



# BERKELEY

## BUSINESS ADVOCATE

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### Term Goals

By Jonathan DeYoe, Chairman of Governmental Affairs



**BEFORE** we get too far into this Governmental Affairs (GA) committee term I would personally like to thank Roland Peterson for his friendship and tutelage these past 3-4 years. Good luck as Chairman of the Board. There is no other

person I know who is as well qualified or as well informed regarding politics in general and Berkeley politics specifically than Roland Peterson. Those of you who are expecting things to be what they were may be surprised. On the contrary, I expect the next couple of years on the committee to be delicious, horrible, frightful, sweet, bitter, rewarding and dare I say fun?

There are a couple things that I would like to see happen while I am chairing this committee. Upon reading what they are, nearly all the readers of this column will, I would wager, experience a shared reaction. I assume that you will say, "Amen - this is what we would like as well" and, perhaps in the same breath, "Never going to happen, this is Berkeley - Jonathan is obviously either extremely naive, extremely stupid, extremely brave or some combination of the three."

So what are these things? What would require naivety, stupidity, or bravery and what is it that we all want, as business owners, but do not believe we will ever get - at least as long as we choose or attempt to do business in Berkeley? I think it is simple. We want businesses in Berkeley to be respected for their contribution to the community. I am going to say something crazy now - "Business is GOOD for Berkeley." We need successful businesses in Berkeley. We need business people, who are willing to take the risk of losing everything for the possibility of, oh my goodness - is he going to say it, being profitable. Business is an integral part of any vibrant community. Business profits return to the community in the form of other purchases of goods and services, new business formations, more jobs, gifts for non-profits, tax revenues, etc. Any policy that makes it difficult for business to enter or stay in Berkeley - any policy that makes Berkeley less attractive than neighboring communities - should be considered very carefully before being implemented. A successful business community is essential to maintaining our quality of life in Berkeley.

To this end:

1. I would like to see Council develop an Economic Policy for Berkeley instead of relying on the patch work of oftentimes competing economic hopes and the "Berkeley Process" to reach economic policy decisions. This city has no vision; it only has a cumbersome process. It's time for Berkeley

(See "Term Goals" Page 2)

### Welcome to Another New Year

By Roland Peterson, Chairman of the Board



I doubt I am the only one, but it seems to me that the start of the academic year is the "real" new year in Berkeley. Of course, we all see our esteemed university neighbor with new classes and a new class of freshmen, transfer and graduate students. But this also marks the end of

vacation season and the start of classes for elementary through high school students. A change of pace, indeed.

But even though summer has ended, we can reflect on a couple of high points. In July, we had yet again another great annual dinner. Board members new and returning were sworn in. I waded into the waters of closing remarks by challenging us all to commit ourselves to the truth. In so doing, we would benefit the entire community.

In August, we celebrated with a ribbon cutting the opening (christening if you will) of the new Berkeley City College building. This was a great event with a beautiful building. I encourage you to go visit the new building and see its state-of-the-art new design and features. Congratulations to all with this new central campus building!

September will have its own highlights. Of course, Labor Day is the traditional kick-off of the political campaign season. We do realize that many months of planning and fund-raising have gone on prior to Labor Day campaign kick-offs, but now that everyone is back, the campaigns heat up. The Chamber will have its regular set

of recommendations on state and local ballot measures. The Government Affairs committee, now headed by Jonathan DeYoe, discusses these measures in depth and recommends positions to the full Board. After the Board vote, we will once again take and summarize the positions. Look for them near the end of the month.

For future events, on September 28, the Chamber will host its candidates debate for Mayor. Host Skates on the Bay will provide the usual gorgeous setting and breakfast. Put that morning on your calendar. Also, former Chairman of the Board John DeClercq will have his ribbon cutting for the grand opening of the new Library Gardens project on Thursday, October 26. Shortly after that, our annual Crush Festival, probably the year's most fun event, will take place on Sunday afternoon, November 5. Reserve the date on your calendar!

Just to highlight what you might miss, at the Chamber's candidates debate for Council races on August 31, Councilmember Kriss Worthington announced to attendees that there are no current boycotts of any businesses in Berkeley. I think this is the first time in many years that this is the case, and I would say that this is indeed more good news. Thank you for this news, Kriss!

The Chamber remains still your best vehicle for networking with other business people, studying in depth current issues, and sharing in the voice of the business community. Plenty of good news is taking place. Challenges remain. But in a real sense we are at the start of a new year, and let's make it a great new year. ■

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**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.

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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.

# Wake Up and Smell the Coffee



By Rachel A. Rupert, CEO

I often wonder if the Permit Office and the Planning Departments employees are “thank God it’s Monday” people or are they “oh God it’s Monday again.” Individuals either enjoy their jobs or put up with their jobs. When people are happy with their Monday through Friday jobs, everyone benefits. That’s why I cannot understand why a city would put unhappy people at a front counter or in a position of assisting other people.

Yes, the Chamber receives complaints and they just keep rolling in from large and small developers and contractors or for that matter, anyone trying to bring a new business into this community. Many complain that they are consistently running into one problem after another. To say that they leave the city’s permit office frustrated would be putting it mildly.

What do we hear from these business people? Well, it goes something like this:

- Tell me, why does Berkeley make it so difficult to open a business?
- The permit office is not helpful in the application process. In fact, they do more to discourage me than to be helpful.
- Why doesn’t Berkeley just put out a sign that says, “go away, we don’t want your business?” At least then, I would not waste my time.
- The Permit Office gave me a laundry list of things I need to do before I can receive my permit. I did what they

asked and when I brought in the “to do” list that is done, they gave me a new list of additional things I must do. What’s so hard about letting a person know the first time around exactly what is required. Do these people get some perverse sense of pleasure in making things so difficult?

- I cannot believe how long it can take to get something approved in this town. Four years for the Berkeley Bowl? And, now Trader Joes is cued up, but for how long and how many more roadblocks will appear?

Ahhhh yes, it’s that “customer service” issue once again. A city does not earn the reputation of “not being a business friendly community” unless there is a BIG lack of the customer service factor. But, hey, if this city thinks it can afford to alienate potential new businesses that will bring in new sales tax dollars and build a healthy economy, then Berkeley is on the right track. However, if Berkeley says NO WAY, we need to build our economic base, then I say, that Berkeley better “wake up and smell the coffee” because your neighboring cities are way ahead of you when it comes to building a strong economic base and they are continuing to build on Berkeley’s weakness to solve its internal problems, which includes out of date policies that in turn reek havoc on those wishing to invest in our town.

Wake up and smell the coffee Berkeley – new tax dollars are generated in a community by having a “we are open for business” mantra. Right now you give us only a thousand excuses as to why things are the way they are, but NOT one good reason. It has been time for change for a long time. Can’t you hear it? Ka-Ching! Ka-Ching! It’s the sound of money flowing into our neighboring cities. You know, the green stuff that fixes the streets, provides for vital city services and all those other mundane expenses. Oops, there it goes again. Ka-Ching! Ka-Ching! ■

# Crab Feed



SAVE THE DATE  
**ALL YOU CAN EAT CRAB**  
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**Term Goals... from Front Page**

- to define “Smart Growth” and move forward with it.
- 2. In the absence of Council’s willingness to proceed on this path, I would like to see business develop its own “Vision for Berkeley” as a catalyst to start this very important conversation. Business allows itself to be marginalized too often in Berkeley and the only way for that to change is for businesses and business groups to organize themselves and work together.
- 3. I want the decisions of the council and every commission to be based on a holistic view of the question. This holistic view should include positive economic impacts as well as potential negatives. This may require an education for both policy makers and the people of Berkeley.

I am proud that I live in Berkeley and own a business in Berkeley. But I would be lying if I said I didn’t consider placing my office on Solano just over the Albany border. With old businesses leaving and new businesses looking elsewhere, Berkeley must change its process. It is broken and needs to be fixed in order for this city to regain its economic vitality, which will serve to re-energize the whole community. ■

# A 'Window of Opportunity'

By Rina Jimenez-David, The Philippine Daily Inquirer

**A YEAR AGO** last August, Hurricane Katrina devastated New Orleans and surrounding areas, leaving thousands homeless, stranded in their flooded homes and neighborhoods, or holed up in evacuation centers. Many of them were separated from their loved ones, while many others who had family in the Katrina area worried anxiously about their fate.

One of the people watching the news coverage of the tragedy wrought by Katrina was a **Filipino-American, Jojo Soriano, a resident of Hercules, California.** He didn't have relatives in the Louisiana area. Nonetheless, he felt impelled to do his bit. **Soriano, a Realtor® and owner of SEEDesign, a graphic design and marketing communications firm,** told a local paper: "I remember just waking up the next day and watching CNN cover water-drenched New Orleans and right there on the TV screen (was) the unmistakably widespread devastation and the horrific aftermath of Hurricane Katrina. It was reminiscent of the Sept. 11 event — I felt horrified and helpless. I've been watchful for opportunities to respond compassionately in times of crisis — and surely, this was a window of opportunity to respond in such a manner.

In an e-mail message, Soriano elaborates that **"that urge, that energy, the heaviness we feel in the core of our hearts — that is really the call to respond. Life gives us this opportunity to extend our hearts, to express kindness and compassion that are in all of us. And I suppose this call to act compassionately does arise in minute ways on a daily basis..."**

FOR Jojo, the "window of opportunity" presented itself in a way that allowed him to use his skills as a "techie" and as a graphic artist to bring together people separated by Katrina.

As he tells it, designing simple websites is "second nature to me," so he came up with the idea to create a site for Katrina's survivors, which he called [www.lostandfoundlist.com](http://www.lostandfoundlist.com).

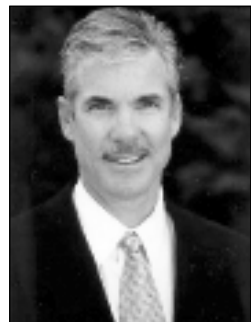
The website acts as a reference to other sites which users could access to look for the names of the missing, the rescued and those searching, and their locations. A month after he put up the site, Soriano says the one-page site received 26,516 requests or 51 percent of total requests since its launching. "To date, we've received a total of 51,557 requests," he adds.

When asked how many families or people were reunited through [lostandfoundlist.com](http://lostandfoundlist.com), Soriano says he "would really like to know the answer to that," since his site was but "a portal to many sites. Once they come in here, they go out into another site listed here. It's more of an instrument that led them to another portal that eventually reunited them with their families. We didn't have a tracking system (or) the time to implement that particular feature."

And though he says he didn't get any words of thanks from anyone it "didn't really bother me. When the idea came to mind, it was my own personal need to channel the energy of helplessness when Katrina hit." As he explains it: **"I felt disconnected [from] my brothers and sisters in need in New Orleans and the other neighboring states...I couldn't just sit in front of my television set and just watch the news coverage. So I channeled the energy into some form of creativity. If it touches one person, the simple effort has done its job. I know it helped me — and at that point, I knew it succeeded."**

FORTUNATELY for Jojo, his efforts weren't entirely ignored or forgotten.

Nearing the first anniversary of Hurricane Katrina, Soriano received commendations from **California Gov. Arnold Schwarzenegger and Sen. Tom Torlakson** for



Senator Tom Torlakson

his "hi-tech" effort to help Katrina survivors. **"I am writing to congratulate you on the success of your website ... in aiding families searching for their loved ones in the aftermath of Hurricane Katrina,"** wrote Torlakson. **"You should be very proud of this achievement. The social contribution that you made by creating the website to help those suffering in the wake of the hurricane is priceless."**

For his part, Schwarzenegger noted that **"at a time when so many felt so helpless, SEEDesign found the inspiration to create (the site). Assisting those affected by Katrina, your website became instrumental in connecting families, loved ones and even pets. Your concern and support are testament to the compassion of this nation's citizens."**

More than the commendations from officials, though, what Jojo treasures are the friendships he made even as he sought to help others through the site. "It was very interesting to observe the other groups doing their own thing — lost and found Web portals — each had a different way of going at it—some were more robust, more high-tech, and some — quite simple — down to just a list of names. We met online and exchanged ideas and supported each other along the way. Most were known only by their online identities. **It was a wonderful thing to watch ...** Though we never kept in touch afterwards, the good feelings linger on." ■

(Published on September 9, 2006 issue of the Philippine Daily Inquirer. Reprinted with permission)



Governor Schwarzenegger

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# Hollywood Has Gone Too Far!

Winston Burton, Downtown Area Planning Advisory Committee Member



**AMERICA** is in an uproar, and Tinsel Town is in a tizzie. Finally something to wrap my lips around! Not about the recent Supreme Court nominations or the criminalization of medical marijuana users who are trying to relieve their pain, oh no! I'm talking about the recent decision to cast a blond actor to star in the next James Bond movie, *Casino Royale*.

It was bad enough when John Wayne portrayed the Mongolian Genghis Khan; Jeffrey Hunter was a blue eyed Jesus Christ, and how come all the Romans in the movies and TV have British accents (see "I Claudius"). Next thing you know they'll dye Laurence Olivier black to portray Othello. Oops, they've already done it!

The movie theaters in downtown Berkeley attract a lot of customers and help to create a vibrant night life. People go to restaurants and patronize other businesses and the money they spend adds to the tax roles. If we could also somehow encourage them to buy a car in Berkeley, before or after the show, that would be great too. We should build upon our reputation as a great place to see movies

and perhaps garner international status like Cannes (is that in France), and overcome the competition presented by Emeryville.

I think the City of Berkeley, already known for firsts, should take a stance.

We could implement a new rating system. Forget G, PG, R and X. Kids see sex and violence everyday on the evening news. We could pass an ordinance against the purposeful and deliberate cinematic distortions of known realities. I'm proposing the new Berkeley Standard (BS). We could have (T) for true story, (KT) for kinda of true and (F) for false and nothing to do with actual history or (HA) historically accurate and (PU) for pretty unbelievable. If we don't do something soon our kids may think Custer won the Battle of the Little Big Horn, the south won the Civil War, and the floods in New Orleans never happened. James Bond a blond - give me a break!

Whaddaya think! ■

*Winston Burton is a staff member of BOSS (Building Opportunities for Self-Sufficiency).*

■ **Oct. 26<sup>th</sup> - Ribbon Cutting**

Library Gardens  
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■ **Nov. 5<sup>th</sup> - Annual Crush Festival**

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■ **Nov. 8<sup>th</sup> - Meet & Greet**

Chester's Bayview Café  
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■ **Nov. 28<sup>th</sup> - Holiday Mixer**

Rose Garden Inn  
2740 Telegraph Ave.  
5:30 P.M. - 7:00 P.M.

■ **Dec. 13<sup>th</sup> - Meet & Greet**

Chester's Bayview Cafe  
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8:00 A.M. - 9:00 A.M.

■ **Jan. 4<sup>th</sup> - Bury The Hatchet**

5:30 P.M. - 7:00 P.M.

■ **Jan. 10<sup>th</sup> - Meet & Greet**

8:00 A.M. - 9:00 A.M.

■ **Jan. 24<sup>th</sup> - New Labor Laws Lunch**

■ **Feb. 1<sup>st</sup> - Crab Feed**

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