

## Letter to the Editor

By Jonathan DeYoe, Chairman of Governmental Affairs



*This letter was submitted to Berkeley's "Second Most Read Paper" following many letters that share a similar perspective which were not printed due to "space constraints." I don't expect this to be printed there, but thought it could at least be printed here.*

"AFTER recently going through my first election cycle as chair of Government Affairs, I wanted to offer a few thoughts on the Great '06 Berkeley Political Struggle. I recently finished reading *1776* and *John Adams* by David McCullough and *Founding Brother's: The Revolutionary Generation* by Joseph Ellis, and so was able to experience this election cycle in the context of political history. Then, as now, the political bickering and posturing began before and lasted long after the actual votes were counted. There is a major difference however, the bullhorns are much larger today.

Today, a single sentence may be spoken and then that sentence will be repeated ad nauseum. It will be commented upon and analyzed in print, on radio, on television and on the internet. Thankfully, in most places, while there are obvious opinions, there are at least attempts to appear journalistically objective. Not in Berkeley where our dubiously self-proclaimed "second most read paper" avoids even an attempted veil of objectivity.

I believe in things, I have opinions and I admit that freely. I am, quite obviously, involved in the Chamber and, perhaps less obviously, an enormous advocate and proponent of business in Berkeley. I believe in the Chamber of Commerce and I believe in the businesses the Chamber represents. The Chamber is an amazingly open institution where ANY member may serve on the Government Affairs (GA) Committee.

All Chamber political positions start in the GA Committee (+/- 25 members). Every political issue starts with research and work that is done by members of GA who bring to the table different understandings and opinions and different research capabilities and expertise. The GA committee makes recommendations to the Board (+/- 22 members), who bring even more breadth, depth and often times passion to the discussion and who ultimately decide upon the positions the Chamber will take publicly.

Contrast the Chamber's decision-making process to a privately held newspaper subject to little or no checks and balances. It would be extremely seductive to take one's millions (assuming one had millions) and buy a "news" paper to print one's own opinion and hire private eyes to dig up dirt (or manufacture it when it is otherwise unavailable) and hire shills to write articles that support that opinion and tear down opposing views. It may be tempting, but it does not make for a

(See "Letter" Page 2)

## A Holiday Salute to a Famous Economist

By Roland Peterson, Chairman of the Board



AS you read this, your holiday season is likely drawing to a close or is now over. Among many things, this is a time of thanks and appreciation—for friends, family, faith, and the beauty and blessings of life we enjoy in many ways.

One of the things I repeat and appreciate in varied ways is freedom. This runs much deeper than the political freedoms we enjoy and rightly celebrate each Fourth of July. I thought of this again with the recent death of economist Milton Friedman. He is famous for his many writings and speeches, and the most famous of them was his book, *Capitalism and Freedom*.

I had the pleasure to hear him once back in the 1980's. Although I wanted to quickly question him about several things, he was clearly passionate that we are free persons, and we (collectively and individually) prosper the most when we are free to make sound choices with our lives and resources. Dictators may try to restrict freedom, but all that they can do is eliminate some choices. To be sure, this will make it more difficult to prosper. But every human being has the seed of freedom in him and her. Every human being will strive to improve their lives and exercise their freedom doing so. Friedman forcefully argued that governments and economies do their best when human freedom and dignity are valued.

In our fair city, residents and visitors freely choose to support our businesses or reject them. Our most savvy businesses and leaders understand this—no one can make anyone patronize a business. Similarly, the Chamber's political action committee, Business for Better Government, waged an effort in three campaigns, but was on the winning side of only one. Why? To put it simply, voters are free men and women, and they instinctively choose to be free. That simply means that voters will exercise their freedom to choose candidates who represent values that matter to them, and the Chamber will continue to argue its case as free men and women as well.

Whether you agreed or disagreed with Milton Friedman, let's all take a moment of thought and reflection to appreciate the contribution of this famous economist who lived just across the bay from us. In the same vein, several Berkeley restaurants devoted November to "let's give thanks" month to help the homeless. I think that Friedman would wholeheartedly approve—of the restaurants that freely chose to help, of the patrons who helped and supported, of the organizations who do so much to help, and of the individuals who freely give of their resources to make Berkeley a better place. We honor Friedman, the holidays, and our city when we exercise our freedom to make this city a better place. And in so doing, we all prosper in ways beyond our imagination. So, for a New Year's toast to Milton Friedman—cheers and thanks for a life well-lived. May the same be said of all of us in 2007! ■

Sunday, February 1st, 2007

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**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.

# Unsung Heroes



By Rachel A. Rupert, CEO

ON Christmas day I was looking through the sports section of the Contra Costa Times (which is a rarity for me) and came across a section entitled "Unsung Heroes." Included in the section was a list of all of the volunteers and coaches nominated for their contribution to high school sports. As I read about the individuals who were presented the 2006 awards, I went back and reviewed the list of all those nominated, because I knew that the somewhere in that list, I would find the name of Richard Hom. Richard was indeed listed as one of the nominated unsung heroes. Richard is (and has been for awhile) the coach for Bishop O'Dowd's High School girls' lacrosse team. Congratulations Richard, you are indeed one in a million, and I personally know how much you do for the community. Not only does he coach a lacrosse team, but he also does a great deal for his church, senior citizens, community organizations and, of course, the Berkeley Chamber of Commerce. It is amazing to me that he gives so much and still has time to run a successful business known as MustardSeed Promotions. Richard, I personally cannot thank you enough for your involvement in our Chamber. It is a gift that keeps on giving every day of every year.

So, when I finished reading about the unsung heroes, I thought about all the unsung heroes that are sitting right in the Chamber office. Phyllis Montez, each and every day, is updating the Chamber's database. That means numerous telephone calls to members to secure information to update their records. Our new directory is coming out in 2007, and she wants to make sure that her database is as current as possible. Besides this task, she works very hard on securing sponsorships for our major events. Most members do not realize for the Chamber to have enough funds to run the organization each year, 33% of the budget is funded by program revenue, which includes sponsorships. Events like our upcoming Crab Feed is underwritten by the generous contributions of Chamber members, like Korman & Ng (\$500 - Gold Sponsor), MustardSeed Promotions, Ehret Plumbing & Heating (\$300 - Silver Sponsor), the Hotel Durant, Malaga Corporation, 5A Rent A Space and Cooperative Center Federal Credit Union

(\$100 - Bronze Sponsor). Now, a drum roll please for the DoubleTree Hotel who is our Venue Sponsor - they always help to make the event successful. And, I have been informed by Phyllis that there are more sponsors lined up for our 2007 "all you can eat" Crab Feed event. Yes, the Chamber does offer an incentive when sponsoring an event. Just call Phyllis to learn more about how you can become a sponsor too.

And, what about Tammy Cortez, the person that answers the Chamber's telephone? You do not know how many times, she hears this line - "wow a real live voice, your office actually answers the telephone." I bet she answers more questions for other Chambers, because individuals get stuck in the voicemail loop and just give up out of frustration. And, it is quite common for her to get questions from people who have been referred to us by the AT & T information line. Hmm, one needs to pause on that and wonder why? Nevertheless, Tammy does her best to find an answer to their question. Now, in December 2006, Tammy answered every letter written to Santa that was dropped in Santa's mailbox (decorated by Tammy and Roman Fan [Korman & Ng]) inside the post office lobby located on Allston Way. I would like to thank Richard Hom (there's that unsung hero again) for securing 1,000 temporary tattoos for the kids from California Tattoo, Inc, company located in Tucson, Arizona. These were inserted in each and every letter answered by Santa's helper.

Finally, not to be forgotten is Roy Barnes. Roy comes in once a week to the Chamber to work on our website, which includes updating every item on our site. And, believe me, that changes rapidly and there is no brake that can be applied, which means the train keeps moving with or without our attention to details. Although he works only one day a week, it is not unusual for Roy to get telephone calls from staff on any given day, which translate into "HELP ME" I'm having technical problems. Without hesitation, he does his magic and the problem is solved. What a highly skilled and unique individual.

How about you? Do you have an unsung hero in your company? These are individuals that make an unexpected generous contribution for the company they work for or the community in which they live. They do not go around saying, "look at me, look at me," they just do what they love doing and that is "making a difference" in the world around them.

HAPPY NEW YEAR EVERYONE! ■

Letter... from Front Page

better world. Everyone knows there is a bias in the "Second most read paper"; not everyone knows the enormous amount of money that stands behind that bias. Thankfully, Berkeley is a thinking town and I am certain I am not the only person wondering if their unrelenting front-page "articles," editorials and ultimate doorstep delivery (first time in history) pushes them over the line from "news" paper into sneaky vehicle to dodge campaign finance rules and support their hegemony?

The Chamber of Commerce freely admits that we have an interest in the economic development and the commercial success of Berkeley. Someone has to pursue this end and I am simply baffled that we don't all have an interest in it? What's more, we are in business for ourselves and so know a thing or two about how we could improve the business climate in Berkeley. We believe the commercial success of Berkeley leads to, among other things, more purchases from other local merchants (success breeds success), more and better jobs, new business formations, gifts for non-profits, more well-funded arts institutions and increased tax revenues that ultimately feed city services. Wouldn't these be good things?

While I don't expect a repeat of the 1804 Burr-Hamilton pistol duel in Berkeley, a duel may be a more civil way to deal with our differences than the interminably nauseating barrage of absurdity that wafts from the "Second most read paper's" pages. At least, if we did it the old fashioned way and we lost to their much larger and more well-financed bullhorn, we wouldn't have to be around to listen to it anymore." ■

# Good to Know They Read Our Newsletter

By Rachel A. Rupert, CEO

IN the last newsletter, I wrote an article entitled "Wake Up and Smell the Coffee." After many years of listening to the complaints from individuals who had and are having problems with the Use Permit and Planning Departments, I decided to put it in print. Below is the response I received from the Berkeley's Planning

Department. If you have comments regarding their response, please let us know. To refresh your memory on the article I wrote, please visit our website [WWW.BERKELEYCHAMBER.COM](http://WWW.BERKELEYCHAMBER.COM) and click on the hot link "newsletter" (top of homepage) and then click on fall newsletter.

Letter from Dan Marks, Director of the Planning Department:

*I was reading my copy of the Chamber's "business Advocate" when I came upon your column on page 2. I was quite distressed to see you continue to perpetrate the old myth about poor quality service and "unhappy people at a front counter or in a position of assisting people."*

*Have you been to the Per Service Center counter in the past year or two?*

*Things are very different at the counter than they were a few years ago, thanks to the very hard work of Sharon Crosby, the Permit Service Center Coordinator and her dedicated staff. The Zoning staff under Mark Rhodes and Debbie Sanderson are trying equally hard to provide excellent service and give people the information they need. Many people walk out of here unhappy about the process that we require of prospective business owners, but not at the friendliness and quality of service from our staff.*

*Yes, it is frustrating for many prospective business owners to discover the amount of process that is often required to open a business here. Yes, because of the complex rules and regulations, we occasionally make mistakes and communicate the wrong information. And there are busy days when the wait for service is longer than we'd like it to be. But the people serving at the Counter are not "unhappy" and generally provide excellent service. Things are a lot better than two years ago, and we have over a hundred customer service cards testifying to the quality of service we give.*

*Your words unfairly and callously demean what we've accomplished in improving the quality of service. Please stop blaming the messenger for the message we often have to deliver. I suggest you come down and see the improvement for yourself.*

*We in the Planning and Development Department try very hard to provide quality service to our diverse community. Our mission is to partner with the community to plan for and manage its physical, cultural, economic and environmental future. It is my hope that you and members of the Chamber of Commerce will work with us to make Berkeley an even better place. ■*



## NEW MEMBERS

### Bombay Jewelry Co.

Maulin J. Chokshi  
1042 University Ave.  
Berkeley, CA 94710  
(510) 486-0317

### Candy Bouquet

Jack Reynolds  
1642 Martin Luther King Way  
Berkeley, CA 94709  
(510) 704-0714

Company established in 1985. We sell 22k gold, semi-precious diamonds and silver jewelry. Jewelry is handcrafted from India. We sell finger rings to toe rings, laced necklaces to granille bangles. Repairs done in house. Open Tuesday-Sunday 11-6P.M.

Candy Bouquet is a candy store with more gourmet truffles, hard candy and candy favorites from the past are creatively designed into unique bouquets and gift baskets. Add a personal touch by customizing a bouquet or basket for your personal and corporate needs. Local delivery and shipping available.

### Pacific Western Mortgage Group

Jim Aron  
1400 Shattuck Ave. #1  
Berkeley, CA 94709  
(510) 644-2205

Pacific Western Mortgage Group is a full service mortgage brokerage offering a full line of residential and commercial loan products. We are a small company that prides itself on personalized relationships with an emphasis on client education, enabling borrowers to intelligently choose from the myriad options available to them. For us, "Doing the Right Thing" is more than a slogan.

### 7 Days A Week Smog

Apple Williams  
2234 San Pablo Avenue  
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(510) 843-0200

7 Days a Week Smog is a Test Only Smog Station which means we can do any smog on any vehicle. We offer free pick-up & delivery, a free re-test and fast friendly service! We are also proud to offer DMV Services for registration renewal and transfer of ownership.

### Chiropractic Naturally Wellness Center

Dr. Jennifer Lanett, D.C.  
2506 Shattuck Ave.  
Berkeley, CA 94704  
(510) 644-4414

Holistic Chiropractic Center, utilizing low-force activator method of adjusting the spine and extremities. Also offers orthotic evaluation, stretching and exercise rehabilitation, nutritional counseling and message therapy services. Dr. Jennifer Lanett, D.C., is the director and encourages optimum health by enlivening the body, mind and spirit with natural health care.

### Fast Frame Berkeley

Raymond L. Haywood  
1975 Shattuck Ave.  
Berkeley, CA 94704  
(510) 666-9104

Fast Frame Berkeley is a family run business opened August 1<sup>st</sup> 2006. Owner and primary framer Raymond L. Haywood has been a fine artist and finish carpenter in the bay area for the past 20 years. He has shown extensively in the U.S. and his works are in collections in Italy and Spain. Primary sales person and framer designer Phyllis Posey is his mother and collaborator. Her background in painting and interior design lend a fantastic design sense to the creations of Fast Frame Berkeley. The mother/son business keeps it all in the family and provides expert picture framing to the S.F. Bay Area.

### Strategic Business Solutions

Michele Zimmerman  
1563 Solano Ave. #363  
Berkeley, CA 94707  
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32 years of experience in finance and tax work. We are available for business consulting: from accounting set up, tax computation, on site teaching, monthly & yearly close for the CPA, Insurance, and Operations Management. As a chamber member, a Certified Quick Books Advisor, a member of the Sleeter Group, National Society of Accountants member American Institute of Professional Bookkeepers, ATA, CTEC, bonded and certified by the IRS and certified Level 1 California Teacher, we are here to stay and continue to work at perfecting our business skills.

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# LINE RAGE

Winston Burton, Downtown Area Planning Advisory Committee Member



**BEFORE** you read this article take a five count. Slowly inhale through your nose for five seconds, hold your breath for five seconds, and then slowly exhale through your mouth counting to five.

Who needs a road or a vehicle to be in a rage, a shopping cart or a check-out line can do just fine. Some people seem to think that by pushing their shopping cart into your butt, while in line, somehow makes the cashier move faster. I've also noticed people behind me counting the items in my cart to make sure there are 15 or less. (Are 10 cans of Alpo considered one item or 10...it's all dog food!) Also when someone finally has their groceries rung up and they pull out coupons – look out! The sighs and groans that come from the line are only worse with the changing of cashiers or someone being sentenced to jail in a courtroom.

Line rage at the DMV has gotten so bad that you'll occasionally see an armed state trooper roaming the lobby instead of patrolling the highways. They've also introduced appointments and on-line services to help the public control their impatience.

Line rage is not always unjustifiable. It can be brought on by rude store personnel or by someone standing in line in front of you waving for their three friends to join them. It can be caused when there are six windows to provide service, but there's never more than two people working them. I've also read in the Daily Planet of long lines and people's discontent with poor service at the post office. Uh oh! We don't need the public going "postal" too.

I'm amazed at the length some people will go to gain a few extra minutes out of a 24 hour day. We've

all heard of fistfights and shootings on the freeway because someone wanted to get few car lengths ahead of someone else. Now there are often confrontations in stores, theaters, and any place lines may form.

We've got instant coffee, instant breakfast, one-hour cleaners, high speed internet, drive through banking, on-line shopping, and many other ways to speed up our days, but actually put more pressure on ourselves. Impatience can cause stress, and stress is a leading cause of death in America. Beware! Those few minutes you may gain rushing about could be the cause of your demise.

But all is not lost, yet. I have some suggestions:

*"Not in a hurry, left early"* – That's my new mantra. It gives me, and especially those who are even more incompetent, time to handle our business.

*Reading tabloids* – I look forward to standing in line as an opportunity to read the Enquirer, Globe and all those other papers that I have never purchased and never will. Who knows! Maybe Elvis and Jimi Hendrix really did come from another planet. Perhaps we can even install tabloid news racks at the post office and DMV.

*Be nice* – Sometimes I turn to the impatient person behind me and insist they go in front of me. It confounds the hell out of them.

*The five second count* – Recently I've had to go as high as a 10 second count. But watch out! I can only hold my breath for so long.

Take things in stride, don't rush to be late, don't hurry to move slow – sometimes when you stop, the faster you go! ■

Winston Burton

- **Jan. 24<sup>th</sup> – New Labor Laws**  
Pyramid Alehouse  
901 Gilman St.  
5:30 P.M. – 7:00 P.M.
- **Feb. 1<sup>st</sup> – Crab Feed**  
DoubleTree Hotel  
200 Marina Blvd.  
6:00 P.M. – 9:30 P.M.
- **February 14<sup>th</sup> – Meet & Greet**  
Rose Garden Inn  
2740 Telegraph Ave.  
8:00 A.M. – 9:00 A.M.
- **February 20<sup>th</sup> – Brown Bag Lunch**  
Presenting Joe Diliberto  
Chamber of Commerce Office  
1834 University Ave.  
12:00 P.M. – 1:30 P.M.
- **March 1<sup>st</sup> – State of the City Luncheon**  
DoubleTree Hotel  
200 Marina Blvd.  
12:00 P.M. – 2:00 P.M.
- **March 14<sup>th</sup> – Meet & Greet**  
Rose Garden Inn  
2740 Telegraph Ave.  
8:00 A.M. – 9:00 A.M.
- **March 22<sup>nd</sup> – Team Trivia**  
Pyramid Alehouse  
901 Gilman St.  
5:30 P.M. – 7:30 P.M.
- **April 11<sup>th</sup> – Meet & Greet**  
Chester's Bayview Café  
1508 Walnut St., Unit B  
8:00 A.M. – 9:00 A.M.
- **May 9<sup>th</sup> – Meet & Greet**  
Chester's Bayview Café  
1508 Walnut St., Unit B  
8:00 A.M. – 9:00 A.M.
- **May 17<sup>th</sup> – Annual Show Case**  
DoubleTree Hotel  
200 Marina Blvd.  
5:00 P.M. – 7:30 P.M.

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