

June 2004

The Owner of the Roundup Winds Down

By Matthew B. Geiser,
PR/Marketing Consultant

The Roundup Saloon has been one of Lafayette's most popular, and perhaps most notorious, landmarks since it was first opened as "Johnny's Roundup Saloon" in 1935. Perched in the center of town, the Saloon is an island of history and a reservoir of memories amidst a sea of changes and the trappings of modern Lafayette living.

Ask around and you'll discover that virtually everyone has a story of the Roundup. Some had their very first drink there. Others had their last drink there. Some remember horses tied to an old hitching post in the front. Others met their husbands and wives there over cocktails, shuffleboard, or a game of pool. As Lafayette has changed through the years, one thing has remained constant, cocktails, shots, games and cold beer at the Roundup Saloon.

If you ask Bill McCabe though, the Roundup Saloon isn't really about history, beer and cocktails. It's about people.

A former Chamber of Commerce President, McCabe has been involved in the Lafayette business community for over 35 years, first as a real estate agent and broker, and then as the sole proprietor of the Roundup Saloon since 1977. And it's the people that Bill McCabe will miss the most, for as of May of this year, Bill has sold his business in pursuit of retirement.

Oddly self-effacing for an Irishman perceived by some as being rather curmudgeonly, when asked about his greatest accomplishment, McCabe says, "The friends that I've made and the nice people that I've met."

When asked about his most important contribution to the community? "Heck, I don't know," says McCabe. "I liked contributing at whatever level I could."

It's up to the rest of the community to put the man's contributions into proper perspective.

"Bill was my first real estate broker," says Sereta Churchill, Broker/Owner of CENTURY 21 Heritage Real Estate. "He taught me what was really important in business - the people and the community. We've stayed in touch throughout the years and when he became Chamber President, he walked into my office and told me 'we need you to be involved. You need to give back to the community. It's time.' And he was absolutely right."

The new owner of the Roundup Saloon is actually a familiar face. Karen Johnson has tended bar at the Saloon for most of the past ten years.

"Bill took a good business and made it a highly successful one," notes Johnson. "I grew up in this community and I've seen what Bill has accomplished both with the business and in Lafayette itself."

Bill has enthusiastically supported community groups and events via donations of dollars and product. He was actively involved in downtown redevelopment issues. He has worked on virtually every Chamber of Commerce Committee and maintains active membership in the Lafayette Rotary Club for which he will be President the year after next.

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BUSINESS BUILDING BREAKFAST FORUM

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*Remember to bring a raffle prize so you
and your company can be acknowledged.*



Ambassador Spotlight

Barbara Linchey, "Take Shape for Life"

With a new slant for enjoying the success of losing weight and living a healthy lifestyle, Barbara Linchey has been keeping customers satisfied with a program that tailors their life to the diet rather than letting the diet rule their life. "What I do best is help design a nutrition program that meets a person's lifestyle and pace instead of a client making their lifestyle fit the program." As an independent rep for MediFast through her subsidiary business, "Take Shape for Life," this medical food replacement is recognized by the FDA and is physician recommended.

As a California native who grew up understanding the importance of a healthy lifestyle, Barbara took an administrative career path after completing school. She spent seven years as a legal secretary in San Francisco before opening her own secretarial business in Walnut Creek, "Words Unlimited," and managed a staff of four. She loved owning a business and says, "I'm an entrepreneur at heart" and "at the time it served my purpose...as a single mom it gave me the time to have flexible hours." Barbara wasn't looking to sell the business until a lucrative offer fell in her lap and another door of opportunity opened. She then worked at Saint Mary's College of California as the Administrative Assistant to the Vice President of Student Affairs, a job she "loved!" because she had the chance to work with the students, enjoy the diversification in the job and get involved in student life, activities and athletics on campus.

Barbara is a Certified Health Advisor and was contacted by a Lafayette physician to represent the line of MediFast to his patients. She is now in the third successful year of "Take Shape for Life" which is a national organization. She has a passion for the personal mentoring of people trying to address their health and weight management issues and is very interested in getting others interested in the health advisor business because the rate of obesity is steadily increasing. "With all the programs available, there is too much structure, too many rules" which leaves people with an "I can't do it" mentality. "I want to put the focus on the person," says Barbara and "I want to mentor them to build a program that fits their lifestyle and doesn't set them up for failure with the complications of all the rules and specifications." MediFast products require no measuring, no points, no weighing of food and no calorie counting. "The simplicity of it almost sells itself," says Barbara.

Barbara has had an enjoyable and productive history with the Lafayette Chamber for ten years between the two businesses she has owned. The Chamber has provided her with business referrals and social opportunities which have led to some valued friendships she says. "My membership gives me the opportunity to give back to the community through volunteering and be able to help other people in their businesses because I share my network of contacts with others."

She has received a lot of leads and has given a lot of leads because she says "people really put forth the effort to network with each other and there's a lot of comradery within the group." Currently Barbara heads up the Business Building Breakfast Forum which is held the first Tuesday of every month and she has raised the bar on the level of speakers that present at the Forum.



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.

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LAFAYETTE

CHAMBER OF COMMERCE

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Chamber Board Takes Positions on Lafayette Mercantile and State/Local Funding Measure

The Board of Directors of the Lafayette Chamber of Commerce recently submitted to the Lafayette Planning Commission a letter of support for the approval of the proposed Lafayette Mercantile. This is a project of Cortese Properties that would develop a retail and office center on the block between Lafayette Circle (west) and Dewing Avenue. The letter to the Commission follows.

RE: GP01-04: LAFAYETTE MERCANTILE, CORTESE PROPERTIES, LLC, SRB ZONING and RZ01-04: LAFAYETTE MERCANTILE, CORTESE PROPERTIES, LLC, SRB ZONING

The Board of Directors of the Lafayette Chamber of Commerce has, on several occasions, had the opportunity to be briefed by Steve Cortese regarding the proposed Lafayette Mercantile project.

The Chamber Board wholeheartedly supports the application of Cortese Properties for the development of this site. It is our considered opinion that:

- The height variance requested will be mitigated by design elements and will not significantly impact “view” lines.
- Having more than 50% of the floor area of the development dedicated to office is a reasonable request since the ground floor will remain essentially all retail.
- The creativity of the designer in working through the parking issues is commendable. Achieving additional spaces through diagonal parking (at the sacrifice of private property) is an idea that can serve as a test model for future development.

On March 20, 2003, the Chamber wrote a letter in support of the City’s creating a development agreement with Mr. Cortese for that site. One of our statements at that time, and which we repeat today, was:

Cortese Investment Company has proven itself to be a high quality development company which is sensitive to the needs of the business community and residents of Lafayette. The principals are to be commended for the lengths to which they have been willing to go in exploring the expressed desires of the City.

We urge you to move this project forward as expeditiously as possible. Completion of the Lafayette Mercantile will create positive synergy among businesses in the downtown core area and, essentially, complete that part of our business district. This will benefit us all.

In another action, the Board gave support to a measure which seeks to protect local funding that recently qualified for the state ballot in November. That letter directed to the League of California Cities, an organization spearheading the effort, follows.

Chris McKenzie
League of California Cities
1400 K Street
Sacramento, CA 95814-9803

Dear Mr. McKenzie:

The Lafayette Chamber of Commerce is very concerned about the general safety, health and welfare of our city as well as all the other cities and towns in our region. We agree that we must preserve state funding to local governments and require voter approval for future diversion of these monies.

A number of our members heeded the call of Mayor Erling Horn and worked the streets for signatures and support. We are pleased to learn that this measure qualified for the November ballot.

On May 10, 2004, the Lafayette Chamber of Commerce Board of Directors voted unanimously to endorse the measure, “The Local Taxpayers and Public Safety Protection Act”, as yet unnumbered. We look forward to overwhelming approval on the November ballot.

The Board urges all Chamber members to follow the progress on both of these matters and also to lend support as appropriate.

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and Support their Businesses!*

REAL ESTATE

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(925) 253-6327 (Ph)
deborah.laroche@comcast.net

*Deborah LaRoche,
Real Estate Agent*

Prudential California Realty

999 Oak Hill Road
Lafayette, CA 94549
(925) 283-7000 (Ph)
(925) 962-6134 (Direct)
(925) 283-7022 (Fax)
terryjmurphy@attbi.com

Terry J. Murphy, Realtor

MARRIAGE & FAMILY COUNSELING

John D. Mason, MS, MFT Marriage & Family Therapist

License #39531
3468 Mt. Diablo Boulevard,
Suite B201
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Panda Express

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Ming Zhou, Manager

Panda Express is a quick-service Chinese restaurant concept that has quickly become the fastest growing Asian cuisine chain in the nation. Using only the freshest ingredients, Panda Express prepares all of its entrees on-site-wokked fresh, featuring popular favorites such as our irresistible Orange Flavored Chicken and succulent Beef and Broccoli. Only at Panda Express. It's Chinese for Yummy!

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*Jupira Bigotti,
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(925) 284-8816 (Ph)
(925) 284-8819 (Fax)

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elbalazo1@aol.com

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*Mike Robertson,
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California Insurance Center ("CIC") is a locally-owned insurance brokerage specializing in business, personal, employee benefits insurance, surety and risk management consulting. Although CIC is ranked among the top 150 insurance brokerages in the United States, we recognize the importance of providing a high level of local, personalized service. With more than 80 employees, CIC is proud to participate in and contribute to the Lafayette community.

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(925) 284-3650 (Fax)
bette.piacente@prcousa.com
www.prcousa.com

*Bette Piacente,
Executive Vice President*

AUTOMOTIVE

Haw's Plaza

Auto Body, Inc.

3482 Golden Gate Way
Lafayette, CA 94549
(925) 284-5335 (Ph)
(925) 284-5136 (Fax)
hawsab@aol.com

Terry Haws, Owner

Haw's Plaza Auto Body, Inc. is delighted to be a new member of the Lafayette Chamber. Their corporation has successfully been in business for over 20 years. They specialize in fine imports, although they repair all makes and models. Their technicians are certified and they offer a lifetime warranty for as long as you own the vehicle. Your experience will be hassle-free, as they are a direct repair facility for several insurance companies. They look forward to meeting you.

STORAGE

Central Self Storage

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(925) 962-1940 (Ph)
(925) 962-1401 (Fax)

Jhoely Hutnick, Manager

Announcing the opening of Central Self Storage, a state-of-the-art storage center serving businesses and residents in the community with key code access, door alarms, surveillance cameras, great lighting throughout, intercoms and on-site professional management. They can take deliveries for customers as well. This is a mixed-use building that also offers 11 apartments on the third floor and retail at street level with 2,000 square feet of retail currently available.

CABLE _____

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awebb@seren.com

AC Webb has joined ASTOUND Broadband, specializing in new business development and cable television advertising sales. AC will draw on prior years experience with Bay Cable Advertising to assist chamber members with their Comcast and/or Astound cable television advertising campaigns. ASTOUND is a wholly owned subsidiary of Minneapolis-based Xcel Energy Inc., offering hybrid-fiber optic broadband communications services such as cable TV, high-speed Internet and telephone to more than 26,000 homes in Walnut Creek and Concord.

COPYWRITING _____

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jshaw@seekascribe.com

Jennifer Shaw, Owner

Seek a Scribe is a freelance writing and editing business operated by Jennifer Shaw, a former writer and editor of the *Contra Costa Sun*. She has 10 years of writing experience, with six years working as a journalist covering a diverse range of topics in Central Contra Costa County. She is writing the advertorial copy for the Lafayette Chamber's Shop Lafayette campaign.

Your Chamber Membership is Valuable this Month Because...

We are offering a presentation at our Business Building Breakfast Forum by Edward Zeidan with Nerd4Rent on affordable options of getting your business on the Web. Come hear Ed on June 1st, 7:30 a.m. at The Coaches Corner, and learn about the many ways you can promote your business on the Web at minimal cost. You CAN'T afford to miss this opportunity!

INTERESTED IN JOINING A NEW LEADS GROUP?

This has proven a successful way to gain leads and further the success of your business and we currently have openings for a new Leads group. We have filled spaces in the following industries: Financial Services, Real Estate, Mortgage, Insurance and PR/Marketing. If you are in another area of business, please contact the Chamber Office at 925-284-7404.

NEW OPPORTUNITY with the **AMBASSADORS COMMITTEE!**

The Lafayette Chamber welcomes your participation as an Ambassador by volunteering with one of the most visible and active Chamber committees. We're looking for enthusiastic and energetic professionals to represent the Chamber and their business at all of our social events throughout the year. Requirements include attendance at a monthly planning meeting and monthly mixers. Please call Ambassador Chair, Lyle Miller, at 925-639-4907 or the Chamber Office at 925-284-7404 for more information.

"Monopolize Your Marketplace" 10-CD Set Available to Lafayette Chamber Members

Anthony Rodriguez of Vanguard Consulting in Moraga has provided a 10-cd set called "Monopolize Your Marketplace" (MYM) to the Lafayette Chamber. These cds and companion book are a production of Y2 Marketing and are available for check out at no charge to Lafayette Chamber members. The program requires a time investment of nearly 12 hours but it will be well worth your effort. The entire MYM system is built on conveying the truth about a company's "inside reality" and putting that truth in marketing materials (outside perception).

Jim Conway of Allegro Copy + Print was one of the first two Lafayette Chamber members to listen to the cds. Jim told us, "The program is excellent! I would recommend it to anyone who wants professional advice on marketing their business. Early in the program, Y2 Marketing makes the bold statement, 'Everything you've ever learned about marketing is wrong.' And then they prove it! MYM provides a step-by-step process to make your marketing efforts trackable and better than those of 95% of your competitors."

Contact the Lafayette Chamber to check out this program. We only ask that the cds be returned within two weeks. For further information on Monopolize Your Marketplace, contact Anthony Rodriguez at arodriguez@y2marketing.com.

The Owner of the Roundup, Bill McCabe - continued from cover

Though McCabe will not be active as a Lafayette business owner, he will still be active. He runs a ranch in Covelo on the edge of the Mendocino National Forest where he and his wife, Sandy, raise sheep and cattle. He also has a home on the golf course in Rossmoor and has also just bought a home in Ireland where he and Sandy plan to spend a couple of months each year.

Bill summed up his tenure as a Lafayette businessman in typically succinct terms. "I was there. I worked there. I made an honest living. I enjoyed being Chamber president. I liked working with the city. Lafayette's a nice town with nice people, and I liked being there. Now I'm going to improve my golf game."

For the rest of the community, the words are even simpler. "We'll miss you Bill McCabe."

A Taste of Lafayette

TUESDAY, MAY 18



MANY THANKS to A.G. Ferrari, Baja Fresh, Chow, El Balazo, Great Wall, Hungry Hunter, La Finestra, Lisa's Tea Treasures, Mangia, Panda Express, Per Tutti, Petar's, Postino, Susan Foord Catering & Chow, Ciao!, and Villagio who helped make the 2nd Annual Taste of Lafayette so successful. Pacific Union Real Estate, Allegro Copy + Print, Prudential California Realty, and Pepsi Bottling Company also contributed to the success of this event by their sponsorship of the program, the hosted wine reception, and the contribution of water. We appreciate all of the efforts on behalf of the Lafayette Community Foundation and the Lafayette Chamber of Commerce.



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MAY MIXER AT HEALTHY LIFESTYLES

A good time was had by all at Healthy Lifestyles for our May Mixer as we sampled nutritious food and shopped the aisles for low-carb selections to get in shape for summer. Our thanks go to Pam and Rick Branchini for hosting our group and to the following Chamber members for donating raffle prizes: Costco, Lafayette Florist, Lafayette Health Club, Nationwide Bank, Paychex, Payroll Masters, Scott's Seafood and Wells Fargo Bank.



Focus on the Arts

“Curator’s Choice, the Best of the Best” is the theme for the summer exhibit at the Lafayette Gallery.

This will be a juried show. The gallery’s new curator, Kim Wong and show assistant Judy Feins will choose what they think is the best of their fellow artists’ work. The show opens June 8 and runs through August 14. Hours are 11 a.m. to 5 p.m., Tuesday through Saturday. Lafayette Gallery is located at 51 Lafayette Circle. For information, call 284-2788.

Over 137,379 Coins and Still Counting

At 4:00 a.m. Sunday morning, Norma Evans, Melissa and Mike Homs began feeding coins into the coin counting machine supplied by Safeway. Five hours and 137,379 coins later the tired trio stopped, knowing they must count another day. The final tally was not in before newsletter deadline.

Community and business support for the Afghan village-to-village program and the Week’s events were phenomenal. Over three hundred came to listen to Sarah Chayes speak at Acalanes High School on Tuesday, May 11th and a greater number attended the benefit showing of the movie Osama at the Park Theatre on May 13th.

Students at Burton Valley, Lafayette Elementary, Happy Valley, Springhill, Stanley, Campolindo, and Acalanes collected coins. Businesses in Lafayette welcomed donation jars to their counters along with posters and flyers. Papillon dedicated the proceeds from its Friday night concert series and Springhill conducted a bake sale to supplement the coin collection. On Sunday, the Lafayette Rotary capped the week by presenting a check for \$5,000 to Budd MacKenzie at its Concert at the Lafayette Reservoir.

One of the most inspiring contributions arrived via email from a father who wrote that his first grade son, upon learning about the children in Afghanistan, came home and said “Let’s hold a lemonade sale”. His son had never run a sale before. He picked lemons, squeezed them, made lemonade, made a sign and raised \$13.31. The father wrote to thank Trust in Education for providing education to the children of Afghanistan and for contributing to the education of his son. The program not only “made his son more caring but enabled his son to learn how gratifying giving can be.”

In expressing their appreciation to the community the organizers observed; “The message is as powerful as the deed and grows daily, one mind at a time.”

To stay informed of the progress in Lalander, Afghanistan, send your email address to info@trustineducation.org or visit the website trustineducation.org.

June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Business Building Breakfast 7:30 - 9 a.m. Coaches Corner Ambassadors Meeting 4:30 p.m., Chamber	2 Executive Board 8 a.m. LPH&S	3	4	5
6	7 Leads Group Noon Desco Plaza Rm. 265	8 Tech Tuesday 8 a.m. Chamber	9 Membership Committee Meeting 8 a.m., Oakwood Athletic Club Cafe	9 MIXER! 5:30 p.m. Per Tutti Restaurant 3576 Mt. Diablo Blvd.	11	12
13	14 Mayor's Breakfast 8 a.m., LPH&S Board of Directors Noon, LPH&S	15	16 Ribbon Cutting 4:30 p.m. Antigua Doors 3620 Mt. Diablo Blvd.	17	18 Home Based Business Alliance 8:30 - 9:30 a.m. Bank of the West	19
20	21 Leads Group Noon Desco Plaza Rm. 265	22 Tech Tuesday 8 a.m. Chamber	23	24	25	26
27	28	30	31	1	2	3
4	5 July 5-9 Chamber Office Closed	6	7	8	9	10

July