

July/August 2003

Art & Wine Festival Bar Set Even Higher for 2003

Matt Geiser, Rogue Media

Each year for the Lafayette Art & Wine Festival, Chamber members and the Bay Area public have been told "this year's event is the biggest and best yet." For 2003, however, it seems that the rest of the Bay Area has noticed that while the Lafayette Art & Wine Festival may not be the biggest in the area, it certainly is the best and does, indeed, get better with each incarnation. You can check it out yourself on Saturday and Sunday, September 20th and 21st.

Though the Bay Area may well be the art, wine and cultural festival capital of the world, Lafayette's version has set a standard for other communities to follow when putting together an event that is well attended, has amazing food, a unique selection of quality products, top wines, excellent beers, great music and is truly fun for the entire family (including the dog).

The proof is in the pudding. Corporate sponsorship for 2003 has already exceeded last year's with the help of companies such as **Viking, Century 21 Heritage Real Estate, Washington Mutual Bank, PG&E, LaFiesta Square, Chevron/Texaco, Mt. Diablo Bank, Pleasant Hill Bayshore Disposal** and many others sponsoring wine, beer and ticket booths.

This year is also special in that the Festival has to date confirmed media sponsorships from **NBC 11 Television, KKSF FM 103.7, Contra Costa Newspapers, Inc. and Diablo Magazine**. It is anticipated that, with the help of these important media sponsors and their donations of time, space and exposure, attendance will increase significantly, adding exceptional value to all sponsorships.

In addition to the food, arts, crafts and libations, music at the Lafayette Art & Wine Festival has always been a key component of the event's success. For 2003, the music committee chaired by Brian Aiello of Pinnacle Promotions has confirmed the appearance of recording artist Ray Obiedo along with his special guest, the world renowned Latin percussionist and recording star Pete Escovedo. Other notable appearances by Bob Athayde and Sure Fire, the Contra Costa Jazz Band, and perennial festival favorites Annie Sampson and Pure Honey International have also been confirmed.

The Connoisseurs Corner which debuted last year will also return, again sponsored by Viking and Century 21 Heritage Real Estate. It will feature premium wines and cooking demonstrations by some of the Bay Area's best known and most respected chefs. With this fabulous addition, obviously the bar for the 8th Annual Lafayette Art & Wine Festival has been set even higher. Fear not. It will be reached and surpassed.

Limited sponsorship opportunities are still available. For information, contact the Lafayette Chamber of Commerce (284-7404).

BUSINESS BUILDING BREAKFAST FORUMS Close Season with Success

Closing the season with a bang, the May Business Building Breakfast Forum featured Matt Geiser (Rogue Media and Marketing), Taylor Korobow (The Voice Factory) and Jerry Hart (JH Creative Services) offering valuable information on getting your message heard. In June, Ellen Looyen (Ellen Looyen Sales and Marketing Communications) provided insight into image, identity setting and marketing communication. Forums were started in September 2001 by Brent Burns of Real World MBA, and will resume in September 2003.



Matt Geiser, Taylor Korobow, Brent Burns and Jerry Hart featured at Business Building Breakfast Forum.

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President's Message

"Everyone Loves Recipes"

Jay Lifson, Lafayette Park Hotel & Spa

Each month I wait until the last minute to write this column. I am typically not a procrastinator. Yet this task, quite frankly, tasks me. Since we can't get enough of the members to advertise, we run this little publication at a loss each issue. By moving to a bi-monthly format, we have cut down the cost. I figured we could cut it down even further if we left my article out. Save on paper and ink. The Chamber Staff said, "Nice try Jay, now get to work! We need your message in two days." So I thought to myself, what do you want from me? What can I write that will make a difference? With less than 40 hours before the deadline, I ran into a fellow Chamber President. I asked her what I should write about. She gave me just what I needed. She said, "Everyone loves recipes." With that, here is our secret recipe for Duck.

Roasted Maple Leaf Farms White Peking Duckling - 5 lb. Duck

Day 1

- Remove 1st & 2nd wing joint
- Remove bag from cavity,
- Trim extra fat and poke the back 5-6 times.
- Place the Duck on a sheet pan in the refrigerator for 24 hours

Day 2

- The Duck should be dipped in the Duck Marinade twice, 30 minutes apart
- Be careful not to touch the skin. Use spoons inside the cavity to move the duck.
- Let sit in refrigerator for another 24 hours

Day 3

- Dip in the Duck Marinade one more time
- Truss very carefully, taking care not to touch or bruise the skin.

Cook the Duck at 375 degrees for about 25-30 minutes. Then turn the oven up to 450 degrees and cook for another 10 minutes.

Duck Marinade

- 1 Pt Soy Sauce
- Ginger
- 1 Jalapeno (deseed and destem)
- 1 clove garlic
- 1 orange
- 1/2 lemon
- 1 tsp coriander seeds (ground)
- 2 oz brown sugar
- 2 oz honey

Heat half the soy sauce to boil. Take off heat. Stir in honey and brown sugar till melted. Grind all the rest of the ingredients into the soy. Add the rest of the soy sauce

Duck Sauce

- 1/2 cup sugar
- 1/2 cup raspberry vinegar
- 1/2 cup Grand Mariner
- 1qt fresh orange juice (strain)
- 1 qt. Demi-glacé

Caramelize sugar to amber color and deglaze with the vinegar. Reduce by 1/2 and add the Grand Marnier. Reduce by 1/2

again and add the OJ. Reduce to 1/2 qt. Add demi-glacé. Simmer 1/2 hour to smooth consistency. Strain & cool.

Seems like a lot of work, doesn't it. Here's my suggestion.

Day 1

Call and make a reservation at the Duck Club. 283-7108

Day 2

Go to the Duck Club for dinner and enjoy a wonderful dinner

Day 3

Repeat Day 2 instructions.

Enjoy!

Lafayette Chamber of Commerce

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To promote and maintain a healthy business climate and to preserve and enhance the quality of life in Lafayette.

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Mixer

August

WEDNESDAY, AUGUST 13

5:30-7 p.m.

LISA'S TEA TREASURES

71 Lafayette Circle

Chamber Joins Efforts on International Education Project

The Lafayette Chamber of Commerce, in partnership with other community organizations, schools and interested persons, has "chosen to become directly involved" in Afghanistan. Spearheaded by Chamber Board member and local attorney Budd MacKenzie, the group has committed to building a school in that country. The effort has been tagged "Trust in Education" (TIE).

Budd has been in communication with Greg Mortenson, founder of Central Asia Institute, who was featured on the cover of Parade Magazine in April of this year. Mortenson, working from the basement of his Bozeman, Montana, home, is responsible for building 28 non-secular schools in Pakistan and Afghanistan which currently serve 8,200 students including 4,800 boys and 3,400 girls.

Budd arranged for a public meeting at Acalanes High School on June 30 where Mortenson described his program, his history and its successes. His message included the following:

"In the long term, to win the war on terror, it will be won with books, not bombs. You have to provide the hearts and minds of children with alternatives....We can arrest and kill terrorists but the root causes are still there. Unless we listen to them (Muslims) in making decisions, we'll lose the greatest chance for peace in the area. It has to come from within, not without.

"Educating girls reduces infant mortality, levels off the population explosion and improves the quality of health and life. If you educate a boy, you educate an individual. If you educate a girl, you educate a village. Teaching women to read empowers them to make their own decisions.

"We have spent billions for homeland security to build high walls around America, but unless we spend a fraction of that to build bridges of peace and understanding, the war on terrorism is in vain.

"The greatest legacy we can leave our children is one of peace. Our generation has significantly failed to do that. If not for our own good, let's do this for our children - that they might live in peace."

According to Budd, the local TIE project intends to convey messages as well:

- **Americans care about sharing one of our most treasured freedoms with Afghan children: the freedom to learn;**
- **Americans need not wait for a United Nations summit, the French, the Germans or the United States government to make a significant contribution to the reconstruction effort;**
- **Americans and Afghans together can wage a war on ignorance;**
- **A bridge can be built between two communities, thousands of miles and cultures apart, over which understanding and trust can travel.**

The one-time goal for TIE is to raise \$25,000 which when used in conjunction with local Afghan materials and labor will build and operate a school in Afghanistan for three years.

To learn more about the Central Asia Institute, contact www.ikat.org. To learn more about the local efforts and how you can get involved, call the Lafayette Chamber at 284-7404.



Washington Mutual Brings Revolutionary New Banking Concept to Lafayette

Washington Mutual opened a Lafayette branch at 3492 Mt. Diablo Blvd. (former home of the Bay View Bank) on June 2, followed by an official "ribbon-cutting" on June 27. This newest Lafayette Chamber member brings a new banking concept to the city.

Dubbed "Occasio", a Latin noun for "favorable opportunity," this new retail model represents a dramatic shift from traditional bank branches in look, feel and service. Aimed at revolutionizing an industry, that directs customers out to ATMs, Occasio takes its cue from cutting edge retailers, using an open, welcoming environment and top-notch customer service to draw people into their retail store. The new design even provides a children's play area.

Washington Mutual's Occasio financial center eliminates the high counters, buttoned-down clerks, and impersonal service so often associated with the banking industry. Instead, a khaki-clad concierge greets customers and escorts them to the appropriate service area.

Teller "towers" that automatically dispense cash - and allow easier interaction between customers and service representatives - replace teller windows. Touch screens are made available for those who want to learn more about bank products independently and for customers wanting Internet access to WAMU.com.

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Welcome!

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Business Briefs

Tamara Selvig to exhibit her art in Moraga. Tamara, Chair of the Chamber's Home Based Business Alliance, has had her artwork accepted into the Moraga Art Gallery. The show, which begins on June 22, will include her ceramic sculptures of the human body, ceramic wall hangings, a frog, a dragon-snake and a mermaid! Tamara says "My hope is that by looking at my artwork, you will connect with yourself and that your own creativity will be awakened and fed." The Moraga Gallery is located at 570 Center Street in the Rheem Valley Shopping Center. For more information, call Tamara at 299-1243.

Eddie Roodveldt - TV Star!!!! Harriet Ainsworth, "Sunbeams" columnist for the Contra Costa Sun acknowledged Eddie's "star power" in a recent article in the Sun. Harriet wrote "Eddie Roodveldt, president of Moraga Rotary International and a columnist for the Sun, wrote about the war's impact on investments, attracting the attention of KPIX Channel 5. So, last week, a camera crew came out and interviewed him in his Edward-Jones office in Moraga. Quick-witted Eddie then pointed out to his interviewers that Moragan economist Tapan Monroe writes for the CoCo Times. He called Tapan, his fellow Rotarian - and, presto, the telly team proceeded to Tapan's Moraga office and interviewed him too. That night they both starred on the evening 'Eyewitness News.' (Eddie also serves on the Board of Directors for the Lafayette Chamber. Way to go, Eddie!)

French for Fun students capture national awards. Nine French for Fun students ranked in the top five in the country in their divisions in the 68th annual Le Grand Concours, a national competition sponsored by the American Association of Teachers of French. Students were evaluated for their oral and listening comprehension skills. Over 95,500 students, with 6000 in grades 1 through 6, competed from all 50 states in the 2003 event. French for Fun is a language and cultural center in Lafayette that has been teaching children the Contra Costa-Alameda area for 30 years.

The Regional Training Institute is proud to announce its Summer 2003 Schedule of Courses. Program highlights include: RTI in partnership with the Bay Area Regional Environmental Business Resource and Assistance Center (REBRAC) will offer a series of Environmental, Health and Safety workshops. Topics include: Title 22: Hazardous Waste; Preventing Workplace Violence; and Bloodborne Pathogens.

The Brown Bag Lunch Series is offered alternate Thursdays, June 19-August 21, 2003. The series is intended for small and medium sized companies that are starting to grow and want to learn what is needed to make that growth successful. Topics for the new series include: Outsourcing as a Strategy; Payroll and Accounting, Top 10 Employment Law Issues, Employee Benefits & Benefit Administration; and Wage and Hour Law Update.

RTI will also be offering courses in Computer Applications and Management Development Courses during the summer. New additions include Photoshop-Level 1, Computer Basics and Data Management.

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A Taste of Lafayette

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Postino



Pasta Per Tutti



Villagio Restaurant



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Lisa's Tea Treasures



A Taste of Lafayette Debuts to Sold-out Crowd!

On a perfect Spring evening in May, more than 250 folks strolled the streets of downtown Lafayette, sampling foods at 13 different restaurants - discovering some new ones and recalling why their "favorite" is still their favorite. Reviews from this "first annual" event were overwhelmingly positive, confirming that a "second annual" will be scheduled for 2004.

Many, many thanks: To the restaurants who generously participated and helped raise funds for the Chamber and for the Lafayette Community Foundation: A. G. Ferrari, Aladdini's, Celia's Mexican Restaurant, Chow, The Duck Club, Fish Ranch Restaurant, Great Wall of China, Lisa's Tea Treasures, Pasta Per Tutti, Petar's, Postino, Susan Ford Catering & Chow! Ciao!, and Villagio.

To our Sponsors: Contra Costa Newspapers, Diablo Foods, Diablo Beverage and Pepsi Bottling Group.

To our musical entertainment: Generations in Jazz and Gold Coast Chamber Players

And to our Committee chaired by Dennis Garrison, Oakwood Athletic Club: JoAnn Archer, Mike Heller, Don Jenkins, and Jay Lifson.

Finally, a special thank you to the Chamber's "Graphic Arts Department" and supreme organizer - Karen Rose!

Well done, all!

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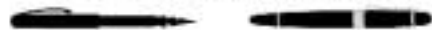
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Turns Around Retail Store

With more than 20 years as a business owner, Zeidan brings much more than technology skills to his consulting business. Starting out in the retail grocery business, he took over his family’s store “Chimes” near Bart in Rockridge in 1980 and in thirteen years turned it from a \$100 gross/day business to \$3,000/day. “It was all about finding out what our customers wanted,” he says. “We knew everyone by name and listened to what they wanted which was fast and friendly service and extended hours. We consistently tried out new products and provided 100% guarantee on everything. We were like a family,” he adds proudly. “Deciding to sell the store was a tough decision, but it was time to move on and do what I really loved, being with people and working with computers.”

Developing his computer consulting business was a natural step. “Providing a service that focuses on personal relationships and technology is ideal. We serve clients who are first time users to companies with sophisticated computer networks,” he adds. Other business experiences include marketing, contact management, accounting and Quick Books. “We don’t sell or represent products,” he points out. “We sell services and make product recommendations depending on our client’s needs with no connection to any brand or line.”

Chamber Computer Doctor On Call

Giving back to the community is another of Zeidan’s attributes. “I love being involved and helping non-profits,” he says. Volunteering includes LASF, Senior Outreach Services and hours behind the scenes working on the Lafayette Chamber’s website and office network needs. As the volunteer “computer doctor,” he solves weekly computer crises, and recently spent a weekend setting up the computer network when the Chamber remodeled their offices. He is the new Chair of the Technology Committee and has goals for making major improvements to the Chamber’s electronic communication systems.

A member of the newly launched Chamber Home-Based Business Connection, Zeidan looks forward to helping others grow their businesses while providing a new network of support and referrals. “I love my work!” he grins. (Editorial note: Thanks, Ed. So do we!) Ed Zeidan can be reached at InfoSys Consulting (925) 283-6000.

LET'S PLAY BALL!

Join Lafayette Chamber and other Chamber members and guests for a game with the Oakland A's and the Boston Red Sox. "Chamber Day" is **Tuesday, August 12 at 7:05pm.**

Tickets are \$25 which includes appetizers and socializing in the East Side Club.

\$10 of every ticket is donated back to the Lafayette Chamber.

Call Karen Rose at the Chamber for more information and a registration form.

Lafayette Chamber Launches HOME-BASED BUSINESS ALLIANCE

Responding to a growing number of Chamber members and a recent newspaper article that “home-based businesses in the City of Lafayette are one of Contra Costa County’s fastest growing business segments,” the Lafayette Chamber of Commerce has launched a new “Home-Based Business Alliance.”

With monthly meetings, the group led by Tamara Selvig of Tamara’s Desktop, Type and Design, aims to 1) discuss unique opportunities & challenges of running a home-based business; 2) increase visibility in the Chamber; 3) exchange leads and referrals; 4) Share ideas for successful marketing and other business building tools.

The next meetings are schedule for July 11 and August 8 at Aladdini’s Restaurant, 3524 Mt Diablo Blvd (next to Jackson’s Liquors). Meeting cost: \$10 and includes a continental breakfast. For more information, call Tamara Selvig at 299-1243 or Virginia Fox at the Chamber (284-7404).

MEET YOUR AMBASSADOR

Melissa Mazzoli

Melissa Colorist/Stylist at Plaza Park Salon

"It's all about people," grins Melissa, an Ambassador of Ambassadors. "When I relocated to Lafayette and opened my own business, I had no local clients. One of the first things I did was to join the Lafayette Chamber." After two years of active involvement in the Chamber and the community, Melissa's growing list of clients now reads like an honor roll from the Chamber's membership directory. "There are lots of good hair stylists and colorists in town," she adds. "Reaching out through the Chamber helps me make new connections and it's a whole lot of fun!"



Putting Clients First

Known for her ability to work with clients of all ages and hair styles from classic to cutting edge, Melissa prides herself on staying current with products and fashion, and invests regularly in continuing education classes. "It's most important to listen to what a client wants and to take the time to talk about her lifestyle and needs. A client might bring in a picture, but through talking with her about schedules and habits, we are able to go beyond the visual, to clarify her unique priorities and desires. Styling, cutting and coloring skills are important, of course, but so is the relationship between a stylist and the client, and ability to understand what is best for the client. I offer professional recommendations, but I always put the client's desires first."

With challenging schedules that often mean 12 hour days, Melissa values her time off and takes a holistic approach to life. "It's important for me to keep in good shape for my clients, both physically and emotionally," she says. "I've learned I need to take time for myself so I can give back ." Through yoga, spiritual retreats, music and other releases, Melissa readily admit she feels "better than ever."

Voice of Volunteering

An active Ambassador, you can find Melissa photographing Mixers and events, and working behind the scenes. "I can't say enough how much the Chamber has helped me build my business and introduce me to valuable friendships," she says.

And if you're lucky enough to attend a Mixer with an opportunity to hear Melissa singing her original songs, you'll know cosmetology is not her only talent. Additional volunteer work includes Melissa (aka "Honey B") playing the guitar and singing songs to Head Start classes through the Contra Costa Library "Stories To Go" program. "Bringing music to children and seeing their excited smiles makes it all worthwhile," she grins. (Melissa Mazzoli, 283-6701)



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Mixer Updates

MAY MIXER

White House and VIP's Honor New World Federal Credit Union 50th Anniversary

With letters from President Bush, City and County Supervisors and appearances from Supervisor Gaule Uilkema, James Dean, and Elvis, the May Mixer at N.W.F.C.U. was full of surprises. Special thanks to Pat Wagner, Branch Manager, and to her staff for a festive night featuring 50's fun and decor!



Celeste Doolan, Pat Wagner and Carol Beal hosting NWFCR Mixer

JUNE MIXER

Deer Hill Ranch Brings Out the Animals

It wasn't your usual Mixer in June as Hunter and Ann Holding, owners of Deer Hill Ranch, provided attendees with a historic scenic ranch setting and special guests like Warren, the baby lamb, peacocks, baby chicks, horses and much more. Playing to the crowd, the animals provided country fun to urban cowboys and gals and raffle prizes included a dozen organically grown fresh eggs!

As always, special appreciation to the Chamber's Awesome Ambassadors for their help and friendliness behind the scenes at all the Mixers.

A sampling of Mixer donors include: Costco, Concord BMW, Deer Hill Ranch, Oakland Athletics' "A's", Lafayette Car Wash, Rogue Media, New World Federal Credit Union, Payroll Masters, The Nut Factory, Sonia's Beauty and Body Salon, Nationwide Mortgage Company.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
July		1	2	3 Chamber Office closes at Noon. Reopens July 14	4 Independence Day	5	
	6	7 Leads Group III Noon, Desco Plaza Room 265	8	9	10	11 Home-Based Business Alliance 9-10 a.m. Aladdin's	
	13	14 City Council Meeting 7 p.m. Community Center	15	16	17	18	
20	21 Leads Group III 12:00 Noon, Desco Plaza Room 265	22	23	24	25	26	
27	28	29	30	31	Aug	2	
3	4 Leads Group III 12:00 Noon, Desco Plaza New! Ambassador's Meeting 4:30 p.m. - Chamber	5	6 Executive Board 5 p.m. Chamber Office	7		8 Membership Committee Noon Chamber Office	8 Home-Based Business Alliance 9-10 a.m. Aladdin's
10	11 Board of Directors Noon Lafayette Park Hotel	12	13 MIXER 5:30 - 7 p.m. Lisa's Tea Treasures 71 Lafayette Circle	14		15	16
17	18 Leads Group III Noon, Desco Plaza Room 265	19	20	21	22	23	
24	25	26	27	28	29	30	
31							