art Center
- Richmond Blueprint & Litho Co.
- Richmond Country Club
- Richmond Rotary Club
- Richmond Sanitary Service
- San Rafael Rock Quarry, Inc.
- SBC
- Shaper Lighting Products
- Soroptimist International of Richmond
- Loren E. Straughn, Attorney-at-Law
- Tradeway Stores
- Universal Building Services & Supply Co.
- Watson, Hoffe & Hass
- Weill Industrial Supply Inc.
- Westaff
- West County Resource Recovery
- Wilson & Kratzer Mortuaries

## MORE THANKS TO...

- Edward Downer III, our MC
- and the Presenters:
- Virginia Finlay
- Josh Genser
- Barry Gordon
- Peter Hass
- Mark Howe
- John Ziesenhenn
- and
- Mayor Irma Anderson

## SMALL BUSINESS OF THE YEAR

Hiram Design Group



## AMBASSADOR OF THE YEAR

Tim Meese, Special Events & Services Coordinator, WCC CO. Volunteer & Emergency Services Program



## NON-PROFIT ORGANIZATION OF THE YEAR

YMCA of the East Bay



## 80TH ANNIVERSARY COMMITTEE

- Betty Cockayne, West County Times
- Doris Grant, Name the Occasion
- Ivonne Innurritegui-Folster, Orton Development
- Tim Meese, WCCC Volunteer & Emergency Services Program
- Chris Phipps, Bay Area Rescue Mission
- Tom Waller, Y2 Marketing
- Darlene Williams, Postnet

## THANK YOU

- Draper & Esquin Wine & Spirits
- The Globe Newspaper
- Hiram Design Group
- Oscar Lugo Fine Jewelry
- Richmond Country Club



## SPONSORS

- Chevron Richmond Refinery
- Law Offices of Joshua Genser
- Kaiser Permanente
- The Mechanics Bank
- Orton Development, Inc.
- P.G.&E.
- SimsMetal
- Wells Fargo Home Mortgage, Inc.
- Maureen O'Brien, Pinole Dental
- Karl Gramm, UPS
- Richmond/West County Convention & Visitor's Bureau

**This Year, continued from page 1**

taxes and income taxes from our employees – the source of much government revenue. Businesses pay unemployment insurance, workmen’s compensation insurance, medical insurance, property taxes, income taxes and more. The source of much government revenue is the private sector!!!

Local manifestation of this subtle conflict can be seen in the debate surrounding the development of the Simeon Cherokee site. Although the site has been responsibly cleaned up, at a cost of millions, we hear otherwise from the media intent on selling newspapers, environmental groups, and local politicians opposed to the development. What we don’t hear and should, is how important this development is to our Redevelopment Agency which needs the tax increment generated by this project to subsidize the rebuilding of the blighted West Macdonald area which is a priority to this city. A lack of trust in Simeon and business in general is at the root of the problem in this case.

The Chamber needs to take a larger role in these debates and vocalize what is important to our city and help steer it in that direction.

Chamber members are leaders in the community. They have experience; they are independent; they have the wisdom, and most importantly, they are respected when they speak out on community issues.

This untapped reservoir of political capital should be used more aggressively to steer our community in the right direction and build our reputation as a doer instead of a watcher.

**GRAND OPENINGS IN NOVEMBER**



**Bay Area Real Estate Ladies and Loans**



**Rubicon Career Center**



**Pinole Dental**

**CONGRATULATIONS AND WELCOME TO THESE BUSINESSES.**

chamber **ANNIVERSARIES**

**Congratulations!**

and happy anniversary to the following businesses for their continuous years of Chamber membership:

**10/8/04 to 11/8/04**

**21 TO 25**

Jay Betts, Architect  
Pinole Point Properties

**16 TO 20**

CB Richard Ellis Real Estate Group, Inc.  
Costco Wholesale

**11 TO 15**

Energy Works  
Graphix Depot Signs

**6 TO 10**

Bianco’s Deli & Catering  
Collins Management  
Cornerstone Capital Systems  
Laidlaw Transit, Inc.  
Opportunity West  
Point Richmond Market  
Richmond Friends of Recreation  
Richmond Plastics

**1 TO 5**

Hidden City Café  
Y2Marketing

*Please patronize these businesses*

**POLICE EXPLORERS NEED YOU**

The Richmond Police Department annually sponsors an appreciation dinner to acknowledge our volunteers for their efforts throughout the year.

These volunteers provide a wide range of services, including Community Outreach events, fingerprinting children for family records, assistance with the RPD Marine unit, Crime Prevention events, Neighborhood Block Parties, National Night Out, Multicultural Festivals, and Community Health Fairs. Some of the Police Explorers and Adult volunteers also routinely volunteer at Police substations and within the Hall of Justice upon request. These volunteers dedicate a lot of time and energy to the citizens of the city of Richmond. They serve our city with pride and purpose.

The Volunteer Appreciation Committee is attempting to raise \$4,000 for this event. Your financial support would be appreciated.

**7TH ANNUAL WINTER BALL**

Join us for an evening of music, friendship and dancing to the Junius Courtney Orchestra, at the 7th Annual Senior Winter Ball, Saturday, Dec. 11, 7:00 to 11:00 p.m., at the Richmond Memorial Auditorium, at 26th Street and Nevin Avenue.

Tickets are only \$10 (table of eight only \$80) and are available at the Richmond Recreation Dept., 3230 Macdonald Avenue. For tickets or to reserve a table, call (510) 620-6793. Tickets will be sold at the door on a space available basis only. A light supper will be served.

If you have any questions, contact Officer Danny Harris at (510) 502-7703, or (510) 620-6675. Please make funds payable to: Richmond Police Explorer Post #110. A tax identification number will be available upon request. Your donation can be sent to the Richmond Police Department, 401 – 27<sup>th</sup> St., Richmond, Ca 94804, ATTN: Officer Danny Harris.

Thank you.

**Richmond Chamber of Commerce Board Members**

Helen Carr / Contra Costa College  
Sharon Craig-Carter / Chevron Richmond  
Carla Della Zoppa / Security Pacific Real Estate  
Michael Fenley / Hilltop Mall  
Virginia Finlay / Signature Realty  
Joshua G. Genser / Attorney-at-Law  
Barry J. Gordon / The Mechanics Bank  
Karl Gramm / UPS  
Gretchen G. Grover / EBMUD  
Peter A. Hass / Watson, Hoffe & Hass  
Jerrold Hatchett / SimsMetal  
Sherie Hickman / Kaiser Permanente  
Mark Howe / MSH Management

Ivonne Inurritegui-Folster / Orton Develop.  
Larry Landry / General Chemical  
Richard McCombs / MBA Polymers, Inc.  
Judy Morgan / Richmond Chamber  
Peter Nuti / Richmond Sanitary Service  
Carl Overaa / C. Overaa & Company  
Mark Quilici / California Casting Inc.  
Will Rigney / SBC  
Melanie Shelby / P.G. & E.  
John Ziesenhenne / M.A. Hays Co.  
  
Ex Officio  
Gloria Johnston, Ph.D / WCCUSD