



BERKELEY

BUSINESS ADVOCATE

A Publication of the BERKELEY CHAMBER OF COMMERCE • 1834 University Ave. • Berkeley, CA 94703 • TEL 510.549.7000 • FAX 510.549.1789 • EMAIL info@berkeleychamber.com

Your GA Committee

By Mark McLeod, Chairman of Governmental Affairs



The Chamber's Committee on Government Affairs meets on the first Monday of each month. It is designed for those Chamber members who have a strong interest in politics, public policy, the economy, and the way in which these impact individual Chamber members and the businesses they represent. We feature fascinating speakers, most of whom are major

figures in city, regional, or state politics. Half the session is the speaker's presentation and half is very spirited and interactive Q&A. We are always looking for new attendees, so come and check us out in January, 2010!

The Committee had an outstanding calendar of presenters in 2009:

January: Newly seated Berkeley City Council Member Susan Wengraf spoke about what it is like to assume a Council seat in the middle of the biggest national/international financial crisis we have had in forty to seventy years

February: Mayor Tom Bates and his Chief of Staff, Julie Sinai, were our featured speakers. Tom focused a good deal of attention on the Downtown Area Plan, which, at the time he spoke, was going through review in the Planning Commission. Julie spoke about one of her specialties – molding Berkeley's public schools so that they are providing first rate education to all attendees.

March: William Huyett, Superintendent of Schools, gave insight into the way he is trying to preserve high quality education with a dramatically shrinking budget.

April: Bill Roth, an economist who has had a three decade career in the energy industry (both carbon and post-carbon), is the Green Business Coach for www.entrepreneur.com, and author of two books – *On Empty* (out of time) and *The Secret Green Sauce* – on entrepreneurial opportunities that are growing out our need to operate sustainably in a world being dramatically transformed by climate change.

May: Darlene Crane, a banker and founder of Business Value Alliance, used the second half of the event to talk about the new business mentorship program she has started for taking small businesses – many of which are women-owned and women-operated – from \$200,000 annual cash flow to \$1 million annual cash flow.

June: Michael Caplan, Director of Economic Development, City of Berkeley, talked about why he believes that economic growth of the city must come from implementation of Smart Growth strategies (such as development of dense housing along public transit corridors), and why he believes that the development of the East Bay Green Corridor Partnership is going to be one of the chief drivers of economic growth in the area over the next decade.

July: Laurie Capitelli, a member of the City Council, talked about the Downtown Area Plan as it moved from Planning Commission review to be considered and voted upon by the City Council itself.

September: Mark Rhoades (formerly of the Berkeley Planning Dept. and now a Principal in CityCentric Investments), John Goodin (principal political consultant for Quadric Group political consulting) and Michael Goldin (architect, designer, and owner of Swerve) discussed economic development scenarios for Downtown and West Berkeley.

November: Caleb Dardick (Director, Local Government Affairs, Office of the Chancellor, UCB) and Roesia Gerstein (Director, Purchasing, UCB) spoke to the question of how to build a mutually financially supportive relationship between the University and the small businesses that constitute 80% of the business licenses in town.

December: David Brodwin (co-founder of American Sustainable Business Alliance) and Susan Frank (Exec. Dir., Business Alliance for a Green Economy) spoke about building progressive public policy advocacy campaigns in Sacramento and Washington, DC. ■

Berkeley is No Place for Pessimism

Jonathan DeYoe, Chairman of the Board



"If America's economic landscape seems suddenly alien and hostile to many citizens, there is good reason: they have never before seen anything like it. Nothing in memory has prepared consumers for such turbulent, epochal change, the sort of upheaval that happens

once in 50 years. The structural faults represent once-in-a-lifetime dislocations that will take years to work out. Among them: the job drought, the debt hangover, the banking crisis, the real estate depression, the health-care cost explosion and the runaway federal deficit."

TIME Magazine; September 28th, 1992.

Reading such grim words, who would have believed that a few years later the federal budget would be balanced, real estate would boom, the unemployment rate would sink to new lows, and banks would prosper like never before?

Nowadays, if you watch the slow deliberations of Berkeley Commissions or the Berkeley City Council, read the San Francisco Chronicle, listen to KQED, or spend any of your spare time on the internet, you're probably viewing our current economic situation from an equally dire vantage point. Why do we wallow in despair, rather than seeking hope? Why do we focus on what is wrong instead of celebrating what is right? Why do we exert so much energy searching for the culprits who created this mess and attempting to lay blame upon them, when it's clear that even these "culprits" have suffered.

Who should we turn to for guidance as we try to turn this thing around? How about one of our nation's greatest statesmen?

"No problem of human destiny is beyond human beings." John F. Kennedy.

Kennedy was right. There is nothing that can happen that is beyond our ability to manage as long as we maintain our fundamental faith in the inexorable progress of

humankind. This does not mean that our progress will come in a straight line. Two steps forward are almost always followed by one step back. Our challenge as Berkeley's business leaders is to remember to take the next step forward and not get stuck trying to determine who made us fall back.

Americans' lives today are overshadowed by three great challenges: our nation is at war; we have a deeply damaged financial system; and we face the increasingly difficult challenge of climate change. And, as business owners, we face daunting challenges of our own every day.

And yet, there is hope. The wars in Afghanistan and Iraq are largely contained, and some of the greatest military and diplomatic leaders in our country are working towards practical resolutions to these conflicts. Our nation's economy has always been dynamic, and while we may not agree on today's recipe for strengthening our financial position, President Obama and his advisors as well as the next president and his/her advisors will keep tweaking their policies in the coming months and years until they craft an effective solution.

The problem of climate change deserves to take center stage, but even the gloom and doom pundits maintain that it's not too late to turn things around. This challenge is particularly interesting to me, because many terrific solutions are being developed here in our backyard, which is just one of the reasons I remain so optimistic about Berkeley's business climate. I know such advances will ultimately benefit the entire globe, but we're fortunate that we'll see them in Berkeley and California first. We will be the direct beneficiaries of new technologies that spawn new businesses right here in Berkeley.

There can be no growth without obstacles. Today's issues are just hurdles we must overcome in our efforts to grow and improve ourselves, our communities and our planet. When confronted with a new challenge, we can never know how or when it will be resolved. But, we should never lose the absolute conviction that it will be. ■

Sponsored by
H's Lordships Restaurant


Media Sponsors
The Daily Californian
Bay Area News Group
Foodism
Yelp

Supporting Sponsors
Alta Bates Summit Medical Center
Berkeley Patients Group

Additional Sponsors
Spun Sugar
Design-a-Sign
Semifreddies
Trumer Pils
Malaga Corp.
Sign-a-Rama

ANNUAL CRAB FEED

ALL YOU CAN EAT!



Feb. 4th
H's Lordships Restaurant
199 Seawall Drive
6:00 P.M. - 9:00 P.M.

Cost: \$40
Children 12 yrs. and under: \$20
Table of 8: \$300
No-host bar

Chocolate Fountain Dessert
Table Generously Sponsored
By Spun Sugar!!

tickets at www.berkeleychamber.com

INSIDE THIS ISSUE:

- WELCOME OUR NEW CEO, MARK BERSON.....PG. 2
- CRUSH FESTIVAL PHOTOS.....PG. 3

BERKELEY CHAMBER OF COMMERCE

2009-2010 Officers

Jonathan DeYoe, Chairman of the Board
DeYoe Wealth Management
Rod Howard, Vice Chairman
Synectic Technologies
John Abrate, Treasurer
Union Bank of California

Vice Chairmen

Debra Barnes, *Alta Bates Summit Foundation*
Michael Goldin, *Goldin Design*
Mark McLeod, *Sustainable Business Alliance*
Malaga Smith, *Malaga Corp.*

Board of Directors

Kevin Allen, *Rose Garden Inn*
Manjul Batra, *Ajanta Enterprises Imports/ Cooperative Realty*
Alicia Bert, *Pacific Gas & Electric Company*
Lisa Bullwinkel, *Another Bullwinkel Show*
Mark Chekal-Bain, *Berkeley Lab*
Joe Diliberto, *Sandler Sales*
Fred Fassett, *Minuteman Press*
Shirley Fogarino, *Berkeley City College*
Carolyn Henry-Golphin, *Skates on the Bay*
Barbara Hillman (Ex-officio), *Berkeley Con/Vis*
Erik Holland, *Fidelity Insurance Services*
Stacie A. Jackson, *Wells Fargo Bank*
Nancy Johnson, *Berkeley City Club*
Terrie Light, *Berkeley Food & Housing Project*
Michele Molitor, *Nectar Consulting Inc.*
Doreen Moreno, *UC Berkeley*
Miriam Ng, *Korman & Ng*
Trina Ostrander, *Bayer Healthcare*
Diane Rames, *The Daily Californian*
Mark Rhoades, *Citycentric Investments*
Daniel Stea, *PBG Real Estate*

(*Ex Officio Director)

Chamber of Commerce Staff

Mark Berson, President & CEO
Tammy Cortez, Executive Assistant/Office Manager
April Walton, Membership Coordinator
Shiloh Alexis Elias, Event Coordinator

Newsletter Design & Layout
Jojo Soriano, *SEEDesign.com*

Web Development
Malaga Smith, *Malaga Corp.*

Photography
Nick Sebastian, *Worldwide Communications*

Chairman Circle Sponsors

Platinum Plus
Wells Fargo Bank

Platinum
Bayer Healthcare
Berkeley Lab
Malaga Corp.
UC Berkeley

Gold
Pacific Gas & Electric

Silver
Berkeley Community Media
Synectic Technologies
AT&T

Berkeley Business Advocate

Berkeley Business Advocate (USPS 051-180) is published quarterly by The Berkeley Chamber of Commerce, 1834 University Avenue, Berkeley, California 94703. Telephone (510) 549-7000. Periodical postage paid at Berkeley, California 94704. POSTMASTER: Send address changes to Berkeley Business Advocate, c/o The Berkeley Chamber of Commerce, 1834 University Avenue, Berkeley, CA 94703.

Statement of Editorial Policy

It is the policy of *Berkeley Business Advocate* to present in a fair and objective manner information of interest to the business community in general, and to the membership of the Berkeley Chamber of Commerce specifically. Editorial opinions published are signed and reflect the opinions of the author and are not necessarily those of the Board of Directors or the members of the Berkeley Chamber of Commerce. Those of differing opinions are encouraged to offer those opinions in a Letter to the Editor. Letters must be signed to be considered for publication. Names may be withheld at the request of the writer.

FROM THE CEO

Our New CEO, Mark Berson

By Mark Berson, CEO of Berkeley Chamber of Commerce



I wasn't born in Berkeley and my company didn't transfer me here. I chose to move here. I enjoy the symphony, rock music, art, good food, big-time college and professional sports, and beautiful weather and scenery. Berkeley has it all. Of course, it's nice to have family and friends in the Bay Area, too.

But what truly attracted me was the opportunity to make a difference in a world-class city and to meet and work with interesting and intelligent

people. We may not always agree on all issues, but hopefully we all do agree on one important goal – to strive to make Berkeley the best environment, not only for business, but also for people from all walks of life.

I'll need and respectfully request the counsel, support and cooperation of not only the Chamber board, staff and members, but also the elected officials of the local governments, leaders of other non-profit and for profit organizations and the citizens of Berkeley.

I promise to always treat people with dignity and respect and earnestly hope that I will be able to earn both in return. The Chamber is strong and well respected and with your cooperation we will make it even stronger.

Respectfully, Mark

Interim CEO, Kevin Allen

By Kevin Allen, Rose Garden Inn, Interim CEO of Berkeley Chamber of Commerce, Innkeeper, Rose Garden Inn



It has been my pleasure over the last few months to act as the Interim CEO of the Chamber. I've enjoyed the opportunity to be more involved in the operations of the Chamber - and to work hand in hand with the Chamber staff. They truly are the heartbeat of the chamber.

I'd like to take a moment to thank the staff. Tammy who was the Event Coordinator - and has now stepped into the role as Office Manager - holding everything together. April who as the Membership Coordinator - has managed to keep the dollars rolling in, as well as load and learn a new software system. Shiloh who started with us shortly before Crush

as Event Coordinator - and helped us to pull off the most successful Crush yet! These ladies have kept the Chamber going during this transitional period, and will be invaluable to Mark as he steps into the CEO role.

I'd also like to thank the Board of Directors and Executive Committee for their support during the past few months as well. We are a lucky Chamber to have such dedicated individuals, willing to give of their valuable time, to make sure our Chamber thrives.

Lastly I'd like to take an enthusiastic look forward. Already in place we have a great staff, and energetic Board of Directors, and a terrific city! Now with the enthusiasm that Mark will bring to the CEO position - I think we are heading into a terrific year - and decade full of accomplishments. Please join me in giving Mark our full support while he settles into Berkeley and into our Chamber.

Berkeley Chamber Scholarships



The Berkeley Chamber of Commerce strongly supports our community's youth and their pursuit of higher education and has established the Berkeley Chamber of Commerce Foundation to administer a scholarship program. Chamber scholarships are awarded annually to high school age youth who

plan to attend a college or university. Candidates must be nominated by individuals who are part of Berkeley Chamber member business and non-profit organizations. Scholarships may be used for tuition, books, living expenses or for other higher education expenses. ■

Please contact the Chamber for scholarship criteria, deadlines, and application information. Phone: (510) 549-7000; e-mail tammy@berkeleychamber.com

Chamber Staff Holiday Involvement

By Shiloh Alexis Elias, Chamber Event Coordinator



Your Chamber staff has been busy spreading good cheer this Holiday season!

Along with our families, we joined the Berkeley Boosters and The Berkeley Police Association in their annual Thanksgiving Turkey and Food Box Give-away on November 24th, helping to pack up hundreds of boxes, and then delivering them to local families in need. It was a heartwarming morning, working alongside friends and neighbors, kids and adults, new and familiar faces. Spirits were high as we embraced a little bit of what this season of giving is really all about. We are grateful to have shared in this worthy tradition.

We were also delighted to be a part of the Downtown Berkeley Tree Lighting Festival, where we had a booth where kids could write letters to Santa Claus! The Chamber gave away 26 dozen cookies and gingerbread men, (generously donated by members Spun Sugar and The Rose Garden Inn) and 10 gallons of steaming hot cocoa! The event was a huge success, filled with the laughter of dozens of youngsters as they ran between making luminarias and gingerbread houses, painting Diwali Diya oil lights, playing games and getting their faces painted. The highlight of the evening was the arrival of Santa, who rode in on a Berkeley fire truck with the lights blazing, followed by the lighting of the giant redwood tree behind City Hall!

Kudos to Lisa Bullwinkel, our Hoopla Coordinator, of "Another Bullwinkel Show" for producing another splendid event! Other cheerful participants were The Berkeley Business District Network, Visit Berkeley, Buy Local Berkeley, Berkeley Firefighters and Berkeley Food and Housing. ■

A Better Berkeley, A Better World

By Michael Goldin, Smart Growth Committee Chair

We face tremendous challenges that are perhaps less significant in our lifetime, but possibly catastrophic in our children's. Al Gore's 2006 movie, "An Inconvenient Truth," created the first international commercial awareness of the effects of global warming, and increasingly, the threads of this problem are woven into our daily lives through programs on NPR, PBS, television networks, alternative media, the internet, our children's homework; through ongoing scientific research from some of the most respected researchers at home and abroad; and films by artists like Edward Burtynsky. While we struggle to overcome the politicization of the issues, we are faced with discerning the emerging realities of this problem and implementing needed change on a local, national and international level.

Meanwhile, after one of the greatest recessions in history, our economy continues, falteringly, to recover. In what seems, in part, to be a lack of stewardship, capitalism unchecked by a sense of community and social responsibility has left us with a problem we will be paying back for generations. In Berkeley, where theoretically, we have the opportunity for the greatest and most tangible changes because of our long-standing history of liberalism and social activism, it is precisely our history that is preventing our ability to move forward swiftly, and decisively. On one hand, there have been some very important steps with the implementation of the Solar Program, the Climate Action Plan, and the development of the Green Corridor.

On the other hand is our extreme obsession with process, to make sure every citizen is placated—not an obtainable outcome. We spend years negotiating unnecessary compromise, watering down effective policy, when we know, in our hearts, and through the facts, what should be

the correct positions. For example, the concept of the Green Corridor is wonderful, and it is not difficult to get people to rally around a goal which, at its core, is about the health of the planet. Yet its implementation requires sacrifice, and change. The real impact of the Green Corridor is rendered moot until zoning is changed to harness its potential. This need for zoning change was recognized over 10 years ago, and yet we are still "in the process" of changing it.

We face economic and environmental paradigm shifts. Green businesses which we should be welcoming into this community are the very businesses that are thriving in this unprecedented economy. The health of the American economy has been dependent on continual growth—consumerism. We buy, use up, discard, and then buy the next thing. Our detritus is shipped to other countries where it is disassembled and causes tremendous health issues in third world countries. Or it floats in the middle of the ocean, an immense plastic island. The assets of the world are fixed, and we will either recognize this in time and re-evaluate our consumerism, or risk the possible repercussions for our children.

We have the potential to lead by our example and through our creativity in solving our challenges. The paralysis we face, inertia caused by both reluctance to change, and fear of change, represents our failure to recognize Berkeley's greatest assets in responding to our crises; our vital populace, our educated work-force, Lawrence Berkeley National Labs, UCB. These assets should be integrated into a more effective social, political and economic force. In this way, we have the potential to respond not only to our current crises, but to be most ready to deal with what may come in the future. ■



7 Days A Week Smog
Irene Sutanto
2234 San Pablo Ave
Berkeley CA 94702
(510) 843-0200
www.smog-test-only.com

A Reliable Handyman
Gifford Teeple
Berkeley CA 94703
(510) 517-5633
rockynme@earthlink.net

Canfield Design Studios/The Swimming Paintbrush
Kathy Canfield Shepard
2887 College Ave. #342
Berkeley, CA 94705
(212) 243-5295
www.canfielddesignstudios.com

Looney's Smokehouse Barbeque
Ken Looney
2190 Bancroft Way
Berkeley, CA 94704
(510) 649-0628
www.looneysbbq.com

The Bread Project
Dagmar Schroeder-Huse
1701 San Pablo Avenue
Berkeley CA 94702
(510) 644-4575
www.breadproject.org

City CarShare
Rick Hutchinson
1182 Market St. Ste. 300
San Francisco, CA 94102
(415) 995-8588
www.citycarshare.org

Homeless Action Center
Patricia Wall
3126 Shattuck Avenue
Berkeley, CA 94705
(510) 540-0878
www.homelessactioncenter.org

B&T Bookkeeping Inc.
Tracy Giles
3020 El Cerrito Plaza #507
El Cerrito CA 94530
(510) 528-8411
www.btbookkeeping.com

U Car Share
Cassandra Allen
2100 San Pablo Avenue
Berkeley CA 94702
(866) 323-4591
www.ucarshare.com

Temple Bar Tiki Bar & Grill
Rosalyn Loong
984 University Avenue
Berkeley CA 94710
(510) 548-9888
www.templebar.org

Greenerprinter
Carolina Miranda
2800 7th Street
Berkeley CA 94701
(510) 898-0000
www.greenerprinter.com

RadiantBrands
Steven Donaldson
2030 Fifth Street
Berkeley CA 94710
(510) 843-0701
www.radiantbrands.com

Alameda County Vocational Program
Theresa Razzano
333 Hegenberger Rd. #600
Oakland CA 94621
(510) 383-1600
pvocational@acbhcs.org

Meridian Int'l Sports Cafe
Bayani Flores
2050 University Ave
Berkeley CA 94704
(510) 697-0334
www.berkeleymeridian.com

DRUMMM Rhythmic Events
Jeni Swerdlow San Francisco, CA 94107
(510) 316-2850
www.drummm.com

AFLAC
Donald Rieger
14 Commercial Blvd #131
Novato CA 94949
(707) 364-4366
www.aflac.com

Hilliard Management Group
Ted Hilliard
5245 College Ave. Ste. 211
Oakland CA 94618
(510) 655-2040
www.hilliardmg.com

Mona * Vie Independent Distributor
Gifford Teeple
Berkeley CA 94703
(510) 517-5633
www.mymonavie.com

Hotel Shattuck Plaza
Scott Slocum
2086 Allston Way
Berkeley CA 94704
(510) 225-6007
www.hotelshattuckplaza.com

Through the Looking Glass
Kathleen Woodcock
2198 Sixth Street Ste. 100
Berkeley CA 94710
(510) 848-1112
www.lookingglass.org

ASUC Auxiliary Event Services
Peter Quintin
400 Eshleman Hall MC 4500
Berkeley CA 94720
(510) 642-5532
asucreservations.berkeley.edu

T324
David Daniels
1109 Solano Ave
Albany CA 94706
(510) 525-9510
www.t324.com

Berkeley Art Center
Suzanne Tan
1275 Walnut Street
Berkeley CA 94709
(510) 644-6893
www.berkeleyartcenter.org

Everest Properties
Sid Lakireddy
2278 Shattuck Avenue
Berkeley CA 94704
(510) 549-1954
www.everestprop.com

Great American Senior Benefits
Todd Wellnitz
1151 Harbor Bay Pkwy Ste. 130
Alameda CA 94502
(510) 749-6759
www.gasbseminars.com

Quadric Group Inc
John Quadric
PO Box 8400
Emeryville, CA 94662
(510) 654-8811
www.quadricgroup.com

Orange Garage
Apple Williams
2226 San Pablo Ave
Berkeley CA 94702
(510) 841-6087
www.orangegarage.net

WorldWide Communications
Nick Sebastian
Emeryville CA 94608
(510) 703-0655
nhsebas@gmail.com

Water Emergency Trans. Authority
Shirley Douglas
Pier 9, Suite 111
San Francisco CA 94111
(415) 364-3191
www.watertransit.org

Berkeley Point
Jennifer Little
1563 Solano Avenue #557
Berkeley CA 94707
(510) 525-7808
www.berkeleypoint.com

Canon Business Solutions
Lisa Lake
6723 Siera Court Suite D
Dublin, CA 94568
(925) 230-1138
www.solutions.canon.com

Berkeley Acupuncture Project, PC
Michelle Lemieux
1834 University Ave
Berkeley CA 94703
(510) 845-1100
www.berkeleyacupunctureproject.com

Alternative Technologies
Leslie Sanders
1050 Heinz Avenue
Berkeley CA 94710
(510) 848-4411
www.alternativetechs.com

Top of Mind Marketing
Janet Peischel
Berkeley, CA 94710
(510) 929-1843
www.top-mindmarketing.com

Little Spoons Cafe'
Chef Eric Pomert
Berkeley, CA 94705
(510) 409-5515
www.littlespoonscafe.com

AT&T Mobility
Giselle Roman
2180 Shattuck Ave
Berkeley, CA 94610
(510) 316-5783

Heartland Payment Systems
Randy Boe
El Cerrito, CA 94530
(510) 417-9000
www.heartlandpayment systems.com

Doug Coe Architect
Doug Coe
Berkeley CA 47705
(510) 540-5029
www.dougcoe.com

The Faculty Club
Felix Solomon
University of California
Berkeley CA 94720
(510) 540-5678
www.berkeleyfacultyclub.com

Options Recovery Services, Inc.
Susan Bookman
1931 Center Street
Berkeley CA 94704
(510) 566-9552
www.optionsrecovery.org

LMi.net
Gary Morrell
1700 Martin Luther King Jr. Way
Berkeley CA 94709
(510) 843-6389
www.LMi.net

ABS Accounting & Business Solutions, LLC
Ben Derebie, MBA, CQBPA
2140 Shattuck Ave. # 2095
(510) 847-4539
www.acctbusol.com

A Day Without Hippies

Winston Burton, Community Advocate



Last week I was driving my 15 year old son to his music lesson on Telegraph Avenue in Berkeley listening to NPR.

It was a beautiful day, and all was right with the world. As we passed by a vendor selling tie-dye shirts he said something, out of the clear blue sky that chilled me to the bone. "I hate hippies!" "Why?" I said. "They're losers!" he replied. "They messed up my future with their hippie revolution - sitting around half-naked on blankets flashing that stupid peace sign. We should have dropped the bomb! Then there wouldn't be any wars and I wouldn't have to go to Iraq or some other crazy country when I get older." I told him, "Your solution is simplistic, but accurate - probably not, and I'm no advocate of war. I'm still a Hippie! I took part in sit-ins, be-ins, demonstration's, marched with Martin Luther King, and heard Malcolm X speak. I saw Jimi Hendrix, Otis Redding, Janis Joplin and Jim Morrison - live!! Once a hippie always a hippie!" "Wrong," my son said, "You're not a Hippie anymore, you've been de-hippified. You wear ties

to work, have short hair and drive a Volvo station wagon." I explained to my son that being a Hippie was not about how you looked but what you do. "Hippies have values like peace, love, and brotherhood." "No matter what you say you can't change my mind," he said. "A closed mind is almost worthless," I responded, getting irritated. I wondered where I went wrong.

To me the Beatles were the catalyst for the Hippie movement. Middle class white kids who decided to grow their hair long, and emulate the Beatles, were ostracized by their parents - thrown out, cut out of the will, just because they wanted long hair. When mainstream America battled their kids over the length of their hair - the fight was on! Young people rebelled, left home, and realized that many parents were wrong about a whole lot of other stuff too - like racism, sexism, and classism. The grip that parents held over their children, honor thy mother and father no matter what, was broken, and a million kids never returned home. You can be sure if your parents threw you out because of what you looked like, dating someone of a different culture or color may not get you invited to Christmas dinner either.

One thing my son said that stood out was his reference to the Hippies as a revolution. We did change the world, but we stopped short. We joined the Democrats, organized religion, got paid off and ripped off, and became a part of the status quo - a by-line in history.

Let's bring the peace sign back! Flash it, defeat the gang signs. In spite of the Blue State, Red State rhetoric there are plenty of Hippies and potential Hippies all across the nation. San Francisco has long ago passed away as the center of the Hippie nation. People around the world flock to Berkeley (Telegraph Avenue) to shop for hippie memorabilia and also visit Peoples Park. We can win this time! Who can unite us? Who is qualified to re-invigorate our Hippie revolution? I'd volunteer myself, but I've got a mortgage, board meetings and music lessons for my kids on the weekend.

So the next time you see me, if you're on board, flash the peace sign. "A journey of a 1,000 miles begins with a single step." Our kids need us! Peace! Love! Power to the people! ■

Winston Burton
Berkeley Resident

■ **Team Trivia Challenge**
TBA



We are pleased to announce a joint trivia contest to benefit the Leadership East Bay Program. Your chamber ambassadors in partnership with the Leadership East Bay Steering committee are hard at work securing a date and location. Please be on the lookout for upcoming announcements so you can join in on the fun while supporting a worthwhile chamber program. Visit www.leadershipestbay.com

- **Jan. 28th - Evening Mixer**
Golden Gate Fields • 1100 Eastshore Hwy
5:30 P.M. - 7:00 P.M.
- **Feb. 4th - Annual Crab Feed**
H's Lordships Restaurant • 199 Seawall Drive
6:00 P.M. - 9:00 P.M.
- **Feb. 10th - Networking Breakfast**
Rose Garden Inn • 2740 Telegraph Ave.
8:00 A.M. - 9:00 A.M.
- **Feb. 25th - Evening Mixer**
Hotel Shattuck Plaza • 2086 Allston Way
5:30 P.M. - 7:00 P.M.
- **Mar. 10th - Networking Breakfast**
Rose Garden Inn • 2740 Telegraph Ave.
8:00 A.M. - 9:00 A.M.
- **Mar. 25th - Evening Mixer**
Citibank • 2000 Shattuck Ave
5:30 P.M. - 7:00 P.M.

Join AAA

An exclusive benefit for Berkeley Chamber of Commerce Members.


Act today: save \$17 on enrollment.

With AAA on your side, you're prepared for an emergency before it happens. AAA will come to your aid 24 hours a day - weekends, holidays, rain or shine. You're covered in any car - whether you're the passenger or the driver - anywhere in the U.S. or Canada.

As a AAA Member, you'll know that help is always as close as the phone. Just call the number on the back of your AAA Card. Join AAA today!

Call or visit AAA Berkeley and mention code 1368B to join or go to AAA.com/join.

AAA Berkeley 1775 University Avenue
(510) 898-7600




Rose Garden Inn

Comfort and tranquility in 5 historic mansions
Welcome Home.

ASK FOR YOUR SPECIAL CHAMBER RATE!

rosegardeninn@aol.com
800-992-9005 / 510-549-2145
2740 Telegraph Avenue
Berkeley, California 94705
www.rosegardeninn.com

pbgrealestate.com

PBG REAL ESTATE

Why Choose PBG to Buy or Sell Your Home?
*A Select Team of Experienced Realtors
Your Transaction Managed by
Our Founding Real Estate Attorney
Real Estate Consultants, Not Salespeople*

Daniel Stea
510.867.4094
daniel@pbgrealestate.com

The East Bay's Premier Boutique Brokerage

BREAK THE CYCLE OF ADDICTION THAT CAUSES VIOLENCE, HOMELESSNESS, AND BROKEN LIVES.

Options Recovery Services
OUTPATIENT DRUG AND ALCOHOL TREATMENT
1931 Center St. Berkeley 510-666-9552 optionsrecovery.org

SECURE, LICENSED DRUG TESTING
FOR INDIVIDUALS, TEENS AT RISK, OR PRE-EMPLOYMENT.

Options Recovery Services
1942 University Ave. Berkeley 510-666-9552 optionsrecovery.org

System Setup • Staff Training & Support
Managerial Reporting • Financial Statements

ABS
ACCOUNTING & BUSINESS SOLUTIONS, LLC
(510) 847-4539
Free 1-Hour Consultation
www.acctbusol.com

2010

SEEDSIGN

AWARD WINNER
GRAPHIC DESIGN
MARKETING

T (510) 245-8500
WWW.SEEDSIGN.COM

BERKELEY CHAMBER OF COMMERCE

1834 University Avenue, Berkeley, California 94703

Pre-sorted
Standard
U.S. Postage Paid
Berkeley, CA
Permit NO. 1559