



BRISBANE
CHAMBER *of* COMMERCE

2010 Activity Report

Expand Your Business & Profits

Assist in Shaping Local Policy

Give Something Back to the Community

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2010

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 on the second Tuesday of each 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 onto the Executive Committee directly. 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.

2010

Chamber of Commerce On-Going Programs Report

- Adopt-a-Street
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- Brisbane Marina Sports & Import Car Show
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- Giving back to the Community through City Related Projects
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- Moderated Debate for Local Election Issues
- NETwork@NITE after hours mixer
- Promotion and Marketing
- Scholarship Recognition
- Signs
- 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, Brisbane Directory, and the 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

Annual Scholarship Recognitions Awards Reception: The awards event, now in its 15th year, is made possible through the generosity and support of our local businesses and residents. In 2010 the Chamber raised over \$14,000 in donations. The scholarship recognition awards were made available to student applicants who live in Brisbane or whose parents work for a company affiliated with the Brisbane Chamber of Commerce.

The evening continued with the recognition of 14 outstanding high school seniors who were selected to receive Brisbane Chamber of Commerce Scholarship Recognition Awards.

The following companies and individuals made this event possible in 2010: **BiRite Foodservice Distributors; Brisbane Chamber of Commerce; Brisbane Eagles Lodge No. 3255; Brisbane School District; City of Brisbane Management Team; F. W. Spencer and Son, Inc.; First National Bank of Northern California; Kaiser Permanente Medical Center; Lori and Ray Liu; Monster Cable Products, Inc.; John Quilter; Neal Rubenstein of Buchalter Nemer, a Professional Law Corporation; Purcell Murray Company, Inc.; Larry and Christine Purcell; Recology, Inc.; Sierra Point Lumber; South San Francisco Scavenger Company, Inc.; Universal Paragon Corporation, Inc.; and Steve Waterman.** The Chamber thanks these businesses and individuals for providing the funding that made it possible to encourage these 14 outstanding scholars to move forward with their educational goals and to help make their passions a reality. The Chamber proudly thanks the Sierra Point Lumber Company and the Chairman's Circle Members for hosting this fabulous event!

The Chamber gives a heartfelt "thank you" to Honorable Adrienne Tissier, San Mateo County supervisor, District 5, for her motivational keynote address emphasizing the importance of education and completion of higher education.

A special thank you is extended to the Radisson Hotel and Xebec bar + dining for their over and above service at the reception. Banquet attendees enjoyed a delightful range of hors d'oeuvres and appetizers. The tasty little bites of fresh fruits, vegetables, cheese and crackers provided a perfect sampler of food that started the evening with style. The fabulous service and attention to detail complemented the hard work of the students and the Scholarship Recognition Committee.

The Chamber thanks the Scholarship Recognition Committee: **Barbara Bernardini, SSF Scavenger Company, Inc.; Rich Borghello, Recology; Vivian Colón, Monster Cable Products, Inc.; Tamara Heath, Sierra Point Lumber Company; and John Quilter, board member emeritus,** for their countless hours in interviewing and selecting the recipients of the 2010 scholarships and preparation for the awards reception.

Congratulations and thank you to all of the following presenters who did a great job of presenting awards and made the event a memorable evening: **Barbara Bernardini,**

SSF Scavenger Company; Rich Borghello, Recology; Marge Bushman, Direct Mail Services; Matthew Butler, First National Bank of Northern California; Vivian Colón, Monster Cable Products, Inc.; Dr. Ivy Fisher, Kaiser Permanente; Tamara Heath, Sierra Point Lumber Company; Michael Ho, Universal Paragon Corporation; Clay Holstine, Brisbane city manager; Hanson Lee, Office of State Senator Leland Yee; Shaun Naidu, Office of Assemblymember Jerry Hill; Mark Nogales, Office of Congresswoman Jackie Speier; Toni Presta, superintendent, Brisbane School District; Sepi Richardson, City of Brisbane city councilwoman; Honorable Adrienne Tissier, San Mateo County supervisor; Mary Shulenberger, Parle Enterprises; John Quilter, board member emeritus; and Steve Waterman, retired superintendent, Brisbane School District.

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 and Chamber members.

Brisbane Chamber Web site has existed for several years and contains valuable information. The Web site features information about the Chamber, a calendar of events, and member contact information with e-mail and Web addresses. Past and current issues of the Chamber newsletter, *the Luminary*, are found on the Web. The Chamber Web site is located at www.brisbanechamber.com. The Web site experiences approximately 2349 hits a month with the average length of viewing 2 - 5 min.

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 2011-12

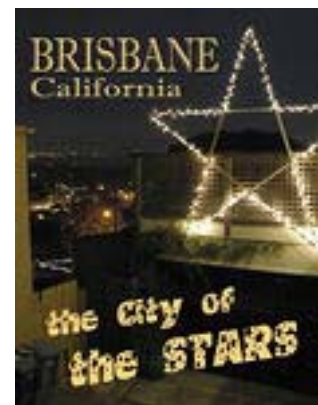
The Brisbane Chamber Directory, first published in 1953, is designed to be useful and usable by businesses and residents. Most chambers produce a business directory that is limited to their chamber member clientele. The Brisbane Chamber of Commerce is pleased that the Directory includes every Brisbane 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 2011-12 Brisbane directory distribution is scheduled early January. 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, U.S. post office and the Chamber office.

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

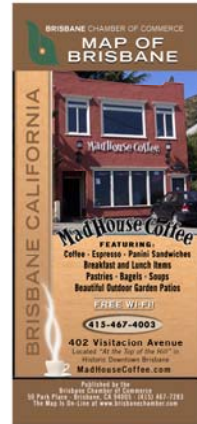
Brisbane Holiday Stars Program is the oldest Chamber program. During the holidays lighted stars can be seen all over Brisbane. This program is coordinated with Director Tamara Heath of Sierra Point Lumber and Bill Del Chiaro Brisbane Hardware Store. The simple wood frame stars were initially made at the Brisbane Hardware Store by Chamber Directors Bill Del Chiaro and Frank Walch and Richard Hoskins. The late Director Frank Walch became known as Brisbane's Star Maker. Today, Chamber member Skipper Bob Wilson, with the Sea Scouts, now assembles the stars with Chamber staff member, Alison Wilson, distributing the stars to residents of Brisbane.

Brisbane Map 2010-11



The City of Brisbane and the Brisbane Chamber of Commerce are proud to provide the 2010-2011 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 2010-2011 Map was released in December 2009. Businesses that would like to distribute the map, call (415) 467-7283, fax us at (415) 467-5421 or e-mail us at 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 moderated by the League of Women Voters of North and Central San Mateo County, was held in 2009 at 7:00 p.m. at the Community Room, 50 Park Place (City Hall) prior to the November election for three open City Council seats. Candidates Night had a question and answer period followed by an informal reception where candidates and voters mingled together. This event will be hosted in 2011.

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, sponsored by Monster Cable and catered by Mangiare, is scheduled for Thursday, December 9, 2009 4:30 p.m. at Sierra Point Yacht Club, 500 Sierra Point Parkway, 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 W. Clarke Conway.

Monthly Chamber Luncheons with featured 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.

LUMINARY
BRISBANE
CHAMBER OF COMMERCE
Business is Blooming in Brisbane • November 2010

Committed to Fiscal Responsibility

STATE OF THE CITY

CHAIRPERSON'S MESSAGE

THERE IS NO "I" IN TEAM

It's what I truly believe that the Chamber of Commerce stands for. teamwork - a team that consists of businessmen, employers and employees, one who the community and families, like a business owner, family man, visiting Guests fans I heard today the phrase "there is no 'I' in team" and thought what a perfect statement. By dreaming "BIG" and working as a team the Giants won the World Series. Imagine a home grown team ranked 4th in the National League West at the beginning of the season, yet we passionately believed in and supported our team throughout the season. The last time the Giants achieved the circle of glory trophy was before they moved to San Francisco in 1954.

Standing room crowd was on hand to hear Mayor W. Clarke Conway give his State of the City Address on October 28 at the Radisson Hotel. Mayor Conway thanked Senes Medical Center for sponsoring the luncheon, and highlighted the charitable work that Senes offers for the uninsured, citing that the medical center handles more uninsured patients each year than does San Mateo County General Hospital.

The mayor emphasized that the City of Brisbane is committed to fiscal responsibility. For example, in 1997, after the recession of 1991, the City Council developed and has maintained a strategic reserve of 5 million dollars. He also pointed out that since California was one of the last states to enter the recession, it will probably be one the last states to come out of the recession as the unemployment rate for the state has remained unchanged at 12.4 percent even after 67,000 jobs were added in the month of September.

While maintaining a climate of fiscal responsibility and protecting the reserve, the city has continued to provide quality services to the public. Conway stated that the city's revenue is derived from three major sources - sales tax, property tax and hotel tax. The Council and staff are committed to maintaining a balanced budget while protecting essential services. Examples of cost savings include the formation of North County Fire Authority for joint response and the sharing of park and recreation department head with the city of Burlingame. In addition, city staff positions have been decreased by 11 percent, from 100 to 89 over the past three years. The reductions included four police officers, three firefighters, one planner, and one assistant to city manager and two public works maintenance.

Bring a Friend - Bring Your Business Cards - Bring a Door Prize
For reservations call 415-382-2953 or e-mail conway@brisbanechamber.com

CHAIRMAN'S CIRCLE

BRINK PRODUCTIONS INTERNATIONAL	MONROE CABLE PRODUCTS
BRISBANE VILLAGE SHOPPING CENTER	PUNTSILL MURPHY CO., INC.
CITY OF BRISBANE	RENOVATION WORLD SUPPLY CENTER
COMERICA BANK	SEVEN MEDICAL HEALTH SERVICES
DELLY LABORATORIES, INC.	SHERA PERRY COMPANY
CHRYSLER FINANCIAL GROUP OF AMERICA	SOUTH SAN FRANCISCO CREDITORS CO., INC.
FIRST NATIONAL BANK OF MEMPHIS CALIFORNIA	SUNSET SIGNAGES COMPANY
F. W. SPENCER AND SON	UNIVERSAL PAPERSON CORPORATION
WATSON MEDICAL, LTD.	

Monthly Chamber Newsletter, the "Luminary"

Without doubt, the Luminary has become the flagship of the Brisbane Chamber of Commerce. The mailed distribution has a circulation of nearly 2,600 with additional 1,000 copies distributed throughout Brisbane.

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 8th 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 and explore opportunities offered in the business environment. They are required to prepare a group presentation and a presentation board 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 8th grade students to expand the number of tours.

2010 Activity Report Concluding Remarks

The Chamber concluded 2010 on a very positive note. In a year that has been marked by economic challenges throughout, it has been another successful year for the organization. Working with our staff, President and CEO Mitch Bull, and Marketing Director Alison Wilson, we have continued our primary goal of strengthening our relationships with the City, County and State governments, the business community, civic organizations and the residents of Brisbane.

Our programs and events were very well attended and have served to promote our mission to “create an atmosphere in which business prospers and the community

thrives.” The difficult economic environment presented challenges, but with the guidance of our Board of Directors and the support of the business community and residents, we were able to continue our programs. The Scholarship Recognition Program awarded over \$14,000 to 14 deserving students at an evening reception where San Mateo County Supervisor Adrienne Tissier gave an inspirational speech, and the students received awards from state and local elected officials.

The Students in Government and Business Program continued to have strong support from the School District, the City Government management and staff, and from the business community. This year, 21 businesses volunteered to host students from Lipman Middle School. This is the largest turnout of businesses that we have had in the program. The students recapped their business experiences at the annual luncheon at the Mission Blue Center where a large crowd listened to the student experiences.

Membership was strong this year, with an increase in the number of members to 235, our highest number of members in our history. Income was down somewhat as some of the larger members in past years did not renew due to the business climate or relocation out of Brisbane. Our luncheons featured a variety of speakers, such as Tom Mc Graw (First National Bank), Rosanne Faust (SAMCEDA), John Legnitto (RECOLOGY), Cynthia Fair (Buchalter Nemer), and Mayor W. Clarke Conway addressing a packed room with the annual State of the City address. Our mixers also drew well, with crowds over 30 being the norm. We also took a leading role in planning and sponsoring the 2010 Brisbane Marina Sports and Import Car Festival. Wet weather dampened the turnout, however a positive cash flow was still realized. The financial reporting processes within the Chamber were standardized with an approved published budget, and the implementation of a January to December fiscal year. The process has never been as accurate as in 2010.

Community and business programs were also on our agenda as the Chamber facilitated a “Real Estate Roundtable” with local brokers, landlords, and city employees to examine ways to promote Brisbane to outside companies looking for real estate in the area; and a Budget roundtable with Jerry (Hill) to provide feedback to Assemblymember Hill on the budget debate in Sacramento. We were also represented at the 2010 W.A.C.E Conference and the 2010 San Mateo Progress Seminar. Chamber member Mangiare was named the 2010 Outstanding Small Business of the year in San Mateo County. In addition your Chamber donated money to save the high school bus service to Pacifica, and implemented a “Brisbane Signage Program” to better identify routes to downtown, Crocker Park, Tunnel Road, and the Sierra Point area.

As we look forward to 2011 the economy will still be a major factor as businesses are still feeling the impact throughout the community. There will be several changes within the organization as Will Spencer and Bill Del Chiaro have announced their departures from the Board of Directors. We wish them well and thank them for their service and support to the Chamber during their tenure.

As my first year as the Board Chairman comes to a close I would also like to thank all of the members of the Board who have volunteered their time, their resources, and

their experience to improve and strengthen the organization. I have appreciated their guidance, assistance and support. Working as a team, I am optimistic about the Chamber's future and will continue to work within the community to ensure continued success of the organization.

Respectfully submitted and looking forward to a successful 2011.

Larry D. Purcell
Chairman of the Board of Directors