

## June/July 2007

# Understanding How Our City Spends it's Money *by Guy Atwood*

Lafayette's General Fund is the primary fund used to operate the City on an annual basis, and includes the revenues and expenditures for each year. The City also has separate funds for capital expenditures (those asset expenditures expected to cover more than one year) and such specific projects as the Library and Veterans Memorial Hall. Recreation Program revenues and expenditures are in a separate fund and are budgeted at about \$1 million for 2006-2007. The Recreation Programs operate on a breakeven basis, i.e., they are self-funded by the users of such programs. The City also has funds set aside for general contingency purposes in case revenues are reduced or cut off for whatever reason. The City also receives grants and endowments from outside sources for various projects.

For the fiscal year 2006-2007, General Fund revenues are budgeted at about \$10.5 million, which is also the average amount over the past four years of operation. Sales tax and property tax receipts are each about 25% (or 50% in total) of City revenues, and the State Motor Vehicle in-lieu Tax comprises another 16%. These three main revenue sources comprise two-thirds of the City's budgeted General Fund annual revenues. Other tax receipts, planning fees and investment earnings comprise the remaining one-third balance.

For the fiscal year, which runs from July 1, 2006 through June 30, 2007, General Fund expenditures are budgeted at about \$9.5 million, which allows the City to continue contributing \$1 million (\$10.5M minus \$9.5M) to the reconstruction and repair of roads and drains. Police Services are about 40% of the budgeted expenditures and Public Works totals 24%. Legal and administration are about 16% of total budgeted expenditures, and City Commission and Council budgets total about 13%. The remaining 7% is for Planning and engineering services, most of which is covered by planning fees.

The City has been property tax revenue constrained since incorporation. For example, the City receives only 6.4% of the property taxes paid by its residents and other property owners. To put that in perspective, the City receives \$320 of the property tax paid by a homeowner whose residence is assessed at \$500,000. The \$320 will pay to reconstruct a section of road two feet wide and three feet long with nothing left over for any other services. In addition, sales tax revenue is constrained due to topographical and size limitations on retail and commercial space. For these reasons, then, the City has been forced to operate with less money than other cities in the County. Since the Recreation and Planning departments are mainly self-funded by users of those services, and Police services are considered too low by a majority of residents, there is not much left to reduce or cut in the City's budget. The largest remaining percentage area is Public Works, which maintains the City's infrastructure, including its parks and trails, the Community Center, roadways and drains, and requirements for emergency repairs. For example, a 10% cut in all non-Police expenditures would result in only \$500,000 for additional road reconstruction, which does not go very far in solving a \$24 million problem.

### UPCOMING EVENTS!

FRIDAY, JUNE 8, 8:00AM

#### **COFFEE WITH THE MAYOR**

CHAMBER CONFERENCE ROOM

Join Mayor Carol Federighi for coffee and conversation. Get an up-to-date report on city issues.

JUNE 5TH, **SPECIAL ELECTION**

DON'T FORGET TO VOTE!

THE LAFAYETTE CHAMBER OF COMMERCE SUPPORTS MEASURE "C"

JUNE 28

#### **SMALL BUSINESS BOOK FAIR**

BANK OF THE WEST

Sponsored by Lafayette Bookstore and Lafayette Chamber of Commerce

SUNDAY, JULY 15TH

#### **LAFAYETTE BIKE RACE**

DOWNTOWN LAFAYETTE

FRIDAY NIGHTS IN AUGUST

#### **ROCK THE PLAZA**

FRIDAY NIGHTS IN SEPTEMBER

#### **JAZZ IN THE PLAZA**

SEPTEMBER 15-16

#### **12TH ANNUAL**

#### **LAFAYETTE ART & WINE FESTIVAL**

# JUNE MIXER

Wednesday, June 13

5:30 - 7p.m.

## **Futures Explored**

3547 Wilkinson Lane  
(right behind Chow Restaurant)

## President's Message

Stacy Spell *General Manager, Oakwood Athletic Club*

### ARE YOU MISSING OUT ON THE GOINGS ON IN LAFAYETTE?

Every week the Lafayette Chamber sends out an email blast informing our members about (1) upcoming Chamber events and news, (2) upcoming Community events, and (3) important City of Lafayette issues. Here at the Chamber we have worked on keeping these email blasts pertinent to our membership and recently changed the look of the email blast to make it easier to read. Now we ask you to do your part to keep informed - if you are already receiving our email blasts, please read them; if you are not receiving the email blasts, please send us your email address and include us in your "safe sender list". If you know other members of your staff or office that would like to receive the updated information, please have them send us their email address as well. Remember, Chamber events are open and available to all your employees. The more people we have participating, the richer our collective experience will become.

### HAPPENINGS IN AND AROUND LAFAYETTE

- **Wells Fargo & Co.** has bought Greater Bay Bancorp which owns Mt. Diablo National Bank.
- **Butler-Conti Dodge** has closed it's doors in Lafayette. Butler-Conti was the only car dealership in Lafayette.
- After months of rumors, **Whole Foods** announced they will be moving into the old Albertson's location.
- **Core Assessment District** – Ballots have gone out to commercial property owners in the core assessment district. Commercial property owners will have until early July to complete the ballots and return them to the city. They will vote on a change in the assessment for each property to close the \$300,000 gap the city has been underwriting. These funds pay for lighting and landscaping in the downtown.

### 07/08 DIRECTORY CORRECTION

We have recently distributed the Lafayette Chamber Business & Community 07/08 Directory. Please make the following correction on page 20 (shopper's guide) - **the website for Bassi, Martini Edlin and Blum LLP should read [www.bmeblaw.com](http://www.bmeblaw.com)**. If you have not received your Directory, please contact the Chamber office at 284-7404.

## SMALL BUSINESS BOOK FAIR

Join us for a very special evening at Bank of the West, where Dave Simpson, owner of the Lafayette Book Store will bring together a wide selection of books of interest to small business owners, employees, and investors. Guest authors will be available to discuss their books and sign copies. This is a special "after hours" mixer sponsored by the Lafayette Book Store and the Lafayette Chamber of Commerce. Admission is free. Part of the proceeds will go to Project Second Chance, Contra Costa's Adult Literacy Program.

## 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.

### 2007 OFFICERS EXECUTIVE BOARD

#### President:

Stacy Spell, *Oakwood Athletic Club*

#### 1st Vice President:

Larry Duson, *Bank of the West*

#### Vice Presidents:

Larry Blodgett, *Blodgett's Floor Covering*  
Steve Cortese, *Cortese Investment Co.*  
Edward Zeidan, *Nerd4Rent*

**Treasurer:** Caesar Perales, *CPA*

#### Immediate Past President

Budd MacKenzie,  
*Law Offices of Budd E. MacKenzie*

### BOARD OF DIRECTORS

Joanne Archer, Polly Bernson, Kathy Bowles,  
Tony Eichers, Mike Heller, Chris Lane,  
Tim McKinley, Ute Medford, Sandi Mitchell,  
A.J. Nisen, Steve Palsa, Wendy Tamis, Greg Woehrle

### ADVISORY BOARD

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### CHAMBER OFFICE STAFF

Jay Lifson, *Executive Director*  
Karen Rose, *Special Events Director*  
Linda Carlson, *Office Manager*  
Barbara Gilmore, *Membership Services Director*

### LAFAYETTE CHAMBER OF COMMERCE

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**(925) 284-7404**

**FAX (925) 284-3109**

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

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



### Sandi Mitchell

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Your Real Estate 'CEO'

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1261 Locust Street, Walnut Creek, CA 94596



### Alan 'AJ' Nisen

*Mortgage Loan Consultant*

MBA, Notary & Lafayette Chamber  
Board Member

**Phone: 1.925.688.3820**

**Mobile: 1.925.963.5836**

[AJ.nisen@BankofAmerica.com](mailto:AJ.nisen@BankofAmerica.com)





## Ambassador Spotlight

**WARREN BOSCHIN**

**PAYROLL MASTERS MARKETER**

*by Virginia Fox*

How to promote for success may seem puzzling, but answers to your needs could be a phone call away.

With an infectious passion for marketing and helping others succeed, Ambassador Warren Boschin generates energy and enthusiasm whenever he speaks. "It's all about getting foot-steps through your door," he says reciting his mantra to payroll clients and training seminar attendees.

Behind the scenes of Payroll Masters, clients receive the personal promise of 24/7 communication on weekends, as well as weekdays. "I'm always accessible to my clients," he says. "They know they can call for help on management issues, as well as payroll. I also coach them on promotion and marketing."

Along with payroll and bookkeeping clients, there are few active Lafayette Chamber members who have not been touched by Boschin's magic marketing wand. Whether he's announcing the Reservoir Run, MC at the Art and Wine Festival or leading workshops on how to get the most out of your Chamber membership, he leaves an indelible mark on everyone. He was recently interviewed on "Bizness by Design," Radio AM1100 KFAX with host Rob Ferguson.

Boschin's basics for winning customers begin with crafting your message on business cards and in "elevator speeches" at Chamber and other networking functions. "People buy for emotional reasons," he says. "No one buys a car just for the bells and whistles. They buy it because it's pretty. Because it feels good. You have to communicate the emotional reasons for people to buy your service or products."

A top producing realtor he coaches, appeals to buyers' emotional needs by helping them think of how they'll feel putting their key in the lock and walk into their new home. An aesthetician now promotes her services by talking about making clients look younger and feel better about themselves."

*continued on page 9*



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# Business Briefs

## MT. DIABLO BUSINESS WOMEN JUNE 14 MEETING.

Mt. Diablo Business Women "Connecting Women to Women" invite you to their June Networking Meeting on Thursday, June 14th from 5:45pm-8:30pm at the Lafayette Park Hotel & Spa. The speaker for the June 14th meeting is Syndi Seid and her topic is "Using Technology in the 21st Century - Email, Telephone & Cell Phone Etiquette". For reservations call the MDBW Hotline at 429-9253. For more information visit their website at [www.Mt.DiabloBusinessWomen.org](http://www.Mt.DiabloBusinessWomen.org).

## MT. DIABLO BUSINESS WOMEN JULY 12 MEETING.

Mt. Diablo Business Women's July 12th Networking Meeting at the Lafayette Park Hotel & Spa from 5:45pm-8:30pm will feature Elinor Sutz whose topic is "Nice Girls Do Get the Sale." For reservations call the MDBW Hotline at 429-9253. For more information visit their website at [www.Mt.DiabloBusinessWomen.org](http://www.Mt.DiabloBusinessWomen.org).

## ASSISTANCE LEAGUE WAY SIDE INN SELLING COSTUME INVENTORY.

Beginning June 1st, the Way Side Inn Thrift Shop and Costume Rental, located at 3521 Golden Gate Way, will begin selling its costume inventory rather than continuing to offer it for rent. The shop will be selling adult sized costumes in categories such as Roaring Twenties, Fifties, Seventies, Animals and Produce, Famous Names, Occupations, American Victorian and Renaissance. Also for sale will be accessories such as hats, wigs and jewelry. Business hours are Tuesday through Saturday from 10:00am until 4:00pm. For more information call 284-4781.

## 8th Annual Best Martini in the East Bay Contest

will be held on Monday, June 18, 2007, from 6-8 pm, at the Lafayette Park Hotel. Sponsored by the Lafayette Park Hotel and Level Vodka by Absolut all proceeds will benefit Project Second Chance, the Contra Costa County Library adult literacy program.

Bartenders from 14 of the areas favorite "watering holes" will compete for 2 different cash prizes. A panel of judges will select The Best Martini in the East Bay, while The People's Choice Award will go to the bartender who receives the most votes from the people who attend the event.

Admission is \$20 per person and includes 2 drink tickets. Proof that you are 21 years of age is required to attend. Tickets can only be purchased at the door, the night of the event. For more information call 925-927-3250.

**2007 LAFAYETTE CRITERIUM** Sunday July 15  
The Contra Costa Cycling Club is proud to announce that we will be promoting the Lafayette Criterium for the 3rd year in a row on July 15th, 2007. For more information check their website at [www.c4racing.org](http://www.c4racing.org).

**FRENCH FOR FUN** Afternoon Immersion classes will celebrate their wonderful academic achievement in the National French Contest this year with an Awards Ceremony on Thursday, May 24th from 3:30 - 4:30. The National French Contest is sponsored annually by the AATF (American Association of Teachers of French). This year over 6,000 students from around the country participated. Of the French For Fun students in elementary grades 2nd - 5th who participated, 27 of students were ranked 1 - 10 nationally. CONGRATULATIONS!

**TOWN HALL MEETING** The Lafayette Crime Prevention Commission along with the Lafayette Emergency Preparedness Commission and the Lafayette Police Department are holding a town hall meeting to discuss issues the community is concerned about, on Tuesday, June 19th from 7-8:30pm at the Lafayette Community Center, 500 St. Mary's Rd. Join neighbors in a informative and insightful exchange of ideas. Learn how to start a neighborhood watch program. Also learn about the upcoming CERT (Community Emergency Response Teams) training.

**EBMUD** asks customers to participate in a voluntary 15% reduction in water usage. Our water supply is at the 4th lowest level in 84 years. Businesses are urged to cut back!



## Join the Entrepreneur's Club for our next road trip.

The June 21st meeting will be at the Lafayette Reservoir. We will meet at the Boathouse at 8:30am. Networking and a short meeting will be followed with a walk around the reservoir. Wear comfortable shoes. If join us to walk, you will be done before 10:00am. You can park in the main lot, in the metered area, or drive in the main gate and turn right to drive up to the boathouse.

Thank you to Robin Wood, ROP Instructor, who introduced the programs available at the Technology Center in Pleasant Hill at our May E Club meeting. Robin is an expert in Web Design and Computer Applications. For information email Robin at [rwood@cccoc.k12.ca.us](mailto:rwood@cccoc.k12.ca.us).

Michael Heller

## BMW Concord

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Concord, CA 94520-2626

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(925) 942-1999

Fax Email  
(925) 671-4067  
-the1er/bmw@hotmail.com



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

# Focus on the Arts

**Town Hall Theatre Company** presents Let's Go to Casablanca through June 23rd. This is the much anticipated sequel to Let's Go to the Movies - the smash hit musical written just for Town Hall that was sold out and critically acclaimed. Let's Go to Casablanca marks the fourth show that Kevin Morales has written for Town Hall Theatre Company. His past plays are Let's Go to the Movies, Love Lafayette, Peter & Wendy, and Carol of the Bells. Contact the Town Hall Theatre Company box office for dates, times, and ticket prices: 925-283-1557, or visit [www.townhalltheatre.com](http://www.townhalltheatre.com). The Town Hall Theatre Company, located at 3535 School Street at Moraga Road in Lafayette, is the oldest, continuously active theater in Contra Costa County.

**Gold Coast Chamber Players** present Visions of America on Sunday, June 3rd at Bentley School Performing Arts Center, 1000 Upper Happy Valley Road. Visions of America includes music from Aaron Copland, Leonard Bernstein, and John Mackey and features special musicians. For tickets call 798-1300 or go to [www.gcplayers.org](http://www.gcplayers.org).

**The Magic Window** features Jazz Art exhibit in July. Throughout the entire month of July, the Magic Window will be exhibiting Suzanne Cerny's original jazz art paintings and prints signed by known jazz musicians. Suzanne enjoys sketching portraits of jazz musicians in live performance at clubs and festivals. She calls this activity "Drawing in the Dark". Other works are painted in studio from her own photos and other sources. She prefers to listen to live jazz while working in clubs, and lots of CD's and radio when in the studio. Suzanne Cerny also teaches art to children at the Art Room at Lafayette Circle. For more information on Suzanne's art check out her website at [www.suzannecerny.com](http://www.suzannecerny.com)

**Lafayette Gallery** presents Some Like It Hot - our salute to summer. Some Like It Hot will run from June 5 to August 4, 2007. Join the artists of Lafayette Gallery as they celebrate the special joy found only in summer. Lafayette Gallery artists will present works in a variety of media including acrylics, collage, photography, jewelry, oils, ceramics, and much more. Lafayette Gallery, located at 50 Lafayette Circle, is open Tuesday to Saturday from 11am to 5pm. For more information call 284-2788 or check their website at [www.lafayettetgaller](http://www.lafayettetgaller)

**Fastframe of Lafayette** In June, Fastframe will feature "The Art of Framing". They will showcase the talents of their Designers Mary Hurley, Anthony Valerro, Peter Newbegin, and Anthony Ruiz as they express their collective skills in the art of framing. Framing art in all its forms is a challenging and expressive craft that ultimately melds with and becomes part of the item being framed. Come by and get ideas on how to present your fine art, photography and collectibles.

Fastframe has been designing and hand-crafting custom framing since 1991, and excels in the conservation and preservation of art and artifacts. Their work has been displayed in Lamorinda homes for the last 16 years, and they look forward to creating a masterpiece for you.

Local artist Mary Anne Kluth will be exhibiting her cut paper drawings and sculpture at Fastframe of Lafayette during the month of July, 2007.

Mary Anne was born in 1981 to a pair of geologists in Englewood, Colorado, and was raised in the Bay Area. She holds an individualized BFA from California College of the Arts in painting, printmaking and writing, and is currently pursuing an MFA in painting at the San Francisco Art Institute.

Mary Anne's work has been shown at the Lobot Gallery and ProArts in Oakland and the Pigman Gallery and the Lab in San Francisco. She works at Children's Fairyland and lives in San Francisco.

FASTFRAME is located at 3571 Mt. Diablo Blvd., next to Postino's. Call Owner Anthony Ruiz at 283-7620 for more information.

## Renewing Members in April

### More than Forty Years

Wells Fargo Bank

### More than Thirty Years

Mark F. Swimmer, DDS, Inc.

### More than Twenty-Five Years

Desco Development Co.

### More than Twenty Years

Lafayette Community Center  
Lafayette Highlands Apartments  
Uncle Yu's Szechuan  
Ward-Young Architects

### More than Fifteen Years

Fastframe of Lafayette  
Hair by Dallas & Company  
Town Hall Theatre Company of Lafayette

### More than Ten Years

Law Offices of Belzer, Hulchiy & Murray  
Papillon Gourmet Coffees  
Prudential California Realty - The Fox Team  
Sinai Memorial Chapel  
Sturtevant Enterprises

### More than Five Years

BMW Concord  
Carey Tax Services, Inc.  
Central Contra Costa Sanitary District  
Friends of the Lafayette Library  
Generations in Jazz  
J.V. Chiropractic  
Lafayette German Car Repair  
Lafayette Tennis Club  
Merchant Services of Lafayette  
Parodi & de Laveaga, CPA's  
Petique  
Plaza Automotive  
Reliv International - Indep. Distributor  
Smith Barney  
St. Perpetua Church

### More than One Year

24 Hour Fitness  
Alterra Design & Remodeling, Inc.  
Ameriprise Financial  
Bassi, Martini, Edlin and Blum LLP  
Chrissy Brewer, M.S., LMFT  
Diverse Strategies  
Jamba Juice  
Jeremy Ensor, O.D.  
Lafayette Care Center  
Law Office of Karen Almquist Stein  
Longs Drugs  
Marie Callender  
Rising Loafer Café & Bakery  
Sleep Train Pavilion  
The Springstone School  
Trader Joe's  
Village Associates Real Estate

**DAY AT THE RACES! EVENT A SUCCESS.** The 18th annual “What’s In Our Hat?” fundraiser whose theme this year was “Day At The Races” was held on April 29th at the Lafayette Park Hotel & Spa. The fundraiser supports Las Trampas’ programs for men and women with developmental disabilities. Again this year, “What’s In Our Hat?” was made possible through the tireless work of the Oakland Chapter of the Clipped Wings - an association of retired United Airlines flight attendants whose mission is to support nonprofit agencies working with people who have developmental disabilities. Energetic mother-and-daughter teams from the National Charity League also donated their time on event day. This year’s “Hat” raised more than \$132,000 to support Las Trampas’ residential, vocational and day programs.

Las Trampas will celebrate its 50th Anniversary in 2008. Since 1958, Las Trampas residential and day programs have supported men and women with developmental disabilities to discover their capabilities and to lead fuller lives in their homes, at work, and in the community. For more information on Las Trampas programs, call Bonnie Peacock at (925) 284-1462 Ext. 239.

**CONGRATULATIONS** to California Insurance Center and Dudum Financial and Insurance Services Inc. Both Lafayette Chamber members were listed in the East Bay Business Times as two of the top 25 East Bay Insurance Brokerages.

### “Here’s looking at you kid...”

Join LASF supporters for a private performance of the Town Hall Theatre production, “Let’s Go to Casablanca.” This musical farce written by Kevin T. Morales promises to give you more laughs and toe-tapping fun in mysterious Casablanca. Theatergoers will be treated to pre-show martini and appetizer reception along with tasty desserts and beverages at intermission. Sign up now for this Sunday, June 3rd journey to Casablanca! The festivities begin at 6pm with show starting at 7pm. \$50 per person, seating limited. Proceeds benefit the Lafayette Arts and Science Foundation. For more information about LASF and its programs, go their website at <http://www.lasf.org>

For reservations, please contact the LASF Office at 299-1644. Check or credit card accepted.

## Should I Incorporate? *By Andy Rogers*

If you’re performing services making more than about \$30,000-40,000 per year, you should consider incorporating as an “S” Corporation.

If you own rental real estate and want an added layer of liability protection, you should probably form an LLC.

Think of incorporation as a “next step” once you’ve started to succeed in your business. There are tax benefits at higher income levels that can be negative effects at lower income levels.

It may seem complicated, but imagine paying a monthly flat fee of \$100 for phone service-is it a “good deal?” It depends on your phone usage! An “S” Corporation is similar, with a few added nuances.

As a sole-proprietor, all your business income is included on your personal tax return. You are responsible for paying Self-Employment tax on all your Earned Income, on top of the regular income tax. Self-Employment tax is approximately 15% on the first \$100,000 of income, and roughly 3% additional on amounts above \$100,000. For sole-proprietors and partners, this is reported on the Schedule SE.

As an employee this money is withheld from your paycheck, a tax matched and paid by your employer.

Partnerships are taxed in the same way as sole-proprietors-you are just combining your business with another person. You still pay Self-Employment tax on the Earned Income.

The Limited Partnership may allow you to avoid self-employment tax if you are “only an investor” - but if you are performing services, you’ll pay the tax.

The LLC or Limited Liability Company is a type of partnership, and can offer some liability protection for the owners. The LLC is no substitute for proper insurance coverage.

In California, you may have a Single Member LLC which is an LLC owned by only one person. The IRS says a single person can not be a “partnership,” and disregards the LLC structure for tax purposes: the Single Member LLC files a Schedule C, as if it were a sole-proprietorship.

The Single Member LLC must still file its own California return each year.

The reason we often suggest the LLC for property owners is rental income is not Earned Income and is not subject to Self-Employment tax.

The tax advantage of the “S” Corporation is in possibly avoiding SOME of the Self-Employment tax on Earned Income that would otherwise be taxed for a sole-proprietor.

In the “S” Corporation, money is paid to employees as wage, including the owner. A “dividend-like” payment may also be made to the owner that is not subject to Self-Employment tax. When you receive a dividend from Ford Motor Company, for example, it is not Earned Income; it is a payment for the use of your capital.

Because of the potential tax savings, there are restrictions on who can become an “S” Corporation, and requirements to stay legal. For example, you must be a US citizen or resident to own an “S” Corporation and the corporation must pay a “reasonable wage” to the owner.

For more information about entities, e-mail [Andy@TaxBuddha.com](mailto:Andy@TaxBuddha.com)



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**In Memory of Johnson Clark**

The Lafayette Chamber of Commerce shares the loss of Johnson Clark with his family, friends and our community. Born in 1921, Johnson moved to Lafayette in the 1950's. He build the first building on First Street. He was a community leader for many years, serving with the Contractor's License Board, the Lions Club, Sierra Club, Boy Scouts and the American Civil Liberties Union. He co-founded the Lafayette Democratic Club and the Lafayette Nursery School. The Crosses of Lafayette stand on property owned by Johnson and Louise Clark.

**Ribbon Cutting**



**Shelby Sexton Salon**



**Small Business Award  
Jesse Wellen**



**New Member Reception**

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**Taste of Lafayette - SOLD OUT!**



**Lafayette Community Foundation**



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# NEW MEMBER *Welcome*

## 3D ULTRASOUND

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*Contact: Sheri Sarna*

Sheri Sarna is a Registered Medical Sonographer and has worked in the field of ultrasound for 18 years. At Prenatal Peek she believes in the importance of bonding with your baby as early as possible...that's why she offers the most advanced, state-of-the-art 3D/4D ultrasound technology available to capture that special moment. A Prenatal Peek DVD and Photo Album is a means of sharing and preserving these special moments when you see your unborn child for the first time. For more information call 925-726-0400.

## ATTORNEYS/LEGAL SERVICES

### **Daniel J. Bosshart, Attorney at Law**

Lafayette, Ca 94549  
962-9555 (phone) 283-9984 (fax)  
danbosshart@comcast.net  
*Contact: Dan Bosshart*

## BEAUTY SALONS & SERVICES

### **Aspen MedSpa**

3579 Mt. Diablo Blvd., Suite C  
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*Contact: William Birdsong*

## CATERING

### **Dave's Cuisine Catering**

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www.davescuisines.com  
*Contact: Bill Landis*

Dave's Cuisine has 21 years of Culinary experience and is fully licensed and insured. Quality and service are #1 at Dave's Cuisine! They will help design and coordinate your special event. Assisting with customizing a menu, rentals, and all the little extras needed. Everything from a "Casual BBQ" to an "Elegant Sit-down Dinner. They also

have a Cafe in Pleasant Hill available for Private meetings + events. The Cafe seats 35 guests and is available Mon.-Fri. from 7 a.m.-4 p.m. They may be reached at (925) 997-7526 to answer any questions about your special event.

## CLUBS & ORGANIZATIONS

### **Soroptimist International of 24-680**

941 Oak View Circle  
Lafayette, Ca 94549  
962-1601 (phone) 962-1525 (fax)  
detailcn@pacbell.net  
*Contact: Theresa Wellen*

## CREDIT CARD PROCESSING

### **POS Card Systems**

2345 Spring Street  
Redwood City, Ca 94063  
895-9555 (phone) (888)812-2287  
cflanagan@pos-west.com  
www.pos-west.com  
*Contact: Cherie Flanagan*

## FOOD CONCESSIONS

### **Concord Pacific Enterprises**

Concord, Ca 94520  
915-1712 (phone) 709-1893 (fax)  
jtsmoothies@comcast.net  
www.mauiwowi.com  
*Contact: Juan Villanueva*

### **Sonoma Teriyaki**

610 Eubanks Court, D-9  
Vacaville, Ca 95688  
(707)448-2551 (phone)  
(707)448-3012 (fax)  
sonomateriyaki@aol.com  
*Contact: Tom Doyle*

## MASSAGE THERAPIST

### **LIVING ESSENTIALS**

Sandal Center  
609 Gregory Lane Suite 220  
Pleasant Hill, Ca 94523  
890-0185 (phone & fax)  
lauradiazcmt@hotmail.com  
*Contact: Laura Diaz*

## MORTGAGE LENDING / SERVICES

### **Cambridge Residential Funding**

2900 Danville Blvd.  
Alamo, Ca 94507  
820-1934 (phone) 403-0934 (fax)  
debbie@cambridgeresidential.net  
*Contact: Deborah Kanner*

## POOLS & SPAS

### **The Chlorine Factory Sacramento**

P.O. Box 2368  
Davis, Ca 95617  
899-4449 (phone) 284-2701 (fax)  
thechlorinefactory@comcast.net  
www.thechlorinefactory.com  
*Contact: Tess Schoenbart*

## REAL ESTATE SERVICES

### **Coldwell Banker Residential Brokerage - Karen Richardson**

5 Moraga Way  
Orinda, Ca 94563  
639-3904 (phone) 253-0416 (fax)  
Karen.Richardson@cbnorcal.com  
www.KarenRichardson.net  
*Contact: Karen Richardson*

### **Coldwell Banker Residential Brokerage - Pat Trager**

600 San Ramon Blvd.  
Danville, Ca 94526  
216-1448 (phone) 362-2087 (fax)  
pat.trager@camoves.com  
www.jtteam.com  
*Contact: Pat Trager*

### **Distinctive Homes Media**

340 E. Warm Springs Road  
Las Vegas, NV 89119  
(866)329-1245 (phone)  
(866) 702-0998 (fax)  
Candiece.knox@distincthomes.com  
www.edistincthomes.com  
*Contact: Candiece Knox continued...*

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*Welcome* continued

ESTATE SERVICES \_\_\_\_\_  
continued

**Forge Properties**

3424 Mt. Diablo Blvd.  
Lafayette, Ca 94549  
216-1158 (phone) 946-2857 (fax)  
Contact: Tony Lukaszewski

TELECOMMUNICATIONS \_\_\_\_\_

**Outersphere Communications**

1070 Concord Ave., Suite 200  
Concord, Ca 94520  
952-4190 (phone) 687-7390 (fax)  
cbell@osicomm.com  
www.osicomm.com  
Contact: Carol Bell

**TelePacific Communications**

620 3rd Street  
San Francisco, Ca 94107  
sshilardi@telepacific.com  
www.telepacific.com  
Contact: Sergio Schilardi

In business since 1998 and focused on customer service, TelePacific Communications is the third largest phone company in CA servicing business communication needs. TelePacific provides services on company owned switches and network infrastructure, including local and long distance voice, dedicated Internet access, private networking, and data transport services. Sergio is a Senior Telecom Consultant dedicated to providing advice and service to businesses around the Bay Area. Sergio and his wife reside in Lafayette.

UPHOLSTERY \_\_\_\_\_

**M.R.S. Furniture Upholstery**

3418 Mt. Diablo Blvd.  
Lafayette, Ca 94549  
962-0579 (phone & fax)  
MLROMI1217@yahoo.com  
Contact: Robert Avanesyan

**May Mixer  
Ware Designs  
at the Forge**

A delightful summer evening at the historic Forge's patio was the backdrop for the May mixer which was hosted by owner Stephen Ware of Ware Designs. Great food and a soothing jazz band was provided by Stephen for the Chamber members and guests. Thanks to the awesome ambassadors for greeting and helping with the raffle prizes. We appreciate all the businesses who donated prizes for the raffle - Lafayette Car Wash, Mary Kay Cosmetics, Planning For Life, Merchant Services, Ware Designs, Barb Conlon of J. Rockcliff Realtors, Sonia's Beauty and Body Salon.



Joan, an employee of Ware Designs and owners Stephen and Laurie Ware

*Warren Boschin continued from page 3*

**Boschin's Marketing Tips**

Boschin advocates networking techniques guaranteed to build your business through marketing seminars to chamber businesses in Lafayette, Pleasant Hill, Concord, Walnut Creek and Oakland. A few tips include:


- 1) Having a Business Card that tells your story.
- 2) Wearing a company Name Badge so people will know who you are, your business and your title.
- 3) Memorizing your 8, 15, 30, and 60 second business "commercial" with a feature and benefit.
- 4) Attending as many Business Meetings as you can and
- 5) Following Up with cards, contacts, phone calls.

"Warren's a magnet for bringing in new members," says Barbara Gilmore, Membership Services Director. "He's the epitome of a marketer," she adds.

Along with Lafayette Chamber activities, Boschin volunteers on the Board of Directors of a local Credit Union, Hayward State University Advisory Board, and the National Human Resources Board. He is a frequent keynote speaker around the Bay Area.

When he's not driving others to promote themselves, he might be behind the wheel of his high performance car or driving his 10 yr. old granddaughter to soccer who affectionately calls him "Poppie."

Look for Warren Boschin at your next event. He might be in the white lab coat with "Payroll Masters Doctor" on the back. Or handing out promotional cards for a new chamber business. For more information on marketing success tips and Payroll Masters services, contact Warren Boschin: 925-299-8975.



**LARRY S. BLODGETT**  
PRESIDENT / ARCHITECT

(925) 284-4807 (925) 935-3836 Fax: (925) 930-9292 e-mail: lamyb@blodgetts.com	3291 Mt. Diablo Court Lafayette, CA 94549 License # 177588 www.blodgetts.com
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Gate Hours  
7 a.m.-7 p.m.  
(7 days a week)

**Steve O' Connor**  
Manager

3330 Mt. Diablo Blvd Lafayette, CA 94549 Phone: 925-962-1940 Fax: 925-962-1401	Office Hours: Mon-Fri. 10 a.m. - 6 p.m. Saturday: 10 a.m. - 4 p.m. Sunday: 10 a.m. - 2 p.m.
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3 <b>June</b>	4	5 <b>Executive Board</b> 8 a.m. Chamber Office	6 <b>Ambassadors Meeting</b> 4:15 p.m. Chamber Office	7 <b>Grand Reopening Ribbon Cutting</b> 4:30 p.m. <b>Round Table</b> 3637 Mt. Diablo Blvd.	8 <b>Coffee with the Mayor</b> Chamber Office 8 a.m.	9
10	11 <b>Chamber Board</b> 12 noon, LPH&S	Wed., June 13 <b>Leads Group</b> 9 a.m., Chamber Office <b>MIXER</b> 5:30 p.m. <b>Futures Explored</b> 3547 Wilkinson Lane	Thurs., June 14 <b>Ribbon Cutting Grand Reopening Lamorinda Optometry</b> 4:30 p.m. 3581 C Mt. Diablo Blvd. <b>Grand Opening - Aspen MedSpa</b> 4:30 p.m. 3579 C Mt. Diablo Blvd.		16	
17	18	19	20	21 <b>Entrepreneur's Club</b> 8:30 a.m. Boathouse Lafayette Reservoir 3849 Mt. Diablo Blvd.	22	23
24	25	26	Thurs., June 28 <b>Ribbon Cutting</b> 4:30 p.m. <b>The Stratford at Countrywood</b> 1545 Pleasant Hill Road <b>Business Book Fair</b> 7:00 p.m. Bank of the West - 3583 Mt. Diablo Blvd.		30	
1 <b>July</b>	2	3	4	5	6	7
<b>Chamber Office Closed • July 2 - 6</b>						
8	9	Wed., July 11 <b>Leads Group</b> 9 a.m., Chamber Office <b>No MIXER in July</b>		Thurs., July 12 <b>Ribbon Cutting</b> 4:30 p.m. <b>Barnes Capital LLC</b> 3503 Mt. Diablo Blvd., Suite 201		14
15 <b>Lafayette Bike Race</b> Downtown Lafayette	16	17	18	Thurs., July 19 <b>Entrepreneur's Club</b> 8:30 a.m., Chamber Office		21