

What is the Next Step?

By Roland Peterson, Chairman of Governmental Affairs



ONE of the interesting things about writing a column like this is the reactions I receive. Last issue I wrote a column titled "Life at the Crossroads" that depicted the city at a crossroads on how it will respond to business issues. More than any other column I have

written for these last three years, that generated the most response, thankfully all positive.

Yet there are other columns that I thought were more important and/or more informative. Shortly after the last election, I challenged the City Council and Mayor to lead. Perhaps I was naïve to believe that they even read this column, but if they did, it was meant sincerely. It is time, if not overdue, for the Council and Mayor to lead.

Recently I attended a leadership training session. The facilitator quoted from a new, popular book on management and leadership with this conclusion, "Great leaders rally people to do great things." The book's author claimed that this was his conclusion from over a thousand interviews of business and political leaders. Great leaders come in many forms. He cited Thomas Jefferson who was reputedly too awkward a speaker that he wouldn't give speeches, yet was extraordinary in leading through the written word. Winston Churchill rallied England in World War II with his thundering speeches to never give up. Above all, clarity of purpose is crucial. This begs the question—what have our civic leaders rallied the people of Berkeley to do?

Were the City's threatened lawsuits against the University a great thing? Would the Brower Center, whose parking supply seems to be an unending source of debate, be a great thing? Is the preponderance of panhandlers and street people in our commercial areas a great thing? Is a permit center where applications go to die a great thing? Is a mountain of budget cuts a great thing? Are the proposed sculptures (1. Here and There 2. The "crystal" globe) great things?

I think that most people would agree with the answers to these questions. The Brower Center may be the closest thing to a great thing, but even that has problems with access. I believe all of the other things easily fail any suggestion of greatness, yet they are our dominant issues. Sales tax revenues are down all over the city. More major businesses threaten to leave. It's time to lead to the next step.

The City Council and Mayor need to be straightforward and say what everyone knows and believes. We can have a great city. We can have a great business climate. We can have shops, restaurants, theatres, and museums that everyone wants to go to. How? Great leaders rally the University to be an active partner in the re-creation of the areas around the campus. Great leaders will institute new statutes that require (not warn!) street people to behave in a civic manner. Great leaders will not accept a dysfunctional permit service center and will rally staff to make the necessary changes. Great leaders will rally people to create and install beauty in our public places. Been to Paris lately?

Great leaders—any nominations? Graduates of the Chamber's leadership program—are you ready to step forward? ■

Up Close and Personal

Carolyn Henry-Golphin, Chairman of the Board



OBVIOUSLY this is not my first "100 days in office" message. How about eleven months, two weeks and three days (but who's really counting) as the Chairman of the Board for the Berkeley Chamber of Commerce. What an awesome experience to see the

Berkeley business community up close and personal.

This time of reflection over the past months brings LOTS of thoughts and comments about the Berkeley Business Community. Many opportunities to witness owners "see their dreams come true" as they open their doors of business. Of course, we also watch some businesses "close their doors" for unfortunate reasons. I'm a person that sees the glass half-full. I do believe that those that see the possibilities in our community, despite the ongoing issues, are the people who will make our business districts vital. The Bible says, "Where there is no vision, the people perish." Every time we have a ribbon cutting, a business relocating in Berkeley, I feel proud to welcome them into our neighborhood. Just to name a few, "Picture It Sold" and "Books Out Loud", welcome. And welcome, Bayer Healthcare, and thank you for making Berkeley its global headquarters. From the small guys to the big boys, you have to feel good.

Oh yes, we still talk about the parking concerns in downtown. I saw John DeClercq's Government Affairs comments of Dec. 1999 "Parking is still (always) on everyone's mind. An idea to study parking in, around or under Civic Center Park has been shelved. Many eyes are focused on the Oxford surface lot as a development site. Will a new development there also include more parking for downtown?" Hello, it is 2005, and we're still waiting for more parking downtown. Also, Public Works was discussed in that same issue, "Public Works is being asked to provide their frequency schedule; how often are the streets and sidewalks cleaned?" Recently there have been comments by some businesses that our downtown streets and sidewalks need a "cleaner look." We know

that budget cuts will come up somewhere in that conversation, but it still has to be said.

Watching the dynamics of how we "all get along" is interesting, to say the least. The City, the Berkeley Chamber, the City Council, the University, the Berkeley School District and its schools, the Business Associations, the developers, the business owners and the residents all make a unique community. "What people say is important, what they do is more important, but what they value is most important," *Team Building quote*. A review of all of our values might keep us all on the same page.

I have seen a year of growth within the Chamber ranks. The Ambassadors, who develop the Chambers' events calendar is doing an outstanding job. Their numbers have increased, and their dedication is to be commended. The Board of Directors have welcomed two new members, Jonathan DeYoe of DeYoe Wealth Strategies and Doris Grant of Name the Occasion, gift baskets. They join a strong group of professionals and well-informed board members. This too makes me very proud.

The Hospitality committee is a new addition to the Chamber and is adding some areas of involvement for our businesses and the community. "The Best of Berkeley Cookbook" is in the development stages, and we want to invite you to send us your favorite recipe. We know there are those hidden chefs out there and family favorites that you want to share. The cookbook will debut at the "Chamber Crush" in November 2005, and chefs will autograph your copy at the Crush. Berkeley is known for its cuisine and epicurean culture. We want your recipes.

I could go on and on about this enlightening and challenging year, but I'll save some comments for the Chamber's Annual Dinner and Installation of Officers in July. I sincerely hope you will be there. Approaching my 2nd year is exciting and again I look forward to leading our efficient Chamber staff, board of directors, ambassadors in advocating and supporting our business community.

"Tomorrow belongs to the people who prepare for it today" Malcolm X.

Time really does fly when you're having fun. I'm still having fun! Are you? ■

105
Thanks for the Memories!

Thursday, July 21st • 6:00 P.M.
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The Berkeley Chamber of Commerce
105th Annual Dinner Meeting
For further information, please call (510) 549-7003

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GOVERNOR HONORS BERKELEY POET.....PG. 2



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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.

The Street Scene, or I Remember When



By Rachel A. Rupert, CEO

IN MARCH 1994, Jeffrey Shattuck Leiter, appointed Mayor of the City Berkeley said "I feel that I must respond to those who would tell you that we have no problematic behavior on Berkeley's commercial streets. Scores of our citizens have told us in public testimony that we have problems and serious ones in-

deed." Well Jeff, things have not improved much and the fear that most of had about the problem continuing and growing has come to fruition. If your ears are ringing, it's just me Jeff missing you!

The Berkeley Chamber of Commerce has become accustomed to receiving verbal and written comments relating to the increasing level of problematic street behavior. The comments we receive are as diverse as Berkeley's population. But one thing is for sure, shopping in our city has become uncomfortable for many and unacceptable to others. The level of civility continues to deteriorate and we have a definite lack of acceptable behavior standards.

Is this condition unique to Berkeley? No, but there are cities that choose to deal with the issue and those that get stuck in a political correctness pit that serves no one, especially the businesses that want to stay and continue to be a part of Berkeley's economic base. And let's face it, without strong businesses in Berkeley, there will be no economic base.

How does the Chamber feel about social problems? Our approach has always been a logical, humane and compassionate one. In fact, that's how it all begun when Jeff put together his (the Mayor's) task force on street behavior. As a member of that task force, I soon learned of the extreme difficulties we faced with finding a fair and balanced approach. After numerous meetings, the task force report was submitted to the mayor. The report was intended to provide him with guidance when formulating the appropriate recommendations necessary to create an atmosphere on Berkeley streets that would send a clear and unequivocal message to the community.

As stated by Mayor Leiter, "The proposed actions recognize the fundamental right of free speech and the right of people to come and go as they please in our public places." The message was this: Residents, visitors and workers, you have every right to feel safe on our streets. You have a right not to feel intimidated on our streets. You have a right not to be harassed on our streets.

As CEO of the Berkeley Chamber of Commerce, I still support the approach taken by Mayor Leiter. He recognized the anxiety business owners faced every day, but he also recognized the many successes that being associated with our town can offer. He had a keen sense of civic duty and a pride in Berkeley that extended beyond anyone's comprehension.

Yes, I say it's about time we cleaned up our act, starting with the repeal of the current sitting and lying ordinance. Yes, it's about time we said enough is enough. However, I continue to believe everyone has an obligation to remember that some individuals have a difficult time just getting through the day. ■

Governor Schwarzenegger Appoints Al Young of Berkeley, Poet Laureate

UNDERSCORING the importance of poetry and the literary arts, Governor Arnold Schwarzenegger appointed Al Young California's poet laureate. The role of the poet laureate is to inspire an emerging generation of literary artists and to educate all Californians about the many poets and authors who have influenced our great state through creative literary expression.

"Al Young is a poet, an educator and a man with a passion for the arts. His remarkable talent and sense of mission to bring poetry into the lives of Californians is an inspiration," said Governor Schwarzenegger. For more on Al Young, visit: www.AIYoung.org/ ■



Grand Opening

Chef Judith O'Loughlin, Chamber Ambassadors and Councilmember Worthington celebrate the opening of Caribbean Cove on Telegraph Avenue.



Photography by Dana Davis

THANK YOU to all the businesses that participated in Showcase 2005. You pitched your business and hit a home run. Everyone that attended thought the baseball theme was great and they were looking forward to next year's event. Have a theme you want us to consider for 2006? If so, email or call us with your suggestion.

2005 Showcase of Businesses

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 2:00 – 5:00 P.M.

Spotlight on Malaga Corp.

By Malaga Smith, President, Malaga Corp.



Photo by ldehartphoto.com

WHETHER business is good or not so good we have to continually market our businesses. Most of us know this, but we don't always follow through. We wait until things are really bad and then look for a quick fix. Or if we have plenty of business we figure we'll wait for a lull to do our marketing chores – and a lull is exactly what we get!

There is always something to communicate to our market. Very few businesses can count on their existing customer base to sustain them indefinitely or on their existing marketing vehicle – things change. Most of us have a substantial job to keep our customers coming in and coming back.

There are so many factors that influence our businesses that we have no control over. But we do have control over our reactions. Malaga Corp. can help you react to the changes in your world and keep the message to your customer loud and strong.

How? Since you know more about your business than anyone, you're the first one we want to learn from. We want to hear about your goals, past successes and your best customer.

Your first-hand experience combined with the research and analysis of our experienced team can create a powerful force. The results of this kind of teamwork are effective and long lasting.

It's easy to find out if you and Malaga Corp. will create this powerful team by requesting a complimentary consultation. We can get to know a little bit about each other, hear about your current challenges and discuss how we can help.

Malaga Corp. is an Alameda certified woman-owned business and a Berkeley Chamber of Commerce Ambassador. You can find out more about us at www.malagacorp.com. ■

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 200 Marina Blvd.
 6:00 – 9:00 P.M.
- **August 10TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 – 9:00 A.M.
- **August 18TH – Sunset Mixer**
 Jupiter Restaurant
 2181 Shattuck Ave.
 5:30 – 7:00 P.M.
- **September 14TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 – 9:00 A.M.
- **September 20TH – GYB Luncheon**
 Spenger's
 1919 Fourth St.
 11:30 – 1:30 P.M.
- **October 12TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 – 9:00 A.M.
- **October 20TH – Sunset Mixer**
 Spenger's
 1919 Fourth St.
 5:30 – 7:00 P.M.
- **November 6TH – Crush Festival**
 DoubleTree Hotel
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 2:00 – 5:00 P.M.
- **November 9TH – Meet & Greet**
 Rose Garden Inn
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