

Richmond CHAMBER NEWS

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

1924

80th Year

2004

CHAMBER SIDES WITH CHEVRON IN CASINO BATTLE

by Mark Howe, Chair

After hearing presentations from an all-star cast that included Dean O'Hair of Chevron, Jim Levine of Upstream Development, John Gioia, Contra Costa County Supervisor District 1 and Loni Hancock, our Assemblywoman, the Chamber Board unanimously agreed to support Chevron's bid for Point Molate.



Chevron's presentation contained little new information but wisely continued to push the point that their proposal was a sound offer that did not hinge upon successfully obtaining a labyrinth of permits as the casino's offer does. One board member remarked, "A bird in the hand is worth two in the bush."

Naturally, Jim Levine of Upstream Development, the Casino's promoter, touted the obvious benefits the casino would bring to the community and downplayed the difficulty in navigating the series of hurdles his project would have to overcome to become a reality. The list of benefits this Casino would bring to the community has always been intoxicating. The benefits are: \$100 Million annually in direct and indirect economic activity; \$400 Million in local tax revenues over the life of the compact, and another \$400 Million if the compact is renewed for a second 20-year term; 6,000 local jobs; \$50 Million purchase price and, most importantly, a brighter image for Richmond.

On the heels of Levine's upbeat presentation came the sobering reality of the difficulty tribes and their investors face. John Gioia, our District One supervisor, faced with three urban gaming proposals in his jurisdiction, established a subcommittee of the Board of Supervisors to study this whole gaming phenomenon. Gioia is the Chair of this subcommittee, and, as always, he has done his homework. He explained that the process of placing these lands into trust and negotiating the State compact is extraordinarily complicated and fraught with peril. "Even the experts in the field say that the probability of success is at best 50%," he commented.

Michael Fenley, a board member and the general manager of Hilltop Mall, echoed these sentiments and said, "My company is in the shopping mall development business, which is not nearly as complicated as developing a casino, and we only have a success rate of 1 in 5." Most of the businesspeople at the table, being veterans of the permit wars, were sympathetic to this view.

The first step in the process of establishing an Indian Casino, Gioia says, is to place the lands into trust, which is done at the federal level by the Dept. of the Interior. This step essentially establishes a new sovereign Indian reservation. The second step is negotiating a compact with the state which dictates how revenues are to be allocated between governmental jurisdictions.

To place their lands into trust, the two proposed casinos in West County are both using the "Restored lands" method, which, Gioia says, is the most difficult, but it does eliminate any jurisdiction by the state which nullifies the 35-mile non-compete clause the governor placed into the San Pablo Casino's compact. Assemblywoman Loni Hancock, who is actively involved with the Casino San Pablo debacle, which is still unresolved, explained that the Governor was "burned" in the negotiations for this tribe's compact. Further, the governor has in effect said he opposes more urban gaming in West County by placing the 35-mile non-compete limit into San Pablo's compact. Both Hancock and Gioia feel that the Secretary of the Interior will take into account the Governor's

See *Chevron vs Casino*, page 2



Mayor Irma Anderson introduces RPD Lt. Ron Berry at the Sept. Breakfast for Business.

events CALENDAR

November

Nov. 11 -- all day
Veterans Day
Office closed

Nov. 12 -- 6 pm
Gala Diamond Dinner
Richmond Country Club

Nov. 25, 26 -- all day
Thanksgiving Holiday
Office closed

December

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

Dec. 24 -- Jan 2
Office Closed

Date to be Announced
Breakfast for Business
Guest: Congressman
George Miller

chamber MEETINGS

November

Nov. 2 -- 8 am
Government Relations

Nov. 2 -- noon
Ambassadors

Nov. 4 -- 7:30 am
Board of Directors

Nov. 17 -- 7:30 am
Executive Committee

Nov. 17 -- noon
CVB

Nov. 18 Leadership Day

Nov. 30 -- 8 am
Government Relations

Nov. 30 -- noon
Ambassadors

December

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

Dec. 15 -- 7:30 am
Executive Committee

Dec. 15 -- noon
CVB

Leads meets the 2nd and 4th Thursdays at 7:30 am.

Toastmasters meets every Monday at noon in the Chamber Boardroom. Open House on Oct. 18.

flyer deadline!

The flyer deadline for inclusion in the December issue is Oct. 12. Reach almost 800 businesses! Call (510) 234-3512 or email: newsletter@rcoc.com

Save The Date:

- 80th Anniversary Gala
Diamond Dinner
Friday, Nov. 12

Presorted Standard
U.S. Postage
PAID
Permit. No. 62
Richmond, California

Richmond Chamber of Commerce



3925 Macdonald Avenue, Richmond, CA 94805
P (510) 234-3512 F (510) 234-3540

www.rcoc.com

WELCOME **NEW** MEMBERS

Mr. Nick Despota
Lumina Media Production
 633 Kern Street
 Richmond, CA 94805
 (510) 237-2036
 www.lumina-media.com

Ms. Sarah McQuillen Tran
 Senior Staff Engineer
Northgate Environmental Management, Inc.
 3625 Grand Avenue
 Oakland, CA 94612
 (510) 301-6809
 www.ngem.com

Ms. Nancy Fonder Smith
 Office Manager
Pinole Dental!
 1477 Fitzgerald Drive, Suite 106
 Pinole, CA 94564
 (510) 669-0350
 www.brightnow.com

Ms. Marjan Orellana, Manager
Unique Printing, Copying, Desktop Publishing
 2934 Hilltop Mall Road
 Richmond, CA 94806
 (510) 222-7776
 www.unique-printing.com

9/03/04 to 10/08/04

CONTINUED FROM PAGE 1

CHEVRON VS. CASINO

wishes when making his decision to place additional West County land into trust, thus making it even less probable that the Point Molate and North Richmond Casinos will become reality.

Further complicating matters for new casinos is our old friend CEQA. For the early casinos that were built, "three-way compacts" were the norm. The three participants were the tribe, the immediate local jurisdiction where the Casino was to be located, and the state, the last two wanting their share of tax revenue (i.e. mitigation). Today, however, in Casino San Pablo's case, the list of mitigants has grown to include Caltrans, Brookside Hospital, West Contra Costa Unified School District, and neighboring cities including some as far away as Orinda. These additional mitigants complicate the competition of the state compact that is required for a casino.

I suppose the Board's vote should not have been such a surprise. All the Board Members have to deal with government regulation and have become cautious as a result. From their point of view, it looks to them like an \$80 million sure thing or an illusive zillion dollar dream.

Thank goodness for our White Knight and for Upstream for flushing him out of the woods.



Bob Laiks presents Chamber President Judy Morgan with a plaque to thank the Chamber for its support of SCORE, the Service Core of Retired Executives.

CSI IN RICHMOND

by Judy Morgan, President

This is our own reality show. No, it is not Extreme Makeover, although there are parts of Richmond that could use one. It is not Fear Factor, for crime has gone down in Richmond. Nor is it Survivor — we will see which incumbents win their seats back. It's not The Great Race: where will the next casino be? And no, Donald Trump has not come to town.

It is CSI! Companies Survive Intact. That is what we will be celebrating on November 12, 2004, at our 80th Anniversary Gala Diamond Dinner. The Chamber will be paying homage to those members who have been with us for over 25 years. Now that is survival! They have been a part of Richmond's economic base for a very long time; some are celebrat-

These are employers creating jobs and a tax base. Our applause should be heard all over West County. Each one, I am sure, has a story of good times, bad times and almost-didn't-make-it times; stories of long-time employees who remember the way we used to do things. Boy, things have changed since these businesses began. These companies have survived all of the obstacles that are put in the way of doing business. Steadfastly working through tax increases and government regulations, employee issues, accounts receivables, having the right inventories, the list goes on. Company survival is ingrained!

These businesses are noted for giving back to the community; supporting arts organizations, schools,

little league, non-profits and more. We appreciate their support of the Richmond Chamber of Commerce and the community. So I invite you to come and help us recognize these important businesses and celebrate our own 80th anniversary.



CONGRATULATIONS TO:

- 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
- 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



Nov. - Dec. Date to be Announced
 7:45 a.m.

Guest Speaker:
 Congressman George Miller

Featured Chamber Benefit:

Certificates of Origin

Is your company engaged in international trade? Do you export commodities? Then you need a Certificate of Origin (CO). The CO verifies the country in which the goods were manufactured. The commodity being exported and its destination determine if the CO is required. Some nations restrict imports from certain countries; many countries limit the quantity of goods that are allowed to be imported or give preference to goods manufactured in the U.S.

This form requires the authorized signature of the local Chamber of Commerce Secretary and the seal of that organization. One of the great benefits of your Chamber membership is that we sign and stamp these certificates for you at no extra charge. (Some chambers charge their members a nominal fee.) Non-members pay \$25.00 each in Richmond.

Deirdre Cerkanowicz
 Director of Member Services

THANK YOU TO OUR MEMBERS FOR THEIR SUPPORT OF THE 5TH ANNUAL GOLF TOURNAMENT:

The Mechanics Bank
 Richmond Sanitary Service
 Panattoni Development Co.
 Bill Nelson Chevrolet
 M.A. Hays Co.
 Stonework Partners
 Cherokee SIMEON Venture I
 Veolia Water NA
 Harbor Plastics
 Mt. Diablo National Bank
 Oliver & Co.
 Rafanelli, Nahas & Ambrose
 Cushman & Wakefield
 Carla Della Zoppa, Realtor
 Doctors Medical Center
 Virginia Finlay, Signature Realty
 Joshua G. Genser, Attorney-at-Law
 Hilltop Mall
 MSH Management
 C. Overaa & Co.
 Pepsicola
 Charles Ramsey, Attorney-at-Law
 Janice Cook,
 Realty World, Point Richmond
 Richmond Development Co.
 Watson, Hoffe & Hass
 Wells Fargo Home Mortgage
 West County Times
 WLC Architects
 Woldemar & Associates, Inc.

THANKS FOR THE PRIZES:

Armor Locksmith Services
 C. Overaa & Co.
 Castle Bail Bonds
 Chevron Richmond Refinery
 DeWitt Gallery & Framing
 Hilltop Mall
 Hotel Mac
 Interactive Resources
 Kaiser Permanente
 NIAD — National Institute of Art & Disabilities
 Orton Development Co.
 Oscar Lugo Fine Jewelry
 PG&E
 Pepsicola
 Quality Inn
 Richmond Chamber of Commerce
 Richmond Senior Center
 Safeguard
 SimsMetal
 STEVENart
 The Mechanics Bank
 UPS
 Zoe's cookies & other delights

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.

THE WINNERS

From Chevron Richmond Refinery:
 John Jimerson
 Joe Palinkas
 Gary Todd
 Ty Wright

THE COMMITTEE:

Carla Della Zoppa, Realtor
 Michael Fenley, Hilltop Mall
 Josh Genser, Attorney-at-Law



AND ESPECIALLY THANKS TO THE VOLUNTEERS:

Betty Cockayne, West County Times
 Cathy Durfee, Greater Bay Bank
 Bessanderson McNeil, Snazz Enterprises
 Jim Young, Mt. Diablo National Bank

THE THREE OBJECTIVES OF MARKETING

by Tom Waller, Y2 Marketing

Some say marketing's job is to get your company name out in the marketplace. Others say marketing positions your products or services; builds brand names and awareness; generates leads that are handed over to the sales team; generates actual sales; or, simply, makes money.

All of these answers are partially right and all of them can be the results of what happens when a company's marketing does what it's supposed to do. Consider the following three objectives.

Objective #1: Capture the attention of your target market (prospects). Although this seems obvious, there are right ways and wrong ways to do this. Unfortunately, it's done the wrong way 99 percent of the time. While there are lots of ways to get people's attention (humor, shock, fast cars, beautiful people, etc.), the best opening for a meaningful marketing message is one that triggers a connection based on emotional hot buttons which are relevant to a valid concern or point of interest regarding the product or service being offered.

Objective #2: Facilitate a prospect's information gathering and decision-making processes. Every marketing piece should teach and train people how to make the best possible purchase decision. Give prospects good information to help them make the best choice.

Don't fill your marketing with self-serving hyperbole, fluff, and platitudes that make people skeptical or even cynical about your messages. Use marketing to build a compelling case that facilitates the buyer's decision-making process and makes you clearly the best choice.

To be an effective marketer, you must figure out what really matters and what's important to prospects and customers, educate them about what constitutes a great deal in your arena, and then provide quantifiable proof that you provide the best deal in terms of overall value.

Objective #3: Lower the risk of prospects taking next steps in the buying cycle. Offer specific, low-risk, easy-to-take actions which call for appropriate information-based marketing tools that further facilitate the prospect's ability to make a good purchase decision.

You can't cram everything that a person needs to know into one advertisement. Often, you have to find a way to give them more information and you do this by way of marketing tools like reports, websites, audio CDs, or CD ROMs. Note the distinction between "now" buyers and "future" buyers and the need to nurture future buyers along the education spectrum.

It's not to say that all buyers want to know all kinds of minutiae. What's critical is that all buyers want to at least be aware of the relevant issues that are at stake when buying what you have to offer. Generally speaking, there should always be a risk-lowering, confidence-building next step for a prospect to take into consideration in a purchase decision. Along the way, you can become seen as the reliable, trustworthy provider when the prospect is ready to buy.

If you feel that you're most often competing just on price, it may be because price is the only relevant variable you've given prospects to consider, and from the prospect's perspective, since all things are equal, they would be fools not to demand a lower price.

Effective marketing accomplishes all of the three objectives highlighted above. It causes prospects and customers to conclude, "I would have to be an absolute fool to do business with anyone else but you, regardless of price."

To learn more about effective marketing, contact the Chamber office to borrow, free of charge, a 10-CD audio set about how to "Monopolize Your Marketplace" — separating your business from the competition and then eliminating them (from the minds of prospects and customers).



**CHAMBER RECOMMENDATIONS ON
BALLOT MEASURES**

by Gretchen Grover, Chair,
Government Relations Committee

Based on the recommendations of the Government Relations Committee, the Chamber Board of Directors looked at the state initiatives and regional measures and recommends the following positions:

1A – Protection of Local Government Revenues (budget compromise)

65 – Local Government Funds (constitutional amendment)

1A guarantees that state must give back sales tax \$\$ to cities and counties where it originated; prevents future changes to property tax funding without vote of people; requires state to pay back monies "borrowed" for short-term fixes and limits # of times state can borrow

1A was placed on ballot after a compromise was reached on this year's state budget – it allows state to take \$\$ for the next two years. 65 was put on the ballot by initiative process by coalition of cities, counties and special districts to protect from takeaways and unfunded state mandates. Since 1A compromise was reached, those organizations have changed their support from 65 to 1A.

Recommend: yes on 1A, no on 65

AA – BART Seismic Protection

Vote to authorize the issuance of \$980 million in general obligation bonds to fund 10-year, \$1.3 billion seismic improvement program. They state "the estimated average yearly tax rate would be approximately \$7 per \$100,000 of assessed value over the life of the bonds," however, the amount could change annually (their chart estimates going from 4.85% in 2005 to 12% by 2014). This only applies to Contra Costa, Alameda and San Francisco counties.

Recommend: oppose

J – County Transportation Sales Tax Extension

25-year extension of current tax which expires in 2009; few specific projects for Richmond (Park & Ride lot at Blume); local transportation funding

Recommend: support

Q – Richmond Transaction and Use Tax (1/2 % sales tax increase)

Richmond would move from 8.25% to 8.75%, matching Alameda County which is currently the highest in the state; could impact sales, particularly on big ticket items; purpose: to "provide additional funds for general governmental purposes of the City, such as police, fire, emergency medical, library, recreation, local street maintenance, and other governmental purposes as determined from time to time by the City Council." – no sunset; details of spending plan not available online

Recommend: oppose

R – Richmond Charter Amendment to reduce City Council to seven seats

Recommend: support

And the previous recommendations:

BB – AC Transit. Recommendation: Support

CC – EBRPD. Recommendation: Support

Prop 64 Limits on Private Enforcement of Unfair Business Competition Laws. **Recommendation: Support.**

Prop 67 Emergency Medical Services. Funding: Telephone Surcharge. **Recommendation: Oppose.**

Prop 68 Non-Tribal Commercial Gambling Expansion. **Recommendation: Oppose.**

Prop 70 Tribal Gaming Compacts. Exclusive Gaming Rights. **Recommendation: Oppose.**

Prop 72 Health Care Coverage Requirements. **Recommendation: Oppose.**

chamber
ANNIVERSARIES

Congratulations!

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

9/1/04 to 10/7/04

16 TO 20

Contra Costa College
Wareham Development

11 TO 15

California Casting Inc.
Salute Ristorante at Marina Bay

6 TO 10

Bragg Crane & Rigging Inc. (Bay Cities Crane)
California Oils Corporation
CC Small Business Development Center

1 TO 5

Blueprint Express
Citibank
Help-U-Sell West County
Jagwire Design
JHS Properties
Kray Cabling, Inc.
MSH Management
Mindell Penn
Steelscape
UPS

Please patronize these businesses

SEPTEMBER MIXER
HISTORIC BANK OF RICHMOND




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 Ziesenhenn / M.A. Hays Co.

Ex Officio
Gloria Johnston, Ph.D / WCCUSD