

Richmond CHAMBER NEWS

A Richmond Chamber of Commerce Publication
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A NEW LIBRARY AND MUSEUM FOR RICHMOND?

by John Zieshenne, Chair

Richmond is a very fine city. Perfect, it is not. With that said, when you do have a minute to step back and look at the tremendous assets that this city can boast of, you should be quite proud of our fine city and its history as we celebrate the first 100 years of the City of Richmond.

If you have a little extra time on your hands, you and your family should drive to the Richmond Museum of History on 4th & Nevin and view the early years of our area. The Museum is a gem located in the beautiful 1910 Carnegie Library Building with displays of the early history of Richmond that will fascinate you. Did you know that the very first Model A to come off the line at the Ford Assembly Plant in Richmond in 1931 is in the Museum? Believe it or not, the Museum has free admission and is open Wednesday - Sunday, 1 to 4 p.m. (The museum is staffed mainly by volunteers so it is best to call 235-7387 to confirm hours.) You will not be disappointed when you tour the Museum!

The history of Richmond is so great that the Museum needs to move to a larger building in order to display the history and artifacts that are not currently displayed. The current displays stop at World War II as there is no more space! That is a shame; we need to do something about this.

A new idea that has sprung up is to build a new library in the Civic Center Plaza on 27th & Macdonald. What a great idea! The City is currently involved with choosing a Master Developer for the City Hall Complex and this would be a very good time to design a new 60,000 sq.

foot, single-story library to include in the plan. In June 2006, there will be a new library construction bond issue on the ballot and should that pass as the second Bond Act did in 2000, the City of Richmond could apply for funding for the new library from the Bond Act. The Bond would fund 2/3 of the cost and the balance would need to be raised by the community. The thought of a new library in Richmond stirs a lot of excitement in many people and I hope that this same thought stirs excitement with you.



How does a new library at the Civic Center help the Museum? That is a great question. The Richmond Museum needs 51,000 sq. ft. based on an assesment that was completed in 2002. The Museum also needs to be closer to public transportation, have better parking, be in a visitor-friendly environment, and have a much larger display area than the 2,500 sq. ft. that it has now. These are only a few of the major reasons that the Museum needs a new home. And why not have it within the Civic Center Plaza with the Library and Art Center? Once the new library is completed (hopefully, 2009), the Museum could then move into the former library building which would be a fantastic new home for the beautiful new displays.

What a grand situation for everyone in this
continued on page 4



photo by Ellen Gailing

Winners!! Everyone had a great time at this year's Trade Show. More on pages 2, 3, 4.



*For more information on events listed in the calendar (above) call:

For Point Richmond Music -- 223-3882

For Music on the Main -- 236-4049

For Museum Exhibit: "This is Your Life, Richmond, Calif.", -- 235-7387

For more Centennial event information, see www.richmondcelebration.com

events

CALENDAR

July

July 3 - dusk
Fireworks
Marina Bay

July 8 - 5:30 to 8 pm
Pt. Richmond
Music Festival

July 14 - 5 to 7 pm
Mixer - Richmond
Country Club

July 27 - 7:45 am
Breakfast for Business
Courtyard by Marriott

July 30 - 2 pm
Exhibit Reception
Richmond Museum

August

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

Aug. 7 - Centennial Events*

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

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

Aug. 14 -
Music on the Main*

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

chamber

MEETINGS

July

July 5 - 8 am
Government
Relations

July 5 - noon
Ambassadors

July 7 - 7:30 am
Board of Directors

July 19 - 8 am
Education Committee

July 20 - noon
CVB

July 21 - 8 am
Executive Committee

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

Toastmasters meets every
Monday at noon in the
Chamber Boardroom.

flyer deadline!

The flyer deadline for inclusion in the August issue is July 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. Tina Jacobs, ADA & Outreach
Argosy University
 999 – A Canal Blvd.
 Richmond, CA 94804 – 3547
 (510) 215-0277
 tjacobs@argosy.edu
 www.argosyu.edu

Ms. Ann Schnake, Co-Manager
ArtsChange
 100 38th Street, Room 1501
 Richmond, CA 94805
 (510) 231-1348
 artschange@artschange.org

Mr. Bryan Northup, Owner
Biolum Glass
 406 Washington Avenue, Suite D
 Richmond, CA 94801
 (510) 234-4336
 www.biolum.com

Ms. Marie Johnson
East Bay Youth Consortium
 711 22nd Street
 Richmond, CA 94801
 (866) 387-3292

Ms. LaTasha McDavid
 Realtor/Loan Dept. Manager
Economic Resource Services
 25 West Richmond Avenue, Suite 200
 Richmond, CA 94801
 (510) 231-1630
 lmc david@ersrealestateandloans.com

Ms. Barbara Nagel
Impact America
 3150 Hilltop Mall Road, Suite 43
 Richmond, CA 94806
 (510) 970-7643
 impactamerica@barbaranagel.com

Ms. Diane Anderson, President
PRAM: Parents, Resources & More
 110 East Richmond Avenue
 Richmond, CA 94801
 (510) 620-6843
 www.pram.net

Ms. R. Charlene Battle
 Independent Associate
Pre-Paid Legal Services, Inc.
 2545 Simas Avenue
 Pinole, CA 94564
 (510) 913-3068
 rbattle738@aol.com
 www.prepaidlegal.com/hub/rbattle

Mr. Adam Ireland
 Business Account Executive
Verizon Wireless
 2785 Mitchell Drive
 Walnut Creek, CA 94598
 (925) 324-1803
 Adam.ireland@verizonwireless.com

Ms. Judy Reed, Executive Director
WCC Salesian Boys & Girls Club
 P.O. Box 6120
 San Pablo, CA 94806
 (510) 215-4648
 Judy_reed@sbcglobal.net

5/05/05 to 6/03/05

RICHMOND, IT IS HAPPENING AGAIN!

by Judy Morgan, President

Don't be discouraged by the negative press we have received lately. I want to share a few exciting things that are happening in Richmond. We have been waiting a while for good things to happen; now we can say, Richmond, it's time. If I seem to be enthusiastic, it is because I see positive results culminating from years of hard work and planning. Let me tell you about a few of these happenings.

The Macdonald Ave. revitalization plan under the direction of the Economic Development Group, ably headed by Mr. Steve Duran, is becoming a reality. Just picture this: a redeveloped Macdonald Ave. bustling with activity, an Avenue where you want to walk, an Avenue where you want to shop and cafes you want to dine in. Picture this as you drive down Macdonald from San Pablo Ave.: you come to a new Target store acting as the anchor at the eastern end of a shopping center and attracting other shops and services. Then, just a few blocks away, the new LaVonya DeJean Middle School is improving this section of Macdonald. Next, a newly renovated Civic Center that is emerging with the possibility of a new library and museum. These two destinations will be the drawing cards for our Civic

Center. Just think, the Civic Center as a gathering place and a learning center.



Continuing on down Macdonald, we come to the Transit Village with new town homes inhabited by new Richmond residents. The entrance to BART/AMTRAK has been improved, giving this section a whole new look. The Redevelopment Agency has an RFP out for development of the blocks between eleventh and twelfth streets; they are looking for a residential/retail development. Kaiser is busy adding to the hospital, creating more parking and other services for their members. We can be sure that the plans called for in the revitalization of western Macdonald Ave. will come to fruition.

To help support all of this new retail, there are many new homes on the board. There are townhouses and condominium projects that total seven new sites either under review or under construction, bringing a total of 1,364 new units. There are 883 new single family homes being built in different locations throughout the city. New residents, new shoppers, new taxpayers, new voters, they will make a difference.

On another note, congratulations to the Workforce Investment Board's Mayor's Summer Youth program. With Tony Thurmond as Chair, they have raised over \$200,000 dollars — enough to put 200 of our Richmond youth to work this summer. A big thank you to all of the businesses who made this possible.

THE AMBASSADOR ADVANTAGE



New Ambassador Chair

The Ambassadors, staff and Board of Directors of the Chamber thank outgoing Ambassador Chair Tim Meese of the West County Volunteer and Emergency Services Program, for his leadership and service this year. We are happy to know that Tim will stay involved.



photo by Nancy Cuneo

At the same time, we welcome Betty Cockayne as the new Chair. Betty works in the Sales Dept. of the West County Times and brings over 20 years of networking experience with her to the Ambassador Team. We are happy to

have her as the new Chair!

Ambassador Rally held in Pleasanton

Chamber Ambassadors Nancy Cuneo of WCCTAC and Julie Pledger of Velocity Lock & Key, Chamber Board Liaison Jane Del Simone, and Membership Director Chris Phipps represented the Richmond Chamber at the Annual Ambassador Rally in May in Pleasanton. They all came back full of exciting ideas they received by networking with Ambassadors from the other 45 Northern California Chambers that attended. Jane Del Simone says "this was the best one-day seminar of any kind that I have ever attended."

Being an Ambassador is very rewarding. And, it's fun. Call Chris at (510) 234-3512 or email her at chris@rcoc.com to talk Ambassadors.



photo by Ellen Gailing



Where is the Red Oak Victory Ship? Who owns it? Who operates the Hazardous Waste drop-off center? What are students learning in the third grade? What does ABAG stand for and what does it do? Where can you learn to be a pastry chef? Or a Nurse, or Radiologist? These are just a few of the things you will learn by participating in **Leadership Richmond**.

Our third class graduated on June 16, 2005, and our fourth class will be starting September 15. The class meets one day a 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 will remain \$875.00 per person. What a bargain! Contact the Chamber, (510) 234-3512, today to sign up.

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.



photo by Mark Gebhardt

THANK YOU, TRADE SHOW PARTICIPATIANTS

AC Transit
 Armor Locksmith Services
 Bianco's Deli & Catering
 California Autism Foundation
 Chevron Richmond Refinery
 Contra Costa College
 Costco Wholesale
 Courtyard by Marriott Richmond/Berkeley
 Draper & Esquin Wine & Spirits
 Extra Space Storage
 First Bankers Mortgage
 Galaxy Desserts
 Judah 1st Ethnic Art
 Krispy Kreme Donuts
 Malvern Wilson Alumni Association
 The Mechanics Bank
 Name the Occasion Gift Baskets
 Police Activities League
 PG&E
 Postnet
 Recycle More
 ReliaTech
 City of Richmond
 Richmond Sanitary Service
 Rolling Hills Memorial Park
 SimsMetal
 UPS
 WCC Adult School
 WCCTAC
 West County Times
 Wells Fargo Home Mortgage
 YMCA

AND ESPECIALLY THE COMMITTEE...

Nancy Cuneo, WCCTAC, Chair
 Lucio Bustillo, Quality Inn
 Betty Cockayne, West County Times
 Rodney Hiram, Hiram Design Group
 Julie Pledger, Velocity Lock & Key
 Marjorie Rosario, Quality Inn



July 27
 Guest Speaker:
Loni Hancock
 Assemblywoman 14th District
 Limited to 40 with Reservations
 Sponsored by
Orton Development Co.

MEET THE RICHMOND CVB

By Gail Sepanek,
 Director, RCVB



The Point Richmond Walking Tour and its accompanying brochure is a major accomplishment for the fledging Richmond Convention & Visitors Bureau. The brochure is being distributed to all Richmond hotel properties, restaurants in Point Richmond and other area attractions. In gratitude, the RCVB Board of Directors has proclaimed both Jan Brown of Spokewise, the artist who created the brochure, and Richard Lompa who printed it, as lifetime Honorary Members of the Richmond Convention & Visitors Bureau for their contribution to our city's tourism effort.

Please join me in welcoming the RCVB's newest members: The Golden State Railroad Museum, Rosie the Riveter WW II Home Front National Historical Park, DeWitt Art Gallery & Framing, Hidden City Café, Hacienda Grill and Hilltop Mall. These attractions and businesses are often the very reason visitors spend and enjoy their time here in Richmond. Naturally, our local citizens are encouraged to patronize them, as well.

It occurs to me that many of you don't know why you or your business should be a member of the Richmond Convention & Visitors Bureau. The RCVB, as we are called, actually attracts visitors including

groups, families and individuals from throughout the state and elsewhere to Richmond, where they stay in our hotels/motels, dine in our restaurants, buy gasoline for their autos, shop in our stores, etc. Generally speaking, these are people the RCVB has reached through consumer and/or travel industry trade shows, information distributed to more than a thousand locations, advertising in major publications and/or who may have asked for our assistance in their travel-planning process.

The Chamber of Commerce, to which we are related but from which we are a separate entity, has a local business-to-business networking function versus the RCVB, which promotes and networks outside of our area to sell Richmond as a place to visit. Our strategy is to encourage visitors to stay in Richmond while enjoying the entire Bay Area, thus reducing or eliminating the inconvenience of packing and unpacking several times. I don't know about you, but, in the time it takes me to pack, I could have driven to Napa or Sausalito and returned later to stay another night, or more, in Richmond.

Of course, the more visitors come to Richmond, the more Richmond's image will be enhanced to counter all the poor publicity our City seems to attract. As far as other reasons to join the RCVB, you should know that a tourism dollar is documented to turn over at least seven times in a community. Need I say more!

Join today..... RCVB membership has many benefits and in the reality of things is actually inexpensive. It's even less expensive if you are a member of the Richmond Chamber of Commerce with \$100 off the combined dues of the RCVB and the RCOC for a dual membership. Call us at (510) 307-4470 to discuss your membership.

THE TREASURE CHEST

Photos by Nancy Cuneo





Thank You!

President Circle members for your continued support of the Richmond Chamber of Commerce.


 Chevron Richmond Refinery


 THE MECHANICS BANK
A GREATER WAY TO HAVE BENCE ONLY! MEMBER SINCE 1911


KAISER PERMANENTE.


REPUBLIC SERVICES, INC.


 Richmond Sanitary Service

Adopt A School



A column to recognize supporters of our schools

Business involvement in our schools makes sense for a lot of reasons. As we engage our schools and apply available resources to help prepare and develop kids for meaningful, successful lives, we contribute to a better community for all of us as well as to the improved quality and productivity of future employees.

With this in mind, your Chamber's Education Committee has begun working with the school district to examine various ways for even more businesses to Adopt a School and make a difference. A special effort is also underway to support further development of high school small learning communities known as "academies," which integrate career-themed activities and learning with core academics, thus reinforcing the relevance and importance of a good education.

To learn more about getting involved, please call the Chamber office and plan to attend Education Committee meetings at 8:00a.m. on the third Tuesday of each month at the Chamber office.

chamber

Congratulations!

ANNIVERSARIES

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

4/29/05 to 6/4/05

Over 50

Wilson & Kratzer Mortuaries

16 TO 20

Archer Norris
Concentra Medical Centers
Plant Reclamation
Woldemar & Associates, Inc.

11 TO 16

Armor Locksmith Services, Inc.
Bragg Crane & Rigging, Inc. (Bay Cities Crane)
Salute Ristorante at Marina Bay
Vali Cooper & Associates

6 TO 10

Cushman & Wakefield
La Strada Ristorante
Marine Turbo & Diesel Inc.
Name the Occasion Gift Baskets
Oliver & Company
Pacific East Shopping Mall
STEVENart Productions
Storage Pro Self Storage
Super 8 Motel
Tosco Corporation
Virtual Development Co./Penterra Marina Bay

1 TO 5

AC Transit
American Textile & Supply Co.
Christies Constructors, Inc.
Edwards Jones Investments
Fisher Realtors
Hilltop Buick-Pontiac-GMC
Hiram Design Group
Kinder Morgan Energy Partners
Mountain Hard Wear, Inc.
Oakland Paper
OSS International, Inc.
Richmond Childrens Academy
Richmond Health Center
Security Public Storage
Trans USA Corporation
UFCW, Local 1179



ALL TRADE SHOW PHOTOS ON THIS PAGE COURTESY OF NANCY CUNEO

LIBRARY & MUSEUM CONTINUED

fine City! The City Hall complex would be refurbished, the City Government would move back in, and a new state-of-the-art library would open for all the school children, young adults, college students, adults and seniors to visit and use.

There could also be a coffee shop inside the library and a gift shop that is run by volunteers and city staff as is done at the beautiful San Leandro Library. The profits of the coffee shop and gift shop can go back to the Friends of the Library who help keep the library operating! Another great idea. The library is a meeting place for the community, a destination point. A new library in the near future is a grand idea that the business community needs to rally around and support on a major scale. Did you know that for every \$1 invested in a library, the community realizes \$4-10 in economic return? Having a new library will allow the Richmond Museum of History to also have a new home (hopefully by 2010) at the Civic Center Plaza.

I hope that you are as enthused as I am about this great opportunity for our Library and Museum. You will be hearing a lot more about the possibility of a new library in the next few weeks and months. The most important part of this story is that YOU need to tell everyone in your office and neighborhood to vote for the Library Bond Act in June 2006. With your support at the ballot box, Richmond will have a groundbreaking for the new library and it would be great to see you there. Seeing you at the groundbreaking for the new library would make me about as happy as if the Giants had won game 6 of the 2002 World Series! Need I say more? Stay tuned for more details about this exciting project!

Please patronize these businesses



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
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Mark Quilici / California Casting Inc.
Will Rigney / SBC
Tom Waller / Business Growth Solutions
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