

# Richmond CHAMBER NEWS

A Richmond Chamber of Commerce Publication  
Richmond, California • April 2005

## MEMBERSHIP COMES WITH RESPONSIBILITIES

by Gretchen Grover, Chair

When you join the Chamber, we talk about all the benefits – your “rights” as a Chamber member. But, with your membership you are also assuming some responsibilities.

How many times have you been frustrated by slow-paying customers? When you provide a product or service and submit a bill, you expect to get paid. Right? So does the Chamber.

We send out our dues notices promptly, but the money seems to trickle in slowly. Right now, more than half our annual budget is out there in that vast wasteland known as “receivables.” Are you one of the members who fall into this category?

Paying dues is your primary responsibility as a member...and it is a significant one because without your dues we would not exist. Dues are 45% of our annual budget, and they pay for the people who do the work that benefits you and the events and products you have come to expect.

This year the Chamber is focusing on membership. We are trying to bring in new members, but, more importantly, we want to retain our existing members. Don't be surprised if you get contacted by staff or a Board member with a “friendly reminder” that it's time to renew your membership. We need you. You are important to us.

Your importance is not just financial. Chamber membership makes you part of a network of businesses, and with that comes what could be described as informal responsibilities – commitments to each other and to the economic vitality of the region. Here – in the form of a challenge to you – are a few of your responsibilities:

### Give members Your Business!

When you're looking for a product or service, do you rely on a fellow Chamber member? Why not? If you joined the Chamber to advertise your business, don't you suppose that other businesses did, too? Personally, if I have a choice between buying something from a Chamber member or another business – and the price and quality are otherwise the same – I always try to go to a Chamber member. And I tell them why. I challenge you to do the same.

### Get Info Online!

How do I know whether someone is a Chamber member? Most of the time, I simply look it up in the online directory to see what businesses offer the product I am looking for at the time. I do that because I believe in supporting Chamber businesses.

How often do you use the Chamber web page to look at who offers the product or service you need? You can search the member directory by category – from “absorbents” to “youth services” – or by business name. Who knows what treasures you'll find?

If you've never used the online directory, I invite you to use it to help you with your next purchase. For those who already use the directory, I chal-

see Grover p. 4



The Chamber welcomed Richmond's new City Manager Bill Lindsay at a reception co-sponsored by Chevron Richmond Refinery and Kaiser Permanente.  
From left to right, Judy Morgan, President of the Chamber, Gayla DiMaggio, Kaiser, Bill Lindsay and Dean O'Hair, Chevron.  
Photo by Ellen Gailing

## events

### CALENDAR

April	May
Apr. 14 - 5 to 7 pm Mixer	May 12 - 4:30 - 7:30 pm Trade Show
Apr. 23 - 3 pm Symphony Auditorium Free	May 25 - 7:45 am Breakfast for Business Courtyard by Marriott Guest: Jim Matzorkis
Apr. 27 - 7:45 am Breakfast for Business Courtyard by Marriott Guest: Steve Duran	

## chamber

### MEETINGS

April	May
Apr. 5 - 8 am Government Relations	May 3 - 8 am Government Relations
Apr. 5 - noon Ambassadors	May 3 - noon Ambassadors
Apr. 7 - 7:45 am Board of Directors	May 5 - 7:30 am Board of Directors
Apr. 19 - 3 pm Education Committee	May 17 - 3 pm Education Committee
Apr. 20 - 8 am Executive Committee	May 18 - 8 am Executive Committee
Apr. 20 - noon CVB	May 18 -- noon CVB
Apr. 21 Leadership Day	May 19 Leadership Day
<b>Toastmasters</b> meets every Monday at noon in the Chamber Boardroom.	

## flyer deadline!

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

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www.rcoc.com

WELCOME **NEW** MEMBERS

Ms. Bianca Mosca-Carreon, Director  
**El Nuevo Mundo Children's Center**  
 1707 Pennsylvania Avenue  
 Richmond, CA 94801  
 (510) 233-2329  
 smosca1170@aol.com

Ms. Carol Ann Wentworth  
 Director of Membership  
**Parachute...For What's Next!**  
 51 Washington Avenue  
 Richmond, CA 94801  
 (510) 232-3700  
 www.parachute.com

Mr. Preston Smith  
**PAYCHEX**  
 2527 Camino Ramon  
 Suite 185  
 San Ramon, CA 94583  
 (925) 242-0700 x 1 x 30445  
 prsmith@paychex.com

Mr. Daryl Bothwell, Acct. Manager  
**SSD Systems**  
 200 Mason Circle, Suite B  
 Concord, CA 94520  
 (714) 449-9900  
 dbothwell@ssdsystems.com

Mr. Alfonso Gil, Owner  
**Super Mercado La Raza**  
 705 23rd Street  
 Richmond, CA 94804  
 (510) 232-6025  
 laraza4@sbcglobal.net

Ms. Laura Lovitt, Manager  
**Things Remembered**  
 1214 Hilltop Mall Road  
 Richmond, CA 94806  
 (510) 223-4990  
 www.thingsremembered.com

Ms. Julie Pledger, Owner  
**Velocity Lock and Key**  
 5439 Modoc Avenue  
 Richmond, CA 94804  
 (510) 525-4668  
 velocityservice@comcast.net

2/12/05 to 3/14/05



**April 27**  
 Guest Speaker:  
**Steve Duran**  
 Director, Economic & Community  
 Development, City of Richmond  
 Limited to 40 with  
 Reservations

**RICHMOND BASHING**

by Judy Morgan, President



We all complain about it. Why don't they give us a break? Where is the line that they cross when writing the headlines. Who draws that line?

We are tired of those headlines that malign our city and those five second news stories we see on the evening news that portray our neighborhoods in the worst possible light. How are we supposed to be successful with our Economic Development activities when it seems that all we get is bad press? We ask ourselves how we can attract new businesses. How can we sell homes and get the same value as similar properties elsewhere in the Bay Area? Are they, as they claim, "Just doing their job, reporting the news?" Are they just carrying out their charge to inform the public, maybe going just a little overboard in sensationalism?

As an example: I was outraged this past month and I know many of you were, too, with the stories involving drive-by shootings. Certainly our outrage was directed toward the senseless shootings of young men, but is it necessary to show the shootings as if reinforcing a portrait of a violent community? Isn't it the media that reinforces this portrait? When in fact, in the "community" live families, seniors, even city officials. The Iron Triangle, for example, is home to several large employers. To lump all of us into a category of being a violent community is not accurate reporting. Surely there was a better way to portray a tragedy than maligning a community. I don't think the reporters or management of the press or news media in general really understand the depth of this community.

What effect does negative press have on our residents? Our businesses? Doesn't it scare our older residents? It keeps people inside their homes; it encourages them to unnecessarily put bars on their windows. They don't come out for city events or to shop locally. Does it attract new businesses or residents? No, the ramifications of bad press go on and on. We would hope that our local press understands the need to be a partner in our efforts to put forth our best image so that we can effect change in our neighborhoods.

Can they occasionally keep their Economic Development hats on, realizing that as the business community succeeds and positive economic development activities occur, there will be a positive effect for everyone. Attracting businesses creates jobs and goes a long way toward keeping people off the streets. We aren't asking them not to report these stories, but keeping even a slightly positive slant while reporting the news can have a major impact on property values and job creation; remembering that there are real people who live in those neighborhoods and call Richmond their home. Their investments are important to them, and they should be respected, while to the media it may just be another story.

I have always felt it is wrong to cry foul or to get angry without having a plan on how to improve a situation. So I have to ask, are we asking too much to expect fair coverage? Or are we doing our job? Are we (we being the Chamber, the Convention and Visitors Bureau and the City) managing the public perception through the use of print and electronic media? We need to be placing news stories that reflect the positive people and businesses that are working in Richmond everyday. We need to create press releases, feature stories and opinion or editorial pieces and distribute these to the appropriate local, regional and national media that will accentuate the positive about our City. Let's get to work.

I don't mean to bash all media. Mary Reiley's column in the Times does a good job of telling some of the positive stories and we appreciate her work. The Globe also does a good job of projecting the positive. As I write this column, we have had interest from the Times in our stories about businesses that have adopted schools. Hopefully you will see a positive story about this in the Times soon. I encourage each of you to write a positive story to the Editors of our local newspapers. Thank you.

**Featured Chamber Benefit:**

**Chamber Trade Show/Business Expo 2005**

The annual Chamber Business Expo is Thursday, May 12. Hundreds of business people will come to see your booth. Please use the flyer attached to reserve your space. Here are some tips to help you make the most of your efforts.

**Set Goals.** Set specific objectives and goals, i.e., number of sales leads, appointments made, people met, etc.

**Invitations.** Send prospects invitations to your booth before the show. Offer an incentive or benefit for them to drop by, like a free gift or service.

**Booth design.** Create an inviting, attention-grabbing space that's easy to navigate. Provide your sales force with the materials, displays and the order-writing space they need. If you need them, be sure to order electrical outlets in advance. Your display materials should be at eye level if possible.

**Staffing.** Bring your best people. Booth staffers should have excellent people skills and product knowledge. Don't allow any eating in the booth. Be sure to have your booth set up in time for the start and stay until the end.

**Checklist.** Make a list of everything you will need for the show, and assign a staff member to be responsible for each task or item. Check your list again before you leave the office. Having to improvise or make purchases at the show will result in unnecessary costs and stress.

**Leads.** Follow up on leads immediately. Try to develop strategies at the show to make those follow-ups more effective, e.g., distributing leads to sales force at the show.

**Check out the competition.** Learn all you can from more experienced exhibitors. Make contact and maximize your networking opportunities.

## GRAND OPENINGS



photos by Ellen Gailing

Art Lounge is a shop full of fun, glitzy jewelry, candles and other decorative items at 145 Park Place.



Neighborhood House of North Richmond celebrated its 50th Anniversary and the opening of the West County Human Development Center.

## MARCH MIXER AT WELLS FARGO HOME MORTGAGE



## MARKETING ALERT!

### MARKET YOUR BUSINESS TO GET MORE CUSTOMERS ... GROW YOUR BUSINESS ... STAND OUT FROM THE CROWD

#### WHAT ARE THE DIFFERENT WAYS TO MARKET YOUR BUSINESS?

What is Advertising and what is the advantage to advertising?

Advertising is any form of communication about ideas, goods or services that is paid for by an identified sponsor. It is usually transmitted by mass media – newspapers, magazines, television, radio, direct mail, outdoor billboards, transit, etc. Other types of advertising can be as varied as matchbooks, circulars, calendars, catalogs, post-cards, trade shows and more. Advertising offers the advantage of being able to convey a message to a large number of people many times very cost-efficiently. The combination of utilizing a variety of media vehicles can be very impactful and effective to get the attention of the consumer and make your business stand out.

### Radio Advertising



**"RADIO...RED HOT BECAUSE IT WORKS!"**

If you were to ask a group of top advertising executives to create the ultimate medium, I believe they would say the following: "The ultimate medium would be with all of the people, all of the time. They wouldn't be able to get away from it. It would have many forms of distribution so that it would continually be around them. It would create a personal connection with them. It would always be with them when they wanted it; they would never have to go out of their way to get it...it would require no effort. It would be designed to satisfy their personal needs; in essence they could individually program this medium. It would solve their information and entertainment needs simultaneously on demand. It would not require a reason to use it; it would be part of life, woven into the fabric of living and as convenient as turning on lights. And there would be no charge to the consumer to use it." "It would be inexpensive to produce and distribute and would reach the audience immediately. It would create any picture imaginable at a low cost and be distributed to people in a matter of minutes. It would integrate into the information superhighway, but not get caught in the start-up traffic jam. It would target people by demographics and lifestyle. Most of all, it would be cost efficient and produce great advertising results."

Radio is stable, personal and reaches 99 percent of the people every single week. It can be heard while simultaneously doing something else. It's in many places of employment, most homes and most cars. It provides information, it's targeted, it's free, it's convenient, and it's got the best pictures because it still requires imagination. It's cost-efficient, easy to distribute to thousands of stations quickly, and it produces excellent results for advertisers.

**11 Great Reasons to Use Radio!** I could give you a myriad of reasons explaining why you should advertise on radio. However, for purposes of time and page length, here are some of the more important reasons:

- To position your company, services, and products.
- To create, enhance or maintain image, prestige and leadership.
- To direct "word-of-mouth" in your marketplace.
- To disseminate important data and informa-

tion very quickly.

- To reposition the competition, their services, or their products.
- To sell off excess inventory.
- To stand above and apart from, or keep up with your competition.
- To initiate, stimulate or maintain momentum.
- To introduce new products or services.
- To reach unknown, but powerful influences.
- To reinforce personal sales calls, letters, direct mail, promote your web site, and to augment other advertising.

#### "RADIO CREATES AWARENESS"



Radio gives you Top-of-Mind Awareness. Radio's ability to provide frequency and targeted reach makes it a major weapon in the on-going battle for market share. Radio is the "share of time spent with media leader." In the heart of your business day, more people are available through radio. And Radio's strength out-of-home is a big benefit. Virtually 50% of adults who've made a purchase in the past 24 hours were reached by radio within an hour of the purchase. You get the last word with your consumer!

For local information on radio advertising, contact:

Kimberly Palmer  
Marketing Specialist  
KDYA 1190 AM/KDIA 1640 AMRadio  
(510) 222-4242 x 106

For more information on how to market your business, contact:

Maria Costen  
Senior Account Executive  
Comcast Spotlight  
925-288-3246



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



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**KAISER PERMANENTE**



**REPUBLIC  
SERVICES, INC.**



Richmond  
Sanitary Service

Thank You!

## Adopt A School



A column to recognize supporters of our schools

Businesses are not the only entities that adopt local schools: many of Richmond's Neighborhood Councils do so also.

The May Valley N.C. has worked with its seven schools for several years, giving annual awards for one girl and one boy from each school who are recognized by their Principals and teachers as student leaders. The awards come with gifts of money and are given to the students when they still have a year to go at that school. May Valley supports many of the local schools' activities and publicizes them in its monthly newsletter.

The North & East N.C. has been working with Grant Elementary School in a variety of ways: The Shoes That Fit Program identifies kids in need of shoes and clothing which neighbors provide. The LINK Program (Linking the Interests of Neighbors and Kids) brings adults into the classroom one time to talk about a career, a hobby, a trip -- whatever the teacher asks for. In the past, the North & East Neighborhood Council painted the school and helped renovate the school's library.

The Santa Fe Neighborhood Council recently adopted Nystrom Elementary School and plans to tutor and mentor its students.

# chamber

**Congratulations!**

**ANNIVERSARIES**

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

2/10/05 to 2/25/05

## Over 50

Shaper Lighting  
Richmond Sanitary Service

## 46 TO 50

BP Lubricants USA Inc.

## 36 TO 40

Mervyn M. Davis Insurance

## 26 TO 30

Hotel Mac (Restaurant)

## 21 TO 25

Commercial Support Services

## 16 TO 20

YMCA of the East Bay

## 11 TO 15

General Chemical Corporation

## 6 TO 10

Palecek Inc.

## 1 TO 5

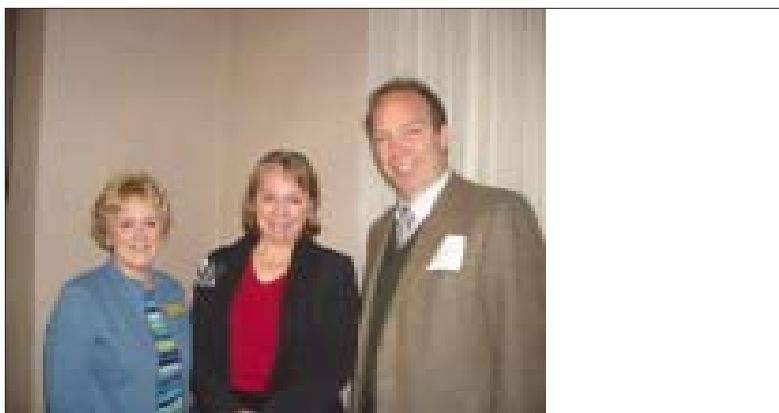
All Aboard Mini Storage  
Budget Self Storage  
Street Tech

### Grover, continued from p. 1

challenge you to think about how you use the information – make a personal commitment to use Chamber members whenever you have a choice.

### Advertise your membership!

Make sure people know you are a Chamber member. Post your membership plaque where people can see it. Take advantage of the opportunities the Chamber offers to let people know about you and your business. We have the monthly hot sheets, and this year we will be doing a business directory. This will be a special directory, focusing on the City's Centennial, so it's a great opportunity. Come to the monthly networking breakfasts, attend a mixer, and have a booth at the trade fair. Host a mixer — bringing people directly to your business gives you a chance to highlight who you are and what you do.



Chamber Breakfast for Business Chair Jane Del Simone of the WCC ADult School, welcomes March Breakfast speaker, Richmond City Council person Gayle McLaughlin and Dr. Timothy Batchelder of Kaiser Permanente, Breakfast sponsor.

### Participate! Participate! Participate!

The Chamber is only as good as what its members bring to the table. We want to see you at our events, we want to hear from you when you have concerns, and we want to provide you with the services you need. You are responsible for the success of the Chamber.

*Please patronize these businesses*

## 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 or mail to 3925 Macdonald Ave., Richmond, 94805, c/o Business Speaks.

### Richmond Chamber of Commerce Board Members

Gary Bell / GB & Assoc. Financial Services, Inc.  
Jim Brumfield / Chevron Richmond Refinery  
Helen Carr / Contra Costa College  
Carla Della Zoppa / Security Pacific Real Estate  
Jane Del Simone / WCC Adult School  
Michael Fenley / Hilltop Mall  
Virginia Finlay / Signature Realty  
Joshua G. Genser / Genser & Watkins  
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.  
Gloria Johnston, Ph.D / WCCUSD  
Larry Landry / General Chemical  
Bill Lindsay / City of Richmond  
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  
John Ziesenhenné / M.A. Hays Co.