

Richmond CHAMBER NEWS

A Richmond Chamber of Commerce Publication
Richmond, California • November 2006

CHANGE IS A GOOD THING

by John Ziesenhenn, Chair

Richmond will have new leadership on the City Council this month. Change is in the air. Incumbent Richard Griffin decided not to run for re-election after serving our community for over two decades - that is commitment! Therefore, we will have at least one new Councilmember leading our fine city for the next four years. What direction is this city going to take with the class of 2006 being elected? Will things remain the same? I hope not. If Richmond is going to move in the right direction, the direction of our City needs to change and it needs to be changed by our City Leaders.

As I have mentioned in this column before, I would be scared to death if I were a Government teacher in our school district and asked students to attend a City Council meeting. Can you imagine what type of report those students would turn in, or worse yet, how would they act after attending a council meeting? Hopefully, the elected officials of 2007 will be leaders of dignity, respect and clear decision-making. Important decisions face our City Council such as General Plan update, waterfront development proposals, the new port feasibility study, rebuilding of City Hall, having a balanced budget without taxing businesses out of Richmond, and the all too prevalent, terrible violence that cuts through our beloved city on an all too regular basis.

As we move quickly into 2007, the leadership of Richmond needs to continue living within its means: to work together as a team that shares common goals for the betterment of our City; having disagreements with issues and not indi-



Vernon Whitmore, Publisher of *The Richmond Globe*, and Eleanor Boswell-Raine, *Globe* Editor, sponsored September's Breakfast for Business with guest speaker David Muhammad, at right. Muhammad is setting up Richmond's Office of Violence Prevention.

viduals, and working with integrity and respect for fellow elected officials and city staff. Rude and disrespectful treatment of City staff by some elected officials has taken place too often and once is too much. Again, disagreements with issues and not individuals is most important. How can we expect the citizens of Richmond to act with respect towards each other when the leaders of our city do not lead by example? The City of Richmond has a wonderful, talented group of department heads and staff that has moved forward with innovative, progressive ideas for the residents and businesses of Richmond.

Change is also coming in 2008, when the Council will be reduced to seven members instead of the current nine. Only three seats will be open for election in 2008 instead of five. Not all of the current incumbents will be able to come back, should they wish to run for re-election.

As we watch this new council class of 2006 work for the betterment of Richmond, pay close attention to their votes and the way that they work together or don't, the way they treat City Staff with respect or don't, the way they treat the citizens and businesses of Richmond with respect or not. As elected leaders of our City, we do expect to hold our City Council officials to a high degree of decorum. Whether we voted for our current elected officials or not, we, as business leaders and citizens of Richmond, must show respect to our city officials just as we expect respect from them. When we are dealing with issues at City Hall, we, as businessmen and women of Richmond, need to show decorum in our actions also. Leading by example can be a challenge, especially when topics get very heated and tense, but we also need to remember the example that we set by conducting ourselves in a responsible manner.

Change will take place in Richmond everyday, but working together with our neighbors, our community, city staff, and our elected officials, we can continue to make Richmond a much, much better place to live and work.



events

CALENDAR

November	December
Nov. 9 -- 5 to 7 pm Mixer The Watershed Project	Dec. 6 -- 7:30 am Holiday Breakfast for Business Courtyard by Marriott
Nov. 23, 24 Office closed -- Holiday	Dec. 14 -- 5:30 to 7:30 pm Holiday Mixer The Mechanics Bank
Nov. 14 -- 11:45 am THANKSgiving Lunch Hotel Mac	Dec. 25 through Jan. 1 Office closed Holiday
Nov. 23, 24 Office closed Holiday	

chamber MEETINGS

November	December
Nov. 2 -- 7:30 am Board of Directors	Dec. 5 -- 8 am Government Relations
Nov. 14 -- 7:30 am BE United	Dec. 5 -- 5:15 pm Ambassadors
Nov. 21 -- 8 am Education Committee	Dec. 7 -- 7:30 am Board of Directors
Nov. 16 Leadership Day	Dec. 12 -- 7:30 am BE United
Nov. 28 -- 8 am Executive/Finance Committee	Dec. 19 -- 8 am Education Committee
Nov. 30 -- 8 am CVB	Dec. 21 Leadership Day
Toastmasters meets every Monday at noon in the Chamber Boardroom. You are invited.	

flyer deadline!

The flyer deadline for inclusion in the Dec. issue is Nov. 10. Reach almost 800 businesses! Call (510) 234-3512 or email newsletter@rcoc.com

PRESORTED STANDARD
U.S. POSTAGE
PAID
PERMIT NO. 62
RICHMOND,
CALIFORNIA



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

**SAVE TUESDAY, NOVEMBER 14TH
FOR THE CHAMBER'S ANNUAL THANKS-
FOR-GIVING LUNCHEON.**

www.rcoc.com

WELCOME **NEW** MEMBERS

Ms. Juanita Barbarin, Business Manager
Beta Pi Sigma Sorority, Inc.
 4200 Rosewood Avenue
 Richmond, CA 94804
 (510) 235-9484
 Niece50@aol.com

Ms. Ingrid El Idrissi, Owner
Curves for Women
 845 Marina Bay Parkway, Suite 4
 Richmond, CA 94804
 (510) 235-8877
 Curves4fit@yahoo.com

Ms. Ingrid El Idrissi, Owner
Curves for Women
 4273 Valley View Road
 El Sobrante, CA 94803
 (510) 223-4348
 Curves4fit@yahoo.com

Ms. Laura Holmes, President
Goody Goody, Inc.
 194 23rd Street
 Richmond, CA 94804
 (510) 237-7994
 www.goodygoodyshoes.com

Ms. Dorothy Fox, Manager
Laid Rite Floor Coverings
 1063 23rd Street
 Richmond, CA 94804
 (510) 215-2108
 Dorothy@ucllnkn.berkeley.edu

Mr. Cory Haynes, Executive Director
Lifeskills 411
 500 Alfred Nobel Drive, Suite 285
 Hercules, CA 94547
 (510) 741-2045
 www.lifeskills411.org

Mr. Wil Hart, Field Service Representative
National Association for the Self-Employed
 2340 Powell Street, Suite 223
 Emeryville, CA 94808
 (510) 402-8090
 wilhart@nase.org

Mr. Bobby Whitaker, SSG,
 Recruiting and Retention NCO
California Army National Guard
 624 Carlson Blvd.
 Richmond, CA 94804
 (510) 282-6637
 Bobby.whitaker@us.army.mil

Ms. Leticia Estrada Niles, Principal
 Mr. Kenneth Niles, Project Manager
Residential Design Works
 473 Mount Street
 Richmond, CA 94805
 (510) 237-6126
 indesign@pacbell.net

9/7/06 to 10/5/06

WE LOVE RIBBON CUTTINGS

Below, **Palecek's** new facility on Parr Blvd. To right, **Curves** moves across the street on Marina Bay Parkway.



chamber **ANNIVERSARIES**

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

as of 9/7/06 to 10/5/06

- 21 TO 25** Soroptimist International of Richmond
- 11 TO 15** East Brother Light Station, Inc.
Magallanes Automotive
- 6 TO 10** Pacific East Shopping Mall
Support Systems International Corp.
- 1 TO 5** Rafanelli, Nahas and Ambrose

Please patronize these businesses



THANKS TO HILLTOP BUICK-PONTIAC-GMC FOR HOSTING THE SEPTEMBER MIXER.



Jane Del Simone with Manager Wil Dean.



Luis Cintron of Steve's Auto Care, Bessanderson McNeil of Snaaz Enterprises and Ronna Ishida of R&D Marketing Solutions.



October 25
Meet the Candidates
 endorsed by
RichPAC
 Limited to 40, Prepaid



Richmond Chamber of Commerce Board Members

- Gary Bell / First Bankers Mortgage & Realty
- Michele Blackwell / EBMUD
- Jim Brumfield / Chevron Richmond Refinery
- Mike Davenport / DP Security
- Carla Della Zoppa / Security Pacific Real Estate
- Jane Del Simone / WCC Adult School
- Virginia Finlay / Signature Realty Service
- Joshua G. Genser / Genser & Watkins
- Alex Gomez / WCC Business Development Cntr.
- Julie Hadnot / Kaiser Permanente
- Peter A. Hass / Watson, Hoffe & Hass
- Jerrold Hatchett / SimsMetal
- Mark Howe / MSH Group
- Tony Kallingal / The Mechanics Bank
- Judy Morgan / Richmond Chamber
- Peter Nuti / Richmond Sanitary Service
- Carl Overaa / C. Overaa & Company
- Mark Quilici / California Casting Inc.
- Will Rigney / AT & T
- Whitney Tresidder / Hilltop Mall
- Tom Waller / Business Growth Solutions
- Vernon Whitmore / The Globe Newspapers
- John Ziesennehenne / M.A. Hays Co.
- Ex Officio
- Bruce Harter / WCCUSD
- Bill Lindsay / City of Richmond
- McKinley Williams / Contra Costa College