



Lafayette Green Committee Holds Evening Workshop

Did you know that your chamber has a dedicated group of volunteers working behind the scenes to help local businesses “go green.” On Tuesday, February 23, we will be holding an OPEN HOUSE “GREEN WORKSHOP.” We will have GREEN COMMITTEE volunteers on hand to help you get started, evaluate your current practices and help you GREEN

your business. In 15 minutes, they will be able to evaluate your business and let you know if you qualify as a Lafayette Green Business. Drop in and let our dedicated group guide you. Refreshments will be served. This event is Free and you do not need to register. We will be on hand from 5:30pm - 7:30pm.

If you have already “pledged” to be a Lafayette Green Business, please complete your checklist by March 20th. For your efforts, you will be recognized at the Earth Day Celebration on April 25th. More details to follow. If you would like to find out more about our LAFAYETTE GREEN program, visit www.lafayettechamber.org.

Lafayette Green Awards

The Lafayette Green Awards will recognize outstanding efforts during 2009 that have contributed to a more sustainable community and helped the city achieve its environmental goals. Winners will be announced in April, in conjunction with Earth Day 2010. Up to 10 awards will be given across five different categories: residents, businesses, schools, community organizations, and builders. This year, the nominating period begins on January 1st and ends on February 28th. Nominations can be made by any Lafayette resident or organization with a Lafayette address. You can nominate yourself or another person or organization. Winners will be selected during March by the city’s Environmental Task Force. For more information or to see last year’s winners: <http://www.sustainablelafayette.net/greenawards/>.

Notes from the City: Mayor Brandt Andersson



- The Lafayette Library and Learning Center opened in November with the unveiling of the sculpture “Speechless” with a crowd of dignitaries and excited citizens in attendance. Thousands of people visited the first weekend, and the attendance has continued strong on a daily basis, especially the extended weekend hours. On the first weekday, the after-school crowd was so large an email plea went out from the librarian for a few extra adults to corral the herds of children and volunteers have helped handle the library’s popularity with the younger set.

• The library is a key catalyst for the continued improvement of Lafayette’s downtown. The Downtown Specific Plan will guide that improvement over the next 20-30 years. While there are still some issues to be resolved, the final stages of the plan’s development are underway. The Planning Commission has been working on a comprehensive review in De-

Continued on page 5.

Upcoming Events

Tues. Feb. 9 • 12:30 pm
Shop Lafayette Committee
Chamber Conference Room

Fri. Feb 12 • 8 am
Coffee with the Mayor
Chamber Conference Room

Mon. Feb 15
Chamber Office Closed
Presidents Day

Wed. Feb 17 • 12 noon
Green Committee
Chamber Conference Room

Thurs. Feb 18 • 8:30 am
Entrepreneur's Club
Chamber Conference Room

Thurs. Feb 18 • 5:00 pm
**Ribbon Cutting –
Roya's Garlic Garden**
3576 Mt. Diablo Blvd.

Fri. Feb 19 • 7:30 pm
Valentine's Big Band Dance
Veterans Memorial Building
3780 Mt. Diablo Blvd.

Tues. Feb 23 • 5:30 pm
**Green Business
Open House**
Chamber Conference Room

Thurs. Feb 25 • 5:00 pm
Ribbon Cutting - Nerd4Rent
990 Moraga Rd., #B

Fri. Feb 26 • 8:00 am
**Business Issues /
Govt. Affairs Meeting**
Chamber Conference Room

February Mixer
Wed., Feb. 10 • 5:30pm
Town Hall Theatre
3535 School Street

MEMBER SPOTLIGHT - Kattenburg Architects



Rick Kattenburg has been a licensed Architect in California for over twenty years and holds a Masters Degree in Architecture from the University of California at Berkeley. He has taught design at San Francisco State University, the University of California Berkeley Extension, and the Owner/Builder Center in Berkeley. He is also currently the Vice President of the Orinda Chamber of Commerce. Mr. Kattenburg specializes in residential architecture and has designed and overseen construction on over 350 custom residential projects and numerous commercial and institutional projects. The son of an American Diplomat, Mr. Kattenburg lived in both Europe and Asia in his childhood, contributing to a broad based view of the world and an architectural style, steeped in classical concepts. Kattenburg Architects of Orinda is the 2009 recipient of the "Mayor's Award for Excellence in Architecture" - Mayor Project Category. The award recognizes excellence in local architecture, landscape and environmental sustainability projects which make an extraordinary contribution to the character and livability of Orinda neighborhoods. Congratulations Rick and staff. Please visit their website at www.kattenburgarchitects.com.

Kattenburg Architects of Orinda is the 2009 recipient of the "Mayor's Award for Excellence in Architecture" - Mayor Project Category. The award recognizes excellence in local architecture, landscape and environmental sustainability projects which make an extraordinary contribution to the character and livability of Orinda neighborhoods. Congratulations Rick and staff. Please visit their website at www.kattenburgarchitects.com.

DOWNTOWN SPECIFIC PLAN UPDATE

Over the last three years the Lafayette Community has been meeting, discussing and analyzing the future of our downtown. The City Council, Commissions, Chamber of Commerce, Neighborhood Homeowners Associations have spent hundreds of hours in workshops and meetings. The DSP Advisory Committee met more than 20 times before making their recommendations to City Council and then disbanded. So where are we after this long involved process?

The Planning Commission has completed it's review of the Revised Draft Plan and by February 1st, should have the preliminary EIR report to study. Here is a list of the upcoming public meetings and deadlines on the DSP timeline.

February 9 - Joint City Council / Planning Commission meeting on the Plan's economic and financial feasibility analyses

March 1 and 15 - Public hearing on the Draft EIR by the Planning Commission for comments

March 16 - Close of Draft EIR public review

April 5, 19 and May 3, 27 - Review of Plan and formulation of recommendations by the Commission

June 7 and 21 - Public hearing on Final EIR and formulation of recommendation by the Commission

July 12 - Joint City Council / Planning Commission to discuss the PC recommendations

The City Council will begin its review after July 12th meeting.

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.

2010 Officers EXECUTIVE COMMITTEE

President of the Board:
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1st Vice President:
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Cortese Investment Company

Executive Committee:
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Blodgett's Abbey Carpet & Flooring
Dennis Garrison,
Oakwood Athletic Club
Stacy Spell, Oakwood Athletic Club
Barbara Townsend, Futures Explored

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100 Lafayette Circle, Suite 103
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**(925) 284-7404
FAX (925) 284-3109
info@lafayettechamber.org
www.lafayettechamber.org**

HOW TO MARKET IN A RECESSION

When times get tough, the tough get marketing

By Christine Temple-Wolfe

Excel in Marketing is a locally owned strategic marketing agency and Chamber member. Owner Christine Temple-Wolfe will outline a series of tips to improve your marketing while in the midst of a recession. The second two tips of ten that can help you make significant strides ahead of your competition- even during the worst of economic times is listed below.

• **Be innovative.** Where do your customers frequent, and be there. Your first step is what we call profiling your customer. Look at your existing customers. Put them in categories based on their spending with you and the frequency at which they spend. Your best customers, we'll call Group A. Your second best customers, we'll call Group B, and so on. Just list four groups, A,B,C,D. Then look at the attributes of each group. What age ranges, where do they live, how many children do they have, if any. Any commonalities you can find, document them within each group. How often they buy online, or shop in store. Your objective is to identify key behaviors that differentiate each group. You want to learn about their lifestyle, key priorities in life, or stages of life (i.e. young business, just married, having children, starting a business, retiring). Your goal is to communicate to each group in such a way that it hits core messages important to them at the stage of life they are in. If you have no information on any of your customers, you can begin collecting this data by surveying them, or buy it from a credible list partner. You want to highlight key values and offerings that appeal to them based on what is important to them- not what is important to you.

• **Ask your customers what they do and don't like about your offering.** Write up some questions that you feel would be helpful in understanding your customers and how they perceive your product or service. Your objective is to understand how they see you, vs. how you want to be seen or understood. Is there a large gap? If so, you need to improve your communications, messaging strategy and ways of getting your message out. You want to create questions that help you improve your creation, delivery, nurturing of products or services. Some questions might include:

- How do you typically shop for "x"?
- Have you ever heard of "list competitors"?
- What made you choose "company A"?
- Was your decision based on location, price, service, convenience, recommendation from other?
- Would you recommend my product or service to others?
If no, why? If yes, why?
- What could we do better to make your purchase of our products and services better?

Ask tough questions and take your ego out of it. Businesses that aren't afraid to hear what is going wrong have a far greater chance of survival than those who profess to have everything right.

FACT: More businesses fail not because of a bad economy, but because they are defensive and are afraid to question their way of doing business and make changes to meet their customers' needs.

Put Your Money Where Your House Is



Here's how the new campaign works. Residents sign up at participating merchants to receive a free "PUT YOUR MONEY WHERE YOUR HOUSE IS" key-ring card. By showing the card at participating merchants they receive year-round offers and discounts. "What takes this to a new level is the mutual commitment from residents

and merchants," said Simpson. "Residents sign a pledge to "Try Lafayette First" in their shopping, and merchants agree to provide a consistent value proposition.


Here is a simple program you can join today to get customers in your store...

- Agree to place the "put your money where your house is" picture in your window.
- Agree to give a discount (your choice) to anyone presenting the "key card" we are distributing. You must agree to give some kind of discount through December 2010.
- OPTIONAL - get customers to "pledge" to TRY LAFAYETTE FIRST and distribute the "key cards." You can send us the filled out pledges at your convenience.

We will

- Post the name of your business and your offer on our new website www.trylafayettefirst.com. If your offer changes, just let us know.
- We will advertise in print and on the internet your involvement in the program
- That's all there is to it! We'll do the rest...

This is our way of reminding the community (residents and businesses) the importance of keeping money in town, and supporting our local businesses.



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2010 Citizen of the Year

Do you know a person who should be considered for the 2010 Citizen of the Year?

- They must be a current Lafayette resident.
- Must be someone who has given of their time, money or energy to help make Lafayette a healthy community, where people will want to live, work an shop.
- Must be someone who models excellence in everything they do.
- Must be someone who brings this community together and/or makes us proud to be a member of the community.

You can send your nomination to jay@lafayettechamber.org by Friday, February 12, 2010 before 1:00pm.

Job Hunting in 2009-2010

Are you at a place and time when you have been displaced, laid off or is it time to think about a new professional future? JOB CONNECTIONS, one of the premier networking and job support groups in the East Bay might be a great place to help you get started. This is a non-fee networking and support program. Membership is currently more than 3,100 from all professional disciplines, market segments and geographic areas who are in the midst of career change. They meet every Saturday morning from 9:00am - 11:30 am at Danville's Community Presbyterian Church at 222 W. El Pintado, Danville, CA. 94526. Posted signs will direct you to the meeting room. Rod Ford-Smith has informed our chamber about the formation of small groups within Job Connections called Success Teams. Six to Eight members make up each team and dissolve as members get jobs. Now running as two independent resources, Job Connections and Success Teams work with each other to help individuals along their path to finding a new professional position. New teams are forming now! The teams work on feeding each other leads and connections. For more information, please contact Rod at rod@jobconnections.org.

Farmers' Market - Vendors Being Selected

Spring is around the corner, and the first Lafayette Farmers' Market of 2010 is less than three months away! The market will run from May 6th - September 30th on Thursday nights from 4-8pm or dusk.

One of the goals is to feature local farmers, food businesses from Lamorinda and the surrounding area, local businesses and local non-profit organizations. If you know of a farmer or business that you'd like to see at the market, please encourage them to submit an application to the CCCFM at www.ccfm.org and be accepted as a vendor. CCCFM will use a number of criteria such as product quality, product mix, contribution to the market's product diversity, product appeal to shoppers, proximity to the market and sustainable agricultural practices in selecting vendors.

If you have any suggestions or would like to volunteer to help with the market, please email rebecca@sustainablelafayette.net.

New Chamber Member Offers FREE Seminar on Cloud Computing-

Friday, February 19th • 9am
Lafayette Chamber Conference Room

Business owners who are interested in how to use information technology to better run their businesses while they can also reduce information technology & computers costs. Cloud computing offers business owners the opportunity to access the computing services they need over the internet rather than having to setup computer systems in their offices. In this presentation we will review what Cloud Computing is, discuss examples-including free solutions, why cloud computer is important for all businesses to know about, why it is safe & secure, and what the immediate benefits would be to your business by utilizing Cloud Computing.

About the Presenter: Darren Starr is CEO of StarrForce, a Lafayette-based technology consulting firm. Darren has 20 years of experience consulting to businesses of all sizes regarding technology issues. For more information contact darren@starrforce.com

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Focus on the Arts

Town Hall Theatre presents Improv comedy troupe Crisis Hopkins in a one-night only performance on Friday, February 12 at 8:00 pm. A portion of proceeds will go to Haitian relief. Buy your tickets online before they sell out! Tickets are \$20, to purchase tickets visit their website www.thtc.org.

Town Hall Theatre presents "The Importance of Being Earnest" by Oscar Wilde from February 25 through March 27. Oscar Wilde's masterpiece is one of the most famous and well-loved romantic comedies in the English language. For more information and to purchase tickets visit their website www.thtc.org.

FASTFRAME of Lafayette will exhibit Local Artist Paula Boas' abstract paintings during the month of February. She is interested in the visual effects of using text and script as line, shape or pattern. Starting with an idea, her process takes over and the paintings move in new and sometimes unexpected directions, revealing layers of paint, script, graphite, and paper to create subtle yet complex surfaces. Paula's work is shown in a number of venues in the Bay Area. FASTFRAME is located at 3571 Mt. Diablo Blvd., next to Postino's. Call Owner Anthony Ruiz at 283-7620 for more information, and check out Paula's website at www.paulaboas.com.

Lafayette Gallery presents "Treasures for the Heart" a romantic themed exhibit running through to March 6th. This exhibit features a wide selection of jewelry from both established and emerging artists as well as a selection of small canvases that include landscapes, abstracts, photorealism and collage. Lafayette Gallery is located at 50 Lafayette Circle; hours are Tuesday-Saturday 11 AM - 5 PM. For more information call 284-2788 or visit their website at www.lafayettegallery.net.

Mayor Brandt Andersson continued from page 1.

ember and January, and an Environmental Impact Report is being prepared. A financial analysis has been approved to assure that we understand the implications of specific height and density limitations on commercial viability of new development.

- The City is looking into the possibility of converting from a general law city to a charter city. Such a change would provide greater autonomy from some state restrictions on general law cities. A draft charter has been presented to the City Council and is currently being revised. Approving the charter would require a majority vote of the citizenry.

- There is the prospect of significantly higher costs for the police services we contract for with the County. In anticipation of this situation Lafayette, Orinda, and Danville authorized a study of alternatives for providing police services. The final report will be presented in late January.

Our Next Coffee with the Mayor is scheduled for Friday, February 12, 8:00am at the Chamber Offices. Please join us.

10th Anniversary Lafayette Jazz Festival

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Presented by Generations in Jazz and sponsored in part by Diablo Foods, Oakwood Athletic Club, the Lafayette Chamber of Commerce, The Bill Graham Foundation and Kaiser Permanente "Thrive". Tickets are available through the Lafayette Chamber of Commerce Office www.lafayettechamber.org. Here is this year's line up:

Thursday March 4th

Rossmoor Big Band featuring Mic Gillette
Del Valle Auditorium
7:30 p.m. \$5

Friday March 5th

Stanley Jazz Messengers with featured artist Ellen Rowe
Lafayette Library & Learning Center Community Room
7:30 p.m. \$15

Saturday March 6th

Cal Jazz Band and Frank Martin Quartet
Lafayette Library & Learning Center Community Room
7:30 p.m. \$15

Sunday March 7th

Contra Costa County Honor Jazz Bands
High School and Middle School Jazz Bands
with featured guest Directors
Veterans Memorial Building
6:30 p.m. \$5



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Contact: Marie Montoya

Hunsucker Goodstein & Nelson PC is a national law firm that provides legal services in the areas of environmental litigation and regulatory matters, insurance coverage for policyholders, securities arbitration and sustainable energy. HGN's ultimate goal is to quickly bring cases to conclusion by arbitration, trial or settlement with the most favorable result for its clients. Learn more about HGN's practice areas, representative clients and results at: www.hgnlaw.com.

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Balance Right Services will customize an accounting system to suit your Company's needs. Whether you request bookkeeping services once a month, or on a weekly basis, Balance Right is equally dedicated to providing you the best professional service. When tax filing time arrives, your tax return preparation will be straightforward and without surprises. Their goal is to create an accounting and organizational system which will increase your Company's efficiency and productivity.

LEATHER ALTERATIONS/REPAIR

Leather Perfect

3330 Mt. Diablo Blvd. #102
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283-5808 (phone)
www.leatherperfect.com
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Contact: Kathleen Gillick
continued...

Leather Perfect is your one stop destination for all your leather needs. They will transform your old, stained, faded or outdated leather garments, purses or furniture to like new. They also carry new and consignment purses and clothing. Patronized by major retailers Nordstrom, Gucci, Cole Haan and others, their customers have been thrilled by our results for 35 years.

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troy@rockcliff.com
Contact: Troy Feddersen

Troy Feddersen is a Broker Associate with J. Rockcliff, Realtors, since 2008. Formerly, Troy was a VP with World Savings, as Real Estate Market Analyst, Budget Director, and Executive Loan Officer. Troy provides top service to local home buyers, and helps sellers in short-sale situations. He's a Certified Negotiation Expert, and a tech-savvy ePro Realtor. Troy lives in Lafayette with Denisa and their three boys.

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Contact: Ryan Kochevar

Biagini Waste Reduction Systems, Inc (BWRS) is a waste management firm and recycling equipment distributor for commercial properties throughout the Bay Area. Their main goal is to save their clients money in the area of waste management through

compaction and recycling. Their staff has been in the recycling and waste handling business for over 20 years developing recycling programs and waste reduction strategies for any type of business all over the Bay Area. Their programs are cost effective, efficient, and clean. BWRS is locally owned and operated. Call 510-215-8370 for your free waste evaluation!

RESTAURANTS

Roya's Garlic Garden

3576 Mt. Diablo Blvd.
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www.royasgarlicgardendining.com
hamid_ghajar@msn.com
Contact: Hamid Azdanlou

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Business Briefs.....

Creekside Partners will host its semi-annual Economic and Investment Review and Outlook presentation on February 4th, from 8:30 to 10:00AM, at the Lafayette Library and Learning Center. Rick Ashburn, CFA, is Chief Investment Officer of Creekside, a private money management firm based in Lafayette. Rick is an economist by training and will talk about the economic and investment environment and what tactics his firm is using for 2010. For more information call 284-1260

Mt Diablo Business Women Presents Charlotte Wood on February 11th, Ms. Wood is the author of "Let Her Out, Getting Back the Lost Pieces of YOU", her presentation "Show Up in Your Business with Focus, Presence and Authority", earns outstanding reviews. For info and registration please contact www.mtdiablobusinesswomen.org, must register by noon Monday February 8th no exceptions, no walk-ins. Members \$37, Guests \$47.

The Learning Café presents two FREE telephone conference calls in February. On Thursday, February 11 from 11am-noon, Hanson & Caggiano, CPAs will present "What You Don't Know Could Hurt You!" On February 25th from 11am -noon Anne Angelheart will present "Be a Superhero - Discover how to apply the power of the Universe to your business". However, you must register to participate - go to www.thelearning-cafe.com to register.

Hospice of the East Bay will present the class "Understanding Grief" on Tuesday February 16 from 6:30-8:30pm at their administrative offices at 3470 Buskirk Avenue in Pleasant Hill. For more information and to register call 887-5681.

Soroptimist International 24-680 will be holding their 3rd Annual Crab Feed and Silent Auction on Saturday, February 20, 6:00 pm at the Oakwood Athletic Club, 4000 Mt. Diablo Blvd. Advance Tickets Required \$40 per person. For more Information call 925.688.1480 or email calprint@pacbell.net. Visit their website at www.soroptimist24-680.org.

Avalon, a certified Green spa and massage school, 5 minutes from downtown Walnut Creek, offers 10'x12' and 8'x7' rooms for rent to like-minded practitioners. Free parking. 925-280-6500. February classes: Women of the Chalice Well Healing Circle, 1st and 3rd Fridays, 11:00a.m.until noon; Toning Circle with Crystal Bowls, February 10, 7:00-8:00 p.m.; Healing Hot Stones Massage, February 3; Spa Workshop, February 10. 1280 Boulevard Way, Suite 214. Walnut Creek. www.shamanpathoflight.com.

Camp Kesem, a Lafayette based non-profit, has won \$25,000 from Facebook & JP Morgan Chase as part of an online giving campaign. Camp Kesem also has a chance to receive an additional \$1 Million in funding as part of Round 2. Visit Camp Kesem website for details: www.campkesem.org.

Zeta Gallery has moved to 3586 Mt. Diablo Blvd. (in the old Fitness Together location next to the old Hollywood Video Store). It is a great location and much more room! You can stop by and visit her website at www.zetagallery.com or call Evelyn at 262-9814.

Emeritus College of DVC has moved back to the Diablo Val-

ley College located at 321 Golf Club Road in Pleasant Hill close to the campus library. They currently are offering additional classes at the JFK campus. For more information visit their website at www.dvc.edu/emeritus.

The East Bay Small Business Development Center (SBDC) is hosting seminars in cities across the Tri-Valley. These programs are important to small business owners and entrepreneurs seeking the knowledge needed to grow sales, increase profits and get started in business the right way. All of East Bay SBDC's Seminars are FREE to all attendees. Please go to East Bay's website, www.eastbaysbdc.org, for complete descriptions, locations, times and a simple on-line registration process. If you need help in registering please call East Bay SBDC at 510-208-0410.

Diablo Magazine announces new APP for the iPhone- We are proactively creating new opportunities at Diablo to support our advertisers and help you grow in your own businesses. We are very excited to announce that we are in the process of developing an iPhone application, which will be released in March, with plans to expand the application to all smart phones later in the year. Diablo Magazine will also be offering a mobile application for special offers and will keep you apprised as these new opportunities become available.

Renewing Members

DECEMBER

More than Fifty Years

Orchard Nursery & Florist

More than Thirty-five Years

Bank of the West

More than Twenty Years

Acalanes Union High

School District

Contra Costa Times /

Lamorinda Sun

Great Wall Restaurant

More than Fifteen Years

Judy Francis -

State Farm Insurance

More than Ten Years

American Cancer Society

Lafayette Auto Body, Inc.

Sharp Bicycles

Sonia's Beauty &

Body Salon

More than Five Years

County Connection

El Jarro Mexican Cafe

Lafayette Glass

Sugi Fine Bedding & Gifts

The Nuture Center

The Yarn Boutique

Tomei & Tonjes, LLP

More than One Year

92.1 KKDV

California Bank

of Commerce

Capay Oaks Farm /

Capay Oaks Olive Co.

Christmas Light

Specialists, Inc.

Handlebar Toys

Hilton Concord

Lafayette Community

Foundation

Lafayette Today

Loards Ice Cream

& Candies

The Dailey Method

Volga Plumbing

Vino

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Executive Committee Meeting 8 am Chamber Conference Room	3	4	5	6
7	8 Chamber Board Meeting 12 pm Lafayette Park Hotel & Spa	9 Shop Lafayette Committee 12:30 pm Chamber Conference Room	10 MIXER Town Hall Theatre 5:30 pm 3535 School St.	11	12 Coffee with the Mayor 8 am Chamber Conference Room	13
14	15 Chamber Office Closed Presidents Day	16	17 Green Committee 12 pm Chamber	18 <small>LAFAYETTE CHAMBER OF</small> Entrepreneur's Club <small>An Alliance of Independent Business Professionals</small> 8:30 am-Chamber Ribbon Cutting Roya's Garlic Garden 5:00 pm 3576 Mt. Diablo Blvd.	19 Valentine's Big Band Dance 7:30 pm Veterans Memorial Building 3780 Mt. Diablo Blvd.	20
21	22	23 Green Business Open House 5:30 pm Chamber	24	25 Ribbon Cutting Nerd4Rent 5:00 pm 990 Moraga Rd., #B	26 Business Issues / Governmental Affairs Meeting 8:00 am Chamber	27
28						

February