

Richmond CHAMBER NEWS

A Richmond Chamber of Commerce Publication
Richmond, California • June 2004

1924

80th Year

2004

RichmondGreen?

by Mark Howe, Chair

When we were kids we told a dumb joke, which I have trouble recalling exactly. The joke is about different parts of the body arguing with each other over who is most important. The brain says, "Without me you could not think." The stomach says, "Without me you could not digest food." And the lungs say, "Without me you could not place the oxygen we breathe into the blood stream." Finally, the body's waste disposal apparatus responds, "Without us everything would get mighty unpleasant in a hurry," and all parts of the body concede that waste disposal is the most important body function.

West County, unknown to most people, is the home of a diverse concentration of waste processing organizations – a critical part of the region's economy.

Yeah yeah yeah — you're talking about Mount Trashmore at the West end of Parr Blvd. Nope — it goes a lot deeper than this! San Jose, Albany, a large portion of Berkeley, and San Francisco itself are all the result of horizontal variations of Mount Trashmore. In response to this bay encroachment, we saw in the late 60s the Macteer/Petris Act (BCDC). It was established, with the vital support of our past five-term Assemblyman, John Knox, who lives in Point Richmond.

West County has been involved with solid waste for decades. Coincidentally, Richmond's Landfill (Mount Trashmore) is finally closing and the landfill is being converted to a recycling location for green waste, concrete, and a solid waste transfer station. This Republic Services' "land use permit (LUP)" is now being processed by Contra Costa County and is, of course, mired in politics. The new destination for this County's solid Waste is Solano County – by truck, at night.

Let's list our local employers who are active in this sector (see list on Page 3).

This is an important industry in West County but gets little attention. Our land use laws make life very difficult for this industry. All solid waste activities are use permitted in the City and require the strictest land use designation in the County. In fact, it was not until this year that Sim's Conditional Use Permit was changed so that Sims' would not have to renew it every five years.



The public looks at Sims and sees giant piles of noisy, dusty, scrap metal. They say "Can't we move it somewhere else?" There is no higher authority which recognizes that almost all of Sims' finished product is sold to China and must leave by ship, to protect this organization from public outcry. When the public jumps into their cars each morning, do they bear any responsibility for the disposal of the metal in their cars at the end of their life cycle?

I think we can expand this argument. Most people forget that almost all undeveloped land in Richmond lies within the Redevelopment Area. This may not seem important, but it is. Redevelopment feeds on assessed value and redevelopment agencies have more influence over zoning decisions than you might think. Within their districts, they are the defacto planning agency.

Today property zoned for business use sells for about half to a third of that zoned for residential use. Naturally, Redevelopment favors residential use because it maximizes incremental assessment.

The business community responds that even though business use generates lower property taxes, if you consider all taxes (i.e. income, wage, utility, sales) and employment, a community comes out ahead

with a business use. Further, the business community argues that this predicament is the root cause of the residential encroachment they are seeing on the Richmond waterfront and elsewhere.

Do you remember which part of the body was the most important?



The Malvern Wilson Alumni Association hosting the April Mixer

events

June

June 10 -- 5 to 7 pm
Mixer, Cohn-Stone Studios

June 8 -- 11:45 am
Schools/Education Foundation, Lunch
Richmond Country Club

June 23 -- 7:45 am
Networking Breakfast
Courtyard by Marriott

CALENDAR

July

July 5 -- All Day
Office Closed

July 8 -- 5 to 7 pm
Mixer, Richmond
Main Street

July 28 -- 7:45 am
Networking Breakfast
Courtyard by Marriott

chamber

MEETINGS

June

June 1-- 8 am
Government Relations

June 1 -- noon
Ambassadors

June 3 -- 7:30 am
Board of Directors

June 8 -- 7:30 am
Education Committee

June 10 -- 9 am
Website Task Force

June 16 -- 7:30 am
Executive Committee

June 17 Leadership Day

June 21 -- 8:30 am
CVB

Toastmasters meets every Monday at noon in the Chamber Boardroom.

June 29 -- 8 am
Government Relations

June 29 -- noon
Ambassadors

July

July 1 -- 7:30 am
Board of Directors

July 8 - 9 am
Website Task Force

July 13 -- 7:30 am
Education Committee

July 14 -- 7:30 am
Executive Committee

July 15 Leadership Day

July 19 -- 8:30 am
CVB

All meetings at the Chamber Office unless otherwise noted.

The Farmers Market is open every Friday, 11 am to 5 pm, at Civic Center Plaza

flyer deadline!

The flyer deadline for inclusion in the July issue is June 16. 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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www.rcoc.com

WELCOME **NEW** MEMBERS

Amigo Environmental Inc.
Ms. Desa Bubnovich, C.P.A.
801 Chesley Avenue
Richmond, CA 94801
(510) 231-6810
desab@amigoenvironmental.com
www.amigoenvironmental.com
Industrial Supplies

The California Credits Group, LLC
Mr. David Finley, Director
234 E. Colorado Blvd., Suite 705
Pasadena, CA 91101
(626) 584-1974
dfinley@ccg.com
www.ccg.com
Accounting & Tax Services

Child Abuse Prevention Council of ContraCosta County, Inc.
Ms. Tamara John
1485 Treat Blvd., Suite 202
Walnut Creek, CA 94597
(925) 946-0557
capctamara@sbcglobal.net
www.capc-coco.org

Draper & Esquin Wine & Spirits, LLC
Ms. Barbara Fortini Medwadowski
30 Railroad Avenue, Suite 4
Richmond, CA 94801
(510) 236-8000
barbara@draperandesquin.com
www.draperandesquin.com

Fisher Realtors
Mr. Joe L. Fisher, Broker/Owner
180 Broadway, Suite A
Richmond, CA 94804
(510) 236-8204
Real Estate

Hacienda Grill
Mr. Jose Padilla, Owner
100 Nevin Avenue
Richmond, CA 94801
(510) 233-0800
Restaurant

Konica Minolta
Mr. Kevin Stewart, Account Exec.
1141 Harbor Bay Parkway, Suite 100
Alameda, CA 94502
(510) 865-7200
KStewart@kmbs.konicaminolta.us
www.konicaminolta.us
Copiers

Sandra's Goodies
Ms. Sandra Perro, Owner
201 Broadway
Richmond, CA 94804
(510) 236-0779
sandrasgoodies@pacbell.net
Restaurant, Catering

West Coast Motors
Mr. Kevin Mujadidi, President
12860 San Pablo Avenue
Richmond, CA 94805
(510) 233-7253
www.westcoastmotorgroups.com
Automobiles

4/05/04 to 5/05/04

We Represent You

by Judy Morgan, President

CHAMBER BOARD MEMBERS ATTEND VOLUNTEER LEADERS CONFERENCE AND LEGISLATIVE SUMMIT SPONSORED BY THE CALIFORNIA CHAMBER OF COMMERCE AND THE WESTERN ASSOCIATION OF CHAMBER EXECUTIVES.

At the conference for Volunteer leaders, we learned a lot of good things that we will consider implementing here in our Chamber. For instance, incoming chair **Barry Gordon** of The Mechanics Bank, **Sharon Craig-Carter** of Chevron Richmond Refinery and I heard "10 Signs of a Healthy Chamber." We learned we are pretty healthy but there is always room for improvement. We will be considering some things such as making more effective use of technology; maintaining a good balance of dues and non-dues income; creating a high-impact, well-rounded communication program, and forming partnerships in both the community and the region; lots of good ideas. We heard from Dave Kilby, Senior Vice President of the California Chamber, on how representing the interests of Business with State Government is a MUST for today's Chamber of Commerce. We do a pretty good job at the local level, but we must step it up at the state level, as we learned the next day.

The next day, at the Legislative conference we, Chair **Mark Howe**, Past Chairs **John Ziesenne** and **Virginia Finlay**, **Barbara Obele**, your Office Manager, and I, traveled to Sacramento to hear from our Governor and to learn about upcoming ballot measures that will affect business. We were told Governor Schwarzenegger would not be there to speak to us as he was still traveling in Israel and Germany. Tom Arnold spoke, giving insights into the life of the Governor, and then, much to our surprise, he arrived! We were all impressed. Several had doubted his abilities as a politician, but the mood of the crowd of 2,000 and the message we went away with was, he can do no wrong, at least for now. He has a 64% approval rating. We agreed he has two attributes that will take him a long way: he is flexible and determined. We all went home impressed with our Governor, especially when he said no new taxes!

We are determined to become even more vocal, more visible and more active when it comes to speaking for business.

There are several business battles on the November Ballot that need your attention. Overturning the health care tax (SB2), stopping shakedown lawsuits and a new unlimited tax on small business phone

usage are just a few of the business issues expected to be fought on the November ballot. Your Chamber is committed to becoming even more politically active. We could use your help. Why not join the Government Relations Committee? It meets on the first Tuesday at 7:30 a.m. at the Chamber.



A special thank you to those Board members who gave up a day to represent you and learn how to keep this Chamber relevant.

BUSINESS VOTES

A report on our local legislators reflecting how often they voted in accord with the California Chamber's position (first number) versus how often their votes were not in accord with the Chamber's position (second number) in 2003.

Senate:

Perata, Don 4 - 15
Torlakson, Tom 3 - 16

Assembly:

Canciamilla, Joe 8 - 10
Hancock, Loni 2 - 16



Don't miss
the next

**Networking
Breakfast...**

held monthly at the
Courtyard by Marriott.

Wednesday, June 23, 2004
7:45 a.m.

Featured Chamber Benefit: Networking Opportunities -- Part 2 Monthly Mixers

Mixers are a great way to get to know members of the Richmond Chamber of Commerce and other local business people in a casual, friendly way. Bring your business cards, but more importantly, bring your smile.

If you are a new member or are somewhat shy, just introduce yourself to a person wearing an "Ambassador" ribbon and he or she will do the rest. There are always refreshments available in the way of great snacks and a no-host bar. Richmond Chamber mixers are held from 5:00 to 7:00 p.m. on the second Thursday of each month, except February, when we have our Annual Crab Feed, and May, when our mixer is the Trade Show.

Mixers are held at different locations in order to introduce the business community to different chamber member businesses. See you there!

Deirdre Cerkanowicz
Director of Member Services

Business Speaks

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

Richmond Green? continued

Richmond Employer Name	Activity	Comments	Market or Subsidized
Sims Group	Ferrous, aluminum and plastic recycling	2,100 Employees Worldwide, \$1.6 billion Australian Sales, Publicly held in AUS. Stock Price \$11 AUS.	Market based
Asbury Environmental (now in Dixon) Syar Materials	Oil Sludge converted to asphalt tar. Concrete and asphalt recycling	Sixth largest privately held Calif. Company. Class Two product for roadway base.	Market based Market based
Dutra Materials	Concrete and asphalt recycling.	Class Two product for roadway base.	Market based
Bauman Landscape	Concrete and asphalt recycling. Green waste	Class Two product for roadway base.	Market based.
Republic Services	All household plastics, aluminum, green waste.	Operates municipal material recycling facility on Pittsburg Ave.	Subsidized rate set by franchise agreement with city.
Chevron USA	Sulfur & other petroleum by-products.	International ownership.	Market based.
Hammond Wood Recycling	Wood recycling.	Local ownership	Market based
Action Metal	Aluminum buyback and reuse metals	Local ownership	Market based
Alco Iron & Metal	Aluminum buyback and reuse metals.	Local ownership	Market based
Amigo Environmental	Polyolefin's post consumer. Bulk bag . reuse	Local ownership	Market based, 40,000/lb per week production
MBA Polymer	Durable plastic recycling/research.	Local ownership	American Plastic Council subsidized research organization.
Encore Glass	Wine bottle reuse.	Local ownership	Local ownership
Summertime Farms	Plastic, wine bottles reuse.	Local ownership	Local ownership

DEE KITCHEL -- IN MEMORIAM

Dee Kitchel died, unexpectedly, on Mother's Day weekend. She had worked for the Richmond Chamber for more than 10 years, first as an AARP volunteer and then as paid, part-time staff.

Dee was 77 and she retired last fall. A few months later we called and begged her to come back and she did, for one morning a week. (She may have been bored.) She filed, she sent welcome letters to new members and relocation packages to people and companies moving into the area. She could unjam the copier, run the credit card machine and she knew where everything was.

We will miss Dee. And now we will never be able to find anything.

TOMASSI VOLUNTEER OF THE YEAR

The Inner Cook's Marsha Tomassi, Board Chair of the National Institute of Art and Disabilities (NIAD), was chosen to receive the "Volunteer of the Year Award" from the Developmental Disabilities Council of Contra Costa and Alameda Counties. She was presented with her honor at the "Excellence in Service Award" dinner held at Scott's Restaurant in Jack London Square in Oakland, on June 2.

Everyone at NIAD celebrates Marsha's ten years of loyal commitment to the client-artists. She has raised more than \$75,000 in events and from personal requests. Although Marsha is very busy with her newly published cookbook, "One Bite at a Time", she never misses a board meeting. Congratulations, Marsha.

YOU'VE GOT MAIL

Most of you received emails recently telling you that you can now read *Richmond Chamber News* on our website a full two weeks before the print edition arrives by Snail Mail. You can also look at back issues. When sending out this important message, we realized we do not have email addresses for all of our members.

In order to make sure that we can offer you the most meaningful, relevant and timely information, we are asking all members to be sure we have your email addresses.

If you have not received emails from the Chamber, please send your email address to newsletter@rcoc.com. as soon as you can.



photo by Barbara Obiele

Leadership presenter Sgt. Edwin Medina and participant Barry Gordon, The Mechanics Bank, at the State DNA Lab during April's Leadership class.



SIGN UP NOW FOR LEADERSHIP RICHMOND 2004/05

It is time to think about joining *Leadership Richmond 2004/05*. The next class forms in September.

Participants become better informed and more aware of the issues, challenges and opportunities in our city. They make contacts and build friendships.

For the past two years, the participants have been a select group, forming a sense of camaraderie built through the network of classmates and course presenters.

Barry Gordon, Manager, Pt. Richmond Branch of The Mechanics Bank has this to say about his Richmond Leadership experience: "The Leadership Richmond Program is rich and informative and gave me an enhanced sense of the inner working of the City as a whole. All the sessions were interesting, but I especially liked the program on Law and the visit to the DNA Lab. I have greater knowledge of and respect for the judicial system and Law Enforcement now."

"The contacts I am making are invaluable and will lead to long-lasting relations. I have been telling my colleagues about Leadership Richmond. I would recommend it to managers in any field — including my own, banking. I look forward to graduating and putting my newfound knowledge to work."

Your investment of time will yield dividends for the community, your business, and you personally. The contacts you make alone will double the value of your efforts. Taking this course will inspire you to new levels of leadership and problem-solving.

Space is limited. Join us.

(Call the Chamber at (510) 234-3512 for more information and an application.)

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

Thank You!

To RICHMOND CITY COUNCIL

This Position Paper was presented to the City Council on Tuesday, May 2. It was prepared and presented by Gretchen Grover, Chair of the Government Relations Committee, after the Committee formulated it, and with the approval of the Chamber Board of Directors.

As you prioritize taxes and revenue increases, the Richmond Chamber asks you to keep in mind the following:

Richmond must be competitive.

- taxes and fees should be comparable to, but not significantly higher than surrounding cities'
- if there are alternative sources close by, consumers will "vote" with their pocketbook and go to other (cheaper) jurisdictions (e.g. sales tax on high cost items like cars; high utility-user taxes and parcel tax increases make it harder to "sell" businesses on locating in Richmond, particularly when neighboring cities are welcoming them and making development easier)

Taxes and fees should be equitable.

- if a business license is required for one business, it should be required for all businesses in the city
- creating a licensing procedure that makes it harder for one business code than another (e.g. additional bookkeeping, forms, procedures) is inherently unfair and requires additional city staff time (at additional cost)
- should not create areas of "haves" and "have nots"

The "costs" behind new revenue sources must be fully understood.

- What are the city's administrative or enforcement costs? (staff, procedures, legal)
- What are the environmental impacts?
- Will it drive business away?
- Will it compete with the private sector?

Can someone in the private sector do this effectively at less cost?

Will the city doing it put existing businesses out of business?

Most importantly, accountability is critical.

- financial systems must be in place so the city can fully account for revenues and expenses (fiscal management/accountability)
- adding new revenues without fixing the system problems will not solve anything
- if a benefit is promised, it needs to be delivered (strict accountability)

RICHPAC LOOKS FOR BUSINESS-FRIENDLY CANDIDATES

by John Zieshenne, Chair

The election is November 2, 2004. Mark your calendars. This should be a very high voter turnout day.

Are you voting? You should vote. We need to elect solid business leaders to the Richmond City Council on November 2nd.

As a business owner in Richmond, I know you're concerned about the high taxes and lack of service, closed parks, closed libraries, closed recreation centers, etc. If you want to change this current condition, then vote and/or make a donation to RichPAC, the Richmond Chamber Political Action Committee.

RichPAC is working on your behalf to elect strong business leaders to the Richmond City Council in November. The status quo cannot continue. Stay tuned to this newsletter for more info about the business-oriented candidates that RichPAC is looking to endorse.

Remember to mark November 2nd on your calendar and watch for information on fundraising events to attend and support.

Are you voting? You should vote.

chamber

Congratulations!

ANNIVERSARIES

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

4/05/04 to 4/29/04

11 TO 15

Bowlers Mart Sporting Goods
Bill Nelson Chevrolet, Inc.
Woldemar & Associates, Inc.

6 TO 10

American Medical Response
Clothing Broker
Cushman & Wakefield
Diversity & Leadership, Clark Research Associates
McCloskey Painting
Melin's Commercial Refrigeration
Westwind Foster Family Agency

1 TO 5

AC Transit
C. Young 24/7 Towing Service
Center for Integrated Wellness
Mr. William R. Dabney
Davillier-Sloan
The Inner Cook
Kinder Morgan Energy Partners
La Strada Ristorante
R. Harris & Associates
Richmond Neighborhood Housing Services, Inc.
STAND! Against Domestic Violence
Trans USA Corporation

Please patronize these businesses



A good time was had by all at the April Mixer



photos by Ellen Gailing Photography

Richmond Chamber of Commerce Board Members

Michel Buleson / Doctors Medical Center
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
Jerold 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 Zieshenne / M.A. Hays Co.

Ex Officio
Gloria Johnston, Ph.D / WCCUSD