

## July/August 2005



### Bonnie Ann Moore Wins National Award

Lafayette Chamber Board Member and local business owner, Bonnie Ann Moore from Nationwide Mortgage, was honored as the National Mortgage Broker of the Year. At a special ceremony in Minneapolis, Bonnie was picked from over 17,000 brokers for her active role in the Nationwide association and in the communities she serves. **CONGRATULATIONS BONNIE!**

### Chamber Gears Up for the 10th Annual Lafayette Art & Wine Festival

*Popular Event Expected To Attract More Than 80,000 Attendees*

Summer may have gotten off to a slow start this year, but there's no doubt it will end on a truly high note with the 10th Annual Lafayette Art & Wine Festival. Plans are already underway to make sure that this year's event, scheduled for September 17-18 in downtown Lafayette, is bigger and better than ever.

The two-day festival, which has grown over the past decade from a tiny street fair into a major open air event, features musical entertainment, arts and crafts booths, beer and wine tasting, a wide array of food, cooking demonstrations and much more. The KidsZone, an area jam-packed with games and activities for the younger set, helps ensure this event has something for all ages.

Sponsored by the Lafayette Chamber of Commerce, the festival will be open from 10 a.m. to 7 p.m. on Saturday, and 10 a.m. to 6 p.m. on Sunday.

Like all great events, the Lafayette Art & Wine Festival can attribute its success to community support. Century 21 Heritage Real Estate is once again sponsoring the Premium Wine Pavilion and food within the special tent will be sponsored by Susan Foord Catering. Woerhle & Son Builders and J. Hettinger Interiors have signed up to sponsor the entertainment stages, and Viking is sponsoring the Chef's Stage.

Helping attract attendees to this year's event are long-time media sponsors NBC11, KKSF 103.7, Contra Costa Newspapers and Diablo Magazine.

Throng of shoppers looking for that perfect gift or piece of art are expected to attend, as well as folks looking for a nice weekend outing. Free parking will be available at Lafayette BART to accommodate those attending the Festival.

The footprint for the 2005 festival is Mt. Diablo Boulevard, between Dewing Avenue and Lafayette Circle, continuing down the circle past the Lafayette Gallery and Chow Restaurant. Local artists, non-profit booths, and the KidsZone will be in the La Fiesta Square parking lot.

Demonstrating some of their favorite cooking techniques will be the following chefs: Frank Palmer of Bing Crosby's Restaurant, Tom Karmonphet of Amarin Thai Cuisine, Jean-Paul Peluffo of Le Bistro, Chef Esin deCarion of Café Esin, Howard & Jamie Karp of the Chef's Table, Michael Zetter, Jr. of Postino, Allen Vitti of McCovey's Restaurant and Kevin Weinberg of the Walnut Creek Yacht Club.

Local restaurants providing tasty fare for purchase include: Postino, Petar's, Susan Foord Catering, Amarin Thai Cuisine, Mangia Ristorante & Hungry Hunter. Bands gracing the two entertainment stages include: Pure Honey, Contra Costa Jazz Band, Airtime, Bob Athayde and Friends, Annie Sampson, Getaway Day, The Fabulous Jukes, The Nitelites, Delta Wires, Ray Obiedo and the Urban Latin Jazz Project. **For more information, contact the Lafayette Chamber of Commerce at 284-7404, or e-mail [info@lafayettechamber.org](mailto:info@lafayettechamber.org).**

### Website Advertising Opportunities!

Lafayette Chamber of Commerce welcomes in the 21st Century. Web Based Advertising is now available on our Chamber website [www.lafayettechamber.org](http://www.lafayettechamber.org) From the home page a path will lead you to the examples and prices. This is offered to Chamber members only.

**Expanded Business Listings - \$25 per year**  
Add up to 10 words describing your business

**Expanded Business Listings - \$100 per year**  
Add up to 50 words describing your business

**Add Logo to Business Listing - \$50 per year**  
Add your company's logo to website listing

**Multiple Business Categories - \$25 per year per listing**  
Have your business listed under multiple categories

**Sponsor Chamber Website Home Page - \$300 for 3 months**  
Have your business ad with a link to your website from our home page

**Online Coupons - \$50 for 3 months**  
Have an online coupon with a special offer

**Sponsor Email Blast - \$50 per month**  
Have your business ad or logo listed on our weekly email blasts

### New Business Building Breakfast Forum in the Fall!

Join us for networking and interesting speakers at a new venue — The Hungry Hunter Restaurant.

**Save the Date — Wednesday, September 21, 7:30-9a.m.**

# President's Message

Larry S. Blodgett, Chamber President, Blodgett's Floor Covering

I'm back this month with the monthly President's Message and a big thank you to Jay for filling in for me last month with a great article. I knew we were in good hands when Jay joined us here at the Chamber.

Today I'm writing this article on the longest day of the year (June 21st) with almost 18.25 hours of sunlight here in the land of the midnight sun (Alaska) or more specifically, traveling with my family in the Pacific Ocean on a cruise ship somewhere off the coast of Alaska.

Traveling with my family this past week I have come to a new appreciation of first impressions, image, and customer service. These things can either make or break a vacation and can leave either a positive or negative impression on your experience that can last a lifetime.

Airlines used to know what customer service was. Now they only know how to move people at the cheapest, and most uncomfortable, rate possible and have taken away any part of the excitement and joy out of traveling. The hotel my family and I stayed at in Vancouver, B.C. has figured out customer service. They located the hotel where we wanted to be, near the heart of the city and all of it's activities. They know what a family traveling away from home likes and needs. When traveling with an age group ranging from a 10 year old to a 66 year old with a teenager and a couple of middle agers thrown in between — that can be a tough market to try and please, but they managed to do so farly well.

The cruise ship we are on most definitely gets customer service. They have to keep almost 2,400 people happy for 24 hours a day with food, entertainment, sleeping accommodations and excursions for all ages and types of people.

Every detail has been thought out from the first images you have of what to anticipate before you leave on your cruise. The 1st impression of the ship, the presentations of your room & personal steward, the food and service in the dining room, how helpful and cheerful the crew is all set the stage for the remainder of the trip

Now, you may ask yourself how does this apply to a Chamber of Commerce or a business? Well, I will tell you. Ask yourself how do these types of businesses do it? How do they endure year after year keeping customers coming back? They do it by giving thier customers what they want. No, they demand it.

They create an experience for the consumer. When was the last time you or your staff created an experience for your customers or clients? I mean a pleasant experience.

What type of first impression do you make to a potential customer or client? Is your business location easy to find, well identified with legible street numbers and properly approved signage? Is your location tidy, well lit, and convenient to park? Are you and your staff friendly and inviting to those who first enter your business? Do you pleasantly accommodate their requests and inquiries? Is the interior of your business warm and inviting, pleasant to be in and well organized?

All these things make up an enjoyable experience to the consumer. I don't care if your business is financial, groceries, framing, law, flowers, restaurant, or even floor covering, if you don't give excellent customer service somebody else will....I don't have to tell most of you how competitive your industry is. The only real advantage you have over your competition is your image, your first impression, and your customer service.

Somewhat ironically, when people ask me who my biggest competitor is I don't reply with another floor covering or window treatment dealer, I tell them the travel companies (cruise ships, vacation rentals, timeshares, travel agents) and the home theater companies. Those companies have figured out, for the most part, great customer service. It is much more gratifying to go on a great trip with lasting memories or buy a 52 inch big screen plasma TV. It is much less disrupting to do those things than tear up your home for new flooring or window coverings.

So, the message is this — stop worrying about who you think your competition is and start working on providing your customers and clients with fantastic first impressions and superior customer service that makes people want to come back to you time and time again. You will only achieve this by first listening to them and shaping your company to cater to what they want. Make sure you are leaving your customers and clients with lasting memories about how great you are and what you do.

Just think back to the last few times you were some place that left a lasting, positive impression on you. Use this as a guide and you will create a better business for you and most certainly your clients.

Hope you're having a great summer. I'm having a great time here with my family, out on the open seas in the great white north. See you around town.

## 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.

### 2005 OFFICERS EXECUTIVE BOARD

#### President:

Larry Blodgett  
Blodgett's Floor Covering/Abbey Carpet

#### 1st Vice President:

Budd MacKenzie  
Law Offices of Budd E. MacKenzie

#### 2nd Vice President:

Stacy Spell, Oakwood Athletic Club

#### Treasurer:

Caesar Perales, CPA

#### Immediate Past President

Larry Duson, Bank of the West

### BOARD OF DIRECTORS

Sereta Churchill, Dennis Garrison,  
Mike Heller, Mike Kearney, Chris Lane,  
Bonnie Ann Moore, Tim McKinley,  
Ute Medford, Sandi Mitchell,  
Kristy Rodrigues, Eddie Roodveldt,  
Wendy Tamis, Jesse Wellen, Edward Zeidan

### ADVISORY BOARD

Stephanie Bauer, Judy Carney,  
Steve Falk, Teresa Gerringer,  
Ed Stokes, Kim Trupiano

### CHAMBER OFFICE STAFF

Jay Lifson, Executive Director  
Karen Rose, Special Projects Director  
Linda Carlson, Office Manager  
Elizabeth Peeke, Membership Services Director

### LAFAYETTE CHAMBER OF COMMERCE

100 Lafayette Circle, Suite 103  
Lafayette, CA. 94549

(925) 284-7404

FAX (925) 284-3109

[info@lafayettechamber.org](mailto:info@lafayettechamber.org)

[www.lafayettechamber.org](http://www.lafayettechamber.org)

# Business Spotlight



## David L. Beyer

Owner/President

### Lafayette Travel Center

3629 Mt. Diablo Boulevard

925-284-4450 or 1-800-536-2423 (Ph)

925-284-1303 (Fax)

[www.wedotravel.com](http://www.wedotravel.com)

Still thinking of sneaking away for a vacation this summer? Well, there are some good deals out there even in July and August according to David Beyer, Owner/President of Lafayette Travel Center since 2002. The office has a staff of three with one sales person located in Las Vegas to work with corporate clients throughout the country.

David got his start in the travel industry in 1990 by attending the four-month program at Broadway Travel School in Walnut Creek. He says, "that program gives you the background needed to begin." Although he was trained on Sabre, he never worked on it and currently the Lafayette Travel Center uses the Apollo/Galileo reservation system.

Lafayette Travel Center started in the late 1960's as an Ask Mr. Foster and then was purchased by Carlson Travel Network which then became Carlson Wagonlit Travel. At that point, David purchased the business and took it out of Carlson. Their customer demographics are as varied as the community of Lafayette...they do travel planning for singles, couples and families. David says, "it's nice because we're not relying on just one group to be successful. We're trying to match the broad base of customers with the broad base of residents here." Lafayette Travel Center is comfortable and very capable of planning a Club Med vacation for a single person as well as planning a family vacation for four.

One area the Lafayette Travel Center excels in, according to David, is Foreign Independent Travel (FIT). This is comprised of putting the whole customized travel package together for the client to include plane fares, rental cars, hotels, etc. instead of a "cookie cutter tour." Another asset for this type of travel planning is that some of the staff at Lafayette Travel Center are very knowledgeable about Europe and one employee has traveled extensively in South and Central America. David says that cruises are very popular and both he and another staff member are very knowledgeable about that industry. "Cruising is hot right now and space is very limited on some of the destinations," says David.

Lafayette Travel Center is also a member of Signature Travel Network which is a consortium of travel agents that work together. As a group, they can work with suppliers to get better deals for their clients. Signature Travel Network also offers specialists in different areas of travel...David and his staff recently used one for Italy to create a special and unique itinerary for

that country. "We do tour packages through tour operators but Signature Travel Network can offer the specialists which can do customized packages," says David. He also promotes the business by doing several client mailings throughout the year and also distributing The Travel Magazine, which is produced four times a year by Signature Travel Network.

The busiest times of the year at Lafayette Travel Center are spring, summer and into the Fall. David says the busy times are made up of a combination of a high volume of phone calls, walk-ins and e-mails which are becoming a more popular mode of communication. "We are in competition with the internet but one thing we can excel in over the Internet is customer service." David makes a good point in that if anything goes wrong with your travel plans, you have someone to contact for assistance if you planned your trip through an agency." He also points out that many times the travel agent can get better rates than the Internet...you may find a less expensive ticket on-line but the times and number of legs are not what you want. "There is definitely more flexibility in working with a travel agent to get the flight schedule you want. The net is a great tool...we use it as well to check fares and to make sure we are putting our customers in good hotels."

## AUGUST MIXER

WEDNESDAY, AUGUST 10

5:30 - 7:00 p.m.

### LAFAYETTE GALLERY

50 Lafayette Circle —  
across from Chow Restaurant

Remember to bring a raffle prize and  
have your business acknowledged!



Sandi Mitchell  
Partner/Broker Associate

Cell: (925) 451-8308

Fax: (925) 935-3357

[Homes@SandiMitchell.com](mailto:Homes@SandiMitchell.com)

[www.SandiMitchell.com](http://www.SandiMitchell.com)

1614 Mt. Diablo Boulevard, Walnut Creek, CA 94596

**DVB**  
Diablo Valley Bank

Robert Ewen

Senior Vice President & Area Manager

402 Railroad Avenue, Suite 101, Danville, CA 94526

925-314-2837 phone, 925-314-2875 fax

[rewen@diablovalleybank.com](mailto:rewen@diablovalleybank.com)

# NEW MEMBER *Welcome*

## BANK

### **California Savings**

3528 Mt. Diablo Boulevard

(925) 284-9054 (Phone)

(925) 284-3763 (Fax)

cwarner@calsavings.com

*Carry Warner, Branch Manager*

California Savings Bank was established in 1887 during California's early shipping and trading days. Headquartered in San Francisco, California Savings Bank has 18 neighborhood branches throughout the Bay Area. Part of the FBOP Corporation, California Savings Bank has a rich history and continues to be a meaningful part of the greater San Francisco Bay Area community. In March of 2005, Carry Warner joined the Lafayette branch as the Branch Manager. Carry brings with her 10 plus years of banking. To reach Carry, simply stop by the branch in Lafayette at 3528 Mt Diablo Blvd or call (925) 284 9054.

## FINANCIAL ADVISOR

### **Capital Advantage Inc.**

3708 Mt. Diablo Blvd., Suite 200

(925) 299-1500 (Phone)

(925) 299-1599 (Fax)

donnazinman@capitaladvantage.com

www.capitaladvantage.com

*Donna Zinman,*

*Senior Financial Advisor*

At Capital Advantage Inc., they have been helping families achieve their financial dreams for over 24 years by managing their money as if it were their own. They are a mid-sized, independent Registered Investment Advisor. They are also 100% Fee Based, which means that they receive no compensation or commissions from the recommendation or sale of financial products, thereby avoiding any potential conflict of interest. Retirement Planning is their specialty.

## PICTURE FRAMING

### **The Magic Window**

3578 Mt. Diablo Boulevard

Lafayette, CA 94549

(925) 284-8802 (Phone)

*Temple Hernlund, Owner*

The Magic Window has recently opened as a new high-end custom frame shop and art gallery on 3578 Mt. Diablo Blvd., right next to Per Tutti's. The owner, Temple Hernlund, has been framing since 1982 and has won multiple awards for his creative work, including Frame and Design of the Year Award from Décor Magazine. The Magic Window specializes in quality artistic design and conservation framing, and carries one of the largest selections of hand-crafted gilded frames suited to any style of art, from traditional to contemporary. The Magic Window also carries a variety of fine art, both from local and international artists. Gallery showings of work from local artists are currently planned for this summer. Please watch for upcoming announcements showcasing works from Jenny Kolkhorst, Deborah Myers and Daniel Holeman. Gallery hours are 10:30 a.m. to 6 p.m., Tuesday to Saturday.

## PROMOTIONAL PRODUCTS

### **Grayson Screen Printing & Embroidery**

2413 Stirrup Court

Walnut Creek, CA 94596

(925) 938-2222 (Phone and Fax)

gsp@cgrayson.net

*Cary Grayson, Owner*

Grayson Screen Printing & Embroidery is a full-service shop with a state-of-the-art facility...from concept to the finished product. They have the right price and product for your job, large or small. They carry everything from hats, jackets, bags, polo shirts, athletic apparel and work uniforms. They also do banners and all advertising specialties. You name it, they have it. So if you're looking for the BEST PRICE with the best service, look no further. Grayson Screen Printing & Embroidery is your one stop shopping.

## RESTAURANT

### **India Palace Restaurant**

3740 Mt. Diablo Boulevard

(925) 284-5700 (Phone)

(925) 284-5705 (Fax)

www.india-palace.com

*Yshel Lok, Manager*

India Palace is a family run restaurant with warm and friendly service with 21 years in the restaurant business. They specialize in exotic Northern Indian Cuisine and feature a full-service bar and banquet facility for your special events. They grind their own spice and all their dishes are prepared in-house from scratch and made upon order. Located near the Lafayette Reservoir, India Palace is open daily. Lunch buffet 7 days a week from 11:30p.m -2p.m. Dinner 5pm-9:30p.m.

## TITLE & ESCROW

### **Chicago Title Company**

3701 Mt. Diablo Blvd.

(925) 330-1119 (Phone)

(925) 962-0228 (Fax)

homa@att.com

www.chicagotitle.com

*Amber Hom, Sales & Marketing*

Amber and Tiffani Hom have spent their lifetimes partnering as sisters, and CHICAGO TITLE is proud to bring this dynamic duo to you! Real Estate and service are in the blood. Both Amber and Tiffani began their careers in real estate at the Contra Costa Association of REALTORS®. Amber brings a wealth of Title & Escrow experience to the table as well as training skills. Tiffani has strong customer service and computer skills and prides herself on her ability to support a host of industry related technology products.

## **Spirituality & Business Discussion Group**

The **JULY** meeting will be held

Wednesday, July 27th, at a

**NEW TIME** — from 5:15-6:15 p.m.

The **AUGUST** meeting will be held on Wednesday, August 24th, from 5:15-6:15 p.m. The topic for both meetings will simply be Open Discussion. Bring your thoughts, ideas, questions and wisdom for a stimulating, meaningful meeting. Facilitated by Chamber member, Rhonda Chaikin, HMR Associates (Help Me Rhonda!) Previous attendance NOT required. See enclosed flier for registration information and see you there!!

# Upcoming Community Events

## Threads of Hope Charitable Events Calendar

Diablo Magazine is committed to supporting organizations that improve the quality of life in our communities. They invite you to list your nonprofit event in their 2006 Threads of Hope Charitable Events Calendar. Contact Diablo Publications for more information, 943-1045. The deadline to list events is September 9. All listings are free.

**LASF Celebrates their 25th Anniversary** To kick off this special year for the Lafayette Arts and Science Foundation, a Birthday Bash is being held on Saturday, October 1, 2005 at the new Veterans' Memorial Building. They invite you to toast 25 years of contributions to the community with friends, founders and past presidents. Sponsorships are available for businesses and individuals in five categories with many publicity opportunities and recognition options. For Sponsorship information, contact, (925) 299-1644 or [celebrate25@lasf.org](mailto:celebrate25@lasf.org).

**Las Trampas guided trail rides are back!** Las Trampas Stables in San Ramon will once again offer guided horse-back trail rides into Las Trampas Regional Wilderness. Riders may choose from two options: a 1.5 hour valley and creekside ride or a longer 2.5 hour ridge top ride. Las Trampas Stables is located at 18015 Bollinger Canyon Road in San Ramon. To make a reservation, call 925-838-7546.

## Board of Director Election Petitions The Lafayette Chamber of Commerce is now accepting applications for 2006.

Please find the insert in this newsletter that outlines a Board Member's responsibilities. We are seeking individuals that can make a two year commitment to the Chamber and the Lafayette Community.

Our board is an active group that gives the Chamber direction for the implementation of its programs. Please complete the petition and mail to the Chamber office or fax to (925)284-3109.

## LAFAYETTE CHAMBER'S Entrepreneur's Club

*An Alliance of Independent Business Professionals*

## Don't Miss our Next Meeting

Thursday, August 18 • 8:30 a.m.

The Chamber Office

Through networking and sharing of ideas the members have already been able see the benefits of getting together.

There is no cost to members and you don't need to be a Chamber member to begin coming to the meetings.

## The Inaugural Lafayette Bike Race is right around the corner

It's on! The inaugural Lafayette Criterium is bringing the excitement of Pro/Am bicycle racing to downtown Lafayette on Sunday, July 10th, during the first week of the Tour de France. While Lance Armstrong has other commitments, local racers will thrill the crowd as they fly around the 1 km triangular circuit of Mt. Diablo Blvd, 1st Street and Golden Gate Way. Criterium racing is the most spectator-friendly form of bike racing. Speeds can average almost 30 mph as the riders jockey for the best positions. To cap it all off, the event will include races for children 4-10 years old, with all proceeds going to Children's Hospital in Oakland. Please see [www.LafayetteBikeRace.com](http://www.LafayetteBikeRace.com) for more details.

## June Mixer

**WE KICKED OFF SUMMER  
AT THE RISING LOAFER CAFÉ & BAKERY!**

Despite the rainy weather, we packed the Rising Loafer Café & Bakery for our June mixer. Our thanks to the following Chamber members who contributed some great raffle prizes: Ace Hardware, Blodgett's Floor Covering, Healthflow Learning Center, Home Systems Integration, Joe's of Lafayette, Lafayette Car Wash, Nationwide Mortgage, Paychex Payroll Services, Payroll Masters, Sandy Meyers, E.A., Sonia's Beauty & Body Salon and Tomei & Tonjes, LLP. Our next mixer is on Wednesday, August 10th at the Lafayette Gallery, 50 Lafayette Circle (across from Chow Restaurant). We hope to see you there!



Maria Gastelunendi and Ahmid Shibli,  
Owners of Rising Loafer Cafe & Bakery,  
Mike Heller of Concord BMW



Sandy Meyers, E.A.,  
Norma Evans, Chamber Volunteer and  
Kelli Roberson with Risk Concepts Insurance Brokers

# Business Briefs

**Mt. Diablo National Bank in Lafayette** is proud to announce that Debbie Cooper has joined Ute Medford in Lafayette. Debbie brings more than 20 years of banking experience. As the Customer Service Manager, Debbie is excited to provide excellent customer service. Debbie is deeply committed to the local community and has serviced the Lamorinda banking community for more than 10 years. We congratulate Debbie Cooper!

**Moraga Business Association has changed their name** WELCOME to the Chamber of Commerce of Moraga. More on this story in our next edition.

**Lafayette Beautification Award** A committee from the Lafayette Garden Club will be touring through the business community and selecting a recipient for their annual beautification award. The award plaque will be given at the club's September meeting. Last year's award was given to the Wine Thieves at 3401 Mt. Diablo Blvd. for their innovative landscaping. BE READY!!!

**Plans for a new Caldecott Tunnel** Caltrans got mixed signals from East Bay residents when they held two open houses last month in Berkeley and Orinda. Construction for the new 4th bore is scheduled to begin in 2009 with completion by 2012. The fourth bore will be built north of the existing tunnels where the soils are stable. It will be 3,389 feet long. This will be the shortest of the tunnels and will include shoulders and emergency walkways. The project is expected to cost between \$200 million and \$400 million. For more information about the project, go to [www.dot.ca.gov/dist4/caldecott](http://www.dot.ca.gov/dist4/caldecott).

**Pleasant Hill 4th of July** In addition to Pleasant Hill's great 4th of July Parade, day long activities and the spectacular fireworks at College Park High School, this year they have added the 1st Annual Firecracker 5K, Run Walk & Kids Dash. The races take place at 8:00am, right before the parade in downtown Pleasant Hill.

**Local Police Officer Tony Benavides** Is asking for your help. On September 10, 2005, Tony will be participating in Team in Training of the Leukemia and Lymphoma Society Olympic Distance Triathlon. You can visit Tony's website at [www.active.com/donate/tntgsf/](http://www.active.com/donate/tntgsf/).

**211 Coming to Contra Costa County** 211 is a national, three-digit phone number for information about local health and social services. It enables people to find out about vital resources in their community quickly and easily. The service is currently in 31 states. California has already launched a pilot program in Ventura County with most of Southern California and San Francisco coming on board beginning July 1, 2005. The Contra Costa Crisis Center has received the authority to become the 211 provider for Contra Costa County. For more information, please visit [www.211.org](http://www.211.org).

**County Connection Wins Grant** \$87,200 was received in a grant to help Hispanic riders in Concord's Monument Corridor. The grant will allow the County Connection to develop a transit marketing program in Spanish for routes 114 and 314 (Sunday service). CCTA will also train at least five people in the

community who can act as "amigos de viajero" (travel friends) for Spanish-speaking members of the community who rely on public transportation.

## **The County Connection will again join forces with the Chronicle Pavilion.**

Free shuttle bus service from the downtown BART station will be available for all paid performances. Service begins 90 minutes before each concert, and returns up to 30 minutes after the show.

**East Bay Works** If you visit [www.eastbay-works.com](http://www.eastbay-works.com) you will find an extensive resource for job seekers, including contact information on the Career Centers in Contra Costa and Alameda Counties. This includes vocational assessment, career exploration resources, basic computer classes, resume and interview workshops, computers, copiers, phones etc. for job search and a management/professional job search component called Experience Unlimited. The business side of the website is even more comprehensive, particularly for home-based and small businesses with links to no cost resources, as well as business to business links. For more information, please contact Susie Baggot, Business and Economic Development Division Workforce Development Board of Contra Costa County, 925-646-5559.

## **ARTICLE IMPOSSIBLE**

This advice was sent by a retired insurance agent...this system has been tried and it works in every state. If you get a speeding ticket, went through a red light or some other traffic violation and you're going to get points on your license, this is a method to ensure that you DO NOT get the points.

When you get your fine, send in a check to pay for it. If the fine is \$79 make the check out for \$82 or some small amount over the fine. The system will then have to send you back a check for the difference, however, here is the trick. DO NOT CASH THE REFUND CHECK! THROW IT AWAY! Points are not assessed to your license until all financial transactions are complete. If you do not cash the check, then the transactions are NOT complete. The system has received its money and is satisfied and will no longer bother you!

This information comes from an unmentionable computer company that sets up the standard databases used by every state. Let your friends know...you never know when they might need a break!

As always, should you or any member of your business find the article to be false, the chamber will disavow any ownership of this message. This newsletter will self-destruct in five seconds.

And remember, you didn't hear this from us!

# Lafayette Chamber of Commerce Joins LEADERSHIP DIABLO

We are proud to announce that our Chamber has partnered with:

- |                                   |                            |
|-----------------------------------|----------------------------|
| CONCORD CHAMBER OF COMMERCE       | CONTRA COSTA COUNCIL       |
| PLEASANT HILL CHAMBER OF COMMERCE | DIABLO VALLEY COLLEGE      |
| MARTINEZ CHAMBER OF COMMERCE      | JOHN F. KENNEDY UNIVERSITY |

We have become a sponsor of this outstanding program that identifies and develops effective community leaders among the citizens of Contra Costa County. Participants are exposed to the workings of the community, meet current leaders and provide an opportunity for problem-solving discussions.

Applications can be submitted by a business or community organization or by self-sponsorship. Please note that enrollment is limited. Call the Chamber 294-7404 for an application.

The Walnut Creek Chamber of Commerce has provided a similar program that many of our Chamber members have participated in. Their program is called Leadership Contra Costa. Applications for LCC are also available through the Walnut Creek Chamber of Commerce. Both programs are accepting applications now with the programs beginning in September and running through June 2006.

## Acalanes High School District Celebrates the Class of 2005

Key achievements that will make everyone in Lamorinda proud!

District Academic Performance (API) score for 2003 (released in Aug. 2004) is the second-highest of the 86 high school districts in California.

### National Merit Scholars

District students have achieved substantial representation in the 2003-2004 National Merit Scholarship program:

Finalists.....	24
Semi-finalists.....	1
Commended.....	62
<b>Total .....</b>	<b>87</b>

The nationwide pool of finalists and semi-finalists consists of the highest-scoring U.S. high school seniors.

### More Measures of Student Successes

Advanced Placement Exam pass rate .....	91%
Graduates meeting all UC a-g requirements .....	60%
Graduation rate .....	97%
Dropout rate .....	0.1%

CAESAR C. PERALES  
CERTIFIED PUBLIC ACCOUNTANT

3650 MT. DIABLO BLVD., SUITE 230 (925) 284-2620  
LAFAYETTE, CA 94549 FAX (925)284-7348

# Labor Law Extra

Starting June 1, 2005, employers wishing to dispose of employment documents that contain personal information must do so by shredding or burning them. A law passed in 2004, the Fair and Accurate Credit Transactions (FACT) Act, imposes the new requirement of all employers, regardless of size. The purpose is to protect current, past and prospective employees' personal information such as social security numbers, addresses, telephone numbers and any other information that is reported to an employer by a consumer reporting agency.

If such information is stored on computer disks or other recordable media, it must be destroyed before being discarded. If the data is stored on the hard drive or a computer that is being sold or donated to another party, the data must be removed in a way that makes it unrecoverable.

Employers must also restrict access to this information while being stored. Failure to comply with the new regulations could result in federal or state fines or civil liability in individual or class action lawsuits.

## Focus on the Arts

### Philharmonia Concert Series in Lafayette

Subscriptions are on sale for Philharmonia Baroque Orchestra's four-concert series at Lafayette-Orinda Presbyterian Church. The series opens on Tuesday, October 18 with a program of music by Boccherini and Arriaga guest conducted by Spain's Jordi Savall. For more information, visit [www.philharmonia.org](http://www.philharmonia.org) or call Paul Swatek at 925-283-3635.

### The Lafayette Gallery

has several new members and lots going on. This summer, the Gallery presents "Creative Explosion" running through August 13, 2005. Additional work will be on display during their Art Fair on the front patio, July 16. There will be lots of wonderful arts and crafts, demonstrations by local artists, and art activities for the kids provided by the Art Room. Event runs from 11:00am to 5:00pm. Call the Lafayette Gallery at 925-284-2788.

### Gold Coast Chamber Players

finished their 6th concert season in Lafayette with a stunning Season Finale on June 4th at the Town Hall Theatre. Tickets are now on sale for their 2005-2006 season. Call the Town Hall Theatre box office at (925) 283-1557 or for more information call (925) 283-3728.

### Save the date, Friday, January 27, 2006

It's Mozart's 250th Birthday. As part of a world wide celebration, the Gold Coast Chamber Players are throwing him a party at the new Veterans' Memorial Building. Funds raised from the event will go to the new Lafayette Library and Learning Center and the Gold Coast Chamber Players. Music is alive in Lafayette!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 <b>July</b>	2
3	4 July 4-8 Chamber Office Closed	5	6	7	8	9
10	11	12	13 Leads Group I 12 noon, Chamber	14	15	16
17	18	19	20 Leads Group II 9 a.m., Chamber	21	22	23
24	25	26 Membership Committee Meeting 4:15 p.m., Chamber	27	28	29	30
31	1 <b>Aug</b>	2	3 Executive Board 8 a.m., LPH&S	4	5	6
7	8 Board of Directors 12 noon, LPH&S	9	10 Leads Group I 12 noon, Chamber Mixer at Lafayette Gallery 5:30 p.m., 50 Lafayette Circle	11	12	13
14	15	16	17 Leads Group II 9 a.m., Chamber	18 LAFAYETTE CHAMBER'S Entrepreneur's Club 8:30 a.m., Chamber	19	20
21	22	23 Tech Tuesday 9 a.m., Chamber \$10 Fee Membership Committee Meeting 4:15 p.m., Chamber	24	25	26	27
28	29	30	31			