

### Robbing Peter to Pay Whom?

By Roland Peterson, Chairman of Governmental Affairs

**POLITICAL AXIOMS** tend to be true *most* of the time, but like most axioms they have a certain ambiguity about them. Here is one to consider as we head into the summer and fall campaign season: "If you rob Peter to pay Paul, you will always have Paul's vote." Superficially, how could that be questioned? It seems so obvious.... Yet we now have twists on this like we may never see for quite a while.

**CONSIDER THIS #1**—About a year ago, we had the first rumblings about the possible (and eventual) recall of then-Governor Gray Davis. At that time, I thought that every public employee union in the state would mobilize in support of Davis. After all, he had signed legislation that had very generously supported many of their paychecks and their pensions. But did they? Most did very little during the recall election, for one side or the other. Some pundits proffered the notion that Davis' continual quest for campaign donations alienated many of them. Undoubtedly that explains part of their inactivity, but still, they were the ones who benefited most from Gov. Davis. It surely seemed like Paul did not vote like the axiom would suggest.

**CONSIDER THIS #2**—Our new Governor Arnold Schwarzenegger has offered to support a November ballot measure that guarantees funds for cities and counties if they will help out the state budget crisis this year and next. So if the State of California is the Paul of 2004 and 2005, how will it be transformed into Peter in 2006 and beyond? Will the voters of California make a deal like that? When the Alameda County budget was discussed at Government Affairs on June 7, it was noted that for many years the State of California has depended on the tax revenues collected locally. How will the State deal with the financial withdrawal symptoms in 2006?

**CONSIDER THIS #3**—As this is written, up to 7 new tax and fee measures are being considered for the November ballot. Up to 4 will come from the City of Berkeley. Mayor Bates stressed at his monthly breakfast meeting that almost all of them would have sunset provisions (that is a stated expiration date). Whatever number of measures makes it to the ballot, be assured of one thing. The campaign will be "help us get over this tough time until things are sure to get better in 200\_\_." (fill in the blank) Every proposal that I have heard addresses needs that garner great support. Who isn't in favor of the libraries, youth programs, and the rest? These are indeed tough times for City and County programs. At this difficult time, this is the moment to make sure that the programs that are cherished are supported for the long-term, and those that are not are reduced or eliminated.

When President Franklin D. Roosevelt was asked if the New Deal would work, he was quoted as saying something to the effect that if it didn't, he'd stop it and try something else. Now we, as a state to a great degree and a city to a lesser degree, will try to rob Peter to pay Paul and later rob Paul to pay Peter back. Will the voters support it? The tangible reality of the present can overwhelm the obscurity of the future. My hope and predisposition is to address both together. At least then neither one is the Peter or the Paul. Stay tuned for the ride, and let's see how both Peter and Paul vote. ■

### Rounder Wheels

By John DeClercq, Chairman of the Board



**EACH YEAR**, legislators whittle away to make the proverbial wheel more round. Let's tweak this; let's tweak that. Shortly thereafter, new regulations are passed at the city level to comply with the new State laws. And then the City Council adds to the effort

and passes more ordinances to make the wheel roll better, yet even more "round." At each turn, city staff is pressured and preoccupied with researching alternatives and studying the new laws and ordinances, from which come new policies and procedures, oh, and training. This effort continues even in fiscal drought years. While cities are challenged with the need to cut staff, new laws, ordinances, policies and procedures are generated.

Folks, in these tough times, the wheel is round enough. As a rule, I am against moratoriums. But I've found a moratorium that I like. No new laws !! If there could be a two-year moratorium on new codes and procedures, we could balance the city budget!

In the recent past, there have been new requirements about parking where a "change of use" occurs from one type of retail store to another "more intense" use. Apartments are now subject to rental inspection fees and the city does not have the manpower to make the inspections. More good intentions, more rules, more costs, for little or no benefit. And we have to be more green. City staff has been hired to help citizens to be more green-conscious in their home

remodeling (not to mention commercial construction). Let's save such perfection-oriented efforts for the good times. Now is not the time to retool (i.e. retrain) staff to think differently. Let's let staff do their job with last years' rules, which they can do simply, without overtime, etc.

But there is another wheel – what goes 'round, comes 'round. I continue to be amazed that the Mayor and city council members, with all their individuality and unique opinions, have been working together in a spirit of cooperation – the citizenry sees your mutual respect and cooperation and is willing to extend it back to you. Your leadership during these tough fiscal times will likely result in a vote of confidence in the November polls for more taxes to support the city's quality programs.

And there's the best wheel of all – time to roll on. I have enjoyed the dedication and commitment of many chamber members – from the Ambassadors and their many mixers, to the wisdom of the Leadership Council (past chairmen and chairman's circle members), and the hard-working dedication of the Chamber Staff, and the excitement of the inaugural Leadership program. As some few are aware, my mom passed away shortly after I took office and my dad just passed, now just before my office is to end. During this 2-year term, many members have extended themselves to me during these very difficult personal times. I can't thank you enough for your support. And in rolling on, I am extremely pleased that Carolyn Henry-Golphin is being installed as the new Chairperson of the Chamber. Her energy and vision are electrifying and engaging. She is a treasure who will lead us anew. Roll on !! ■

### Time Marches On

Carolyn Henry-Golphin, First Vice-Chairman



Carolyn Henry-Golphin

**HERE WE ARE** half-way through the year already. Celebrating educational accomplishments at all levels is just about over. Second quarter in some financial arenas

are well under way, and fiscal year 2005 is right in front of us. Time is moving on, and here we are venturing on to witness even more new business frontiers in Berkeley.

I'm so happy and grateful that we are in a climate of seeing the new excitement of the students recently

at Berkeley High Community Partnership Academy and the Berkeley High School ribbon cutting. Watching them develop their professional skills was fun. As always, the musical talent of the band was outstanding and makes you just know that an artist is soon to be born.

For some folks "mornings are not good!" But the rebirth of the A.M. mixer at the Jazz Café proved that statement incorrect. Berkeley Chamber members, non-members, officers, ambassadors, board members and lots of new faces have come to "Meet and Greet" with wonderful networking opportunities, testimonies of business partnerships and success stories. (Con't to page 3)

## Berkeley Chamber Annual Dinner

**Thursday, August 5th**  
**Doubletree Hotel • 6:30 P.M.**





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## My Country – The United States of America



By Rachel A. Rupert, CEO

**BY THE TIME** you read this, we will have celebrated another 4th of July. And, if all went according to plan, a new government is now running Iraq. If not, I would imagine Plan B is now being implemented.

I have thought a lot about the liberties we have in this country.

It is truly amazing how well America has done considering the differences of opinions nationwide. I bet our Founding Fathers had no idea that this country would do as well as it has, keeping, for the most part, the promise that they had made to the people of a new nation. I also realize that the price of liberty can be very costly as history has proven and we have come to acknowledge as each of us struggles with our own inner feelings about what we hear and see these days. There is, however, one thing I am certain of, and that is, I would not trade my way of life in this country for any other. Here, you can start your own business (succeed or fail), voice your opinion (without going to prison), pray when you want (without being arrested), take your protest to

Washington, DC (without fear of reprisal), the list could go on and on.

An important fact to remember is America has always valued freedom, and helping other countries to attain the same has always been our weakness and our strength. I do not see that changing, because we fought for our way of life, and to assist others seems to be our calling. And, the price for this assistance is quite high, because we do cherish human life and most of us do feel the pain when someone loses a loved one. Contrary to the movies, "death" does not take a holiday. So, when I hear people complain about how screwed up this country is or how the politicians are on a power trip, I want to shout out that "if you don't like the way things are, get out and make them different." This country is as healthy as "we the people" take the time and energy to make it and sometimes that means, making the time. America is truly wide open to change. We the people have the ultimate power. We have the vote, and that's what counts. As I was told long ago, "use it or lose it," and to this day I never miss a chance to cast my vote.

This year is an election year. Another opportunity presents itself to us to exercise our freedom on behalf of all those who have given so much to make sure that we will continue to be a country governed by and for the people. ■



Sunset Mixer at the Rose Garden Inn.



## Are You Getting the Most Out of Your Chamber Membership?

Richard Hom, Chief Ambassador for the Berkeley Chamber

Whether you are a veteran or a new member to the chamber, are you getting the most "bang for your bucks"? If you don't think you are, then answer the following questions:

1. Since the beginning of the year we have had 12 business mixers. How many have you attended? If you answered less than 3, you are not getting the most "bang for your bucks."

2. We have had 4 chamber luncheons. How many have you attended? If you answered less than 3, then you are not getting the most "bang for your bucks."

Would you purchase a new television set and not use it?  
Would you purchase a new car and leave it in the garage?

Of course not! The same with your chamber membership.

All our events are planned with you in mind. Come and let others know who you are and what you do. You are your business. Let others in the Berkeley business community know how great you are and how great your business is. You should plan your business calendar around Berkeley Chamber events. It's the smart thing to do for your business.

For all scheduled events we ask that you contact the office to reserve your spot. All chamber sponsored events require advance notice so that enough food and/or refreshments are available. However, please note that if you reserve a spot and do not attend, you will be billed for the event.

Carolyn Henry-Golphin, First Vice-Chairman

It's the year of expiring terms, and that too brings about some changes. In some instances, people's jobs and careers bring many changes and new adventures. Different styles and techniques come forth, and it generates excitement. I too am about to "change hats." Let me share;

**The Honorable Arnold Schwarzenegger**  
Office of the Governor  
State Capitol Building  
Sacramento, CA 95814

May 25, 2004

Dear Governor Schwarzenegger,

*It is with great pleasure and deep humility that I invite you to share with me in a prestigious and very special occasion. On Thursday, August 5th, 2004, I will be installed as the Chairman of the Board of the Berkeley Chamber of Commerce. This gala observance is the chamber's annual event to witness the installation of new officers. I am honored to accept this position among my peers and as an active participant of the greater Berkeley business community.*

*I thought this even would be of special interest to you as this year's dinner will be history making. You will witness the first African-American woman to be sworn in to this office. I'm sure you must know the feeling "to be the first." what a wonderful experience and great opportunity to be a pioneer in your lifetime and make a difference in your community.*

*On May 4th, 2004, I attended the California Chamber of Commerce Host Breakfast in Sacramento, where you made your surprise attendance after just returning from Germany visiting troops. It was at that moment in that large setting that I realized the impact you made of representing your culture and nationality. I look forward to making a similar commitment.*

*It would be an honor to have you join me and be part of this festive and proud evening. I know your schedule is very complex to say the least, but I certainly want to extend this invitation.*

My warmest regards,

Carolyn Henry-Golphin, First Vice Chair  
Skates on the Bay, Marketing Director

How's that for things happening in Berkeley! ■



Showcase 2004: (Top grid from L to R): Chef Michael of Skates on the Bay, Berkeley Lab, Valley Yellow Pages (Middle grid Center to R): Mr. Rooter, Kruse Plumbing (Bottom grid from L to R): California Automobile Association, UC Berkeley, Morrison O'Hara Trophies and Engraving

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Joyce Ford is flanked by Oakland ARC Leaders as she officially opens their new Berkeley Family Store

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# Rethinking Longevity at Age 70

Dennis Kuby, Financial Advisor



Dennis Kuby is a Professional Financial Advisor. The views expressed in this column are not necessarily those of the Berkeley Chamber of Commerce. Mr. Kuby welcomes all comments.

**WHEN I REACHED THE AGE OF 70** on June 1<sup>st</sup>, I had to decide what annual percentage I wanted to withdraw from my retirement account. This is mandatory but to help me do the math, the U. S. government has devised a new life expectancy table. The good news according to this actuarial projection is that I will live to age 97. The bad news is nobody knows for certain how long Medicare and Social Security will stay solvent. But there's also a **quality of life** issue here that has moral implications.

I take issue with the romantic notion of the aging process as written by Robert Barrett Browning in his famous poem, Rabbi Ben Ezra. Many of us know the opening lines.

*"Grow old along with me, the best is yet to be, the last of life for which the first was made.*

*Our times are in His hands, who said 'a whole I planned' Youth shows but half, trust God, see all, nor be afraid."*

A survey of living conditions in the nation's 1,700 nursing homes gives us a far different reality. Modern medicine has increased the quantity of life far beyond its capacity to preserve the quality of it. If we're fortunate enough to escape the acute killers of heart disease, cancer and stroke, we must endure the wasting, chronic miseries of arthritis, dementia, osteoporosis and incontinence. In that contrarian mood and with respectful apologies to Rabbi Ben Ezra, here's my paraphrasing of Browning's classic.

*Grow old along with me, what options can there be?  
The last of life for which the welfare state was framed.  
Our times are shaped by chance, sometimes cruel happenstance  
Disrupts the dream that propelled youth's quest for fame.*

*For life is a paradox, that comforts while it mocks,  
Whose spirit fades when arms and legs want play.  
To age prepare this test, thy body needs more rest.  
Accept this limit and pace thy soul along its way.*

*I cannot say, "Praise be thine," I see not the grand design.  
Each flaw in nature adds to our human woe.  
Our joys are three part pain, when striving turns to strain  
The price we pay when age becomes a foe.*

*Then prepare for each rebuff that turns earth's smoothness rough  
Shall life succeed in that it seems to fail?  
What I aspired to be and was not yet comforts me,  
At least I stayed the course and trimmed my sails.*

"I KNOW IN MY HEART THAT MAN IS GOOD,  
THAT WHAT IS RIGHT WILL ALWAYS  
EVENTUALLY TRIUMPH,  
AND THAT THERE IS PURPOSE AND WORTH  
TO EACH AND EVERY LIFE."

**Ronald Wilson Reagan**  
(1911 - 2004)  
40th President of the United States of America

- Sunset Mixer - Spenger's Fresh Fish Grotto  
**Thursday, July 22<sup>ND</sup>**  
5:30 P.M. - 7:00 P.M.  
1919 Fourth Street
- Annual Dinner  
**Thursday, August 5<sup>TH</sup>**  
6:00 P.M. - 10:00 P.M.  
Doubletree Hotel - 200 Marina Boulevard
- Sunrise Mixer - "Meet & Greet"  
**Wednesday, August 11<sup>TH</sup>**  
8:00 A.M. - 9:00 A.M.  
Jazz Café - 2087 Addison Street
- Sunset Mixer - Fire Fighter's Barbecue  
**Thursday, August 26<sup>TH</sup>**  
5:30 P.M. - 7:00 P.M.  
Berkeley Yacht Club - 1 Seawall Drive
- Sunrise Mixer - "Meet & Greet"  
**Wednesday, September 8<sup>TH</sup>**  
8:00 A.M. - 9:00 A.M.  
Jazz Café - 2087 Addison Street
- Sunset Mixer - AAAAA Rent-A-Space  
**Thursday, September 9<sup>TH</sup>**  
5:30 P.M. - 7:00 P.M.  
607 Cedar Street
- Political Forum - "Meet the Candidates"  
**Tuesday, September 14<sup>TH</sup>**  
8:00 A.M. - 9:00 A.M.  
Jazz Café - 2087 Addison Street
- Political Forum - "Meet the Candidates"  
**Tuesday, September 28<sup>TH</sup>**  
8:00 A.M. - 9:00 A.M.  
Jazz Café - 2087 Addison Street
- Sunrise Mixer - Skates on the Bay  
**Thursday, October 7<sup>TH</sup>**  
8:30 A.M. - 10:00 A.M.  
100 Seawall Drive
- Sunrise Mixer - "Meet & Greet"  
**Wednesday, October 13<sup>TH</sup>**  
8:00 A.M. - 9:00 A.M.  
Jazz Café - 2087 Addison Street
- Sunset Mixer - Art & Wine Mixer  
**Thursday, October 21<sup>ST</sup>**  
5:30 P.M. - 7:00 P.M.  
Design Site - 1984 Bonita Avenue
- 2004 Crush Festival  
**Sunday, November 7<sup>TH</sup>**  
2:00 P.M. - 5:00 P.M.  
Doubletree Hotel - 200 Marina Blvd.



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