

A Conundrum

By John DeClercq, Chairman of the Board



A puzzle, a mystery, a challenge, a problem, a poser, a riddle—I'm confused! What do you say when you've lost your very supportive mayor and the newly elected extends a warm greeting, "I'm a friend of business, let me show you how much." Huh?

What do you do?

Angry /stubborn loyalty to the past is not wise or productive. Simple blind optimism and a belief in campaign promises of a "new and better future" is not wise either.

How do you welcome the new without dissing the past? A successful CEO recently quipped, "it's not just thinking 'outside the box,' it's thinking with no box." Cute. And occasionally the 49ers can win with a hocus-pocus defense. But I stick to traditional wisdom: define your game plan and stick to it, alertly, with vigilance. We've a lot of work ahead of us. We have to roll up our sleeves and work together to make this a better li'l town.

So, very heartfelt and fondly, we say, **THANK YOU SHIRLEY DEAN** for many good years - for all the good things that you did accomplish and all the many ideas and projects that you attempted to get into motion but are as yet incomplete.

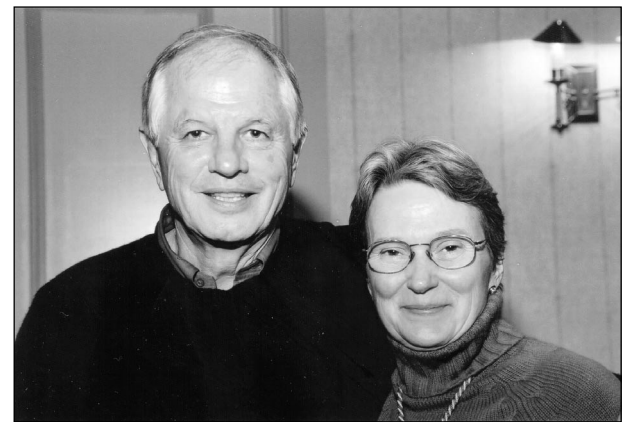
And, optimistically we say, **WELCOME TOM BATES**. Let's do what we can to help you make your campaign promises of business success in Berkeley

a reality. We're Missourians - we tend to believe only what we see - but, hey - let's see what you see and let's see if we can help make it work. Let's be successful together.

My puzzlement is compounded with a personal lesson in life. I got a blow to the solar plexus, blinded dizzy, knocked off my feet, brought to me knees. No, I'm not referring to any election. On October 25, my mother died suddenly after a very short illness. As you might remember, I've quoted her quips a few times. She was a very special lady and very very special to me. She is no longer a part of my physical life but continues to be very much a part of my being. I have reflected a lot during the past months and come to a better understanding that what we think is so urgently crucial today, may be just ain't quite so important as we thought it was. I've tried to incorporate some new realizations in how I approach daily life - more welcoming, more forgiving. I do have an even tighter grip on what I think is immutable and won't let go. It's not that I understand more, it's that I know that I don't understand as much as I thought that I did. (Thank you for this opportunity to thank my Mom for being a great person.)

Now, back to Berkeley today. Thank you for the past and let's get our act together to make tomorrow a better world. Oh, and did I say that I strongly believe that only by engaging business and offering businesses a fair day's pay that we can make this world go 'round?

So, I end with an optimistic challenge to the new Council: Please carefully consider what you do. Engage and embrace the businesses of this town that weave a special fabric of community trade. Safeguard our necessary margins of profit so that we have the time, energy, and motivation to dig deep into our pockets to help the less fortunate and needy. Do not attack with regulations, restrictions and moratoriums. But rather, facilitate commerce - and you will find more employed, more housed, and more citizens enjoying a better quality of life. A sustainable community is not one that merely recycles. No, it is one that insures generational longevity. Please help our businesses prosper so that we can help the City prosper. And, oh, by the way, we'll be there steadfastly to do what we can to help you make this a better li'l town (that the whole world watches!). ■



Tom Bates, Berkeley's new mayor with wife and new assembly member Loni Hancock.

My Two Favorite Words

By Roland Peterson, Governmental Affairs Chairman



Another election season has come and gone. We face a new year with new challenges (including a free press!), and our beloved city is no different. This year the City faces the dragon named Deficit on a scale of about \$15 million.

Election results have moved the progressive majority up to 6-3—welcome to City Hall Messrs. Bates and Wozniak. We bid adieu to Mmes. Armstrong and Dean.

With these two new faces, the City must make the hard choices to slay that dragon. Will taxes increase? Will services and/or staff be cut? Will new sources of revenue (specifically not taxes) be found? To all of this, the business community has a profound opportunity to speak and help lead this City. No organization represents all of the business community in the

City more than the Chamber, and this is the time to speak. The business community has often felt excluded, and justifiably so, when times were going well in the City. Civic discussion then was on new programs and/or expansion of current ones. Dragon? What dragon? To slay this dragon will require plenty of the qualities I call my two favorite political words.

My two favorite words are ones we typically say we can't define but recognize when we see it. The first of these is statesmanship. We see this when political leaders reach to make peace with old enemies and collaborate with rivals to forge solutions. Phrases like "rising above it" often accompany it. Former President Jimmy Carter was recently honored with the Nobel Peace Prize for his peacemaking efforts, and the one most frequently remembered was the Camp David Summit with Egyptian Prime Minister Anwar Sadat and Israeli Menachem Begin. The efforts of these three exemplified genuine statesmanship in their attempts to create peace among historical enemies. Let's challenge all of us in the business community to play the role of encouraging the moderates and progressives to work collaboratively to solve the deficit. Let's all encourage our new Mayor to reach across the aisle, as he promised to do in the campaign, and all

Councilmembers to reciprocate. It begins in our communications with the City by making the well-being of the City primary. This is the challenge to the Mayor, Council and to us.

My second favorite word is leadership. I have found this word to be even more difficult to define than statesmanship. Berkeley politics are certainly contentious. Bold plans fall quickly under activist shouting. One of the oft-described missing ingredients from commission meetings is civility. It takes special people to have a vision, remain committed yet flexible and civil, and continue to move forward. Leadership often shows itself in trying times, and this budget dragon will provide those times. Who will the genuine leaders be? Who will be strong when the heat is intense?

This new year will prove the mettle of many of our elected officials and the business community. Both of these qualities can involve sacrifice. This does not look to be the year for new programs and wish lists. Rather, this is the time for building solutions. To the Mayor and the Council: will you provide the statesmanship and leadership to make this city an even better place? We will be your partners; will you join us? ■



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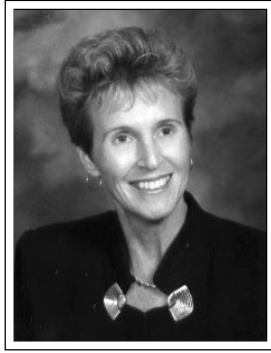
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Statement of Editorial Policy

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.

Time for a Renewal of the Spirit

By Rachel A. Rupert, CEO



Goodbye 2002 and a warm howdy to 2003. The daylight hours are increasing and that puts a smile on everyone's face. January always reminds me of the movie Groundhog Day. After twelve months of doing what we do, come January we get to begin all over again. Let's face it, we all make a commitment or two to improve or change something. Empty "New Year's Resolutions" or a real desire to do something differently? That's the question only you can answer.

In Berkeley, we now have a different set of players on our city council. And, the road to harmony got off to a rocky start for the city. Makes you wonder what kind of resolutions most of them made for the New Year. Empty New Year's Resolutions or a real desire to do something differently? Only time will give us the answer to that question. But, if there is one thing the Chamber is sure of, it is the importance of our leaders understanding that Berkeley is NOT an island. **This town cannot and will not survive economically without a strong business community.** So, if your resolution is to work diligently to make this happen, you must stay the course, because failure to do so, will directly affect the very

financial stability of this city. Empty New Year's Resolutions or a real desire to do something differently – the choice is yours Mr. Mayor and members of the council. The Berkeley Chamber of Commerce stands ready to meet the challenges of 2003 and there are many. We know that the city also faces many challenges in 2003 and the Chamber is here ready and willing to assist in any way possible.

Chambers of Commerce historically work together with government to make a strong and vital community. In Berkeley, we have so many assets to build upon. A dynamic university, a wonderful waterfront, a multitude of arts and cultural venues, restaurants, bookstores and the list could go on and on. Berkeley, however, does require more. More housing, more parking, more hotels and meeting space, adequate public restrooms, city-wide shuttle service and a sound vision on how Berkeley is going to compete with neighboring Emeryville and El Cerrito. The race is on Mr. Mayor and members of the council. The economy may presently be in the tank, but we all know it will change. And, our neighboring communities have been, are and will be ahead of Berkeley the day it happens. Why? Because they have been, are and will continue to build a strong economic base. Mr. Mayor and members of the council, you may decide you do not want to be like Emeryville or El Cerrito, but you had better get a vision of what you do want to be and how you intend to compete with these cities. With a major deficit facing you, I would recommend that you prepare to make some hard decisions on ways to increase your sales tax dollars.

Berkeley is, a city of diversity, world-renowned name recognition and endless possibilities. Longfellow said, "Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake up somebody." Knock; knock Mr. Mayor and members of the council. Hello, are you there? ■

TEAM TRIVIA NIGHT

By Richard Hom, *Ambassador Chairman*

Berkeley Chamber Team Trivia Fundraiser Mixer MARCH 19, 2003 BERKELEY YACHT CLUB

1. True or False: George Washington was born in England.
2. In what year did the unsinkable Titanic sink?
3. The British call this game draughts. What do the Americans call it?
4. What NBA team is named after the original natives of Ireland, Scotland, & Wales?

If you know the answer to these questions, and find 4 other persons who know the answers, you can register for the first Berkeley Chamber Team Trivia Fundraiser. Your team can be part of raising money that will benefit the Chamber Scholarship Fund.

The Chamber Ambassadors will be hosting this fun event on March 19, 2003 at the Berkeley Yacht Club in an evening mixer where **ten 5-member teams** will vie for the title "**2003 Team Trivia Champions.**"

REGISTRATION

Registration for each team is only \$100 and there will be ample opportunities for others to win raffle prizes and gifts. All proceeds will go toward the Chamber Scholarship Fund. We will only have 10 teams and slots will fill up fast. Contact the Chamber office to reserve your space now. Then invite your friends and co-workers to attend the event on March 19th at the Berkeley Yacht Club and have fun!!!

ANSWERS

(1) FALSE. HE WAS BORN IN VIRGINIA IN 1732 (2) 1912 (3) CHECKERS (4) BOSTON CELTICS

Money Saving Winter Tips from PG&E

By Tom Guarino, P.G. & E., Government/Chamber Relations Manager

The onset of winter provides an opportunity for Chamber of Commerce members to take new steps to reduce their energy costs. To help Chamber members control their heating costs, Pacific Gas and Electric Company has put together several money-saving tips.

These include:

THERMOSTAT Install a programmable thermostat to automatically change settings at certain times of the day. Program your thermostat to 55 degrees or lower when your business is closed, and use 68 degrees or lower when you are open.

HOLES AROUND PIPES Check all the pipes in your business, including those servicing any sinks and water heaters. Fill gaps around these pipes with insulation and then seal with caulking or wall patch.

LIGHT SWITCHES AND OUTLETS Sealing the space behind your light switches and outlet plates with a foam gasket will prevent air from coming through the wall space.

CRACKS AROUND DOORS Many doorways have large gaps along the doorframe and threshold. Install or replace weather stripping around the door and along the threshold.

FURNACE MAINTENANCE Clean or replace your furnace and air conditioner filters monthly during the heating season and have your complete system checked and serviced annually. A clean and well-maintained unit runs more safely, efficiently and inexpensively.

WATER HEATER Installing a water heater blanket and insulating the first five feet of both the hot and cold water pipes can reduce operating costs by up to 15 percent. Before installing the blanket, read the manufacturer's brochure to ensure blankets are approved for your model. If you have a gas water heater, be sure to leave three inches of clearance around the access door at the bottom and around the gas flue.



Narsai David & company



Chatham Winery



Liaison Chefs

Crush Festival Thank you to host Narsai David, all the purveyors of food and wine, business and personal silent auction and raffle donors and, of course, the multitude of volunteers that helped make this event an outstanding success. See you next November for the 2003 Crush Festival. (Main Photo) Lava Cap Winery with Raully Butler of Mechanic's Bank enjoying its aroma.

NEW MEMBERS



Diane Clark Johnson
Berkeley Montessori School
 1581 Le Roy Avenue
 Berkeley, CA 94708
 510-843-9374 x 11

Founded in 1963, Berkeley Montessori School is a family-oriented school that values its close-knit community. In addition to core subjects, we offer art, drama, Spanish, cooking, and intramural sports. Our new elementary and middle school campus on the Santa Fe Depot site, 1310 University Ave., is due to open in fall 2003.

Pinyo Srisawat
Hua-Hin Thai Restaurant
 2190 Bancroft Way
 Berkeley, CA 94704

Hua-Hin Thai Restaurant specializes in Thai authentic bbq using fresh herbs and spices. We carry an extensive menu of main dishes from all over Thailand. We also cater private parties to go or inhouse. We are open 7 days a week from 11:30am-10:00pm.

Nicolle Miller
Real Estate Agent
 2095 Rose Street
 Berkeley, CA 94709

I joined Prudential California Realty as a new agent in September 2002. My clients know they can trust me to give superior service. I am committed to going that extra mile, providing a level of satisfaction and confidence so they will always think of me as their agent of choice.

Coley Lally
Transparent Theater
 1901 Ashby Avenue
 Berkeley, CA 94703

Transparent Theater aims to create an experience of theater that combines the immediacy of music with the lasting effect of a great conversation. Located on Ashby Avenue (at the corner of Martin Luther King Jr. Way) with free parking at Ashby BART, Transparent Theater is currently in its second season.

Gene Della Maggiora
Coldwell Banker
 1495 Shattuck Avenue
 Berkeley, CA 94709
 510-981-3044

Gene is committed to his clients' real estate success! Whether you're a seller or a buyer, Gene will focus on your goals and challenges at any given time to ensure that your real estate needs are met and exceeded. Gene brings energy, integrity, knowledge and a sense of humor to each and every real estate transaction. You can trust Gene for all of your real estate needs!

Susan Miller
Waste Management
 172 98th Avenue
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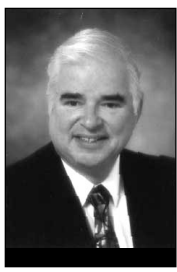
Waste Management is the industry's heading provider of comprehensive waste management services. Waste Management of Alameda County has been providing the highest quality in environmental service since the company's early beginnings in 1920. Today we have evolved from merely collecting garbage to become one of California's major environmental and recycling companies.

Eva Rose Leavitt
Rocio'
 4 Northampton Avenue
 Berkeley, CA 94707
 510-986-9499

"A touch of nature makes the whole world kin"- William Shakespeare. Rocio' specializes in floral arrangements for weddings, special events and corporate accounts. Designer Eva Rose Leavitt has an intuitive ability to design for an events ambience or the clients tastes. Rocio' makes fabulous flowers available at every price range.

What is a Progressive?

By Dennis Kuby



Dennis Kuby specializes in charitable and estate planning. The views expressed in this column are not necessarily those of the Berkeley Chamber of Commerce. Mr. Kuby welcomes all comments.

When I hear the word, “progressive” applied to politics; I associate it historically with the names of Teddy Roosevelt, Robert La Follette, Henry Wallace and Senator Eugene McCarthy. Nowadays the media repetitiously applies it to the majority on our city Council. As the headlines range out the day after November election, “Progressives sweep in Berkeley by a 7 to 2 majority.”

I have a modest proposal that we declare a four-year moratorium on the use of the word, “progressive” when defining our City Council. The term is meaningless, subjective and contingent on latitude and longitude. Like, House Minority Whip, Nancy Pelosi is a liberal but he’s a San Francisco liberal, a code denoting someone who’s way out in front on gay issues. Senator Trent Lott is a conservative but a Mississippi conservative who if he could, would reinstate the Poll tax.

A Berkeley “progressive” can have a political agenda of a militant socialist, radical Marxist, or a far-left liberal Democrat. Normally, the progressives are the people who never met a city tax hike they didn’t like. On the other hand, the moderates are pro-business who work to make Berkeley hospitable to job creation and make it easier

for employers to launch private enterprise. But the moderates are the minority. Now you know why Emeryville, given its laissez faire climate, keeps getting a disproportionate share of new business in the East Bay corridor.

True our political label depends on where you live in California. A conservative in Berkeley would be regarded as a liberal in Orange County. In fact, Berkeley is tilted so far to the left on a variety of issues that conventional party affiliations have lost all relevance. That’s why it’s so difficult to define and refine liberal and conservative in a city where the Green Party has a voter registration larger than the Republican Party!

So let’s call a four-year truce and dispense with identity politics. Revitalizing business in Berkeley should become the common goal among all political factions in City Hall. The economy has been in a recession since March 2001, professors at Cal have lost over 30% of the value of their retirement portfolio and must postpone retirement by three to four years. Our schools are in the red and our Governor is sharpening the ax, preparing to shack \$10 billion in budget cuts.

Let’s join the chorus and send the message: **It’s the Economy stupid!** ■

Events Lineup - Save the Date

- January 14th, 2003 (limited space)
ABC's of Exporting
No Charge for Chamber Members
Must make reservation
Chamber Office (9-11am)
- January 15th, 2003
Mixer: Bury the Political Hatchet
Champagne Reception
Meet the people that represent Berkeley
Union Bank
- February 6th, 2003
Crab Feed
Berkeley Marina Radisson Hotel

Crab Feed

Thursday, February 6, 2003

RECEPTION 6:00 PM
DINNER 7:00 PM – 9:00 PM

If you love crab, you will not want to miss this annual event at the Berkeley Marina Radisson’s Grand Ballroom. Come enjoy *all the crab, pasta, and salad you can eat* at this fundraiser for the Berkeley Chamber of Commerce **with food generously donated by Andronico’s**. Price: \$35.00/ ticket (cash bar). Please call the Berkeley Chamber of Commerce at **510-549-7003** for tickets.

Tickets Now on Sale
\$35

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Have you visited Andronico's lately? Their soups, salads, sandwiches and desserts are just a few of the sumptuous items you can enjoy for lunch at your office. If you go, don't forget to ask for your sandwich card, fill it up and get your next sandwich on the house.

- February 20th, 2003
Grow Your Business
Spenger’s Fresh Fish Grotto
- March 16th, 2003
First Annual Trivia Nite
Berkeley Yacht Club

Watch your mailbox and e-mail for details on Chamber Events

Crab Fest

**CELEBRATE CRAB AT THE BERKELEY MARINA RADISSION
FUN FESTIVAL ON FEBRUARY 6 – 8, 2003**

Thursday, February 6, 2003 (6:00 – 9:00 PM)
Berkeley Chamber of Commerce Crab Feed Price: \$35.00. Please call the Berkeley Chamber 510-549-7003 for tickets.

Friday, February 7, 2003 (5:30 PM – 9:30 PM)
Seafood Buffet This scrumptious seafood buffet is held every Friday at the Bay Grille at the Berkeley Marina Radisson and will feature all the seafood you can eat (including, of course, plenty of crab).

Saturday, February 8, 2003 (9:00 AM – 1:00 PM)
Crab Run for People & Pets 9:00 AM: If you have ever wanted to express your “crabby” side, then dress up as a crab (or any other seafood species) and enter the Berkeley Marina Crab Run for People & Pets.

Crab Call 11:00 AM: You gather in the Berkeley Marina behind the hotel for the Crab Call. The first 30 participants who sign up via email to pg@galvincomm.com are eligible to compete for prizes.

Live Music & Food 10:00 AM – 1:00 PM: Enjoy the Caribbean sounds of the Harmonics Steelband



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