

Richmond CHAMBER NEWS

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

PLANNING NEEDS YOUR HELP

by Gretchen Grover, Chair

At the end of January, the Planning Department held another in its series of planning retreats to look at what can be done to streamline and improve the City's planning process. The good news – a number of City Council members were present to hear the frustrations and concerns of participants. The bad news – while everyone knows the system is broken, there is not consensus on how to fix it. But progress is being made.

During the past few years, the Richmond Planning Department has been standardizing procedures and has published a number of brochures designed to help those dealing with the planning process. Those people who utilize the available information and resources, follow instructions and staff suggestions, and submit **complete** packages, report that the process can go smoothly. Those with incomplete packages or controversial projects face a long, drawn-out process. Some of the problems cited include:

- City's lack of a single vision
- Differing requirements between Design Review Board (DRB) and Planning Commission (PC), resulting in multiple redesigns or changes
- Land uses inconsistent with existing zoning/neighborhood uses
- Developer doesn't listen to staff, neighborhoods, DRB or PC
- DRB and PC don't have standard procedures or guidance from Council

From Planning's perspective, the number one problem is that developers don't come to them in advance of submitting an application. Pre-application dis-



Micheal Davenport of DP Security sponsored the January Breakfast for Business featuring Guest Speaker Retired RPD Chief Charles Bennett, shown here with Breakfast Committee members Jane Del Simone of WCC Adult School, Linda Reinhardt of Westaff and Blaine Davis of Edward Jones Investments.

cussions enable Planning staff to begin to understand the proposed project, and it allows them to identify potential issues and provide assistance for the developer on what steps need to be taken and who needs to be involved before the application is submitted.



This is something that each and every business looking to build, expand or improve can do right now. *Help Planning and help yourself!* If you have a project, take advantage of the expertise that the Planning Department offers.

WHAT'S IN THE FUTURE?

Right now the pre-application process is voluntary, but Planning may ask the City Council to make it mandatory. That was one initiative that came out of the planning retreats.

There are several other initiatives they are considering bringing forward to the City Council that could assist businesses:

◆ **Strategic Plan** – adopt a strategic plan stating the City's general policy about specific development types

◆ **Improve Communication between Council and appointees** – formalize a process where the DRB and PC meet with the Council to coordinate and communicate expectations regarding development projects, working protocols, and process time

◆ **Administrative Design Review (ADR) Process** – create an administrative review process for projects of up to 25,000 square feet in commercial areas that would allow staff to approve an application as long as it complies with all general and specific plan requirements, is consistent with established

SEE PLANNING, P. 4

events

March

Mar. 10 - 5 to 7 pm
Mixer
Wells Fargo Home
Mortgage

Mar. 22 - 7:45 am
Breakfast for Business
Courtyard by Marriott
Guest: John Marquez

Mar. 24 -- 11:30 am
Luncheon

CALENDAR

April

Apr. 14 - 5 to 7 pm
Mixer TBA

Apr. 27 - 7:45 am
Breakfast for Business
Courtyard by Marriott
Guest: Steve Duran

chamber

MEETINGS

March

Mar. 1 - 8 am
Government Relations
Ambassadors

Mar. 3 - 7:30 am
Board

Mar. 15 -- 8 am
Education Committee

Mar. 16 -- 8 am
Executive Committee

Mar. 16 - noon
CVB

Mar. 24
Leadership Day
(note change of day)

Toastmasters meets every
Monday at noon in the
Chamber Boardroom.

April

Apr. 5 - 8 am
Government Relations

Apr. 5 - noon
Ambassadors

Apr. 7 - 7:45 am
Board

Apr. 19 - 3 pm
Education Committee

Apr. 20 - 8 am
Executive Committee

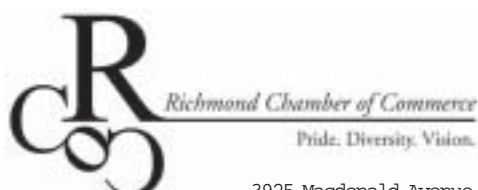
Apr. 20 - noon
CVB

Apr. 21
Leadership Day

flyer deadline!

The flyer deadline for inclusion in the April issue is March 14. Reach almost 800 businesses! Call (510) 234-3512 or email: newsletter@rcoc.com

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 bizzyscott@aol.com

Ms. Jade Phung, Owner
Century 21 Premier
 15501 San Pablo Avenue #C
 Richmond, CA 94806
 (510) 222-2600
 jade@jadehomes.net
 www.jadehomes.net

Ms. Dina Johnson
El Sobrante Florist
 3770 San Pablo Dam Road
 El Sobrante, CA 94803
 (510) 223-7950

Ms. Jennifer Roberts
 Account Executive Sales
FedEx Services
 1600 63rd Street
 Emeryville, CA 94806
 (800) 448-9961 x 0183
 jroberts@fedex.com
 www.fedex.com

Mr. Len Patterson
Patterson Vending
 801 Marina Way South
 Richmond, CA 94804
 (510) 236-9194

Mr. Mario Paucar
Paucar Real Estate Services, Inc.
 652 23rd Street
 Richmond, CA 94804
 (510) 773-4724
 mario@comcast.net
 www.paucar.net

SFC Steven Harris
 Station Commander
U.S. Army Recruiting Office
 1316 Hilltop Mall Road
 Richmond, CA 94806
 (510) 222-9971
 steven.harris@usarec.army.mil
 www.goarmy.com

1/14/05 to 2/11/05

SUMMER JOBS -- CHALLENGE TO HIRE YOUTH

by Judy Morgan, President

Do you remember your first date? Your first job?

Well, we can't help with the first date, but we can help with the first job. We have an opportunity here to make a difference in the lives of our young adults, their families and their schools. The Workforce Investment Board (WIB) has taken on the challenge of finding jobs for 200 of our most deserving students.

I say most deserving, and as you look at the chart below, I am sure you will agree with me this is the best place to put your hard-earned dollars and time. Here is the proposal:

The Employment and Training Department has a youth component charged by the WIB to train and find 200 jobs for our youth this summer.

Kaiser Permanente is kicking it off with a \$10,000 contribution. That is \$5,000 to underwrite jobs in non-profit offices or government offices, and the agreement to place five Richmond students in meaningful summer jobs at Kaiser Medical Center in Richmond. Kaiser is committed to our youth and leads the way. This is not the only summer jobs program Kaiser is running here at the Richmond Medical Center, so our hats are off to Kaiser.

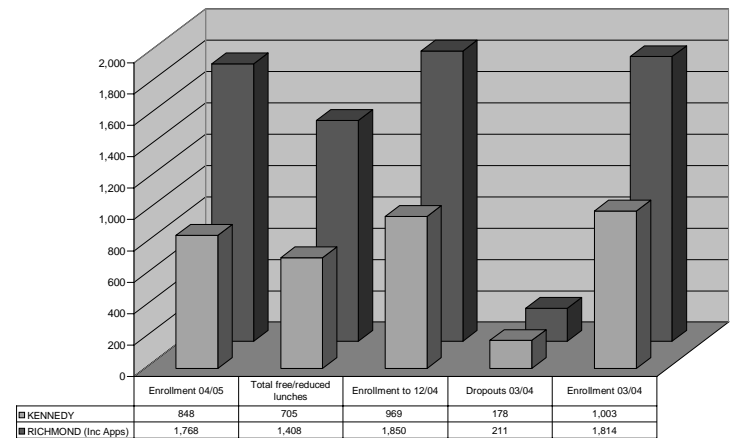
In this program, to qualify for a job you must be a student at Richmond or Kennedy High School. To be eligible you must attend two, two-hour seminars on how to write a resume, what the expectations of an employer are, how to dress appropriately, etc. The Employment and Training Department has developed a great training tool for these students so that when you do hire a youth who has been through this training, you

can be confident that problems will be at a minimum. The department will also be checking on these students weekly and handling any problems that you may have.

If you don't have a job you can still contribute by making a monetary donation as we have non-profits and government agencies who are willing to take a student but may not have the means to pay.

What better way to help young students and their families than by providing a little extra money this summer?

On another note, in this issue of the newsletter we are kicking off the new program our education committee is developing. We are going to be encouraging businesses to Adopt a School. We will be setting some guidelines and making the connections for you. Each month we will be highlighting those businesses or non-profits that are making a difference in the schools.



A GREAT WAY TO SAVE THE EARTH AND HELP A SCHOOL
 Washington school is collecting empty printer cartridges and used cell phones to recycle for money. If your business has any of these items for donation, contact Diane Anderson at (510) 234-3333. She will work with you to arrange a pick-up that is easy and painless for your organization!
 They take copier cartridges, printer cartridges (inkjet or laser), fax cartridges and cell phones in working condition or not.



Don't miss the next
Chamber Breakfast for Business

held monthly at the
Courtyard by Marriott at Hilltop

March 23

Invited Speaker:
John Marquez

Richmond City Councilmember
 Limited to 40 with Reservations

Featured Chamber Benefit:
Richmond Magazine/Directory

Better than the phone book, the Richmond Magazine/Directory contains listings of all members, alphabetically by name and also by business category. Most Chamber members -- and many non-members -- use it as their own personal reference guide to goods and services.

The directory is a glossy, full-color magazine containing articles and information about Richmond. This publication also provides a great opportunity for promoting your business through display advertising. It is published every other year and is distributed to members as well as to area hotels, City Offices and Realtors. It is part of the Chamber's Relocation Package and will play a key role in the business of the new Convention & Visitors Bureau.

Members get up to three different category listings. Additional listings are \$25 each. To make your listing stand out, add your color logo for \$100. If you take out a display ad, logo listings are only \$50. Call Sandi at (510) 234-3512 to discuss your participation in the 2005 Directory.

Deirdre Cerkanowicz
 Director of Marketing

PLANNING *CONTINUED FROM P. 1*

design guidelines for the type of project, and is compatible with the existing proportions, scale, character, and pattern of development of the neighborhood. (Note: Projects on property that abuts residentially zoned property and anything proposed for a hillside with a slope exceeding 15% would not be eligible for ADR.) The goal would be to have ADR be completed in 30 days or less for each project.

◆ **Establish Design Standards** – develop design criteria for the City in general, including, if needed, detailed requirements for the City's target zones like Downtown, Macdonald Avenue corridor, and the Point.

These initiatives reflect broad core value concepts we can all embrace, but making these into reality will be a significant challenge given the political whirlpool that is Richmond.

What can we, the business community, do? **Talk to your fellow business owners** and let them know about the planning process and what the Planning Department is trying to improve. **Talk to the new City Manager** and let him know whether you think the Planning Department is on the right track. **Let City Council members know** that design standards, administrative review, and overall strategic direction are important – talk about how the process directly affects your ability to grow/maintain your business or about how costly delays are. **Participate in the public process** – let the Chamber know your interest and we'll make sure you get notices about any further planning or Council meetings on the subject.

If we want to have a planning/design review process that works, we must help make that a reality. It is clearly time to update the General Plan and create a business-friendly strategic vision for the City.

PROJECT SEED GETS BEST RATING

Tasked by Congress to Find out "What Works" to stop the thinning of the U.S. technical talent pool, *Building Engineering and Science Talent* (BEST) and the *American Institutes of Research* (AIR) announced the results of their final assessment of best practices in pre-kindergarten through grade 12 math and science education to keep women, minorities and persons with disabilities on the educational path to careers in science and engineering.

Based on the results of their extensive evaluations, Project SEED (Special Elementary Education for the Disadvantaged) and one other mathematics education program were given the highest BEST rating out of 200 programs screened and 34 given detailed examination. Dr. Shirley Malcom, head director for Education and Human Resources at the *American Association for the Advancement of Science*, chaired the BEST panel.

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.

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?

Why Should You Advertise Your Business?

Top five reasons why you should advertise:

Advertising establishes contact: Consumers prefer to learn about products and services through advertising. Advertising is a preferred method for introducing people to products and services and in converting wants into needs. Advertising cultivates new prospects and builds awareness.

Advertising builds preference: Consumers believe that buying a familiar brand usually guarantees approval (Simmons Research) while buying unfamiliar brands is risky. Brand preference is directly impacted by the advertising investment. Advertising is a proven means of raising a brand's reputation and preference level. Advertising keeps you top of mind.

Advertising educates and develops prospects: Consumers prefer to learn more about products through advertising. Advertising becomes the knowledgeable salesperson missing from many stores today. Advertising turns wants into needs. Advertising helps educate and helps differentiate benefits from features.

Advertising reduces cost of sales: Advertising reduces direct selling costs. Knowledgeable customers often know exactly what they want to buy, reducing the time needed to sell them. Advertising is a tool for selling existing customers more.

Advertising works: Millions of manufacturers, retailers, services businesses, small and medium businesses and individuals advertise every day. Over and over again. Because it works.

So now that we established why you should advertise...lets get into specifics. Last month we discussed Cable Television and this month we will discuss Newspaper advertising.

How Can Your Business Benefit From Newspaper Advertising?

Q. Doesn't newspaper advertising cost too much money?

A. When you consider newspaper's reach and demographics, it is actually one of the most cost-effective methods of advertising available. What's more, since one of the secrets of successful advertising is consistency, not size, frequency can earn you lower rates, even as it increases the effectiveness of your advertising. If advertising still seems out of your budget, consider co-op advertising where your supplier shares the cost of advertising with you. Co-op can double your ad's pull and reduce the cost by up to 50%.

Q. I didn't get any results from my last ad. Why try again?

A. It often takes more than just one ad to create awareness or generate results. Just as you wouldn't expect to go to a weight-loss clinic for one week and lose 20 pounds, you shouldn't expect a single ad to perform similar overnight miracles. It takes time to develop awareness. Keep in mind that you can increase response many ways, from increasing the frequency of the message to trying different and more exciting offers.

Q. Aren't newspapers becoming obsolete?

A. Newspaper readership remains strong. In fact, nationally 54% of adults read a newspaper on an average weekday and 63% read a newspaper on an average Sunday.

Q. I'm already advertising in another medium. Why should I advertise in newspapers?

A. Advertisers often need more than one medium to reach their entire market, so using several media choices may be in your best interest. In addition to

knowing his/her own product, your newspaper representative can offer assistance in helping you understand the best radio stations for your business, what cable stations effectively target your customer, and what zip codes would be best for direct-mail campaigns.

Q. Why should I advertise in an already crowded medium?

A. Selection is what drives consumers. There are many stores downtown and in the malls; these remain the most popular shopping venues. The same is true of advertising. Shoppers look to the newspaper for advertising more than any other medium because there is selection.

Q. How can I fit advertising into my monthly budget?

A. Keep in mind that you are investing money rather than spending it. For example, if \$50 invested in advertising produces \$5,000 in added business, you've just created additional revenue with a relatively small investment. Successful businesses consider advertising to be a wise investment. Also – look at co-op advertising to stretch your advertising investment. Co-op advertising allows you to increase the size or frequency of your ad without increasing your advertising investment.

Q. Since my business is slow, shouldn't I wait before I advertise?

A. One of the worst things you could do is run up a big advertising bill that you may not be able to pay off. Take a closer look at your particular business. Every business has peaks and valleys. The theory of advertising is to run a little above your valleys and a little below your peaks. If this is a "valley time" for you, then turning to advertising may be the best thing you can do.

Q. Can you give me a guaranteed response?

A. You must realize that you're not purchasing results, but advertising space. If you use that space wisely, people will see your ad — there are readership studies to prove this.

Q. What if I have tried every form of media advertising and nothing works?

A. Research shows that advertising does work. What doesn't work is not having a marketing strategy. So before you start writing and designing an ad, take the time to develop a strategy. It will help you position your business and determine why your product or services are unique.

For local information on newspaper advertising, contact:

Kim Trupiano

Retail Sales Manager

Contra Costa Newspapers

925-943-8097

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

Maria Costen

Senior Account Executive

Comcast Spotlight

925-288-3246

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- Hotel Mac Restaurant
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- The Inner Cook
- Joanne’s Boutique
- Leigh Johnson, Attorney-at-Law
- Kaiser Permanente Medical Care Program
- Kaiser Permanente Optical Services
- LaStrada Ristorante
- The Masquers Playhouse
- The Mechanics Bank
- Dorothy Mendel, Artist
- Paul Morris
- Name the Occasion Gift Baskets
- NIAD, National Institute of Art and Disabilities
- Nova Studio
- Orton Development, Inc.
- Pampered Chef, Candy Sousa
- Park Florist
- Postnet
- Quality Inn
- Richmond Sanitary Service
- Safeguard — Jackforms
- Salute Ristorante
- San Francisco Pizza & Restaurant
- Sizzler
- Skates-by-the-Bay
- State Farm, Gloria Crayton
- SuZhou Chinese Cuisine and Sushi Bar
- Toastmasters
- Union Street Glass
- The UPS Store #4612
- WCC Adult School
- WCCTAC
- YMCA
- Zoe’s Cookies



THANK YOU TO



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and thanks to all of you who participated



CRAB FEED COMMITTEE

Co-Chairs:

- Melissa Sylver, Courtyard by Marriott Richmond/Berkeley
- Betty Cockayne, West County Times

and hard-workers:

- Nancy Cuneo, West Contra Costa Transportation Advisory Committee
- Jane Del Simone, West Contra Costa Adult Education
- Doris Grant, Name The Occasion Gift Baskets
- Rodney Hiram, Hiram Design Group
- Ivonne Inurritegui-Folster, Orton Development, Inc.
- Leigh E. Johnson, Law Offices of Leigh E. Johnson
- Tim Meese, West Contra Costa County Volunteer & Emergency Services
- Mario Paucar, Paucar Real Estate Services, Inc.
- Tom Waller, Y2Marketing
- Karen Whitcomb, Wells Fargo Home Mortgage, Inc.
- Darlene Williams, Postnet

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- Greg Folster
- Lynn Maack
- Don Phipps
- Interact Club of El Cerrito High School
- Staff from Wells Fargo Home Mortgage



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- Republic Services
- City of Richmond Economic & Community Development
- SimsMetal
- UPS
- Veolia Water North America
- Wells Fargo Bank
- Wells Fargo Home Mortgage
- West County Resource Recovery



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 Bob Nelson, President
 (925) 372-0553
 bobsovaloffice@comcast.net

Digit Sound
 Mauricio Acevedo
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 Mel Davis
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Contra Costa College Culinary Arts
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 (510) 235-7800 x 4409

10 NEW YEAR'S RESOLUTIONS FOR 2005

YOU'VE MADE THEM FOR YOURSELF. NOW'S THE TIME TO DEVELOP A FEW RESOLUTIONS THAT WILL HELP YOU CREATE A STRONGER BUSINESS THIS YEAR.

By Cliff Ennico

When you stop to think about it, New Year's resolutions are all about habits: breaking some bad ones—smoking, drinking excessively, bingeing on fast food when you've had a bad day—and starting some new ones, like working out or eating more Brussels sprouts.

Just like individuals, businesses develop bad habits over time that need correcting, while success in business over the long run usually means adopting good management habits and sticking with them year after year.

Without further ado, here are my 2005 New Year's resolutions for business owners:

1. Learn more about your legal environment. It isn't enough to hire a good lawyer and pray you don't get sued. Every business has laws and regulations you need to know about, and it's your responsibility to learn about them so you can prevent lawsuits before they happen.

Call your state or local bar association, and get on their mailing list for announcements of new "continuing legal education" or CLE seminars, and sign up for a few that are relevant to your business. They aren't just for lawyers, the speakers will use plain English, and hey, the fees are tax deductible.

2. Sign 'em up; nail 'em down. You've got a part-time salesperson or administrative assistant working in your business one or two days a week. While they're there, you tell them what to do, when to do it and how to do it. You believe this person is an independent contractor, so you don't withhold money from their paycheck each week.

Bad idea! The IRS is very likely to look at this person as a part-time employee, and they'll come down on you like Thor's hammer if they find out what you've been doing. Now's the time to have this person sign a one-page employment agreement "effective January 1, 2005"—your attorney can draft this for you for a few hundred dollars—and add them to your payroll.

What should the agreement say? At the very least, it should clearly state (1) that the employee serves "at will" and can be terminated at any time, with or without a reason, (2) that the employee cannot work for a competing company while they're on your payroll, and (3) that the employee will not hire your employees or solicit business from your customers for one year after the employment relationship is terminated for any reason.

If this part-time person is your first employee, don't forget to have your accountant sign you up for payroll taxes (IRS Forms 940 and 941), and for your state's unemployment compensation system. You may also have to look into worker's compensation insurance; your insurance agent can help you with that.

3. Loosen up your vocal cords. One of the best ways to distinguish yourself from your competition, especially if you're a consultant, is to become the local expert in your field. So volunteer to speak at local business luncheon meetings. Teach a course at your local community college. If you run a butcher shop, call your local cable TV news show and volunteer to do a segment on "how to carve your holiday turkey"—people love that stuff, and news reporters love it when you make their lives easier by suggesting story ideas. However you do it, get out in front of your marketplace and let them see you. Not only will you build your self-confidence as a public speaker, you'll get tons of free publicity for your business.

4. Take over your bookkeeping. Now before I get tons of hate mail from bookkeepers around the country, I am not advising you to fire yours. I'm only suggesting that many bookkeepers spend too much of their time—and your money—doing stuff you should be doing for yourself, such as recording transactions, refining your chart of accounts and so forth.

If you don't know QuickBooks, make 2005 the year

you learn it. Most local community colleges have excellent hands-on evening courses for about \$100, and after taking a simple class, you can start doing the mindless stuff yourself: On the last day of each month, take all your paper receipts, checkbook registers and credit card statements for the month and input them into QuickBooks so you don't have to do a whole year's worth in January.

After you're done, show your work to your bookkeeper and ask for his/her comments and suggestions to make it better. Your bookkeeper will love you for it because he/she'd rather do the tasks—such as preparing your financial statements or analyzing your operations—that really add value to your business. You'll also learn eye-popping things about your business ("We spend that much on office supplies?") that you wouldn't find out any other way.

5. If you run an eBay antique or collectibles business, start getting more high-quality stuff from estates. As an eBay businessperson, one of your biggest challenges is most likely finding high quality stuff to sell at a profit. Here's a tip: Get to know your local "trusts and estates" attorneys. These are the lawyers who draw up people's wills and probate their estates when they die. Very often, these lawyers are approached by grieving relatives who need help "disposing of Mom's stuff" but the estate is too small to justify hiring a big estate auction firm like Sotheby's or Christie's.

Why not let these attorneys know you're available to help them sell their clients' small estates on eBay, for a consignment fee, of course? I can almost guarantee your competition hasn't thought of this (unless they read this column, too) and that you'll get a warm welcome from these lawyers if you make the effort. For a listing of your local trusts and estates attorneys, call your local or state bar association.

6. Renew your web address. If your business is dependent on the Internet, make sure you check Network Solutions at least once every year to make sure your web address hasn't expired. They send out renewal notices, but often these get picked up as spam by your anti-spam software so you never see them. Then you're in danger of having your Web address expire and get grabbed by someone else. So pick a date that's easy to remember—like your birthday—and renew each of your important web addresses on that day.

7. Update your software twice a year. Just about every software program gets updated by the manufacturer at least once or twice a year, but not every software developer sends you an e-mail announcing the latest updates. Make it a point to visit the website home page of each software company whose products you license, and look for a button that says "check for updates" or something like that. It just may save your PC, and it will certainly help you keep on top of the latest changes.

8. Sheath your cell phone. Make 2005 the year you stop being a "cell phone slave." Set some rules about when you'll use your cell phone—and when you won't—and stick to them. Among those I highly recommend: Don't use your cell phone while driving a motor vehicle; use your cell phone only for outgoing business calls; and don't use your cell phone in public places where your conversation may be overheard by total strangers with evil on their minds or even by people who may just be annoyed by your rudeness.

9. Get some free local publicity. Do at least one thing this year that's noteworthy enough to get your business written up in the local news media (in a positive way, that is!). Donate something to charity, sponsor a local contest for school kids or run for local political office if you have the stomach for it, and make sure your local news media know about it. As you brainstorm some ideas, keep in mind that it should be something a reporter will find newsworthy and that will get you quoted as "Joe Blow, owner of Joe's Deli on Main Street."

10. Get involved in government. Whatever your political views, if you don't like taxes or government regulations that stifle your business, complaining about them and voting against them just ain't enough. If you think you don't have time to attend board meetings or hearings, find the time. Join the same organizations—like your local Rotary or Kiwanis clubs—that your local "politicos" join, and make sure they know you're there. As my Dad used to say, you're only as good as the nonsense you tolerate in life. If government nonsense just "burns your breakfast," stop tolerating it, become an activist, and help government come up with better solutions that will benefit, not harm, your business.

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











Thank You!

ADOPT A SCHOOL



A column to recognize supporters of our schools

SimsMetal has adopted Nystrom School. This company has painted the interior of the school; they furnished a computer lab with 28 computers and desks with the help of General Chemical and Levin Terminals. They do mentoring and a boot camp at their facilities every Saturday for four months at a time. They sponsor holiday parties for the students. Mr. Jimmie Buckland, Plant Manager, has served as Principal for a Day. (SimsMetals also works with the Robotics class at Richmond High and gives them lots of lovely metal with which to build robots.)

Richmond Rotary has adopted Peres School. They provide each teacher with \$100.00 to be spent in his/her classroom. They act as mentors and tutors. They read to students. They sponsor a Spirit of Excellence program where, if students meet eligibility requirements, they may be awarded a computer for their homes. Rotary has also donated computers as raffle prizes for Back to School Night, enticing more parents to come out and participate at the school. The Rotary Club shows the students, the families and the teachers that the community cares.

Dr. Dan Tanita, a Chamber member and past Rotary President, has started a free dental clinical at Peres School. Dan got the equipment for the onsite dental office donated and has Dentists who volunteer. They see 300 students, most of whom are screened and given a check-up and cleaning. It is usually the first time the student has ever seen a dentist. Those who stay at Peres get an annual check-up. Dental care has made a big difference in the lives of these children. Our hats are off to Dr. Tanita and his team.

chamber ANNIVERSARIES

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

12/9/04 to 1/12/05

Over 50 Years

Bank of the West
IMTT - Richmond - CA
Richmond Country Club
Richmond Rotary Club

41 TO 45

Graham Packaging Company

36 TO 40

Allied Propane
Kister, Savio, & Rei, Inc.
Masterson, Calhoun & Lundberg
Watson, Hoffe & Hass
Westaff

31 TO 35

Old Republic Title Co.
Petsas & Hill, C.P.A.'s
Loren E. Straughn, Attorney-at-Law

11 TO 15

Community Violence Solutions
LMI Northern California-Richmond/Woodland
Richmond Art Center

6 TO 10

AMT Metal Fabricators, Inc.
Corporate Media Systems, Inc.
Electro-Forming
Ms. Nancy Nielson
United Teachers of Richmond, CTA/NEA

1 TO 5

Carter's - James Glass & Design
DeWitt Art Gallery & Framing
Doubletree Hotel & Executive Meeting Center
GB & Associates Financial Services, Inc.
Marina Bay Yacht Club
Postnet
Redwood Painting Co., Inc.
Richmond Neighborhood Housing Services, Inc.
Gloria Crayton, State Farm Insurance
SWAT Enterprise, Inc.
West Contra Costa Transportation Advisory
Committee (WCCTAC)

Please patronize these businesses



Ellen Gailing Photography

Richmond Mayor Irma Anderson gave the State of the City address at a Chamber Luncheon. She was introduced by RichPAC Chair John Ziesenhenn of M.A. Hays Co. and accompanied by City Manager Bill Lindsay.

Richmond Chamber of Commerce Board Members

- | | |
|--|---|
| Gary Bell / GB & Assoc. Financial Services, Inc. | Sherie Hickman / Kaiser Permanente |
| Helen Carr / Contra Costa College | Mark Howe / MSH Management |
| Sharon Craig-Carter / Chevron Richmond | Ivonne Inurritegui-Folster / Orton Develop. |
| Carla Della Zoppa / Security Pacific Real Estate | Gloria Johnston, Ph.D / WCCUSD |
| Jane Del Simone / WCC Adult School | Larry Landry / General Chemical |
| Michael Fenley / Hilltop Mall | Richard McCombs / MBA Polymers, Inc. |
| Virginia Finlay / Signature Realty | Judy Morgan / Richmond Chamber |
| Joshua G. Genser / Genser & Watkins | Peter Nuti / Richmond Sanitary Service |
| Barry J. Gordon / The Mechanics Bank | Carl Overaa / C. Overaa & Company |
| Karl Gramm / UPS | Mark Quilici / California Casting Inc. |
| Gretchen G. Grover / EBMUD | Will Rigney / SBC |
| Peter A. Hass / Watson, Hoffe & Hass | John Ziesenhenn / M.A. Hays Co. |
| Jerrold Hatchett / SimsMetal | |