

Richmond CHAMBER NEWS

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

ARETHA FRANKLIN IN RICHMOND?

by John Zieshenne, Chair

The Queen of Soul had a very big hit titled "Respect." It would be great to have her perform at the Richmond Memorial Auditorium before each City Council meeting. If you have not attended a council meeting in person, I highly recommend it. The meetings are not for the faint of heart, however.

Webster's Dictionary defines a meeting as "a coming together of people or things, a gathering of people especially for business purposes." When the Chamber has a meeting, there is a variety of thoughts, personal preferences, political slants, and so on that are discussed before a vote is taken by the Board of Directors. Yes, the meetings can be very candid.

However, everyone gets their turn to speak their mind in a civil manner, without interruption and without being talked over by another Board member. When everyone has had their say, the vote is taken and announced and the meeting proceeds to the next item.

The definition of respect is "the special esteem or consideration in which one holds another person." I feel sorry for the American Government teachers who send their students to the Richmond City Council meetings to see their city government in action. What could the students come back to report on but a total lack of respect for one's fellow man - just the opposite of what the students should be learning from civil government classes. If the students do not attend in person and only watch the Council meeting on TV, it is even worse, as the TV absorbs Council members talking over Council members and one cannot make sense of what subject is

being discussed as the Council seems to try to out-disrespect one another. The students, after seeing a Council meeting, must wonder if any work can be accomplished in this type of atmosphere. The voters of Richmond also wonder if any work can be done in an atmosphere of disrespect. It is getting harder and harder for incumbents to get re-elected. Why? Go to a meeting.



Is it impossible in Richmond to have a "Board of Directors" meeting of the City to be run with respect and decorum? Is it possible for the citizens of Richmond to be respectful of the Council and City Staff when presenting their thoughts at the podium? It would be very nice for the citizens of Richmond to want to rush home and see how the affairs of the City are going to be decided on Tuesday nights, rather than rushing home to watch the "show" and see who is going to be the person or persons made fun of until the next Council meeting in two weeks.

Respect needs to start at the top. How can one expect the students to act civilly and treat one another as dignified human beings if the elected officials in their home town are not leading by example? Yes, everyone has the right to speak their mind about a specific subject on the agenda, but in a respectful manner. Perhaps a new general revenue source could be teaching a manners class, required for those who wish to address the Council as well as the Council themselves. To get respect one must give respect. Is it unusual in the City of Richmond for Council members to disagree with one another respectfully? It shouldn't be, but it certainly seems that it is a lost art on our City Council. When the Council comes back into session in September they should begin with a new theme by putting the "Code of Conduct" on the shelf and, after reciting the Pledge of Allegiance, open each meeting with the Queen of Soul singing "Respect!"



*check www.richmondcelebration.com for more information on these events

events

CALENDAR

August

Aug. 6 - 11 am to dark
Centennial Festival*
Fireworks*

Aug. 7 - Centennial
Picnic, Parade, Party*

Aug. 11 - 5 to 7 pm
Mixer, Richmond
Development Co.

Aug. 12 - 5:30 to 8 pm
Pt. Richmond Music*

Aug. 14 - 2 to 6 pm
Music on the Main*

Aug. 24 - 7:45 am
Breakfast for Business
Courtyard by Marriott

September

Sept. 8 - 5 to 7 pm
Mixer, M.A. Hays Co.

Sept. 10 - 11:30 am to
7:30 pm, Pt. Richmond
Music & Arts Festival

Sept. 18 - 50th Anniversary
Gala at the Masquers
Playhouse

Sept. 21 - 11:30 am
Education Luncheon
Richmond Country Club

Sept. 28 - 7:45 am
Breakfast for Business
Courtyard by Marriott

chamber

MEETINGS

August

Aug. 2 - 8 am
Government Relations

Aug. 2 - noon
Ambassadors

Aug. 4 - 7:30 am
Board of Directors

Aug. 16 - 8 am
Education Committee

Aug. 17 - noon
CVB

Aug. 25 - 8 am
Executive Committee

Aug. 30 - 8 am
Government Relations

Aug. 30 - noon
Ambassadors

September

Sept. 1 - 7:30 am
Board of Directors

Sept. 5 - Labor Day
Office Closed

Sept. 8 - 5 to 7 pm
Mixer, M.A. Hays

Sept. 13 - 7:30 am
BE United

Sept. 20 - 8 am
Education Committee

Sept. 22 - 8 am
Executive Committee

Sept. 22 - noon
CVB Board

Toastmasters meets every Monday at noon in the Chamber Boardroom. You are invited.

flyer deadline!

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

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Glen Price, far right, School Board President, was the Guest speaker at the June Breakfast for Business. Hudson Moore, left, and Candy Sousa, represented the YMCA of the East Bay, which sponsored the event. Jane Del Simone, WCC Adult School, is the Breakfast Chair.



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

www.rcoc.com

WELCOME **NEW** MEMBERS

Ms. Tieng Keovanxat, Realtor
Coldwell Banker
 350 Bon Air Center, Suite 100
 Greenbrae, CA 94904
 (415) 464-3329
 Teing.keovanxat@cbnorcal.com
 Real Estate, Residential

Ms. Soraya Giannini, Account Manager
Financial Title
 3220 Blume Drive, Suite 139
 Richmond, CA 94806
 (510) 669-2011
 s.giannini@financialtitle.com
 Title Company

Mr. John Spradlin, Manager
La Perla Delicatessen
 338 Nevin Avenue
 Richmond, CA 94801
 (510) 232-4840
 Mexican Delicatessen

Ms. VaShone Huff
Willie McGee Foundation
 1160 Brickyard Cove Road, Suite 200
 Richmond, CA 94801
 (510) 439-4114
 vhuff@wmf51.org
 Youth Services

Mr. Keith Alm, Financial Advisor
Morgan Stanley
 One Kaiser Plaza, Suite 900
 Oakland, CA 94612
 (800) 755-1579
 keithalm@msn.com
 Financial Services

Ms. Nancy Rosell, Owner
Rosell Specialties
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 Novato, CA 94947
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 www.rosellspecialties.com
 Advertising; Promotional Items;
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Mr. Dennis Murchison, Owner
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 Richmond, CA 94804
 (510) 558-1600
 www.sawmillhardwood.com
 Hardwoods, Flooring, Decking

Ms. Sahar Amirzada, Loan Officer
Viking Mortgage Corp.
 3088 Pinole Valley Road
 Pinole, CA 94564
 (510) 243-9800
 www.vikingmtgroup.com
 Mortgages

Ms. Beverly Ware, Volunteer Coordinator
WCCC Volunteer & Emergency Services Program
 1275 A Hall Avenue
 Richmond, CA 94804
 (510) 231-8320
 www.ehsd.org

6/03/05 to 7/07/05

THE CHAMBER OPPOSES NEW TAXES

by Judy Morgan, President

The City Council is talking about raising the sales tax or perhaps imposing a gross receipt tax. What are they thinking? We have reached the limit for taxes. Any new taxes will be a huge burden to our business community. We just increased the sales tax, making ours one of the highest in all of the Bay Area. Utility users tax? Again, we are already the highest in the Bay Area, so it costs more to do business here. A gross receipts tax? Impossible! Businesses would leave and new ones would not come here. Instead of looking to the business community and residents for additional income, let's continue to look at cutting costs and new sources of revenue.

Richmond has a large budget; we enjoy income from several different types of taxes so that we are not dependent on just one source of income. Let's look at a few of these existing taxes and see how we can maximize them. Property taxes: let's develop new projects such as Campus Bay, or Terminal One or Point Molate. Sales tax: let's expedite projects such as Target and Wal Mart and encourage any other retailer who seeks relocation or expansion of a store; sales tax revenue would then go up. TOT or Transit Occupancy Tax paid by hotel guests: by promoting a positive image and attracting tourists, we would increase the transit occupancy taxes. Hey, why don't we create additional tourist attractions such as a rose garden or better yet, some children's attractions? Utility users tax, again, the more businesses that are here, the more utility usage, the more revenue.

I just mentioned the Simeon-Cherokee project at Campus Bay and the Terminal One development. Other new projects include the Ford Building and the Signature development at Marina Bay. We should be doing everything we can to attract tenants and create a business-friendly atmosphere. These developments will mean millions more to the bottom line of this city.

Also, an important effort should be put towards supporting businesses when they want to expand or update. The Chamber continues to ask the City to expedite the permitting process, making it easier, keeping within guidelines that are acceptable to our community but reasonable enough to accomplish in 90 to 120 days. These new projects create jobs and increase the tax base at the same time. Let's support that. As an example, we need to support Chevron as they look to update or expand the refinery. The refinery being more productive only adds to our bottom line, and it creates JOBS.

Continue to look for ways to cut costs; we think there still may be some opportunities for the city to slim down. Look at privatizing the Convention Center so that it will make a profit instead of a loss. The Chamber and the Convention and Visitors Bureau are interested in taking on this project.

Support N.I.C.E. efforts. When a section of the community wants to tax itself to improve the neighborhood, the city should be supportive. As one neighborhood improves, the efforts snowball and can only improve the City as a whole. Who knows, the results may possibly attract more retail and restaurants.

Promoting a positive image for the city has to be a high priority. We can no longer just talk about it. It has to be on the top of everyone's agenda. There should be an ordinance passed that outlaws negative remarks about the city of Richmond. You say something bad and you have to remove trash that has been dumped or weed the parkway. There should be no press conferences unless they are about positive news. We should be like a family and not air the dirty laundry but instead list all of the positive things. Promote Richmond as a positive place and we will see a difference in taxable income to the city. We can all work on this. As Dr. Johnston said about the school district, "Let's change the conversation."




“PASSING THE KEY” AT THE CENTER FOR INTEGRATED WELLNESS

The Center for Integrated Wellness in Point Richmond has a new owner. Dr. Amy Jackson, D.C., handed over the key to Dr. Gloria Contreras, D.C., Thursday night, July 7th. Dr. Jackson is moving on to care for her new baby daughter, while Dr. Contreras continues to provide Network Spinal Analysis at the Center.

To learn more about Network Spinal Analysis, call the Center at (510) 235-6455 or check their website at www.cfiw.net.

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.

THE ENVIRONMENTALLY FRIENDLY OFFICE

LEARN WHERE TO BUY GREEN SUPPLIES

If you're buying organic groceries and recycling newspapers, cans and bottles at home, you're probably interested in ways you can be more environmentally sensitive at work. How should you start? What supplies should you buy, and where should you buy them?

Companies that choose to go green tend to purchase items such as refillable pens and envelopes and copy paper made from recycled content, and to institute cost-cutting measures like energy-saving lighting. An engineering and consulting firm in Boise saved \$900 a year by replacing paper coffee cups with reusable mugs (not including the supplies used to wash the mugs). In June 2004, the U.S. Environmental Protection Agency, which spends \$5 million a year on office supplies, launched a program requiring its 18,000 employees to buy primarily green supplies from Corporate Express.

This article provides a brief introduction to green office supplies and where to buy them.

As you'll see, many of these green products cost more than their non-green counterparts, but environmentalists say that, just like organic food, it is worth paying higher prices for these products to promote sustainability and good health.

PAPER AND PENS

Let's begin with paper. New Leaf Paper offers the Encore 100 brand, which is comprised of 100 percent recycled materials and processed without chlorine. New Leaf's paper is good for copy, laser, and fax machines. Kinko's uses it at their stores. Staples, Office Depot, and OfficeMax offer various kinds of paper made from recycled content. In 2005, OfficeMax has a 100 % recycled paper available for contract orders. It is called Mohawk Color Copy and is manufactured with wind power and certified by the Forest Stewardship Council. Green Earth Office Supply has recycled mailing envelopes, bubble wrap and notecards made from garlic and hemp. New Leaf and Green Earth also have recycled stationery.

For writing tools, Green Earth has a wide range of options, including the Wheely brand of refillable pens, made in part from rubber tires and recycled plastic. They also sell a biodegradable cornstarch pen and pencils made from old blue jeans and recycled currency. Nontoxic, water-based markers and highlighters are available, too. Products from Cartridge World, an Australian company that refills ink and toner cartridges, are available at any of its 45 locations in the United States.

OTHER OFFICE PRODUCTS

At Green Home you can find nontoxic correction fluid and recycled Post-its. They also have green computer disks — reclaimed from unsold, reformatted software — and a staple-free stapler that cuts out small strips of paper and uses them to stitch up to five pieces of paper together.

A firm called Shred-it will shred your sensitive documents and deliver the paper directly to recycling mills. To clean the office, check out eco-friendly cleaning supplies from Simple Green and Earth Friendly Products.

Eric W. Pfeiffer
Parachute
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Cartridge World
<http://www.cartridgeworld.com/>

Cartridge World - Berkeley
2161 Allston Way, Berkeley, CA 94704
(510) 841-2004

Green Home
<http://www.greenhome.com/>
877.282.6400

Shred It
<http://www.shred-it.com/>
1-800-69 SHRED

Simple Green
<http://consumer.simplegreen.com/>
Earth Friendly Products
<http://www.ecos.com/>

Radston's Office Supply Company, a long-time Chamber member, carries many "green" products and is proud to announce that for the last two years they have been a Contra Costa County Certified Green Business.

They are also a recycling station for styrofoam "peanuts" (you can give them yours) and, if they have used boxes and peanuts when you go to mail a package, they will give them to you at no cost.

Radston's is at 675 Alfred Nobel Drive in Hercules. Call them at (510) 964-9604 or check their wares at www.radstons.com



Watch your mail for information on the next **Leadership Richmond** and sign-up soon, as the next class starts on September 15! Class size is limited to 25.

The class meets the third Thursday of each month from September through November and January through June. Class usually starts at 8:30 a.m. and ends by 4:00 p.m. The cost for this wonderful experience is still only \$875.00 per person. What a bargain! Contact the Chamber, (510) 234-3512 today to sign up.

MEET THE RICHMOND CVB

By Michelle Itagaki,
Director, RCVB



Summertime has finally come to Richmond and with it some changes at the Richmond Convention and Visitors Bureau. As you can see in the byline for this column, Gail Sepanek has left us to start a new life in North Carolina. She did a fantastic job setting up the new RCVB and we appreciate all of her work. We wish you best of luck in your new endeavors, Gail.

Some of you may recognize my name and remember that I go by Michelle, no need to try to learn how to pronounce Itagaki! Most recently I was with the Novato Chamber of Commerce and Visitors Center, and I'm very excited to be back in Richmond. Richmond has been "home" in my heart during my absence and I look forward to marketing this great city to tourists. Please call or stop by to become acquainted or re-acquainted.

The RCVB has had a strong beginning, due in large part to a committed Board of Directors. Those Board members are:

John A. Edginton, Chair
Golden State Model Railroad Museum

Trish Snowden, Vice Chair
Courtyard by Marriott Richmond/Berkeley

Judy Morgan, Secretary
Richmond Chamber of Commerce

Gary Bell, Treasurer
First Bankers Mortgage

Eleanor Boswell-Raine
The Richmond Globe

Irene Berndt
Hotel Mac Hotel

Lucio Bustillo
Quality Inn

Steve Duran
Richmond Economic & Community
Development Department

Jill Ellis
Full Circle Travel

Peter Hass
Watson, Hoffe & Hass

Howard Levitt
Rosie the Riveter World War II Home Front
National Historical Park

As you can see from this impressive line-up, our directors have both the knowledge needed to move forward and the love of our city to keep their enthusiasm at top level. Expect to hear good news from the RCVB in the upcoming months, and if you meet up with our Board members, thank them for their dedication!

Become a member of the RCVB and receive a variety of benefits. First and foremost, you'll be on our recommended list for products, services and destinations – a value far beyond the yearly fee. In addition, you'll be listed on our upcoming website. Travelers use the internet more and more frequently to plan their trips and you want to capitalize on this trend. Call Michelle at (510) 307-4470 for further details.

Remember, Richmond is 32 miles of Shoreline & a San Francisco Bay experience.

CHAMBER WELCOMES NEW MEMBERS FOR 2005

A great time was had by all who attended the New Member Orientation at the Chamber office on July 11 for the 40 new members who have joined the Richmond Chamber since January of this year.

The program included a discussion on benefits of membership led by Chamber Chair John Ziesenhenne; self-introductions of the new members, Chamber Board members, Ambassadors and Staff; a great continental breakfast provided by Betty Cockayne of the West County Times and a tour of the Chamber office.

The next New Member Orientation will be held in the fall, 2005.

AN WEST HOSTS THE JUNE MIXER

PHOTOS BY ELLEN GAILING



chamber ANNIVERSARIES

Congratulations!

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

4/29/05 to 6/4/05

16 TO 20

Bill Nelson Chevrolet

11 TO 16

METRO 1 Credit Union
SimsMetal
Walgreens

6 TO 10

Electro-Forming Inc.
MBA Polymers
Opportunity West
Rolling Hills Memorial Park
U.S. Financial Mortgage Corp.

1 TO 5

American Soil Products
Berlex Biosciences
Extra Space Storage
The Globe Newspaper Group
Heritage Park at Hilltop Apartments
The Inner Cook
Marc's Auto Repair, Inc.
R. F. & Associates, Inc.
Radston's Office Supply Company
Simeon Commercial Properties
W.J. Robinson & Associates, Inc.
WCCC Volunteer & Emergency Services

Please patronize these businesses

THE AMBASSADOR ADVANTAGE



Our Chamber Ambassadors are busy welcoming and greeting new members to the Chamber. One of the major benefits/opportunities of participating as an Ambassador is to call a new member shortly after they join the Chamber. While greeting the new members, the Ambassadors also invite them to the next Chamber event or gathering. It's explained to them that they will meet many new business people, including the Ambassador team and Chamber staff. This service to the new members is not only a benefit to them, it also allows Ambassadors to introduce their own businesses to the new members.

A major goal of Chamber membership is being met by this simple act of reaching out -- networking!

If you or someone from your company is interested in being on the Ambassador team, give Chris Phipps a call at the Chamber office (510) 234-3512.

SAVE THE DATES:

Sept. 21 – Education Lunch
Dr. Helen Carr, Chancellor.
Contra Costa Colleges.
Sponsored by SBC

Oct. 3 – 6th Annual Golf
Tournament
Sponsored by The Mechanics Bank



Don't miss the next

Chamber Breakfast for Business

Held monthly at the
Courtyard by Marriott Richmond / Berkeley

August 24

Guest Speaker:

Tony Thurmond

City Council Member

Limited to 40 with Reservations
Sponsored by

Watson, Hoffe & Hass

Richmond Chamber of Commerce Board Members

Gary Bell / First Bankers Mortgage
Jim Brumfield / Chevron Richmond Refinery
Helen Carr / Contra Costa College
Donna Capozzi / American Soil Products
Carla Della Zoppa / Security Pacific Real Estate
Jane Del Simone / WCC Adult School
Virginia Finlay / Signature Realty
Joshua G. Genser / Genser & Watkins
Alex Gomez / WCC Business Development Cntr.
Barry J. Gordon / The Mechanics Bank
Karl Gramm / UPS
Peter A. Hass / Watson, Hoffe & Hass
Jerold Hatchett / SimsMetal
Sherie Hickman / Kaiser Permanente

Mark Howe / MSH Management
Ivonne Inurritegui-Folster / Orton Develop.
Gloria Johnston, Ph.D / WCCUSD
Bill Lindsay / City of Richmond
Richard McCombs / MBA Polymers, Inc.
Judy Morgan / Richmond Chamber
Peter Nuti / Richmond Sanitary Service
Carl Overaa / C. Overaa & Company
Susan Poe / Virtual Development
Mark Quilici / California Casting Inc.
Will Rigney / SBC
Tom Waller / Business Growth Solutions
John Ziesenhenne / M.A. Hays Co.