

# Richmond CHAMBER NEWS

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

## NEW GUARD IN, OLD GUARD OUT!

by John Ziesenhenn, Chair

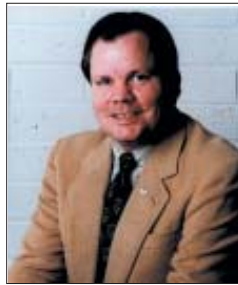
When a person is talking about City of Richmond employees, what is the first thought that comes into your mind? Do you think of highly qualified individuals, highly respected in their professions and in the community, top notch employees with happy personalities who love their jobs serving the tax payers of our beautiful City of Pride & Purpose, people with a "can do" attitude? My calculated guess is that none of the above descriptions is the first idea that pops into your head when thinking about a city employee.

Why not? Well a lot has to do with your last experience with City Hall, with the "old guard" experience you may have had. Did you call to talk to someone at City Hall and the person on the other end could not have cared less whether they helped you or not since you were bothering them? Or you called 911 and were put on hold? Or you went to a city building that was so overrun with weeds and trash that you felt ashamed of its upkeep? Or you lost a tooth filling because the pothole was so big and had been there for so many months that you forgot to avoid it? Or you tried to sign up to use a city park or the auditorium and your deposit was lost and your event had to be cancelled so you scheduled it in another city? Or you are a business owner and the city takes 3 months, 4 months, 5 months, a year, to pay your bill while City paydays do not get overlooked? There are many more examples of the "old guard" not caring about the city and its citizens that I could describe, but you understand the point that I am making.



City Councilmember Tony Thurmond, right, was the Guest Speaker at August's Breakfast for Business, here with John Ziesenhenn, standing in for Peter Hass, Watson, Hoffe & Hass, sponsor, and Jane Del Simone, Chair of the Breakfast Committee.

A private business could not stay in business with the examples that I have given here. Why should we as taxpayers tolerate this uncaring attitude from our city employees? They should be doing their very



best for themselves and for us. These are some of the problems that are being faced by our new City Manager, Bill Lindsay. Mr. Lindsay has been in office since February 14th and he has done a marvelous job establishing a "new guard" by dealing in a matter of fact way with the day-to-day issues of running the City of Richmond. What a talented and caring man I have found Mr. Lindsay to be. He is very proud of Richmond and is making positive steps every day to turn around the disastrous situations that he faced on his first day on the job. Financial problems, political problems, morale problems, and employee vacancies are just a few of the issues that had to be dealt with immediately. I am happy to report that he has hired very practical, talented, well-meaning, caring people when he has had the opportunity to do so. The Assistant City Manager/Human Resources Director, Leslie Knight, and the new Finance Director, Jim Goins, are two people who have greatly influenced our city positively in a very short time, which is wonderful. There is a sense of optimism at City Hall and within our fine city that tomorrow will be a better day than today because of the fine work of the City Manager and his staff. A year ago I doubted if there was a light at the end of the tunnel with financial problems mounting daily, staff layoffs taking place, and a pitiful lack of caring and respect on the part of the community escalating into more murders taking place and more.

The team of department heads that the City Manager is crafting seems to be very talented, is concerned about Richmond and her citizens,

See *New Guard*, continued on page 4



## events

### CALENDAR

October	November
Oct. 3 – 11 am Golf Tournament	Nov. 10 – 5 to 7 pm Mixer, Name the Occasion
Oct. 13 – 5 to 7 pm Mixer, Hilltop Mall	Nov. 15 – 11:45 am THANKSgiving Luncheon
Oct. 26 – 7:45 am Breakfast for Business Courtyard by Marriott	Nov. 11 – all day Office closed for holiday
	Nov. 24, 25 – both days Office closed for holiday

## chamber

### MEETINGS

October	November
Oct. 4 – 8 am Government Relations	Nov. 1 – 8 am Government Relations
Oct. 4 – 5 pm Ambassadors	Nov. 1 – 5 pm Ambassadors
Oct. 6 – 7:30 am Board of Directors	Nov. 3 – 7:45 am Board of Directors
Oct. 11 – 7:30 am BE United	Nov. 8 – 7:30 am BE United
Oct. 18 – 8 am Education Committee	Nov. 15 – 8 am Education Committee
Oct. 20 -- Leadership Day	Nov. 16 – noon CVB
Oct. 21 – noon CVB	Nov. 17 Leadership Day
Oct. 27 – 8 am Executive Committee	Nov. 16 – 8 am Executive Committee

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

## flyer deadline!

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

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www.rcoc.com

WELCOME **NEW** MEMBERS

Ms. Susan Van Valer, Owner  
**Ginger Springs Day Spa**  
 147 West Richmond Avenue, Suite D  
 Richmond, CA 94801  
 (510) 232-2200  
[gingerspringsspa@sbcglobal.net](mailto:gingerspringsspa@sbcglobal.net)  
[www.gingersprings.com](http://www.gingersprings.com)

Ms. Linda Minor, Owner  
**Moon Mountain Media**  
 P.O. Box 3576  
 San Rafael, CA 94912  
 (510) 559-9440  
[Linda@PhotoShopClass.com](mailto:Linda@PhotoShopClass.com)  
[www.PhotoShopClass.com](http://www.PhotoShopClass.com)

Mr. Hector Wolansky, Owner/Manager  
**Point Richmond Granite Marble  
 Cabinetry**  
 250 South Garrard Blvd.  
 Richmond, CA 94801  
 (510) 307-7800

Mr. Leveron Bryant  
**Richmond Friends of the Arts**  
 P.O. Box 512  
 Richmond, CA 94808  
 (707) 643-3229

Correction from last month:

Mr. Jon Sargent, President  
**Northland Nautical Foundation**  
 P.O. Box 5165  
 Richmond, CA 94805  
 (510) 233-6481  
[sssnorthland@aol.com](mailto:sssnorthland@aol.com)  
[www.hometown.aol/sssnorthland](http://www.hometown.aol/sssnorthland)  
 Sea Scouts

8/11/05 to 9/6/05

**MAKE MONEY THE OLD-FASHIONED WAY**

by Judy Morgan, President

What is she thinking?

No new taxes! I read with interest Councilmember McLaughlin's Letter to the Editor wherein she expresses her position of non-support for the sales tax measure. To make up the difference, she reasons, we should just remove the cap on Chevron's utility user tax.

No, No, No! Let's not look to business to pay more taxes. Her job is to spend the revenues in a more responsive way. Her job is to make the city run as efficiently as possible and her job is to attract new businesses and to find ways to support those that are here so they can be more viable. Then there is her position on the Breuner property — to make it all a big park. Hello, what about developing it so that it brings in revenue to the city and creates JOBS! What is she thinking...?

As another opportunity to increase the city coffers, Gayle and her colleagues on the City Council should be looking at ways to make the Port of Richmond more profitable. It has turned the corner and we congratulate Mr. Matzorkis for his efforts, but there are many more opportunities for our port which the council needs to tune in. The global economy indicates that there will be more and more imports and the facts are that the existing ports in California will not be able to meet the demand. The current City Council should

establish an independent Port Authority; one that would be more entrepreneurial, taking advantage of our natural asset, a deep water port, and that would be a financial asset to the City and to the community and would create JOBS.



On another subject, I had a great time on the Centennial weekend. Saturday's Festival by the Bay, Sunday's Parade and Picnic, and Party Party Party each were a tribute to the people of this community and the committees that made them happen. We will have a final celebration of the Centennial at the Senior Winter Ball on December 10<sup>th</sup>, so mark your calendars.

If you haven't purchased a centennial souvenir yet, (or even if you have) visit the centennial website at [www.richmondcelebration.com](http://www.richmondcelebration.com) and take a look at the variety of shirts, the hats, the pins... The Centennial will only be celebrated once in our lifetime. Celebrate it!



**AUGUST MIXER**



photos by Ellen Gaiting



Richmond Development Co. hosted a mixer at Richmond Plastics, Pt. Richmond Granite Marble Cabinetry and Bark Stix (not shown).



Don't miss the next  
**Chamber  
 Breakfast  
 for Business**  
 Held monthly at the  
**Courtyard by Marriott Richmond / Berkley**  
**October 26**  
 Guest Speaker:  
**Jim Goins**  
 Finance Director  
 City of Richmond  
 Limited to 40 with Reservations  
 Sponsored by  
**MSH Management**

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

**Thank You!**  
 President Circle members for your continued support of the Richmond Chamber of Commerce.

**Chevron**  
 Chevron Richmond Refinery

**THE MECHANICS BANK**

**KAISER PERMANENTE.**

**REPUBLIC SERVICES, INC.**  
 Richmond Sanitary Service

## ADOPT-A-SCHOOL PROGRAM MENU

The Richmond Chamber of Commerce Education Committee Creates an Adopt-A-School Menu

by Josh Genser, Chair, Education Committee

The relationship between the schools and the business community ought to be symbiotic: each needs the other. The cultures of the two institutions, however, are very different, and communication between them is difficult. Schools are not operated like businesses, and businesses are easily discouraged from trying to penetrate such a foreign culture.

The Chamber and the District, working together, hope to overcome that problem with three strategies:

1. We have identified individuals at many schools whose responsibility is to coordinate the delivery of assistance from businesses to the schools and to the teachers and the programs at their schools. Many schools have such coordinators because they are beneficiaries of grants or funding that include a provision for paying for a person to take on that responsibility. Other schools have the ability to accept outside help simply because someone at that school has decided that it is a priority. We hope that yet other schools will soon have a person to coordinate outside assistance because some of you businesses will choose to help the schools by funding such positions.

2. We have also streamlined the process for businesses by creating a Menu of programs to which businesses can contribute or in which they can participate. That Menu is available on the Chamber website, [www.rcoc.com](http://www.rcoc.com). Thus, if you or a business of which you are aware wants to help the schools but doesn't know how, a choice of the Menu is an easy way to get started.

3. Finally, we've made the process especially easy because you can get started merely by calling Chris Phipps at the Chamber office, (510) 234-3512. She'll help you choose from the Menu and she'll connect you with the coordinator at the school of your choice. She'll even follow-up to make sure you connected successfully and satisfactorily with your school.

Businesses helping the schools is nothing new. Richmond's business community has a long history of helping our local schools. There is never too much help, however, and now it's never been easier. We hope that all of the members of the Chamber of Commerce, businesses of all sizes, will take advantage of this opportunity to improve education for all of our youth.

The Chamber of Commerce Education Committee would like to thank our departing Superintendent of Schools, Dr. Gloria Johnston, for years of dedicated and effective service to the West Contra Costa Unified School District and to our community. Dr. Johnston was a very business-like administrator, and she recognized the importance to the schools of involving the entire community in educating our children. Under her leadership, the District's elementary schools realized dramatic gains in academic achievement, the District survived a severe financial crisis caused largely by State budget cuts (not without pain, of course), and the District embarked on an ambitious plan to repair and modernize its schools with the popular support of taxpayers. Dr. Johnston couldn't achieve everything she wanted to do, but

she also accomplished as much as she did with a dedicated, talented team that remains in place. The Chamber looks forward to continuing to work with those team members and, eventually, with Dr. Johnston's successor, to continue to improve the elementary schools and to reform the secondary schools. Good luck to you, Dr. Johnston, in your new job.

The Education Committee would also like to congratulate Dr. Helen Benjamin, President of Contra Costa College, on her elevation to Chancellor of the Contra Costa College District.



photo by Parachute



Parachute held a double Ribbon Cutting to inaugurate their almost new offices (top picture) and to launch the Parachute Bus on its way to visit 50 colleges in the next year.

## RICHMOND PUBLIC LIBRARY FOUNDATION INVITES YOU!

The Richmond Public Library stands at the threshold of its second century. This is a fitting time to consider the vital role that the library plays in the economic vitality of our city.

The newly established Richmond Public Library Foundation invites you to become a partner in increasing that vitality by joining the Second Century Club -- business and community leaders who pledge an annual contribution to the RPLF for the next five years.

Watch your mail for your invitation and join the RPLF at a reception on Friday, October 21, 2005, from 4 to 6 p.m. at the Richmond Auditorium.

To RSVP or for more information, call (510) 486- or email [RPLFoundation@comcast.net](mailto:RPLFoundation@comcast.net).

## "HARRASSMENT IN THE WORKPLACE" WINS AWARD

Parachute is pleased to announce that Joe Matulich, director of Parachute Productions, has won the prestigious CINE Golden Eagle Award for *Managing Harassment in the Workplace: Training for Managers/Supervisors* and *Managing Harassment in the Workplace: Training for Employees*. Joe received the same honor in previous years for *Managing Harassment in the Workplace: Certified Investigator Training*, *The Stanford Video Guide to Negotiation*, and *The Stanford Video Guide to Financial Statements*.

"We are very proud of Joe," says Doug Frazier, Parachute CEO. "His award-winning videos are an integral part of our program. The docudramas really bring the issues surrounding harassment in the workplace to life -- affecting real change and creating a safe-and-secure environment for all employees."

Considered to be the Oscars of training videos, the CINE Golden Eagle Awards distinguish excellence in professional and amateur works and are recognized internationally as symbols of the highest production standards in filmmaking and videography. Previous winners include Steven Spielberg, George Lucas and Ken Burns.

For this year's competition, over 300 judges viewed and evaluated hundreds of entries. Experienced professionals in the field of film and video production, as well as subject matter experts, serve in a volunteer capacity. Entries are judged using standards of overall excellence, evaluation of such criteria as writing, sound, editing, creativity, visuals, insights, and the extent to which the film meets its stated goals and communicates with its intended audience.

For more information on *Managing Harassment in the Workplace*, please contact Jim Thomsen at (510) 232-3700 ext. 128 or [jthomsen@parachute.com](mailto:jthomsen@parachute.com).

## ABOUT PARACHUTE'S MANAGING HARASSMENT IN THE WORKPLACE PROGRAM

Parachute's Managing Harassment in the Workplace Program is an enterprise solution to managing harassment risk and effecting real change in the workplace. All programs use CINE Gold Eagle award-winning instructional videos to maximize participants' understanding and retention. *Training for Managers/Supervisors* is fully compliant with California's AB1825 and instructs supervisory personnel in how to discourage questionable behavior, respond to a complaint, and handle their role and meet their responsibilities in the investigative process.

*Training for Employees* teaches employees what sexual harassment is and the employee's role in prevention. *Training for Investigators* instructs and certifies human resource professionals and in-house investigators to conduct effective sexual harassment investigations. Parachute is inspired by the global best-selling career book *What Color Is Your Parachute?* by Richard N. Bolles. For more information, please visit [www.parachute.com](http://www.parachute.com).

**NEW GUARD**

CONTINUED FROM PAGE 1

and is working very hard to improve the attitude and quality of work in each of their departments, from the Police Department to the Recreation Department, and every department in between. The City of Richmond IS rebuilding from the inside out so the improvements are not thoroughly visible to us yet, but they will be.

The City of Richmond and her citizens are very proud of our great city, and it is a very exciting time for all of us as we work together with City Hall to reinvigorate our hometown and make it the All American City that we believe it can be. So the next time a person is talking about a City of Richmond employee, hopefully the first thought that pops into your head will be a positive one.

Thank you, City Hall for the progress that has been made. The business community will continue to work together with City Hall to rebuild our community. Remember, this IS the City of Pride and Purpose!

**THE AMBASSADOR ADVANTAGE**

by Chris Phipps, Director of Membership Services



Would you like to know who the newest Chamber members are? Would you like the new Chamber members to know about you and what your company does?

When your company is represented on the Ambassador Team, you will meet all the newest Chamber members and have the opportunity to be one of the first businesses to welcome them into your Chamber community.

Have a say in what happens on the Ambassador team by assigning one of your staff members to become an Ambassador. If you have someone at your company who wants to take networking to the next level, give Chris a call, (510) 234-3512 or chris@rcoc.com to talk Ambassadors.

**MEET THE RICHMOND CVB**

by Michelle Itagaki, Director, RCVB



October is an exciting month for the Richmond Convention and Visitors Bureau, as we get ready to introduce our new website. We are positioning ourselves to accommodate the trend of travelers using the internet to plan and book trips, with the understanding that they do this in short bites of time. Our site will provide information on local hotels, restaurants, meeting or other facilities for rent and destination points, as well as other local information.

This is a first step — providing travelers with basic, concise information and our CVB members with a great marketing strategy.

Look for the rollout of our new website, www.rcvb-ca.com, towards the end of the month. Take a look and send comments and suggestions to michelle@rcoc.com.

chamber **ANNIVERSARIES**

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

8/5/05 to 9/2/05

21 TO 25

Frank Commercial Real Estate Services, Inc.  
Pinole Point Properties

16 TO 20

First American Title

11 TO 15

Civic Center Motel  
Project SEED, Inc.

6 TO 10

Bay Area Rapid Transit District, S.F.  
Brookside Community Health Center, Inc.  
Business Doctor/PC Doctor  
Richmond Plastics Inc.  
Vertigo Software

1 TO 5

Balloons From Heaven  
Dr. Herbert M. Cole, Jr.  
Rafanelli, Nahas and Ambrose  
West Contra Costa Adult Education

*Please patronize these businesses*



Edward Miller Photography

Chamber Board members, Ambassadors and staff helped the Willie McGee Foundation open its new offices at Brickyard. Willie is 5th from the left.

**Richmond Chamber of Commerce Board Members**

- |  |  |
|--|--|
| Gary Bell / First Bankers Mortgage               | Cynthia Le Blanc / WCCUSD                |
| Jim Brumfield / Chevron Richmond Refinery        | Bill Lindsay / City of Richmond          |
| Carla Della Zoppa / Security Pacific Real Estate | Richard McCombs / MBA Polymers, Inc.     |
| Jane Del Simone / WCC Adult School               | Judy Morgan / Richmond Chamber           |
| Virginia Finlay / Signature Realty               | Peter Nuti / Richmond Sanitary Service   |
| Joshua G. Genser / Genser & Watkins              | Carl Overaa / C. Overaa & Company        |
| Alex Gomez / WCC Business Development Cntr.      | Susan Poe / Virtual Development          |
| Barry J. Gordon / The Mechanics Bank             | Mark Quilici / California Casting Inc.   |
| Karl Gramm / UPS                                 | Will Rigney / SBC                        |
| Peter A. Hass / Watson, Hoffe & Hass             | Tom Waller / Business Growth Solutions   |
| Jerrold Hatchett / SimsMetal                     | Vernon Whitmore / The Globe Newspapers   |
| Sherie Hickman / Kaiser Permanente               | McKinley Williams / Contra Costa College |
| Mark Howe / MSH Management                       | John Ziesenne / M.A. Hays Co.            |