



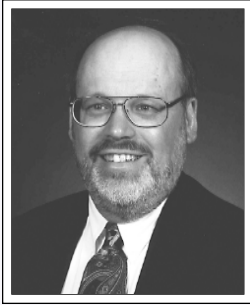
BERKELEY

BUSINESS ADVOCATE

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Demand Success

By Roland Peterson, Chairman of Governmental Affairs



AS YOU have read in this column many times and heard from our fellow Berkeleyans, the two issues that degrade the quality of our city's business areas are inadequate parking and unacceptable street behavior. That's old, repetitive news. But one of the main reasons they still

are news is that the city does not demand success and thereby do not achieve it. Too many of the city's leaders are content with the status quo, or in the case of parking, to achieve some nonexistent car-free utopian vision, some want to make things worse.

I remember hearing a presentation on homeless services from a service provider in one of our nearby East Bay cities a couple of years ago. The presenter stressed over and over again the point that the purpose of the services was to make the homeless person's life whole. Instead of being handed a check, the homeless were personally counseled on job skills and assisted on searching for housing. These clients were told repeatedly the goal was success in restoring their life to wholeness. Finally, the presenter said that she will know she has done her job well when she no longer has a job, and made it clear that it was achievable. Afterward, I asked her if she was familiar with Berkeley and its homeless situation. She said she was. I then asked if there was any advice I could pass along, and she said that it was pointless. She then made a stinging point. She said that most of Berkeley's service providers, particularly among city staff, don't want to succeed. (Note: Specific exceptions were identified.) She said that providers mostly want to preserve their jobs and political ideologies with actual results a distant third. I think you can imagine the response a couple Berkeley service providers gave me when I relayed this comment.

When it comes to parking, we have the same issue. Businesses and business groups know that more parking is necessary and ask for it. A handful of persistent and vocal visionaries believe that a car-free utopia is possible. Ignoring the obvious fact that shoppers vote with their feet to prefer neighboring cities, they dismiss the impacts on business. These visionaries disregard the fiscal impacts to the city that threaten the funding of the programs they revere. Failure in funding and loss of commercial vitality are preferable to them over success.

The author C. S. Lewis once wrote approximately these words—we are so prone to prefer to sit and make mud pies that we can't imagine a day at the beach. That is so apt for much of Berkeley's political leadership. With now the third Chamber Leadership class begun, we hope that this will be the springboard for a new class of leadership—a class that demands success and jettisons failure.

A salute and a thought: Congratulations to a Berkeley success story—Spenger's Fresh Fish Restaurant. Spenger's celebrated their 110th anniversary the other day with hundreds of invited guests. Interestingly enough, one of our city's most pro-boycott, progressive Council members was there. Upon seeing this Council member, more than one person asked me if the City didn't still have an official boycott of Spenger's. To the best of my memory, the City hasn't revoked it. Does this mean even this Council member will surreptitiously acknowledge that the boycott was a failure? So, regardless of the political persuasion of its patrons, congratulations to Spenger's for 110 years of culinary contributions to our city! I can honestly say that I have enjoyed it for nearly fifty years myself and continue to look forward to enjoying it many more times. ■

The Business Community Responds

Carolyn Henry-Golphin, Chairman of the Board



IN THE RECENT days of our nation's horrific disaster we have all seen and heard of endless news updates and breaking stories. It has directed our minds and hearts to our country and specifically the South. It has made us think less of

Iraq and even less about our local states and cities. Problems? We don't have any problems. It has even caused us to look at our neighbors, friends and colleagues, hopefully, with a little more "love" and compassion.

We have witnessed what some categorized as a "biblical catastrophe". That's shattering. "What can we do"? We don't want to make a "knee jerk" response. We want to do something that is comprehensive.

I recently attended a meeting with the Mayor, local and county agencies, faith-based leaders, business leaders and some community organizations. This type of meeting was probably being held in most cities across this country. Sharing ideas, listening to stories and developing a plan. Hearing about families relocating all across the country and trying to reorganize their families and their lives is more than we really can comprehend. How would you start to

regain your thoughts to develop a plan to support your family? Medical care, housing, clothes, school, and yes employment. Positive plans are still being developed to offer some short term needs as well as long term care.

How can we help in our business community to support a family perhaps making a new start in our part of the country? And in our city? There will be difficult decisions for the men and women who have been displaced. Some might consider short term employment while some might welcome an opportunity to rebuild their lives in a new location. What can you offer?

Some of our larger corporations have already donated money to the larger agencies and additionally matched their employee's giving. Some of the smaller businesses have put out large containers to collect money and generously give to the needed relocated families. All of us feel like we want to do something.

Let's think about the adults who had a job the week prior to Katrina's fatal visit and now there are unemployed (not even a pink slip given) indefinitely. Let's start thinking about how we can really open our hearts and minds to give employment to the many who have lost not only their jobs but their entire homes.

Times like these there's not always a lot to say but certainly a lot to do. ■



Crush

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Photo by Gerrye Wong

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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.

A Time to be Thankful and Generous



By Rachel A. Rupert, CEO

IN THE BLINK of an eye, life can change dramatically. As you read this newsletter, you can count your blessings that you are not experiencing all the heartaches of those hardest hit by hurricane Katrina, a name that will surely be retired.

When disaster strikes, Chambers of Commerce are there to help. Unlike the Salvation Army, Red Cross and other agencies, we do what we do best and that is put a call out to our membership for donations to help those who desperately need assistance. The Bay Area Chambers of Commerce launched a relief effort campaign that began in Oakland and grew to incorporate chambers up and down the 880 Corridor and beyond. The money raised has been dedicated to local organizations in New Orleans. The organizations selected will be made by a panel of participating chamber presidents.

It will be months before the real picture of the damage created by Katrina can be assessed and as that unfolds before us, Californians must remember to walk the walk when it comes to their own disaster preparedness. We have been told for years to make preparations to go without help for at least 3 days. We know now that it could be as long as 7 days before direct help arrives. So, please heed the advice you have heard so many times. It could save your life and the life of those you love.

Here are 10 Ways YOU can be Disaster Prepared (California Office of Emergency Services – www.oes.ca.gov):

1. **Identify Your Risk** - What are the hazards where you live or work? Find out what natural or human caused disasters pose a risk for you. Do you live near a flood plain, an earthquake fault, or in a high fire danger area? Are you prepared for an unexpected human-made disaster that can strike any time? Does your neighborhood or community have a disaster plan?

2. **Create a Family Disaster Plan** - Your family needs a plan that tells everyone: where to meet if you have to evacuate; who you've identified as an out-of-state "family contact";

how to get emergency information in your community; and how to take care of your family pets.

3. **Practice Your Disaster Plan** - After you have sat down with your family and written your plan — practice it. Start by having family members meet at a designated spot outside your home — like you would after a fire or after the shaking stops. Know how to respond in the event of any disaster — whether to stay put indoors, or whether to evacuate your neighborhood by car. If your family needs to evacuate, know the proper evacuation procedures and routes as determined by you local OES office.

4. **Build a Disaster Supply Kit For Your Home and Car** - If you are stranded in your car or have to be self-sufficient at home until help arrives; you need to have a disaster kit with you.

5. **Prepare Your Children** - Talk to your kids about what the risks are and what your family will do if disaster strikes.

6. **Don't Forget Those With Special Needs** - Infants and seniors must not be forgotten.

7. **Learn CPR and First Aid** - Contact you local chapter of the American Red Cross today and get trained on basic first aid and CPR. Your training could save the life of a loved one or neighbor following a disaster.

8. **Eliminate Hazards in Your Home and The Workplace** - You must secure the contents of your home or office to reduce hazards, especially during shaking from an earthquake or from an explosion.

9. **Understand Post 9/11 Risks** - Disaster preparedness must now account for man-made disasters as well as natural ones. Knowing what to do during an emergency is an important part of being prepared and may make all the difference when seconds count.

10. **Get Involved, Volunteer, Bear Responsibility** - Donate blood, join a local Community Emergency Response Team (CERT), educate your neighbor, or volunteer with you local American Red Cross.

Be Smart. Be Responsible. Be Prepared. Be Ready! ■

Chamber Says Farewell to Linda



YES, WE HAVE SAID GOODBYE to Linda Jackson, our ever-smiling front desk lady. Linda loved her work at the Chamber but has answered the call to become the **Director of Victory Outreach's Women's Home**. It is not a calling to be taken lightly. Linda is ready to face the opportunities to make a difference to the lives of women, and her church is the rock that will provide the daily comfort she will need to re-energize herself. Linda knows the home will provide aid and comfort to women struggling with day-to-day survival. I admire her very much and know the women who have yet to know her will be truly touched by **her gentle way of giving them a firm hand to hold onto, while they regain their confidence to stand firmly on their own.** ■

How To Increase Business Without Increasing Your Overhead

Richard Hom, Chief Ambassador, Mustard Seed Promotions

When you visit a retail establishment and make a purchase, how often does the clerk thank you for your business? When you make a call to a company, how often do you just receive a "Hello" and not a word about whom you are calling? When was the last time you received a thank you card when you brought your car in for servicing, or when you bought a new outfit? All of the above falls under the category of Customer Service.

No matter what type of business you have, good customer service helps your bottom line. In this day and age, with everyone vying for a customer's dollar, there is one thing you can offer that no one else can...great customer service.

What is customer service? It relates to every transaction we have with a client. From the time we answer the phone to answering an e-mail to confirming a project to when a customer walks through our front doors. Everything we do is evaluated by our clients. It's all customer service. With so many businesses streamlining and cost-

cutting: telephone calls automated, sales clerk that have no knowledge of what they are selling, companies that are anything but customer focused, it's a wonder that companies survive.

But think about what would happen with just a pleasant demeanor, a helpful nature, an appreciation of your customers or clients. After all, they are the reason you are in business. A recent survey asked why customers would leave a business relationship: 14% were dissatisfied with the quality of product, 9% was because of price, 5% was for "other reasons" and 72% left because of "indifference." That means they didn't feel important.

Client/customer retention through dedicated customer service is the easiest way to maintain current relationships and develop new ones from referrals. Treat all your clients as friends and you can't help but increase and retain them for your business. Need some ideas? Feel free to contact me and we can talk. ■



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Spotlight on Sandler Sales Institute



JOE is the Principal and Owner of the Sandler Sales Institute in the East Bay market. His background includes a wide range of experience in sales, sales management, marketing, strategic planning and business development with both Fortune 100 and start-up companies. He has held executive level positions including Vice President of Field Sales for the Eastman Kodak Company. Joe has successfully built and managed businesses both in the US as well as internationally in Europe, Asia and Latin America. His experience includes working with all size businesses from small specialty businesses to large retailers such as Wal-Mart, Target and Best Buy. He brings a wealth of experience to Sandler and to you.

As the owner of a Sandler Sales Institute, Joe brings to the Berkeley

Chamber a vast range of experience and knowledge. For more than 20 years, Sandler has been recognized as a leader in sales and sales management training as well as business development. With over 180 offices and training facilities throughout the US and worldwide, Sandler has trained thousands of businesses. Sandler's distinctive, innovative selling system and highly effective training methodology have helped salespeople and sales managers at every level in charge of the selling process. Sandler training is designed to create a lasting "performance improvement" rather than the motivational "quick fix" typical of most seminar-based training efforts. To do so, Sandler relies on "ongoing reinforcement training" that combines quality review materials along with access to ongoing workshops and individual coaching sessions. The Sandler Sales System will allow you to more effectively sell your products, services or ideas in today's competitive marketplace. ■

For more information, you can contact Joe directly at the following:

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- **October 20TH – Sunset Mixer**
 Spenger's
 1919 Fourth St.
 5:30 P.M. – 7:00 P.M.
- **November 6TH – Crush Festival**
 DoubleTree Hotel
 200 Marina Blvd.
 2:00 P.M. – 5:00 P.M.
- **November 9TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 A.M. – 9:00 A.M.
- **November 15TH – Vision:
 "The Community and the University
 Partnership for Berkeley's Future."**
 DoubleTree Hotel, 200 Marina Blvd.
 11:30 A.M. - 2:00 P.M.
- **November 17TH – Sunset Mixer**
 Hotel Durant
 2600 Durant Ave.
 5:30 P.M. – 7:00 P.M.
- **November 30TH – Sunrise Mixer**
 Skates on the Bay
 100 Seawall Dr.
 8:30 A.M. – 10:30 A.M.
- **December 14TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 A.M. – 9:00 A.M.
- **January 11TH, 2006 – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 A.M. – 9:00 A.M.
- **January 19TH – Crab Feed**
 DoubleTree Hotel
 200 Marina Blvd.
 6:00 P.M. – 9:30 P.M.
- **February 8TH – Meet & Greet**
 Rose Garden Inn
 2740 Telegraph Ave.
 8:00 A.M. – 9:00 A.M.
- **February 16TH – State of the City**
 DoubleTree Hotel
 200 Marina Blvd.
 11:30 P.M. – 1:30 P.M.
- **February 23RD – Sunset Mixer**
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