



BERKELEY

BUSINESS ADVOCATE

A Publication of the BERKELEY CHAMBER OF COMMERCE • 1834 University Ave. • Berkeley, CA 94703 • TEL 510.549.7003 • FAX 510.549.1789 • EMAIL info@berkeleychamber.com

Topics in GA

By Jonathan DeYoe, Chairman of Governmental Affairs



BEFORE we recap the GA committee activities over the last few months, it is important to take our hats off to Rachel Rupert for a moment. After 19 years of successful leadership, Rachel Rupert is retiring as the CEO of the Berkeley Chamber of Commerce. She has led the

Chamber and the greater business community of Berkeley with class and dignity through nearly 2 decades of significant change.

Of course, there have been good times and bad through that lengthy period. There have been ventures that were successful and others that were less so. It is precisely because business is not always easy in Berkeley that I wanted to commemorate Rachel's tenure with the following quote (forgive the unisex tone, it was 1910):

"It is not the critic who counts. Not the man who points out how the strong man stumbled or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes up short again and again; who knows the great enthusiasms, the great devotions; who spends himself in a worthy cause. Who at the best, knows in the end the triumph of high achievement, and who, at the worst, at least falls while daring greatly, so that his place shall never be with those timid souls who know neither victory nor defeat." PRESIDENT THEODORE ROOSEVELT 1910

Rachel, the credit for the last 19 years is all yours. Thank you.

Briefly now, we have had three good topics at GA during the April-June timeframe. In April, Kriss Worthington presented 10 ways to make Berkeley more business friendly – a topic near and dear to our hearts - and was well received. He admitted there were many issues that we simply will never agree on, but was confident that we could work together in situations where we found agreement.

In May, Deborah Badhia of the Downtown Berkeley Association presented a rebirth of the "Shop Berkeley" campaign. There are 3500 businesses operating in Berkeley and 80% of them have fewer than 5 employees. It behooves us as Berkeleyans who enjoy our "boutique" business town to support those small businesses that allow us to hold onto that image while communities around us give way to big-box stores. The benefits to the community are tremendous when people in the community shop locally:

- Less shopping travel = lower carbon footprint,
- Local businesses recycle more dollars back into the community, and
- Local business taxes support local schools and roads.

(See "Topics" Page 2)

The Serious Business of Joy

By Roland Peterson, Chairman of the Board



"Joy is the serious business of Heaven."

—C. S. Lewis from *Letters to Malcolm*

I have found it interesting that we as a human race so frequently settle for so little. Simple pleasures and lofty pursuits are often ignored or de-

valued in the blind pursuit of "getting through" another day. This time I shall once again encourage all of us to consider both simple pleasures and lofty pursuits.

In the last issue of this newsletter, I wrote ten reasons why Berkeley is a great place to have a business and be a part of its Chamber. It is precisely this simple pleasure of good camaraderie and the lofty pursuit of a better Berkeley that makes the Chamber the ideal organization to deepen one's community and business stakes.

Some persons in our community suggest that the Chamber is misguided in its pursuit of the loftier goal of addressing problematic behavior. Somehow these critics think there is something noble about turning a blind eye to degradation. Case in point: I personally witnessed a fairly amiable fellow who panhandled almost directly across the street from my office for several years. I knew his name, said "hi" to him virtually every day, but I also knew his addiction to crack cocaine. I knew many kind-hearted folks who gave him money, but I also knew that these gifts would hasten his demise. Because of his addiction, he passed away well before he should have. The Police Department and Mental Health staff knew him well too. Not once did I ever complain to the Police about his behavior because of his pleasant amiability. But we all knew he needed help beyond our personal capacities. I wished that somehow, some day I could have seen him conquer his demon of addiction.

This is all serious business. As we cannot avoid the obvious fact of our personal and collective fallibility, we will always have demons to conquer. To make our city a better place for all, this will be an ongoing challenge. But this serious business also provides us with the opportunities for seeing the great joy in seeing lives restored to wholeness.

Naturally, I am once again speaking about the Public Commons for Everyone Initiative sponsored by Mayor Bates. I am struck by how many of our respected service providers also support this, even when their fear of controversy silences them. Many in our community have spoken courageously and said they support this. Many among our business community assist financially or as volunteers to help make Berkeley better. Many thanks to all of you! If there was such an award, I would nominate Mayor Bates for this year's Humanitarian of the Year award. I thank you for getting most of it to pass, and once again encourage you to implement it fully.

One of the Chamber's critics recently called these addicted and out-of-control persons "untidy." Such a choice of words is pitiful; it ignores both the seriousness of the conditions and the dignity of the individual. I am "untidy" when I work in the garden. So, may I propose that certain words pertain to this Chamber—instead of perpetually ill and/or addicted, may I suggest the joy of deliverance? Instead of glossing over and/or ignoring the social problems on our streets, may I suggest the serious business of recovery? And instead of the Hell of addiction, depravity, failure, and despair, may I suggest Heaven?

To conclude this theme, I offer another quote from C. S. Lewis, "Aim at heaven and you will get earth thrown in. Aim at earth and you get neither." I simply suggest that we in this Chamber will continue to aim ever higher for a better and healthier Berkeley and encourage everyone else to do so as well. ■

The Berkeley Chamber of Commerce
2007 Crush Festival

Sunday, November 4, 2007
DoubleTree Hotel & Conference Center
200 Marina Boulevard

2:00 – 5:00 P.M.
Ticket Price: \$40

Tickets available starting
August 6, 2007

2007 Crush Festival

INSIDE THIS ISSUE:

I'M EXCITED TO BE HERE! TED GARRETT, CEO.....PG. 2
 AMBASSADOR'S CORNER, KEVIN ALLENPG. 3



2007-2008 Officers
 Roland Peterson, Chairman of the Board,
Telegraph Business Imp Dist
 Jonathan DeYoe, First Vice Chairman,
DeYoe Wealth Management
 Carolyn Henry-Golphin, Immediate Past Chairman,
Skates on the Bay
 John Abrate, Treasurer,
Wells Fargo Bank
 Ted Garrett, Secretary,
Berkeley Chamber of Commerce

Vice Chairmen
 Miriam Ng, *Korman & Ng*
 Diane Rames, *Daily Californian*
 Malaga Smith, *Malaga Corp.*
 Raudel Wilson, *Mechanics Bank*

Board of Directors
 Kevin Allen, *Rose Garden Inn*
 Manjul Batra, *Ajanta Enterprises Imports*
 Lisa Bullwinkel, *Event Planner*
 Winston Burton, *BOSS*
 Greg Chan, *East Bay Municipal Utility District*
 Dennis Cohen, *Parker Associates*
 Joe Diliberto, *Sandler Sales*
 Reid Edwards, *Berkeley Lab*
 Fred Fassett, *General Printing*
 Shirley Fogarino, *Berkeley City College*
 Doris Grant, *Name the Occasion*
 Tom Guarino, *Pacific Gas & Electric Co.*
 Barbara Hillman, *Berkeley Con/Vis Bureau*
 Nancy Johnson, *Berkeley City Club*
 Patrick C. Kennedy, *Panoramic Interests*
 Mark McLeod, *Downtown Berkeley Assn.**
 Sreejit Mohan, *Bayer HealthCare*
 Doreen Moreno, *University of California*
 Linda Moreno, *Spun Sugar*
 John Norheim, *Norheim & Yost*
 Neil Poisson, *DoubleTree Hotel*
 Chris Reguero, *California State Auto Assn.*

(*Ex Officio Director)

Chamber of Commerce Staff
 Ted Garrett, Chief Executive Officer
 Tammy Cortez, Administrative Assistant
 Roy Barnes, Website Consultant

Photography by Dana Davis

Newsletter Graphic Design
 Jojo Soriano, *SEEDesign & Illustration*

Web Site Design
 Malaga Smith, *Malaga Corp.*

Chairman Circle Sponsors

Platinum
 Bayer Corporation
 Berkeley Lab
 UC Berkeley

Platinum Plus
 Wells Fargo Bank

Gold
 Synectic Technologies

Silver
 Pacific Gas & Electric
 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. Member subscription \$40 per year. 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.

"I'm EXCITED to be Here!" Ted Garrett



By Ted Garrett, CEO

Hello,

I'm excited to be here!

A day doesn't go by without the Berkeley Chamber of Commerce directly serving your best interests either through planned programs, business recommendations, or in making Berkeley an even better place to live and work.

The Berkeley Chamber of Commerce has been promoting and enhancing Berkeley businesses and the community for 107 years! Here are a few reasons why we're doing this and why we think the Berkeley Commercial Districts are an important and worthwhile investment in the economic health and quality of life in our City.

- Chamber Members are a symbol of our community's economic health, local quality of life, pride, and community history.
- A vibrant business community retains and create jobs, which also means a stronger tax base. Long-term revitalization establishes capable businesses that provide tax revenues for the entire community. Everyone benefits when the storefronts are filled with successful, unique businesses that enhance our community.
- Berkeley is a good incubator for new small businesses, the building blocks of a healthy economy.
- Healthy business communities protect and enhance property values in surrounding residential neighborhoods. Everyone benefits from the ripple effect from revitalization in the Commercial Districts.
- Berkeley is an ideal location for local independent businesses, which:
 - Keep profits in town.
 - Support local families with family-owned businesses
 - Support local community projects, such as ball teams and schools
 - Provide an extremely stable economic foundation, with ties to stay in the community

- An energized business community increases the choices for all of us for goods and services. More choices, unique choices, and often, high quality products at fair prices.
- Berkeley can become a much larger tourist attraction by virtue of the character of our buildings, location, selection of unique businesses and institutions, and events held here. This means more visitors to our community and more tourist dollars being spent in Berkeley.
- The Berkeley Chamber of Commerce provides an important civic forum, where members of the business community can network and reinforce a strong sense of community.

Since 1900 the Berkeley Chamber of Commerce has worked diligently to promote and enhance Berkeley businesses. Our efforts, along with those of our great merchants, to maintain a pleasant, unique atmosphere, have resulted in years' of success. We are counting on the City and others to work with us in order to proactively solve concerns and attract new businesses that lend themselves to the City. You can count on our participation and in stepping up our efforts to promote and enhance Berkeley!

I couldn't be more excited for this opportunity. Berkeley faces many great opportunities and challenges, and I look forward to playing a key role - along with our talented staff, high caliber board, outstanding members and other partners - in developing and implementing strategies, through collaborative avenues, that will pay great dividends for Chamber members and our City.

Please call, email, stop by, or better yet, invite me to your business, so I can hear your ideas about how we can better serve our members and the community.

The Berkeley Chamber of Commerce: New Leadership, New Beginnings.

It's good for your business to belong - and it is going to get better! Stay tuned...

Ted

Topics... from Front Page

Finally, in June, we had Timothy Burroughs, Berkeley's Climate Action Coordinator (yes, we have one) lead a discussion on Measure G implementation. Measure G mandates an 80% reduction in Berkeley's greenhouse gas emissions by 2050; requires that a plan be in place by the end of 2007; and was supported by 82% of Berkeley voters. There is absolutely no doubt that Berkeleyans want to do this, the big question is HOW?

Timothy let us know that Berkeley emitted 635,000 tons of greenhouse gases in 2000 (the baseline level for reductions). This is the equivalent of 106,000 Ford Taurus' driving 12,000 miles in a year. The largest causes are transportation and commercial and residential buildings. The goal of 80% reduction is a big goal that will only be met by a combination of requirements and voluntary actions. He is seeking input from the entire community. Be sure to get educated on this topic as it will definitely have an effect on business in Berkeley. ■

Congratulations!

Peter Moktan

Recipient of the
**Berkeley Chamber of
 Commerce
 \$2000 Scholarship Fund**

to be used for tuition, books, living costs, or any other need towards his college education.

Thank you

to the members of the Berkeley Chamber of Commerce! Your valued participation in our Chamber Fund-Raising events truly makes this scholarship fund available to the young members of our community!

Ambassador's Corner

By Kevin Allen of Rose Garden Inn, Chief Ambassador of Berkeley Chamber of Commerce

Greetings!

Many members already know – I have taken over from Richard Hom as the Chairman of the Ambassadors Committee. I welcome the opportunity, and am excited about the year to come.

First, I'd like to take a moment, to extend our heartfelt thanks to Richard for his seven years as the Chair of the Ambassador's committee. It is through his dedication, upbeat attitude, and wealth of ideas, that the Ambassadors have remained a dynamic force for the Chamber during his tenure. Fortunately, he will be continuing as an Ambassador – so we will not be losing his valuable experience.

I have been active with the Chamber and Ambassadors for the past four years. My membership has been invaluable in helping the Rose Garden Inn to increase its presence in the community. Also being on the Ambassadors committee has also opened doors, and allowed me to

develop truly rewarding professional contacts – as well as some great friends.

With new leadership, and new direction from the Board of Directors, this year should prove to be an exciting one. Once you've had the opportunity to meet Ted Garrett, I believe you will find his excitement infectious.

We have many events planned in the upcoming months, both for networking, and professional growth. One exciting new event is the Bridges to Business luncheon series. Our facilitators will help the participants define their goals and develop a plan to better market their businesses.

While strong, the Ambassadors could always use a few more voices. Please feel free to contact the Chamber office if you are interested in becoming an Ambassador. For a small commitment of your time – the Ambassadors can help you get the most out of your membership. ■

NEW MEMBERS

Alex Janitorial Services

Xiomara Martinez
895 Bridgeway Circle
El Sobrante, CA 94803
(510) 222-3106

Blue Sky Hauling

Morgan Guberman
P.O. Box 7031
Oakland, CA 94601
(888) 896-2583

Alex Janitorial Services has been in operation for one year. I have been doing cleaning services for 16 years and I take pride in my work. I clean anywhere from houses, offices to industrial units. Will provide references upon request.

Blue Sky Hauling specializes in home, office, yard and warehouse clean-outs. Our emphasis is on reuse and recycling. We provide service to property management companies, realtors, metal fabricators, banks, schools, tech companies and homeowners. We offer discounted rates for weekly and monthly service. You can also schedule a pick-up on line RLINK www.blueskyhauling.com

Berkeley Honda Auto Center

Steve Haworth
2600 Shattuck Ave.
Berkeley, CA 94704
(510) 843-3704

We're a Honda Car Dealership working to support youth and Community, and to ensure a quality education and promising future for all. We dedicate our spare time and resources to assisting groups to ensure funded services. Our efforts have helped raise over \$9 million.

BNI – No Ordinary Chapter, Berkeley

Larry Lynch
www.bni-no-ordinary.com
(510) 215-7664

No Ordinary Chapter is a Chapter of BNI – Business Networking International, The World's Largest Referral Organization. We are a group of professionals who meet weekly to build relationships and refer business to each other. If this sounds interesting to you, please visit our website or give us a call.

Citigroup Smith Barney

Jay Schurman
1995 University Ave., Ste 500
Berkeley, CA 94704
(510) 486-2423

Jay Schurman is a designated Financial Planning Specialist and Guided Portfolio Manager at Smith Barney in Berkeley. My mission is to assist my clients in achieving their dreams, utilizing a holistic approach to all their financial needs, care, honesty and integrity are the foundation of my practice.

SameTeam.U.S

Damon C. Guthrie
2421 10th St.
Berkeley, CA 94710
(510) 815-0691

SameTeam.U.S is dedicated to the spreading of goodness. This Berkeley, CA - based business employees artistic means to do so; building upon progressive ideas, helping teach with images & creating custom images for other business to excell. SameTeam.U.S: Customized Expression * Practical Art * Progressive Dialog * Spreading of Goodness. For details, contact: damo@sameteam.us or check out my website www.sameteam.us

SoRealty

Sonja Johnson
2400 Dowling Place, Ste. 1
Berkeley, CA 94705
(510) 848-8441

SoRealty is an innovative, cutting edge real estate company which gives clients the information they need to make smart decisions in this fast-moving market, offering the patient guidance and attention to detail that is valued as much by first time buyers and sellers as it is by seasoned pros. Our role as a real estate company is three-fold; we are consultants and we oversee all the transactional details. Providing services such as real estate, lending and notary services. We are able to guide you through the process, empower you, encourage you and move you from a dream to a reality all at one location.

Bay Area 5 Element Acupuncture Center

Paul Gustafson
1502 Walnut St.
Berkeley, CA 94709
(510) 332-0596

A natural and talented acupuncturist, Paul's expertise includes Five Element Acupuncture, Chinese herbs and acupressure. Paul's training gives him the unique ability to diagnose and treat constitutional imbalances as they intersect in the physical, mental, emotional and spiritual levels. Paul enjoys helping people come to life more fully and experience well being beyond the usual.



Vendor Showcase 2007

What a scene!
People, vendors, food, networking,
promoting business and community!

Thank you to the following:

DoubleTree Hotel
our venue sponsor

Emeryville Chamber
*for partnering with us on
this great event.*

Homeless or Keyless?

Winston Burton, Downtown Area Planning Advisory Committee Member



It had just started to drizzle and I had ducked under a freeway overpass to keep dry. I was tired from walking all day and sat down on a worn, discarded mattress. I looked around at bottles and trash strewn everywhere and a rat scurried near my foot as I was about to lie down. It was starting to get dark so I decided to take my chances in the rain. I headed out, not sure where I was going, hungry, getting cold and I had to go to the bathroom. My cell phone rang. It was my wife. She was finally home! I had locked myself out and left my wallet home. Homeless for a day? No, I was keyless.

There are many people we call homeless, who to me, are better described as keyless. They were born here, raised here and went to school here. They came home from Viet Nam or other war zones, were cheered and played sports for the home team and for all extent and purpose they are home!

I once interviewed a young man (18 years old) who was trying to get into a homeless shelter. He told me he was born and raised in Oakland, his parents and grand parents live in Oakland, and he also had friends in

the area. I looked him straight in the eye and said, "Why did you rip your family off". "How did you know that he asked?" I told him, "When you have family and friends nearby, and you can only live with strangers, you must be doing something wrong. No one trusts you with keys!"

Unfortunately the word homeless is to often being used as a noun, but keyless is still an adjective. We've moved from describing people as homeless, and are now calling them "The Homeless". Eventually, the news media stopped calling victims of Hurricane Katrina in New Orleans homeless and referred to them as evacuees.

Think about it! Many of the actions for which homeless and street people are derided, are the same things we do - sleeping, drinking, arguing, urinating. These are not aberrant behaviors! Most of us do the same thing everyday, but it's behind closed doors instead of outdoors. The difference is we have keys.

What do you think?
winburton@aol.com"

Winston Burton is the Program Director at BOSS (Building Opportunities for Self-Sufficiency) ■

THANK YOU, Folks!

In 2001 I attended my very first chamber event. It was a luncheon at the Clairemont Hotel, and there I met the staff and some of the ambassadors that worked hard in creatively helping other businesses grow, and have fun doing it. That very first day, I'd decided to become an Ambassador - I thought it would be great to work alongside these folks: Rachel Rupert, Phyllis Montez, Richard Hom, Linda, Betty, Phil, and others whom for the next 5-6 years would be involved in brainstorming, planning, setting-up, watching the events transpire, then tearing down; it was a group of people that made it happen. After all these years, when all is said and done, what really matters most - for me, are those kind words, the hugs, the greetings, the concern over our success in business, and yes, the business referrals that were generated resulting from those relationships, and to some, deep connections that may last a lifetime. Thank you Rachael Rupert, Phyllis Montez, Richard Hom, and countless others for all your wonderful efforts, energies, and creativity!

Jojo Soriano, SEEDesign.com
Newsletter Designer

- **July 19th – Building Bridges Luncheon**
Berkeley Chamber of Commerce
1834 University Ave
12:00 P.M. – 1:00 P.M.
- **July 26th – Evening Mixer**
Wells Fargo Bank
2144 Shattuck Ave.
5:30 P.M. – 7:00 P.M.
- **August 8th – Meet & Greet**
Rose Garden Inn
2740 Telegraph Ave
8:00 A.M. – 9:00 A.M.
- **August 23rd – Berkeley Firefighters BBQ**
Berkeley Yacht Club
1 Seawall Drive
5:30 P.M. – 7:00 P.M.
- **September 12th – Meet & Greet**
Rose Garden Inn
2740 Telegraph Ave
8:00 A.M. – 9:00 A.M.
- **September 20th – Evening Mixer**
AAA Insurance
1775 University Ave
5:30 P.M. – 7:00 P.M.
- **October 10th – Meet & Greet**
Chester's Bayview Café
1508 Walnut St., Unit B
8:00 A.M. – 9:00 A.M.
- **November 4th – Crush Festival**
DoubleTree Hotel
200 Marina Blvd
2:00 P.M. – 5:00 P.M.
- **November 14th – Meet & Greet**
Chester's Bayview Café
1508 Walnut St. Unit B
8:00 A.M. – 9:00 A.M.
- **December 12th – Meet & Greet**
Chester's Bayview Café
1508 Walnut St. Unit B
8:00 A.M. – 9:00 A.M.

SEEDesign
MARKETING
GRAPHIC DESIGN
AN AWARD-WINNER
Logos
Manuals
Web Sites
Envelopes
Brochures
Direct Mail
Letterhead
Newsletters
Photography
Web Hosting
Pres. Folders
Business Cards
T (510) 245-8500



1834 University Ave., Berkeley, CA 94703



PERIODICAL POSTAGE
PAID AT
BERKELEY, CA 94704

TIME VALUE

ROUTE BOX

Return to: _____