

TRY LAFAYETTE FIRST – A Season of Helping

The headlines over the last few months have said it all... “Retail Sales Fall to Lowest Levels in Years”, “Consumer Confidence Low”, “Grim Shopping Season Ahead”, “Unemployment Soars” and “Credit Market Tightens Up” Ouch.... So what can we do here in Lafayette? We can sit on our hands, accept the doom and gloom and perhaps watch some of our favorite merchants go out of business. Please don't worry about the big box stores on the outskirts of our neighboring towns. They often thrive in tough economic times. But think about your money leaving town and never coming back. When you buy something out of town or on-line, in most cases, the sales tax will never come back to Lafayette. When you do shop in town, your dollars stay in town, you help keep YOUR downtown alive and vibrant and the sales tax collected helps pay for roads, police, and the many services we often take for granted.

Well, our “Shop Lafayette” committee has decided to do SOMETHING! We are about to launch our “Try Lafayette First” campaign.

The Goal

Generate bottom line sales for Lafayette merchants during the holidays through a high-energy, high-profile concentrated campaign.

Call to Action

Educate and motivate residents – When doing my holiday shopping this year, I will pledge to “Try Lafayette First.”

This campaign, dreamed up by our Shop Lafayette Committee Chairman, Dave Simpson, owner of Lafayette Book Store, goes even further. We are asking our residents to actually sign the “pledge.” The pledge also asks shoppers to let merchants know when they are not happy with price, service or selection before they go elsewhere. The merchants will be asked to participate in a rally on December 1st to call attention to the fact that we understand that no one is coming to save us and we must collectively work together to help ourselves. Merchants will also recommend other local merchants. We want to point out to our community that you can find almost anything you want or need right here in Lafayette.

The Challenge

We ask all merchants, business owners and residents of Lafayette to take the “Pledge” and “Try Lafayette First.” This is an investment in our community and our future. Remember it is these very merchants that provide all the auction items and raffle prizes for your school fundraisers and community events. They have supported you! This is your chance to say thank you and support them as they try to navigate through perhaps the toughest holiday season of their careers.

A Season of Giving

If you read the above article, you now know this holiday season is going to be challenging for our local merchants. What many don't realize is that when the economy slows, so goes the donations to the many local organizations that provide the many needed services here and abroad.

The Lafayette Chamber of Commerce is proud to announce the beneficiaries that have been picked to receive funds from the proceeds of the annual Lafayette Art & Wine Festival. Once again, LASF (Lafayette Arts & Science Foundation) is our main beneficiary of the Art & Wine Festival. Larry Duson, President of the Lafayette Chamber of Commerce and Caesar Perales, Treasurer, will present the check for \$8,500 to LASF at their December Board of Directors meeting. A total of \$22,350 will be donated to LASF, Generations In Jazz, Town Hall Theatre, Las Trampas, Future's Explored, Trust in Education, Senior Help Line, Lamorinda Senior Transportation, Youth Homes, Project Second Chance, Loaves & Fishes, Shelter, Inc., Lafayette Rotary Club, Lamorinda Sunrise Rotary Club, Acalanes Football Team, College

Continued on page 4.

Upcoming Events

Thurs., Dec. 4
**Ribbon Cutting
 Knox Restaurant
 & Lounge**
 3576 Mt. Diablo Blvd.
 (formerly Per Tutti)
 4:30pm

Sat., Dec. 6
Holiday Art Walk
 Downtown Lafayette
 10:00am – 6:00pm

Wed., Dec. 17
Green Committee
 12 noon
 Chamber
 Conference Room

Thurs., Dec. 18
Entrepreneur's Club
 8:30am
 Chamber
 Conference Room

**Chamber
 Office Closed**
 Tues., Dec. 23 noon-
 Fri., Jan. 2
 Reopens on
 Jan 5, 2009

Holiday Mixer

Wednesday, Dec. 10
 5:30pm

**Westamerica
 Bank**

3515 Mt. Diablo Blvd.

HOLIDAY ART WALK

Take part in this special event on Saturday, December 6, from 10am - 6pm, that brings local artists right into some of your favorite shops and restaurants in the Lafayette Downtown. Local artists set up their own studio in local businesses for one day. All the studios will be along and around Mt. Diablo Blvd. between 1st Street and Dewing. Exchange holiday greetings, enjoy a wealth of artistic talent and meet some of our local merchants. The walk is collaboration between the Lafayette Chamber of Commerce and the Lamorinda Art Alliance. It is sponsored by Lamorinda Weekly and Minuteman Press.

Business Directory 2009-2010

As you plan your 2009 Marketing Budget, don't forget about your spot in the Lafayette Business and Community Directory. We have already begun work on the next directory that will be published and distributed in Spring 2009. The 52 page book features Lafayette demographics, historical information, city government, important phone numbers, recreation facilities, community services, arts, entertainment and school information. The book is distributed to all Lafayette households and chamber members. It goes out with every relocation package and can be found in the Lafayette Park Hotel & Spa guestrooms. Advertising opportunities are available. Don't wait, we do sell out. For Additional information, call the Chamber at 925-284-7404

SAVE THE DATE

Please mark your new 2009 calendar for the Annual Lafayette Business Person of the Year Dinner on Friday, January 30, 2009, with cocktails at 6:00pm and dinner at 7:00pm. In addition to honoring our Business Person of the Year, we will meet our 2009 Board of Directors and hear from Mayor Don Tatzin as he delivers his State of the City address. This is our annual membership meeting/gathering. We look forward to seeing you there. You can register by going to www.lafayettechamber.org or calling the Chamber office at 925-284-7404

BIG BAND DANCE

The Rossmoor Big Band invites the Rossmoor & the Lamorinda Community to the next Big Band Dance. This event will take place on Friday, January 23, at the Rheem Theater. Tickets will be available at the Chamber office, 100 Lafayette Circle #103, Lafayette. after the holidays.

LAFAYETTE CHAMBER OF COMMERCE MISSION STATEMENT

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

2008 Officers EXECUTIVE COMMITTEE

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Blodgett's Abbey Carpet & Flooring
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LAFAYETTE CHAMBER OF COMMERCE

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www.lafayettechamber.org

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Office Hours:
Mon.-Fri. 10 a.m. - 6 p.m.
Saturday: 8 a.m. - 4 p.m.
Sunday: 10 a.m. - 2 p.m.

Renewing Members

Renewed in October

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Sandy Meyers Moves On...to Redding!

Sandy Meyers, an Enrolled Agent with her own bookkeeping and tax services business is retiring and moving to Redding to be closer to family. A member of the Lafayette Chamber for 8 years, she has been a committed and active member and has volunteered to work many of the Chamber events, including the Art & Wine Festival and the Lafayette Reservoir Run. She is a treasured member of the Ambassadors and can always be counted on to donate her time and energy working our mixers. Sandy...we will miss your enthusiasm, your smile and your energy...but most of all we will miss YOU! Stay in touch...and if we need you at the Art & Wine Festival to sell tickets...can we call you?



Sandy Meyers holding plaque of appreciation presented by Chamber for her many years of service as a Chamber Ambassador, Jay Lifson, Chamber C.E.O. and Dechen Lama-Luna of Dechen Designs.

November Mixer at Queen Bee



Cheryl Sass, Sharon Wignal and Jane Omick of Queen Bee

The house was packed at the November mixer held at Queen Bee. Jane and Cheryl created a beautiful atmosphere to welcome over 65 members and guests. Everyone enjoyed the great food provide by Queen Bee and shopped for the upcoming holidays. The unique gift items and the lovely jewelry was a hit with all who attended, many commenting they did not know Queen Bee was in town. They are open every day in December 10:30am-5:30pm with new items arriving daily. Please stop by to visit at 261 Lafayette Circle or contact them at 283-7900. Thanks to the businesses who donated raffle prizes at the mixer: Queen Bee, Beautiful Image, Skin Wisdom, and Lafayette Car Wash.

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Park Cross Country Team, and Boy Scout Troup # 219. Since we have begun hosting the Art & Wine Festival, the Chamber has been able to give over \$127,000 back to the community through our non-profit partners.

On October 26, Oakwood Athletic Club, the City of Lafayette and the Lafayette Chamber of Commerce hosted the 16th annual Lafayette Reservoir Run. With over two thousand runners, joggers and walkers participating, we are pleased to announce that \$18,625 will be donated to our local schools. The checks sent to Springhill, Lafayette, Happy Valley, Burton Valley and Stanley Middle School go straight to each PTA. Both of these events are made possible by the many sponsors and volunteers that help cover the cost of the event and provide assistance at the event. The City of Lafayette, the Police Department and Public Works all work with the Chamber to ensure public safety. We are proud to be a member of this community and we look forward to hosting programs and events that benefit everyone!

We have included a little information about these non-profit programs we have partnered with. We encourage you and remind you that these agencies and organizations can really use your support. Happy Holidays to you and yours!

Lafayette Arts & Science Foundation - LASF's mission: "To support and enrich the education of every child in the Lafayette public schools through a broad community-based effort." This volunteer- and parent-driven education foundation provides curriculum and financial support in the arts, sciences, technology and beyond for Lafayette public school students.

Through the generosity of parents, businesses, and the community-at-large, LASF continues to serve our schools and provide outstanding programs to meet the educational needs of students in Lafayette's six public schools. Call the LASF fundraising office at 925-299-0644 or visit www.lasf.org.

Generations In Jazz - As a non-profit public benefit corporation, Generation in Jazz Foundation's mission is to: Support, create and sponsor youth and adult bands; supplement and complement existing school programs; encourage participation and create opportunities for musicians to play and perform; promote local community concerts and festivals including, but not limited to, senior centers, under-served communities, local fundraising events, musical instrument donation program; assist our local Community Theatre and other performance venues within our community; and support and teach middle and high school honor jazz band musicians to achieve higher musical standards and to experience professional performance acumen in the local community

How to be a part of Generation In Jazz? There are many ways to get involved. In your own community you can introduce yourself to the local music educator and ask how you can help. Volunteering your time, donating an instrument, donating frequent flyer miles, goods and services in kind are all ways to make a difference in the preservation of jazz in our communities. If you would like to be a part of Generations in Jazz Foundation please e-mail them at tcarter@generationsinjazz.org.

Town Hall Theatre - Established in 1944 as the Dramateurs and reorganized in 1992 as the Town Hall Theatre Company of Lafayette, they are the oldest continuously active theatre in Contra Costa County. They are a professionally managed non-profit 501(c)(3) corporation overseen by a volunteer Board of Directors drawn from the leaders of the local business and artistic communities. Town Hall Theatre Company is dedicated to providing a community-based performing arts resource. Town Hall Theatre provides innovative education programs to over 800 young actors every year – Town Hall Kids.

Town Hall Theatre is located at 3535 School St. in Lafayette. For more information on their programs and how to support them go to their website www.thtc.org or contact them at 283-6673.

Las Trampas, Inc. - Las Trampas, Inc. is a nonprofit, community-based 501 (c) 3 organization serving adults with developmental disabilities. Services are provided in Contra Costa County including Concord, Lafayette, Pleasant Hill and Walnut Creek. Las Trampas asks you to join with their Band of Angels this holiday season. When you make a contribution to Las Trampas the Band of Angels will match every gift you make, transforming your generosity into twice the support.

Las Trampas, Inc. is located at 3460 Lana Lane in Lafayette. For more information about their programs and ways of getting involved go to their website www.lastrampas.org or contact them at 284-1462.

Future's Explored - The mission of Futures Explored, Inc. is to provide life skills and work-related training to adults with developmental disabilities. They support their consumers in reaching their optimum level of individual potential by delivering a broad range of resources and ongoing guidance. Their innovative program, located in the heart of downtown Lafayette, provides training in both work-related and life skills to adults with mild to moderate developmental disabilities. Participants may need help in areas of personal or social skills, or in seeking and holding a job, or both.

Futures Explored, Inc. is located at 3547 Wilkinson Lane in Lafayette. For more information about their programs contact them at 284-3240 or visit their website www.futures-explored.org.

Trust In Education - Trust in Education (TIE) is a grass roots, non-profit organization founded in May 2003 to provide health care, education and economic development programs in Afghanistan. An equal amount of time is devoted to educating Americans about our involvement in Afghanistan, past, present and future. TIE connects American communities and Afghan villages. Through these exchanges everyone discovers that we share more in common than not and experience the joy of making a substantial and long lasting difference in the lives of thousands.

To information on Trust In Education visit their website www.trusteducation.org, call them at 299-2010, or write them at PO Box 936, Lafayette, CA 94549.

Senior Helpline - Senior Helpline Services is a nonprofit, charitable human services agency that was founded (as Contact Care Center) in 1972. They specialize in communicating with and transporting essentially homebound seniors in Contra Costa County who are trying to age in place, rather than be institutionalized.

Their Reassurance Phone Friends program started on June 1, 1998. This program matches a senior with a phone friend volunteer who will keep the promise to call daily or less frequently as requested. These phone calls let the client know that someone cares, offer a few minutes of friendly conversation and compassionate listening, allow them to make sure the client is in reasonably good health, and give them an opportunity to identify the need for information, referrals, and advocacy. Staff members provide a "safety net" by following up on unanswered calls to see if the client needs immediate help due to a fall, sudden illness, or other reason. In addition to phone calls, clients receive handwritten cards on a regular basis, including holidays, birthdays, during illness, for encouragement, and in sympathy.

Senior Helpline Services also offers their ambulatory Reassurance Phone Friends program clients & senior phone friend volunteers, free one-on-one, door-through-door rides provided by volunteer drivers. In our society, mobility = independence. These rides are primarily for the purpose of obtaining medical care, groceries, and other basic necessities.

Senior Helpline Services is located at 1035 A Carol Lane in Lafayette. For more information contact them at 284-2207 and visit their website www.seniorhelpline.net.

Lamorinda Senior Transportation Program - The Lamorinda Senior Transportation Project is a socially responsible undertaking designed to serve the mobility and transportation needs of older adults in the tri-city area. The project targets those who are forced to drive their own cars less, or not at all, and who cannot easily access public transit. Simple, inexpensive and free of charge travel options are offered to older adults through three programs: A senior discount taxi service, volunteer driver program and the Lamorinda Spirit Van. These programs make it possible for seniors to shop, get to medical appointments and social gatherings. For more information, please contact Mary Bruns at 284-5546.

Youth Homes - Youth Homes Inc., is a non-profit 501(c)(3) organization that has been in operation for over 40 years, providing California counties with high quality residential treatment programs for abused and neglected children and adolescents. Their current programs focus on providing residential treatment in Contra Costa County. The agency provides a safe and supportive environment for 30 boys and girls in five State-licensed facilities, 24 hours a day. For information call 933-2627 or visit their website www.youthhomes.org.

Project Second Chance - Project Second Chance (PSC), the Contra Costa County Library Adult Literacy Program founded in 1984 offers free, confidential one-on-one basic literacy instruction to people who are over 16 years of age, out of school and conversant in English. Tutoring is done by trained volunteers who meet with their students twice a week providing customized, personal lessons. Tutors and students

can also participate in small group classes, practice their skills in the computer lab, and attend Families for Literacy events.

For more information on Project Second Chance and how to become a tutor or make a donation, call 927-3250, email them at psc@ccclib.org or visit their website ccclib.org/psc.

Loaves and Fishes of Contra Costa - Loaves and Fishes of Contra Costa is a non-profit organization providing services to the hungry of Contra Costa County, California. They currently have dining rooms in Antioch, Bay Point, Concord, Martinez, Oakley and Pittsburg that serve lunch meals Monday through Friday. In operation since 1983, they recently passed a milestone of 3,000,000 meals served. For more information call 925-837-8758 or visit their website www.loavesandfishesofcontracosta.org.

SHELTER, Inc. - SHELTER, Inc. is an independent charitable, nonprofit corporation originally created by the Contra Costa County Board of Supervisors in 1986 to alleviate Contra Costa County's homeless crisis. SHELTER, Inc. is working to realize a vision: A Home for Everyone. Everyday, one family at a time, SHELTER, Inc. staff and volunteers help people find and keep homes. An innovative leader in homeless services, SHELTER, Inc. helps over 3,000 Contra Costa residents each year.

A homeless count conducted on a single day found that there were 4,157 homeless people countywide. Of those, 1,086 were individuals in families and 321 were children. As the economy sheds jobs and housing costs soar, a person earning the California minimum wage of \$8.00 would have to work 119 hours a week or work 3.0 full-time jobs to afford a two-bedroom apartment in Contra Costa County. For more information visit their website www.shelterincofccc.org or call 295-1038.



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debrablau@sbcglobal.net
Contact: Debra Blau

Is Your Company At Risk? Times have changed and companies are at risk hiring someone with a false identity. Identity thefts and falsifying experience on a resume are on the rise. Rest assured you are hiring the correct individual after having a background check run on potential hires. They also provide screening for families looking to hire a nanny for their children.

CLUBS/ORGANIZATIONS

The Commonwealth Club of California

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284-5225(phone) 520-2470 (fax)
Jaysfo@Gmail.com
www.TheKnox.com
Contact: Jay Singh

Knox Restaurant and Bar has recently opened in downtown Lafayette specializing in Italian comfort food with a menu offering homemade pastas and other delicious dishes. The full bar also features wines from around the world, cocktails & happy hour specials. Knox opens for lunch and dinner everyday from 11AM to 11PM. They are also taking holiday party reservations.

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REALTORS

New Members' Orientation - Bank of the West



Sherry Glover, Jay Lifson, Larry Blodgett,
Caryl Morrison, Mike Heller and Larry Duson

Over 40 new members attended the new members' orientation meeting that was held on October 30th at Bank of the West. Jay Lifson, CEO of the Lafayette Chamber of Commerce introduced members of the board who gave presentations about utilizing all of the services and benefits of being a chamber member. Some of the areas that were discussed were the value of attending events, networking with other members, getting involved with a committee, and involvement with community functions that are sponsored by the Lafayette Chamber of Commerce. There were self introductions which gave the members knowledge of each others businesses. Several people commented they were able to form alliances with other people with complimentary businesses. Thanks to Larry Duson, Vice President of the Lafayette Bank of the West and his staff for hosting this event for us. Delictable food was provided by Amarin Thai and Mountain Mike's Pizza. If you were unable to attend the meeting, please contact us for materials that were provided during the program at membership@lafayettechamber.org or call 284-7404.

Business Briefs

Mt. Diablo Business Women Networking Dinner – Holiday Party, 5:45 – 8:30 PM; December 11, 2008. Lafayette Park Hotel, 3287 Mt. Diablo Blvd, Lafayette; \$37 member, \$44 guest. Register Early, no walk-ins. Short presentations by Michelle Augenstein of Wardrobe for Opportunity and Patti Cawood of STAND! Against Domestic Violence. This will be an opportunity to give back to the community. MDBW will be accepting gift cards from Safeway, Target, Wal-Mart, Kmart, etc. to be given to STAND! Against Domestic Violence. They will in turn give these cards to the folks they are helping. Suggested donation: \$15-\$20. Optional: Gift exchange: \$10-\$15. For info contact: [www.mt Diablobusinesswomen.org](http://www.mt Diablo Business Women.org).

The Learning Café offers a seminar entitled “Promoting Your Business via Blogging...The ABCs” presented by Carlos Hernandez on December 12, 8:30am – 10:30am at JFK University, 100 Ellinwood Way, Pleasant Hill. The session is geared to demystify the technical jargon and provide many practical take-aways for the entrepreneur and small business owner alike. On January 16, 8:30 am - 10:30 am they will offer a seminar entitled “Leveraging Today’s Social Internet - Using Social Media Tools to Grow Your Business Online” presented by Patrick Schwerdtfeger also at JFK University. Learn simple strategies to develop a massive online audience with little or no money. The cost of each seminar is: pre-register for \$45 (\$55 at the door). For more information visit their website www.thelearning-cafe.com.

Avalon School of Massage Therapy is offering a beginning class in Reiki, the art of channeling healing energy. Reiki I & II: A two-day course, December 5 from Noon - 4:00 p.m. and December 8, 2:30 p.m. – 6:30 p.m. To register, please call 280-6500. Visit their website at www.avalonschoolofmassage.net. Avalon School of Massage Therapy is located at 1280 Boulevard Way, Suite 214, Walnut Creek.

Focus on the Arts

The Lafayette Gallery is celebrating the holidays with “Lightly Seasoned: Fine Art with a Dash of Holiday Spirit” through December 24th. The gallery will have wonderful fine art, paintings, prints, watercolors, photography and ceramics, perfect for the holiday season. The Gallery address is 50 Lafayette Circle and their hours are Tuesday to Saturday, 11 am to 5 pm. For more information call 284-2788 or visit their website at www.lafayettegallery.net.

Town Hall Theatre Company presents “Miracle on 34th Street thru December 24, 2008. Shows are Thursday, Friday, Saturday, evenings 8:00 p.m. and Sunday Matinees – 2:00 p.m. Adults - \$28 Thursdays, \$29 Sundays, \$32 Fridays and Saturdays; Seniors and Youth (62 and older and 13-18) - \$25 Thursdays, \$26 Sundays, \$29 Fridays and Saturdays; and Children (12 and under) - \$12 for all shows. Group pricing available – call for details. Contact the Town Hall Theatre Company Box Office – 283-1557 for tickets. For more information go to their website - www.townhalltheatre.com. Town Hall Theatre Company is located at 3535 School Street at Moraga Road.

Lafayette Orinda Presbyterian Church presents Women Sing’s “O Holy Night” - a galaxy of seasonal music including with special guest appearance by mezzo-soprano Jessica Deardorff – on Wednesday December 10 at 8:00 pm. There will be a reception following the performance. Tickets are \$25 premium, \$20 general, \$18 senior and \$10 student/youth 18 & under. Tickets are available at the door, by phone at 974-9169 or online at www.womensing.org.

Martinez Opera Contra Costa invites you to attend “Dine With A Diva”, our first hosted bi-monthly dinner featuring fine music by one of our divas or divos on Saturday, December 6 – 6:30-8:30pm. This dinner will be hosted by Schultz and Carol. The dinner of lasagna, salad, bread, coffee and non-alcoholic beverage is \$20 per person. Bring a bottle of wine. RSVP before December 2 at 372-6617. Proceeds to benefit MTZO.

Lafayette Park Hotel & Spa is offering a special on spa treatments from now until January 31, 2009 – 20% off on any regularly priced spa treatment (not combinable with any other discount). Lafayette Park Hotel & Spa is located at 3287 Mount Diablo Boulevard. For spa reservations call 299-4334.

Lafayette War Veterans are selling a Brand New Popcorn Machine – on Wheels and very easy to push! - will sell for \$200. Please call Vic at 376-3466.

Marine Veterans Raise Over \$100,000 for VA Polytrauma Center - “A wounded and recovering soldier needs your help!” Brother Wil Wilcox (USMC, MCL 942) stepped forward and answered the call three years ago. He formed a committee from the US Marine Corp Detachment 942 in Lafayette CA and started what has become an annual Veterans Memorial Golf Tournament that has raised over \$100,000 in three years for the Palo Alto CA Polytrauma Rehabilitation Center. The annual golf tournament is capped by a banquet with a silent auction, live auction and prizes. This year, Wilcox and his committee presented a check for \$45,000, the tournament proceeds, to the Polytrauma Center on November 12. All the money goes to help the families of patients at the center. None of it is spent on administrative costs. Well Done!!

La Fiesta Square gets another visit from Santa Santa will make his annual appearance at La Fiesta Square on Sat. Dec. 13th, 11AM-2PM at the patio at Mangia Ristorante. Bring the whole family and get a free picture with Santa Claus.

Green Business Networking Lunch Join like minded people for an informal lunch and meeting at Nibblers Eatery & Wine Bar (1922 Oak Park Blvd. Pleasant Hill) on Wednesday, December 3, at noon. For more information call Laurie Prindle, blue Heron Graphics at 925-942-0897.

December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Executive Committee Meeting 8am The Duck Club	3	4 Ribbon Cutting Knox Restaurant & Lounge 4:30pm 3576 Mt. Diablo Blvd. (formerly Per Tutti)	5	6 Holiday Art Walk 10am-6pm Downtown Lafayette
7	8 Chamber Board 12pm Lafayette Park Hotel & Spa	9	10 Holiday Mixer 5:30 Westamerica Bank 3515 Mt. Diablo Blvd.	11	12	13
14	15	16	17 The Green Committe 12 noon Chamber Conference Room	18 8:30am  Chamber Conference Room	19	20
21	22	23 Chamber Office Closes at 12 Noon	24 Chamber Office Closed Wed, Dec 24- Fri, Jan 2 Reopens on Jan 5, 2009	25	26	27
28	29	30	1	2	3	4