

# Richmond CHAMBER NEWS

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

1924

80th Year

2004

## BELL, PENN, OSBORNE PAC's PICKS

by John Ziesenhenn, Chair, RichPAC

RichPAC, the Richmond Chamber of Commerce Political Action Committee, is proud to endorse Gary Bell, Mindell Penn and Eddrick Osborne for election to the Richmond City Council for the November 2nd election.



RichPAC interviewed 14 of the 15 candidates, and received written answers to the questions from the 15th. With each candidate, we discussed issues important to business, such as rent control, compensation and benefits packages for public employees, qualifications for City Manager, casinos, and making the City more attractive to business and City Hall more friendly to business.

Eddrick Osborne is a life-long resident of Richmond, born and raised and still living in Parchester Village. Mr. Osborne has served as President of the Parchester Village Neighborhood Council, on the Richmond Library Commission and on numerous other boards and commissions. Mr. Osborne works for Kaiser Optical Labs in Richmond and is at least partially responsible for the fact that the Labs moved to Richmond. Mr. Osborne has served in both union leadership and management positions, and understands the challenges faced by business.



Mindell Penn and Gary Bell are both incumbents and, therefore, bear some responsibility for the City's current financial crisis. Nevertheless, they did raise more questions and sound more alarms than did many of their colleagues, and they have remained calm, focused and professional even as the clamor grew around them. They made courageous, politically difficult decisions in the face of this crisis. Both have extensive experience in the private sector, and appreciate the needs of business.

*continued on p. 3*

## THE POINT MOLATE CASINO: A CONUNDRUM FOR THE CHAMBER

by Mark Howe, Chair

The City of Richmond, for those of you who have been residing on distant mountaintops for the past few weeks, is considering selling Point Molate to a developer who intends to build a conference center and resort, the centerpiece of which is a casino. Chevron/Texaco, whose refinery is immediately to the east of Point Molate, is adamantly opposed, citing concerns over security and potential liability for chemical releases and other accidents. The Richmond Chamber of Commerce has been asked by Chevron/Texaco to oppose the casino development.



This is an example of a larger issue, one that has been of special interest to the Council of Industries: buffer zones between industrial land and residential or other potentially incompatible uses. Industrial businesses are wary of residential developments too close, out of concern that the residents will complain about dust, noise, odors, lights, traffic obstructions and hazardous materials. That these worries are valid is demonstrated by legions of cases where people bought houses near airports then sued the airports because of airplane noise.

On the other hand, residential, retail and entertainment developments on Richmond's shoreline can bring many benefits to the City. Most obvious, especially in the case of Point Molate, is money. The developer of Point Molate has offered to pay the City \$50 million for the property, plus \$5 million per year. Chevron/Texaco has, belatedly, offered to purchase the property from the City, but at a much lower price.

Other benefits of residential, retail and entertainment development on the shoreline include:

- Improving the attractiveness of the shoreline,
- Increasing recreational opportunities on the shoreline,

*continued on p. 3*

Save The Dates:

- Chamber Golf Tournament  
Monday, Oct. 4
- 80th Anniversary Gala  
Diamond Dinner  
Friday, Nov. 12

## events

### CALENDAR

October

Oct. 4 -- 11 a.m.  
Golf Tournament  
Richmond Country Club

Oct. 14 -- 5 to 7 pm  
Mixer, Campus Bay

Oct. 27 -- 7:45 am  
Networking Breakfast  
Courtyard by Marriott  
Supervisor John Gioia

November

Nov. 11 -- all day  
Veteran's Day  
Office closed

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

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

## chamber

### MEETINGS

October

Oct. 5 -- 8 am  
Government Relations

Oct. 5 -- noon  
Ambassadors

Oct. 7 -- 7:30 am  
Board of Directors

Oct. 12 -- 7:30 am  
Education Committee

Oct. 14 -- 9 am  
Website Task Force

Oct. 20 -- 7:30 am  
Executive Committee

Oct. 20 -- 3 pm  
CVB

Oct. 21 Leadership Day

*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.*

November

Nov. 2 -- 8 am  
Government Relations

Nov. 2 -- noon  
Ambassadors

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

Nov. 9 -- 7:30 am  
Education Committee

Nov. 17 -- 7:30 am  
Executive Committee

Nov. 17 -- 3 pm  
CVB

Nov. 18 Leadership Day

Nov. 30 -- 8 am  
Government Relations

Nov. 30 -- noon  
Ambassadors

## flyer deadline!

The flyer deadline for inclusion in the November issue is Oct. 15. Reach almost 800 businesses! Call (510) 234-3512 or email: newsletter@rcoc.com

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

Ms. Yvonne Guyton-Johnson, Manager  
**Bay Area Real Estate Ladies & Loans**  
 1317 Hilltop Mall Road # 6117  
 Richmond, CA 94806  
 (510) 243-2000  
 www.reladies.com

Mr. Michael S. Epstein  
**Epstein & Surowitz**  
 521 El Cerrito Plaza  
 El Cerrito, CA 94530  
 (510) 558-1230  
 www.eastbayvisalaw.com

Mr. Burt Benepal, Owner  
**Ground Round Grill & Bar**  
 3190 Klose Way  
 Richmond, CA 94806  
 (510) 222-7500  
 burtbenepal@aol.com

Ms. Pamela Fisk, Vice President  
**Laster Landscape Construction**  
 3400 Giant Road  
 San Pablo, CA 94806  
 msshell2000@aol.com

7/28/04 to 9/3/04

**CHAMBER WELCOMES SCORE --  
 A SMALL BUSINESS BENEFIT**

The Richmond Chamber is happy to announce that once again we have a SCORE Counselor in our office and to introduce Bob Laiks.

SCORE — “Counselors to America’s Small Business” — is the best source of free and confidential small business advice to help you build your business — from idea to start-up to success. The SCORE Association is a nonprofit association dedicated to entrepreneurial education and the formation, growth and success of small businesses nationwide. SCORE’s extensive national network of 10,500 retired and working volunteers are experienced entrepreneurs and corporate manager/executives. They provide free business counseling and advice as a public service to all types of businesses, in all stages of development. SCORE has been in existence for 40 years and conducts about 400,000 counseling sessions per year.

Local SCORE chapters offer low-cost business workshops and seminars for both start-up and in-business entrepreneurs. Training covers a variety of topics, from writing a business plan to importing/exporting to e-commerce. Workshops also offer a chance to network with local small business owners. East Bay SCORE (www.eastbayscore.org/) has 44 volunteer counselors covering Solano, Contra Costa and Alameda counties. We conduct nearly 3,000 counseling sessions per year and about 650 clients take our business seminars. We are always seeking additional volunteer counselors with extensive business experience to join us.

Bob Laiks is in the Chamber office on Monday mornings by appointment only. Call the office at (510) 234-3512 to make an appointment with him. Bob received his B.B.A. in marketing from Pace University (NY, NY) and his MBA at San Francisco State University. He worked for AT&T Network Systems/Lucent Technologies for 16 years where he sold over \$200M in hardware and software as an account manager and sales manager. After leaving Lucent shortly after the spin-off from AT&T, he worked at several technology start-up firms and was a founding team member at Ellipsys Technologies and Reversi Networks, where he was Director of Business Development. In addition, he has provided consulting services to venture capital and start-up firms and small businesses in a variety of areas. He joined SCORE this year to share his experience and skills in the community.

For more information about SCORE or to talk about becoming a SCORE Counselor, call (510) 273-6611 or visit www.score.org

**IT’S CELEBRATION TIME! COME ON!**

by Judy Morgan, President

Since the late 1800s, Richmond has had many Chambers of Commerce, Improvement Associations and Booster organizations of one kind and another under a variety of names. But businesses had to wait until 1924 for the formation of the permanent Richmond Chamber of Commerce.

The need for a Chamber of Commerce was recognized as soon as Richmond existed. The first Chamber formed as early as 1902. Next there was a Richmond Progressive Association and then a Richmond Industrial Commission in 1912. These early starts failed to be sustained. In March of 1924, Richmond called itself the youngest industrial city on the West Coast and was destined for great things. But if the city was to move forward, there needed to be leadership. There were many issues in front of the business community that needed addressing for this vision to be carried out, ranging from creating city policies to promoting Richmond and attracting new businesses. Business leaders decided to dedicate themselves to starting a Chamber of Commerce. Businesses such as Standard Oil Company, The Mechanics Bank, M. A. Hays Co. and C. Overaa and Company were founding members of the Richmond Chamber of Commerce; they had a vision of a growing industrial city and to promote and protect that vision they needed an active Chamber of Commerce.

These were prominent Richmond business people. Business people with vision and a belief that Richmond had much potential. And so it is today, with some of those same companies remaining Chamber leaders encouraging our board of twenty five promi-

nent business people who are volunteering and stepping up to the plate to guide the chamber in providing the leadership it takes to maintain a successful Chamber.



Now, 80 years later, the Chamber is still promoting commerce, industry and tourism, taking an active role in our political scene and enhancing the quality of life in Richmond. We have many members who have belonged for 80 years and more than 40 of you who have been members for more than 25 years.

We are celebrating those 80 years on Friday, November 12, 2004, at the Richmond Country Club. It is our chance to recognize those longstanding members and thank them for their loyalty and for making the Chamber the eminent business organization it is today. We are calling our event the 80th Anniversary Gala Diamond Dinner. We will be honoring not only our longtime members, but our outgoing Chair Mark Howe, our Small Business of the Year, our Non-Profit of the Year and our Ambassador of the Year.

We are calling it the 80th Anniversary Gala Diamond Dinner because each guest will receive a one carat diamond. And one of them will be real. Watch for your invitation and come help us celebrate.

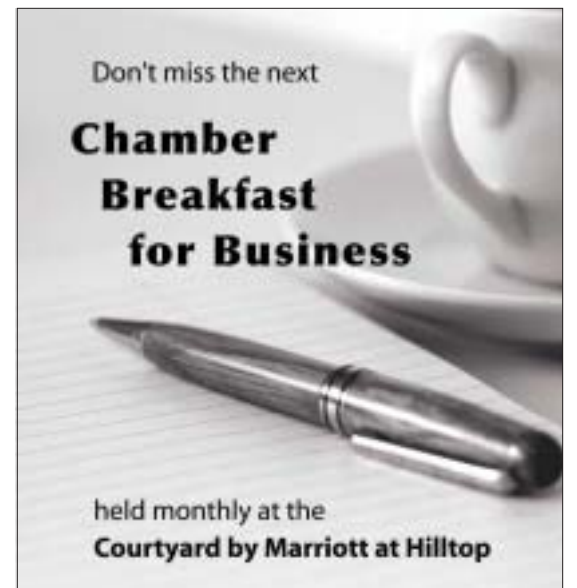
**NFL FOOTBALL AT THE  
 DOUBLETREE HOTEL...**

Watch the game from the Bay Grille Lounge at the Doubletree Hotel!

Enjoy a steak, potato, salad and a beer for only \$15.95.

This offer is valid for all Sunday, Thursday and Monday Night NFL Football games during the 2004/05 NFL season.

The Hotel is at 200 Marina Blvd. in Berkeley, just west of I-80. Call (510) 548-7920 or www.berkeleymarina.doubletree.com



Don't miss the next  
**Chamber  
 Breakfast  
 for Business**

held monthly at the  
**Courtyard by Marriott at Hilltop**

**Wednesday, Sept. 22, 2004  
 7:45 a.m.**

Guest Speaker: Mayor Irma Anderson

**Featured Chamber Benefit:**

**Chamber Mailing List & Labels**

So you want to send a flyer or notice to members of the Richmond Chamber and you can't wait to put in in the Chamber newsletter as a Hotsheet? (See April, 2004 issue for details.) Or maybe your mailer is too big for a Hotsheet?

Did you know that you can purchase mailing labels for all chamber members and other business contacts? Addresses can be sorted alphabetically, by zip code or by category, e.g., manufacturers, retail, etc. What a great way to reach local businesses. The cost of this valuable product? Only \$50.

If you just want a list— not labels — they are available FREE to members of the Chamber.

Please call a day or two in advance of when you need labels or lists and you can pick them up or we can mail them to you for an additional \$5.00.

*Deirdre Cerkanowicz  
 Director of Member Services*

**PT. MOLATE, CONT. FROM P. 1**

- Bringing more affluent residents into the City who will, in turn, attract more desirable office, retail and entertainment development, and
- Attracting office, professional, research-and-development and high-tech businesses to Richmond.

Chamber members are on both sides of the issues. That is, there are members of the Chamber of Commerce who will benefit from and, therefore, favor the casino development as well as residential development on the shoreline, and there are industrial members, like Chevron/Texaco, who oppose such development. Then there is a third category of members, who have little personal or business stake in the outcome of this debate but who feel strongly either in support of such development because of the financial benefits it would bring to the City or in opposition because they want to preserve industrial businesses or because they oppose gambling.

This is too important an issue for the Chamber to sit out. The Board of Directors, therefore, has set aside its October meeting entirely to a consideration of what position to take on Point Molate. We have asked Chevron/Texaco to present its argument, and we have invited the City to address why it wants the Point Molate development. Meanwhile, if you have an opinion, please weigh in by sending your comments to the Chamber office.

**RICHPAC CANDIDATES, CONT. FROM P. 1**

RichPAC is confident that these three candidates will be a nucleus of steady, calm, respectful leadership for Richmond as we weather our present difficulties and into the future.

Meanwhile, RichPAC needs your contributions to make this future a reality. Please give generously. Call the Chamber office, (510) 234-3512, for more information.

RichPAC urges your vote on November 2<sup>nd</sup> for quality leadership by voting for Bell, Penn and Osborne for City Council.

**MAYOR FIRST GUEST AT BREAKFAST FOR BUSINESS**

Richmond Mayor Irma Anderson will be the Guest Speaker at the Chamber's first "Breakfast for Business" on Wednesday, Sept. 22.

The new Breakfast format will include as guest speakers Elected Officials and City Department heads. County Supervisor John Gioia is the guest at the Oct. 27th Breakfast and Congressman George Miller has been invited for the Holiday Breakfast in December, date to be announced.

The Breakfast format remains the same: the event is the 4th Wednesday of each month except November and December (which are combined into one Holiday Breakfast); the cost is \$10 for Chamber members and \$20 for non-members; the event starts at 7:45 a.m. and is held at the Courtyard by Marriott at 3150 Garrity Way off Hilltop Drive. Breakfast is a hot, buffet, full meal. Networking will still be on the menu.

New is the fact that there are only 40 seats available to allow for more intimate conversation with the Guest Speakers and reservations are necessary. Those with reservations who do not come will be billed.

The name for the re-vamped event was chosen by those attending the August Breakfast. The Chamber Breakfast for Business Committee members are Jane Del Simone, WCC Adult School, Blaine Davis, Edward Jones Investments and Linda Reinhardt, Westaff.

**GRADUATE OF LEADERSHIP RICHMOND WINS NATIONAL AWARD**

Coretta Alexander, Distinguished Associate Director of Street Tech and graduate of the **Leadership Richmond** class of 2002, recently won the 2004 Toni Stone Innovative Initiative Award. The award, presented on June 12th by the Community Technology Centers Network (CTCNet.org), is intended to recognize the contributions of an individual from a CTCNet affiliate center who has initiated and carried out activities that have extended the reach of the center to people who otherwise would not have equal access to technology. It is the top national honor bestowed upon a practitioner of Community Technology each year.

"I did not have a clue," mentioned the ever-enthusiastic Coretta. "About a month before attending the conference, Paul [Lamb, outgoing Executive Director] made the announcement at a staff meeting/luncheon that there were five top nominees for this award and I was one of them. The truth of the matter is I had already won the award."

Despite this outstanding achievement and the day-to-day challenges at Street Tech, Coretta has maintained her focus.

"With the resignation of Paul, the change of our programs in terms of focus, certification and development, and the opportunity to expand through multiple funding streams and through self-sustainability, there are definitely some major challenges down the road for Street Tech, not just myself. However, I welcome these challenges because I do not have to face them alone. My goal is to meet the above situations face on, develop them and let Paul Lamb's legacy live on and grow."

For more information on Street Tech, visit them at [www.streettech.org](http://www.streettech.org).

**AUGUST MIXER**

**Chamber Helps Baltic Restaurant Celebrate 100 Years**



*photos courtesy of Ellen Gailing Photography*


**GIFTS FOR THE HOUSE**

A specialty boutique new to Hilltop Mall features housewarming and house-shaped gift items and products for mall customers, real estate professionals and clients of Bay Area Real Estate Ladies & Loans, Inc. and its subsidiary, The Real Estate Man. This is not only the first real estate office located directly in the Mall, but more unique to the new venture is the unusual concept in the design and layout of the 2660-plus square-foot space including the gift shop.


Jacalyn Evone is pleased to announce the opening of this new branch of Bay Area Real Estate Ladies & Loans, Inc., and to introduce Yvonne Guyton-Johnson, who brings more than 15 years in the real estate and mortgage industry. The office is located on the lower level, easily accessed from the Blue parking lot entrance between Macy's and Sears. Contact Bay Area Real Estate Ladies at (510) 243-2000 for more information.


**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](mailto:newsletter@rcoc.com) or mail to 3925 Macdonald Ave., Richmond, 94805, c/o Business Speaks.



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





Thank You!

**CHAMBER RECOMMENDATIONS OF  
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:

**REGIONAL MEASURES**

**BB – AC Transit**

**Recommendation: Support** AC Transit is asking voters to approve a \$2/year increase to the parcel tax for the next 10 years. This is needed due to a budget crisis caused by state tax takeaways. The measure will provide operations and maintenance funding to help preserve local and transbay bus services.

**CC – EBRPD**

**Recommendation: Support** The Park District is asking voters in western Contra Costa and Alameda Counties to approve a parcel tax on residential properties. This, too, is needed due to state tax takeaways, plus the failure of previous measures. (This vote targets areas which previously voted strongly in favor.) It would be \$12/year for single family dwellings and \$8.28/year for multi-family units. This would fund projects and maintenance only in the geographical area represented. There would be annual public meetings to examine and approve projects to be funded.

**STATE INITIATIVES**

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

**Recommendation: Support.** This measure would limit frivolous lawsuits and make it harder for lawyers to sue businesses.

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

**Recommendation: Oppose.** This measure attempts to fund shortfalls in emergency medical services by increasing the surcharge on telephone bills. Although residential lines have a 50-cent cap, there is no cap on business lines or cell phone lines. This is opposed by all the phone companies.

**Prop 68 Non-Tribal Commercial Gambling Expansion.**

**Recommendation: Oppose.** This measure would open up California to non-Indian gaming. It is opposed by the governor and law enforcement.

**Prop 70 Tribal Gaming Compacts. Exclusive Gaming Rights.**

**Recommendation: Oppose.** This measure would give tribes renewable 99-year monopolies on gaming. It is sponsored by a number of tribes and opposed by the governor, the CA Taxpayers' Association and law enforcement.

**Prop 72 Health Care Coverage Requirements.**

**Recommendation: Oppose.** In 2003, the legislature approved SB 2, a bill to expand health insurance coverage for employees of medium-large companies. The bill was scheduled to go into effect in 2006. Prop 72 is a referendum on this new law. SB 2 is on hold until after the election. It will only go into effect if Prop 72 is approved by voters. To keep SB 2 out, a no vote is required.

Propositions 59, 60, 60 A, 61, 62, 63, 66, 69 and 71 were not evaluated. If anyone feels that we should look at any of these, contact the committee chair.

Due to the last minute nature of the state budget agreement, no information was available regarding Prop 1 A (the bill that came out of the agreement) and Prop 65 (the measure placed on the ballot by the League of Cities, the CA Association of Counties and the Special Districts Association). Both these competing measures attempt to protect local revenues from state takeaways. Government Relations will follow up and provide a position recommendation at the next Board meeting.

County elections information was unavailable at the time of our meeting, so the next GRC meeting will also address Measure AA, BART's retrofit funding and the county's measure to reauthorize the transportation sales tax. Anyone who is interested in these is invited to participate in the committee on October 5, the first Tuesday, at 8 a.m. at the Chamber.

chamber  
**ANNIVERSARIES**

**Congratulations!**

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

7/29/04 to 9/1/04

16 TO 20

Park Florist

11 TO 15

Civic Center Motel

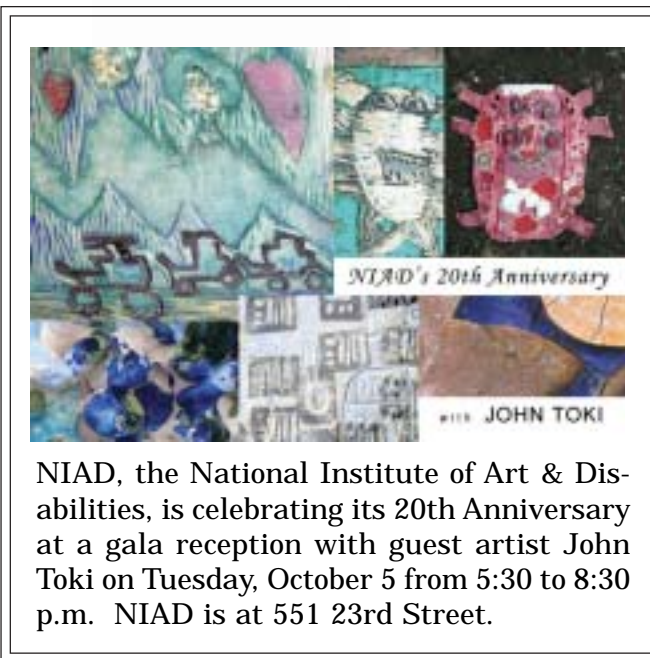
6 TO 10

Brookside Community Health Center, Inc.  
East Brother Light Station, Inc.  
Joshua G. Genser, Attorney-at-Law  
Golden State Model Railroad Museum  
Pacific East Shopping Mall  
Sine Wave Solutions, LLC  
WCC Integrated Waste Management Authority

1 TO 5

American Textile & Supply, Inc.  
Balloons From Heaven  
Bay Area Independent R. F. Services, Inc.  
Claudia Brown, Broker-Associate, Prudential RE  
Ellen Gailing Photography  
The Glen Price Group  
Greater Richmond Interfaith Program (GRIP)  
Protection Service Industries, L.P.  
Same Day Signs  
Vertigo Software

*Please patronize these businesses*



NIAD, the National Institute of Art & Disabilities, is celebrating its 20th Anniversary at a gala reception with guest artist John Toki on Tuesday, October 5 from 5:30 to 8:30 p.m. NIAD is at 551 23rd Street.

**The Toast of Richmond Toastmasters Club invites you to an Open House/ Meeting.**

Toastmasters helps people develop communication and leadership skills. Meetings are a supportive and friendly place to expand your horizons.

**Date: Monday, October 18**

**Time: 12:00 sharp to 1:00 p.m.**

**Where: Richmond Chamber of Commerce, 3925 Macdonald Ave.** (at 40th St.) Park in lot in back or on the street.

We will serve light refreshments. Bring your lunch and join us.

For more information, please call Kathleen at (510) 262-9289.

**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