

# Richmond CHAMBER NEWS

A RICHMOND CHAMBER OF COMMERCE PUBLICATION  
RICHMOND, CALIFORNIA • JUNE 2007

## CHAMBER HONORING YOUTH

by Jim Brumfield, Chair

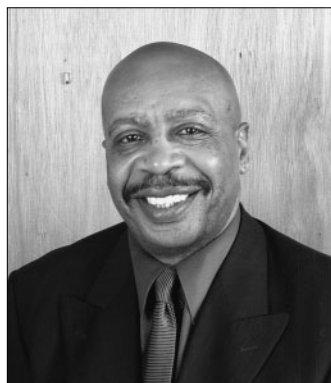
The Richmond Chamber of Commerce congratulates the recipients of the 1<sup>st</sup> Annual Richmond Scholarship Program. On April 20, at Lovonya DeJean Middle School, a ceremony was held to honor the students. The Chamber thanks the following for their support:

Chevron Richmond Refinery, George Miller Youth Funds, Guardians of Justice, Hal Holt Scholarship Fund, Malvern-Wilson Alumni Association, National Latino Peace Officers Association (Contra Costa Chapter), Richmond Chamber of Commerce, Richmond Police Activities League, Richmond Police Officers Association, Snazz Catering, the Kiwanis Club of Richmond, West Contra Costa Business Education United, and West Contra Costa Unified School District.

At the ceremony, 29 scholarship recipients were honored for their work. The scholarship program will continue as an annual event with the Chamber's BE United Foundation partnership with the community, the West Contra Costa Unified School District and the City of Richmond. Scholarship recipients came from De Anza, Hercules, El Cerrito, Kennedy, Kappa, Richmond, and Rodriguez High Schools, Contra Costa College and CSU Sacramento.

On May 5, Chevron Richmond Refinery hosted more than 40 youth from the Richmond PAL Jun-

ior Giants for a fun day at SF Giants ballpark as the Giants played the Philadelphia Phillies. The day at the ballpark included a barbeque and private party. The Chamber thanks Chevron for supporting our youth.



The annual Cinco de Mayo celebration was held on 23<sup>rd</sup> Street on (surprise! May 5<sup>th</sup>) and was organized by the 23<sup>rd</sup> Street Richmond Merchants Association and featured a parade through the Cities of Richmond and San Pablo. All of the 23<sup>rd</sup> street businesses partnered to make this a successful event!

Richmond's Home Front Festival By-the-Bay is approaching! The weekend of September 29-30 is set for the festivities, and you won't want to miss this celebration of the city's cultural diversity and scenic shoreline. The Chamber is coordinating this tremendous effort with key partners Rosie The Riveter World War II Home Front National Historical Park, the City of Richmond, the Richmond Convention & Visitors Bureau and the Home Front Festival Committee. If you would like to showcase your business, please become a sponsor of this great event. For details on sponsorships and other opportunities, please contact the Chamber, (before the Chamber contacts you).



Martha Lee, Superintendent of four East Bay National Parks, was the Guest Speaker at the April Breakfast for Business. Mark Howe of MSH Group was the sponsor.

### THE REWARDS OF BEING GREEN

Chamber members Bob's Cleaners, Richmond Pacific Railroad and Sims Hugo Neu were recently honored by the City of Richmond for being "Green" businesses. Congratulations to all of them.

## events

### CALENDAR

#### June

June 14 - 5 to 7 pm  
Mixer - Fisher Realty

June 16 - noon to 6 pm  
*Juneteenth Festival*  
Nicholl Park

June 27 - 7:30 am  
Breakfast for Business

#### July

July 3 - 3<sup>rd</sup> of July  
Fireworks

July 12 - 5 to 7 pm  
Mixer

July 25 - 7:30 am  
Breakfast for Business

## chamber

### MEETINGS

#### June

June 5 - 8 am  
Government Relations  
Council

June 5 - 5 pm  
Ambassadors

June 7 - 7:30 am  
Board Meeting

June 12 - 7:30 am  
BE United

June 19 - 8 am  
Workforce Readiness  
Committee

June 21 - Leadership  
Day

#### July

July 3 - 8 am  
Government Relations  
Council

July 5 - 7:30 am  
Board Meeting

July 10 - 7:30 am  
BE United

July 10 - 5 pm  
Ambassadors

July 17 - 8 am  
Workforce Readiness  
Committee

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

## flyer deadline!

The flyer deadline for inclusion in the Summer issue is June 22nd. Reach almost 800 businesses! Call (510) 234-3512 or email newsletter@rcoc.com

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Mr. Glenn Ivory  
 Financial Center Manager  
**Citibank, N.A.**  
**Richmond Financial Center**  
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 (510) 235-8901  
[Glenn.ivory@citigroup.com](mailto:Glenn.ivory@citigroup.com)  
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Mr. John Dahle, CEO  
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 Richmond, CA 94804  
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[jdahle@clubnautique.net](mailto:jdahle@clubnautique.net)  
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Mr. Fred DeGregoire, Site Manager  
**Interstate Storage – Richmond LLC**  
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Ms. Rosana Brita, Owner  
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4/8/07 to 5/1/07



**WANT TO KNOW  
 WHAT'S HAPPENING?**

[www.VisitRichmondCa.com](http://www.VisitRichmondCa.com)

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

**THE VILLAGE TRULY RAISES THE CHILD**

by Judy Morgan, President

Today I ate with the homeless. It was a moving experience. I joined my fellow Rotarians at lunch at the Souper Center. The Center is an example of the village actually raising the child. The Center provides shelter for families, while it also provides daily services for individual homeless people by serving a hot lunch, providing showers and laundry facilities and access to job training. Other pertinent information is also available, and it is a place to receive mail. But for families, the Center is home, at least for now.

Every year 15,000 people in the county experience homelessness, and more than 7,000 of these are children. These families have incomes of less than \$1,000 per month. The County has insufficient resources to provide for their needs. In 1966, some very caring people here in Richmond started GRIP, the Greater Richmond Interfaith Program. It is a group of racially, culturally and religiously diverse faith communities that came together to address homeless issues. Over 40 congregations from all over the County and hundreds of individuals around the Bay Area are active members of GRIP. GRIP opened the \$3.8 million Souper Center as part of its 40<sup>th</sup> Anniversary celebration. Congratulations to Art Hatchett, Executive Director, and the Board of GRIP. They should be very proud of what they have accomplished and the many, many people they have helped.

The center provides emergency housing for 40 - 60 families per year, and 90 - 150 individuals receive services daily. With the recommendation of a case worker, you can have shelter for your family for up to a year or until you are able to overcome the barriers, whatever they may be, to returning to and maintaining permanent housing.



As we were being shown the accommodations, which by the way, were comfortable, it was hard seeing the faces of the very young children, but my heart also went out to the teens. It is hard enough being a teenager without being a homeless teenager. I tried to imagine it would be. I know I would be most grateful for the help of GRIP and its staff. With their help, hopefully the struggle becomes just a short period of time in a family's life when they are homeless and the family, someday, can look back at those times as a challenge they successfully overcame.

The center is located at 165 22<sup>nd</sup> Street, and all donations of time or money are welcomed.

**AMBASSADORS BENEFIT YOU**

by Chris Phipps  
 Director of Member Services



You probably think that Chamber Ambassadors are all about being the Mixer people – introducing new members around and facilitating networking at all Chamber events.

As new Ambassadors join our Team, they are surprised to find out how much fun we all have together as well as the great networking opportunities available amongst ourselves. It is also the Ambassadors who have the opportunity to connect with the new Chamber members each month and give them a warm Richmond welcome.

These welcoming opportunities benefit the Ambassadors with new contacts at a company they may have wanted to contact anyway, and benefits new member companies by helping them meet other members of the business community. A win-win all the way around.

Is your company missing out on these great networking opportunities by not having a representative on our Ambassador Team? Do you have a story to share about how an Ambassador helped you or your business transition into the Chamber?

Contact Chris Phipps at the Chamber, 510-234-3512, with any stories, comments or questions.

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

**Chevron**

**KAISER PERMANENTE**

**WELLS FARGO**

**THE MECHANICS BANK**

**REPUBLIC SERVICES, INC.**

## CORPORATE CIVIC RESPONSIBILITY: WHAT DO STUDENTS KNOW?

by Joshua Genser, Chair, BE United

West Contra Costa Business and Education United offered college scholarships to high school seniors from our school district. Part of the application required the students to write a two-page essay on "Corporate Civic Responsibility: What do businesses owe the communities in which they operate, and what do those communities owe business?"

Unsurprisingly, there were wide variations among the essays in the quality of writing, grammar, spelling and punctuation. Also unsurprising was that none of the essays had a very sophisticated appreciation of the interplay between government, community and business. Almost all of the essays explained that the community owed businesses their patronage and loyalty, while businesses owed the communities good service and charitable donations, especially to the schools.

Interestingly, however, all of the students equated "business" with retail stores. The only mention in any of the essays of a manufacturing business was to Chevron and, predictably, it was a complaint about pollution. There was no mention of information, service, professional or research businesses, which are, of course, the vast majority of businesses in the modern economy.

None of the essays mentioned the impact of government regulation, taxation and policies on business. The students seemed to take for granted the presence of retail stores in their neighborhoods, and, while they appreciated the fact that those stores are in competition with similar stores in nearby cities, they seemed not to understand that such competition is dramatically influenced by the relative costs of doing business in those different cities. That is, the students grasped the relationship between profitability and patronage, the demand side of the equation, but not the relationship between profitability and the cost of doing business, which can be so dramatically affected by government action.

I've learned from reading these essays that we in the business community have done a poor job of communicating to our young people (and, perhaps, to their teachers and parents) important principles of business, including:

- That business is much more than retail stores,
- That the availability and quality of local businesses is highly sensitive to the cost of doing business which can be affected dramatically by government policy and taxation, and
- That businesses are already huge benefactors of education and other community charities.

One student noted that, before a business could move into a city, it had to be cleared by the Chamber of Commerce. While we might wish the Chamber had that much influence, it's an indication that we also haven't done a very good job of explaining what is the Chamber of Commerce.

The First Annual Scholarship Awards Reception was sponsored by the Richmond Police Activities League. Eight organizations participated in the event and contributed nearly \$60,000 to the scholarship program. They were: the George Miller Youth Fund, Guardians of Justice, Hal Holt Memorial Fund, The Kiwanis Club of Richmond, Malvern-Wilson Alumni Association, Richmond Police Officers Association, National Latino Peace Officers Association/Contra Costa County, and West Contra Costa Business and Education United Inc. (BE United).

BE United gave 18 scholarships of \$2,500 each. Ten were donated by Chevron Richmond Refinery, three by The Mechanics Bank, two by United Parcel Service, one by Orton Development, one by Wells Fargo Bank, and one by Richmond Development Company. Please help us express our gratitude to these companies, and please consider donating a scholarship or two next year.



Reading the Scholarship applications.



Josh Genser awarding BE United Scholarships.

## STOP AND THINK BEFORE YOU HIT YOUR EMAIL "SEND" BUTTON

Would you be comfortable having your email message, with your name attached, appear in *Newsweek Magazine*? If not, don't hit the "send" button.

That's exactly what happened after a young woman sent this email message to 170 people in 2004. It was picked up by the news media and flew over the Internet faster than the speed of light.

Here's how her message appeared in the magazine (her misspelled words and grammatical errors were not corrected).

"I dont care if you got a tattoo last week LIE. I dont care if you have a cold. Suck it up. We all do. LIE. Recent peircings? LIE." **Christie Key**, a University of Missouri-Columbia sorority blood-drive coordinator, in an e-mail sent to 170 Gamma Phi Beta sisters, urging them to lie about their health to qualify as donors in a campus blood-drive competition. Key is now facing discipline ranging up to expulsion.

A few days later Key posted an apology on her sorority website. Too little, too late. The story of her email message was picked up by the Associated Press and appeared in publications all over the world. She had damaged the reputation of her sorority and the university. She also created a public relations nightmare for the American Red Cross. Their officials held press conferences and published articles to reassure the general public that their blood supplies are safe.

According to research findings, more than 50% of office workers have sent an email to the wrong person by mistake and 70% have copied people in on an email unintentionally, with sometimes disastrous consequences. Some of the other more embarrassing mistakes include the woman who accidentally sent an explicit message meant for her boyfriend to her manager. There are numerous individuals who have complained about their bosses, only to discover that the boss received the message.

Email has caused thousands of people serious embarrassment and damaged reputations. The media seems to report serious email scandals at least a couple of times a year.

It pays to think before you press the "send" key. Communicating effectively in today's workplace needs careful consideration. Jokes sent via email have backfired and sensitive issues have been seriously misinterpreted. Email has changed the way we communicate by blurring the boundaries of language and etiquette.

Before you hit your email "send" button, you need to give careful consideration to the tone of your message and the way it is worded.

To protect yourself, here are nine situations where you should **not** use email to communicate:

- Indiscriminate copying to others
- Letting off steam
- Responding to SPAM or chain letters
- Disciplinary actions
- Personal information
- Concerns about co-workers or customers
- Complaints
- Performance reviews
- Response to flaming (someone else's complaint)

Ask yourself these seven questions **before** you hit your email "send" button:

1. Am I sending this to the right person?
2. Would a phone call or face-to-face conversation be better?
3. Are my grammar and spelling correct?
4. Have I communicated clearly and concisely?
5. Is there anything in my message that could damage my credibility?
6. Could this note be offensive to anyone?
7. Would it be safe to have it appear in every major newspaper?

My final tip on the sending of email messages, "When in doubt, don't!"

Because of its abuse and misuse, email is doing more damage to workplace and customer relationships than any other form of communication. When you use email improperly, it serves as a serious source of frustration for your co-workers. Improper use of email may even be driving your customers away.

Loyalty Leader Quick Tips  
newsletter@loyaltyleader.com

## **RICHMOND SUMMER YOUTH EMPLOYMENT PROGRAM**

The Richmond Summer Youth Employment Program (SYEP) is on track and underway! Richmond YouthWORKS staff released the 2007 applications in the first week of February with a deadline of March 30<sup>th</sup> for submission. 450 completed applications were received – with more than 100 of them coming in on the last day!

Summer of 2005 was the first time in five years the City had a summer youth employment program. That year, funds were raised and job slots secured to put 200 youth to work. The following year, with a goal of employing 250 youth, over 300 were employed! This year's goal is to employ 350 youth, but the limited staff resources available demanded creative tactics to meet that goal. For the first time, as a pilot project, SYEP is collaborating with five youth-serving organizations to act as employers of record.

The organizations are East Bay YMCA, Opportunity West, WCC Unified School District Career Academies, Familias Unidas and Southeast Asian Youth & Family Alliance. YouthWORKS will provide a "train the trainer" workshop and these five organizations will provide their assigned youth their work readiness training. YouthWORKS will provide their youth financial literacy/money management training, courtesy of the Mechanics Bank and its fifteen volunteers led by Clinton Boswell. In this manner, it is hoped that an additional 50 – 75 youth will receive an employment opportunity this summer and YouthWORKS is able to provide an opportunity for local Community Based Organizations to increase their capacity to serve their youth populations.

"The Summer Youth Employment Program is only possible because of the support for the program that we receive from the business community," said Richmond Employment and Training Director, Sal Vaca. "Without the funds that local businesses donate, and the job opportunities they provide, there would be no program."

The Richmond Summer Youth Employment program is in need of donations and work/internship opportunities for local youth. Every \$1,000 donated provides one youth with an opportunity for 129 hours of work. All donations are used exclusively for youth wages. No donated funds are used for overhead, training or staffing expenses. All wages are paid by YouthWORKS.

Work & internship opportunities must not replace any regular staff. YouthWORKS will match youth to available positions, pay all wages and provide a Case Manager as a primary contact to work with both the youth and the site supervisor to insure that all have the best experience possible.

If you'd like more information about the Summer Youth Employment Program, please contact Jay Leonhardy at 510.307.8019, or email Jay\_Leonhardy@ci.richmond.ca.us.

## chamber **ANNIVERSARIES**

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

as of 4/5/07 to 5/2/07

**41 TO 45**

AT&T

**11 TO 15**

Bowlers Mart Sporting Goods  
Clothing Broker  
COMP-Printing & Office  
Morrison O'Hara  
Professional Finishing  
Vali Cooper & Associates

**6 TO 10**

Cazuelas Grill  
La Strada Ristorante  
Mountain Hardwear Inc.  
Oakland Paper  
Orton Development, Inc.  
W.J. Robinson & Associates, Inc.

**1 TO 5**

Atticus Mortgage Group  
Center for Integrated Wellness  
Draper & Esquin Wine & Spirits, LLC  
Kaiser Permanente Optical Services  
Kinder Morgan Energy Partners  
L & L Hawaiian Barbecue San Pablo  
Radston's Office Plus  
Ms. Virginia Rigney  
SSD Systems  
Tech Futures  
Toll Brothers, Inc.  
Top Hat Orchids, Inc.  
WCC Salesian Boys & Girls Club

**Please patronize these businesses**



photo by Ellen Gailing

Sandi Genser-Maack and Lynn Maack among their TEPCO China on exhibit at the Richmond Museum of History. The April Mixer was a preview of the exhibit.

### Richmond Chamber of Commerce Board Members

**Gary Bell** / First Bankers Mortgage & Realty  
**Thomas Bennett** / The Mechanics Bank  
**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** / Sims Hugo Neu  
**Mark Howe** / MSH Group

**Cheryl Maier** / Opportunity West  
**Judy Morgan** / Richmond Chamber  
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**Carl Overaa** / C. Overaa & Company  
**Mario Paucar** / Intero Real Estate Services  
**John Rampulla, M.D.** / Doctors Medical Center  
**Will Rigney** / AT & T  
**Tom Waller** / Business Growth Solutions  
**Vernon Whitmore** / The Globe Newspapers  
**John Ziesenhenn** / M.A. Hays Co.  
  
Ex Officio  
**Bruce Harter** / WCCUSD  
**McKinley Williams** / Contra Costa College