



**BRISBANE**  
CHAMBER *of* COMMERCE

## **2008 Activity Report**

**Expand Your Business & Profits**

**Assist in Shaping Local Policy**

**Give Something Back to the Community**

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## **2008 Chamber of Commerce Activities Report**

The Brisbane Chamber of Commerce was organized in 1944 and was formally incorporated as a non-profit corporation in 1959, two years before the incorporation of the City of Brisbane. We are proud to be Brisbane's largest membership organization. Our membership is open to residents and businesses alike, which is unusual for Chambers of Commerce, but we are strong believers that the residential community and business community are not separate, but rather, a part of a whole community. That notwithstanding, we have the largest percentage of businesses as members of any Chamber in California. Our activities provide services to Chamber members and are specifically designed to benefit the entire community. Chamber membership provides opportunities for individuals and businesses with an opportunity to make a difference simply by participating in various task forces, seminars, forums, special events and theme mixers.

The Board of Directors meets publicly at the Radisson Hotel located in Brisbane on the second Tuesday of the month. Between meetings the Executive Committee acts on behalf of the entire Board on matters where no prior authorization has been granted to either the Executive Director or one or more of the officers. To streamline and make our operations more responsive and effective, the Board did away with special purpose standing committees and placed the responsibility for dealing with such special projects directly with the Executive Committee. Board members will be notified of the Executive Committee meetings and subjects to be discussed so that they, at their choosing, may attend and participate.

**2008**  
**Chamber of Commerce On-Going Programs Report**

- Adopt-a-Street
- Advertising Opportunities
- After-Hours Mixers
- Annual Awards Banquet
- Business Database
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- Chamber Map
- Chamber Newsletter, *The Luminary*
- Chamber Web Site
- Co-sponsorships of Special Events
- Demographic Information
- Economic Development
- Facilitation of Dispute Resolution
- Holiday Mixer
- Holiday Stars Program
- Mayor's State of the City Address
- Membership Drive
- Moderated Debate for Local Election Issues
- Monthly Chamber Luncheon
- Promotion and Marketing
- Scholarship Recognition
- Students in Business and Government Annual Luncheon
- Survey Research

The level of activity of the Brisbane Chamber reflects the willingness of the membership to volunteer. Chamber paid staffing consists of one half-time Executive Director and one half-time Director, Sales and Marketing. Adequate financial support and volunteers are an absolute necessity, if our ability to serve the community and our membership at the levels we would like, is to be accomplished. Financial resources come from memberships, sponsorships, advertising, and public support from the City of Brisbane. In an effort to enhance and stabilize our financial position we have developed several advertising revenue sources including the Brisbane Map, Directory, and Chamber newsletter, *the Luminary*. The expansion of *the Luminary* circulation to include each residence as well as each business has provided advertising opportunities for our members, provided the Chamber with a direct contact with residents and increased our net income.



**Adopt-a-Street:** Chamber of Commerce Board member emeritus John Quilter began the Chamber's Adopt-a-Street program on Old Bayshore Road extending between San Bruno Avenue and Old County Road. Quilter spends a few hours each week picking up trash, motor oil, hub caps, and even old TVs. When out and about, John Quilter uses trash bags provided by the City Public Work Department, odd containers that have been dumped as well as the container he uses each time he sets out to pick up trash and debris. Trash collected is placed in one area for the

Public Works department to pick up and dispose of. The Brisbane Chamber of Commerce would like to say thank you to the generosity and community spirit that John Quilter exemplifies.

**Annual Awards Banquet:** The Brisbane Chamber of Commerce honored outstanding scholars and local business leaders at the 2008 Annual Awards Banquet. This noteworthy event, with 146 guests in attendance, was held at the Radisson Hotel on Wednesday evening, April 23, 2008. It is with great honor and respect that the Chamber awarded it's top honor, the **Award of Excellence**, to: **Stephen Waterman, superintendent**, Bayshore School District and Brisbane School District, who is retiring after 15 years of selfless service to the Brisbane School District; **John Quilter**, Brisbane Chamber of Commerce board member emeritus, for his dedication to the community, business, City of Brisbane, and the Brisbane Chamber of Commerce; and **Richard Borghello**, Sunset Scavenger Company and president of the Brisbane Chamber of Commerce, in recognition of his fearless leadership as president. The Chamber thanks these three exemplary business leaders for their excellence in business acumen and leadership.

The Chamber gives a heartfelt **"thank you"** to professional speaker, executive coach and Olympic medalist **Paul Kingsman** who covered steps for making split seconds count in all that we do. Kingsman told the story of his 13 years of training for a two-minute swimming race in which he won a medal by only 4/100ths of a second. Using his Olympic experiences as a metaphor, Kingsman encouraged us all to consider what our own "Olympic medal" is – **that accomplishment we are passionate about achieving** – and to implement strategies to help us persevere and succeed in that pursuit. If you would like a copy of Paul Kingsman's CD – "Achieve Your Own Split Second Success" or to watch the two-minute swimming race, please visit his Web site at [www.PaulKingsman.com](http://www.PaulKingsman.com). The Chamber profusely thanks the **Brisbane Village Shopping Center, Sierra Point Lumber & Plywood Company, South San Francisco Scavenger Company** and **Universal Paragon Corporation** for hosting this fabulous event!



A special thank you is extended to the **Radisson Hotel** and **xebec bar + dining** for their over and above service at the banquet. Banquet attendees enjoyed hors d'oeuvres, a main course of salmon and chicken followed by delicate confectioneries. Without the fabulous service, attention to detail, the hard work of both the Scholarship Awards and Awards Banquet committees, the Awards Banquet would not have happened.



The Chamber thanks the **Scholarship Awards Committee** for their countless hours in interviewing and selecting the recipients of the 2008 scholarships and preparation for the awards banquet: **Rich Borghello**, Sunset Scavenger Company and president of the Brisbane Chamber of Commerce; **Barbara Bernardini**, SSF Scavenger Company, Inc.; **Amy Bruno**, BiRite Foodservice Distributors; **Jeff Griffith**, Dolby Laboratories, Inc.; **Tamara Heath**, Sierra Point Lumber & Plywood; **Lori Liu**, Buchalter Nemer; **Larry Purcell**, Purcell Murray Company, Inc.; **Ray Wilkinson**, Williams-Sonoma, Inc.; and **John Quilter**, board

member emeritus.

The Chamber appreciates and thanks **Hon. Adrienne Tissier**, president of the San Mateo County Board of Supervisors; **Clay Holstine**, Brisbane city manager; **Stephen Waterman**, superintendent of the Brisbane School District; **Maureen Boland**, Lipman Middle School teacher; **Mary Shulenberger**, Parle Enterprises; **Barbara Bernardini**, South San Francisco Scavenger; **Marge Bushman**, Printing & Direct Mail Service; **Matthew Butler**, First National Bank of Northern California; **Carla Scimemi**, Ritchie Commercial; **Charles Ng**, Brisbane Village Shopping Center; and **Steven Hanson**, Universal Paragon Corporation for a great job of presenting awards at the Annual Awards Banquet. Their humor, good nature and thoughtful remarks made the evening a pleasure for everyone in attendance.

**FOCUS ON SCHOLARSHIP** A total of \$30,000 was distributed due to the generosity of: BiRite Foodservice Distributors; Brisbane Chamber of Commerce; Brisbane School District; Brisbane Village Shopping Center; City of Brisbane Management Team; Dana and Steven Galten Scholarship; Dolby Laboratories, Inc.; F. W. Spencer and Sons, Inc.; First National Bank of Northern California; Hitachi America, Ltd.; John Quilter; May Walch; Neal Rubenstein of Buchalter Nemer; Old Ship Saloon; Purcell Murray Company, Inc.; Christine and Larry Purcell; SF Recycling & Disposal; Sierra Point Lumber & Plywood; Sunset Scavenger Company; and Universal Paragon Corporation, **Inc.** The Chamber profusely thanks these businesses and individuals for providing scholarship funds that made it possible to encourage 29 outstanding local scholars to move forward with their educational goals and to a make their passions a reality. The Brisbane Chamber has a strong commitment to helping local youth prepare for their future in the workforce. A better-educated youth means a better future for all of us. We hope the cash gifts assist them in achieving their goals and passions. The

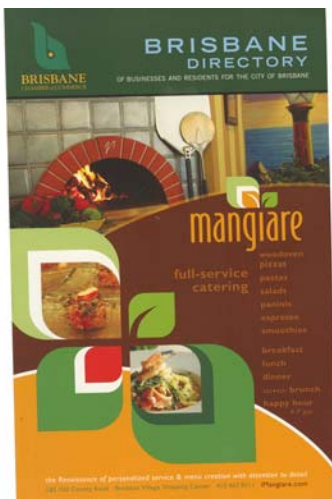
Chamber sincerely thanks those of you who have contributed to the Chamber's Scholarship Recognition Fund.

**Brisbane Business Database** is an ongoing program. The Chamber maintains a continuously updated listing of all licensed businesses.

**Brisbane Chamber Web site** has existed for several years, updated on a monthly basis and contains valuable information. The Web site features a calendar of events, Chamber member contact information with e-mail and Web addresses and information about the Chamber. Issues of the Chamber newsletter, *The Luminary*, are found on the Web. The Chamber Web site is located at [www.brisbanechamber.com](http://www.brisbanechamber.com).

**Brisbane Demographic Information** The Chamber periodically compiles and updates data that is sent to those seeking information about Brisbane. The profile has a variety of types of information including such things as local government information, largest employers, school enrollments, and other educational information, building permit values and trends, sales tax trends, population trends, and transportation information.

### **Brisbane Directory 2009-10**



The Brisbane Chamber Directory, first published in 1953, is designed to be useful and usable by businesses and residents. Most chambers produce a business directory that is limited to their chamber member clientele. The Brisbane Chamber of Commerce is pleased that the Directory includes every Brisbane business that has a current business license with Chamber members listed in bold print. A complete phone directory (both Brisbane Businesses and Residential listings) is found in the back of the book.

The 2009-10 Brisbane directory began distribution at the beginning of October 2008. The Directory is free of charge with advertising revenue paying for publication. Distribution is by mail to all residents and businesses in Brisbane. The directory is also available at Coffee Houses, Restaurants, Real Estate firms, Hotels, Brisbane Library, City Hall, Chamber office and Post Office.

Contact the Chamber for your copy or additional copies, at (415) 467-7283, fax (415) 467-5421 or e-mail us at [mitch.bull@brisbanechamber.com](mailto:mitch.bull@brisbanechamber.com) to arrange for pick up at the Chamber offices.

**Brisbane Holiday Stars Program** is the oldest Chamber program, initiated by Brisbane Hardware Store, continued by the late Director Frank Walch and now made by Chamber member Bob Wilson and Sea Scout Ship 134. Director Tamara Heath of Sierra Point Lumber coordinates the program. Alison Wilson insures this popular

program continues by facilitating the distribution of the stars. During the holidays lighted stars can be seen all over Brisbane, with 84 stars distributed in 2008.

### **Brisbane Map 2007-08**



The City of Brisbane and the Brisbane Chamber of Commerce are proud to provide the 2007-2008 Brisbane City Map. We have updated the map and hopefully made it even more useful to you. This year's map is in glorious full color. We have updated a pictorial map of Visitacion Avenue and added several other new features to make businesses easier to find during your shopping experience. The City of Brisbane is ensuring its successful distribution by mailing it to all residences and businesses, i.e., a mailing of 3,000. Additional copies of the Map may be picked up at the City Hall, the Library, and a variety of Brisbane businesses.

The Chamber thanks the businesses that have made this map possible with their advertising. We hope that Brisbane residents and employees will patronize them whenever possible. The Map is published every two years with a circulation of 9,000 copies. The 2007-08 Map was released in July 2007. Contact the Chamber for your copy or additional copies, at (415) 467-7283, fax (415) 467-5421 or e-mail us at [mitch.bull@brisbanechamber.com](mailto:mitch.bull@brisbanechamber.com) to arrange for pick up at the Chamber offices.

**Certificates of Origin** provides a valuable service for businesses needing Certificates of Origin certificates, while providing additional monies to support Chamber activities too. A Certificate of Origin is a document that certifies that shipped goods that it accompanies were made in the United States. Most countries require a Certificate of Origin with imported goods.

**Candidate Forums for Local Elections** is held prior to local elections. The Chamber Candidates Night, co-sponsored by the Brisbane Chamber of Commerce and the League of Women Voters of North San Mateo County, will be held in 2009 prior to the November election for three open City Council seats. Candidates Night will have a question and answer period followed by an informal reception where candidates and voters mingled together.

**Co-sponsorships of Special Events and Training Sessions with other Chambers** is something our Chamber initiated among the north county chambers several years ago. These have included big name outside speakers, candidate forums, and various training programs. The Chamber helps the City monitor what is going on around the county concerning the local economy. The Government Relations Committee has responsibility for this activity.

**Facilitation of Dispute Resolution** The Chamber got involved with this program several years ago and helps in restoring communications between parts of the business community as well the City. It has been some time since our dispute resolution skills

have been put to the test, which is a good sign. The Government Relations Committee has responsibility for this activity.

**December Holiday Mixer.** The Holiday Mixer was held Wednesday, December 10, 2008 4:30 p.m. at Sierra Point Yacht Club, Brisbane, CA 94005. This networking event is held during the day for Chamber members to celebrate the holidays together. Chamber members meet; build relationships with other business people representing a variety of industries.

**Membership Drive** began in the middle of November with follow up extending into the next calendar year. Membership is the centerpiece of the Chamber not only because of the financial support it brings, but because it is the membership that provides ideas and the efforts to do most of the work and gains the most from networking with each other.

**Mayor's "State of the City" Address** This Chamber luncheon meeting has become a tradition and is one of the best-attended events we hold. The October luncheon featured Mayor Michael G. Barnes.

**Monthly Chamber Luncheons** with Guest Speakers is a tradition. Reasonably priced catered luncheons are usually held at the Radisson Hotel beginning at 11:45 and ending at 1:30 on the fourth Tuesday of the month. Attendance ranges from about 40 to 60 on average, but attendance has reached 100 on occasion. Speakers and subjects are chosen based on membership requests and the public is encouraged to attend.

The Chamber takes a hiatus for a month in the summer (August) where we do not have a board meeting or luncheon. The Chamber remains open during the month of August. Guest speakers are usually not at After-Hour Events, the Holiday Mixer in December nor for our April luncheon, Students in Business & Government.



**The Luminary Newsletter** Without doubt, the Luminary has become the flagship of the Brisbane Chamber of Commerce. The mailed distribution has a circulation of nearly 3,500 with additional copies are distributed at the Brisbane Library and at various businesses.

**Promotion and Marketing** is a major portion of what the Chamber does and many of our programs could be considered as subsets of these subjects. The public frequently looks upon a Chamber of Commerce as the public relations arm of a

community. In this capacity the Chamber complies and distributes informational materials to individuals, groups, businesses, governments and other institutions. Requests for information come to us by mail, phone, e-mail, and direct contact. We have a standard packet of information that we provide to all inquiries. However, we also try to answer specific questions and/or direct people to individuals or groups that may be better equipped to provide the specific answers the inquirer is seeking. Additionally we also place the basic information about the community on our web site.

The Chamber meets with prospective new businesses and others wishing information about the City, attends various functions throughout the county to keep abreast of activities there and to advocate this community's positions.

**Students in Business and Government** has developed over the years into one of the programs the business community has totally embraced. It began as a student tag-



along program where 8<sup>th</sup> grade students followed City staffers around on their jobs. It was then expanded to have participation by local businesses. Several years ago there was a switch in how the program worked

and it no longer was just a passive tour of a workplace. The event is coordinated with the City Park & Recreation Department and the Brisbane School District and is designed to give students a glimpse into the function of, and career opportunities in, government and business. Students first visit various work sites to learn. Then they are required to prepare a group presentation, including visual aids, on what they have learned about the given business. The Chamber hosts the students at lunch with the business community at our regular May Chamber luncheon. It is there the students make their presentations about their experiences visiting the job sites. The crowd is usually over 100 people and, for most, this is their first time speaking before a large group. The business community really likes this program and we have had to turn away some potential host companies in each of the past few years because there weren't enough 8<sup>th</sup> grade students to expand the number of tours.

## **2008 Activity Report Concluding Remarks**

The Chamber concludes 2008 on a very positive note. It has been another successful year for the organization, as we have met the goals of strengthening our relationship with the City, the business community at large, and the residents. Our programs and events have served to forward our mission to create an atmosphere in which business prospers and the community thrives. The scholarship program awarded over \$30,000 in grants to truly exceptional recipients; The Students in Government and Business Program continued to have strong support from the business community, the school district and the city government management and staff; and we have continued to build relationships that help to foster a positive business environment. We have seen an increase in the number of organizations becoming members in 2008, and the attendance at our luncheons and mixers continues to be strong.

This year also marks the closing of an era within the Chamber as our Executive Director, Burton Alberts, made the decision to retire at the end of 2008, placing into motion the process of searching and selecting a new Executive Director. We were fortunate as many good candidates interviewed with our Search Committee before we selected a successor, Mitch Bull, who previously served on the Chamber Board of Directors while a director at Hitachi America.

On behalf of the Board of Directors and the members of the Brisbane Chamber of Commerce, I would like to express my heartfelt gratitude and appreciation for the leadership and loyalty that Burton has provided to our organization for the past 14 years. Under his tutelage the organization has grown in size and scope and has cemented its place as the voice for the business community in Brisbane. In addition, during his tenure, the Chamber achieved a solid financial base. As the baton is passed to the new Executive Director, it will be not so much as a replacement, but as a further continuation and expansion of the successes that Burt, the staff and the Board have achieved. We wish Burton and his wife Florence the very best in their future endeavors.

I want to thank the members of the Board who have volunteered their time, their resources and their expertise in order to make the Chamber a better organization. I appreciate their assistance, guidance and support. I also want to thank, Alison Wilson, for her dedication and efforts to making the Chamber and its publications a success this year.

Working together, I am optimistic that the Brisbane Chamber of Commerce will continue to provide invaluable service and information to the businesses and residents of Brisbane.

Respectfully submitted and looking forward to a profitable 2009,

Rich Borghello  
President