



The Chamber Echo

*The Chamber Echo is a Quarterly Newsletter — The Official Organ of the
East Palo Alto Chamber Of Commerce — Serving the Entire Membership and
The Greater Community of
East Palo Alto.*

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THE CHAMBER ECHO

East Palo Alto Chamber Of Commerce members interested in contributing articles for the newsletter are encouraged to submit them by the 1st of each month to:

The Chamber Echo
East Palo Alto Chamber Of Commerce
P. O. Box 51358
East Palo Alto, CA 94303

INFORMATION UPDATE

"Welcome" signs have been posted at all major entrances to the City of East Palo Alto by the East Palo Alto Chamber of Commerce.

The Chamber of Commerce assisted in the successful incorporation of the City of East Palo Alto.

A fishing trip and picnic for well over 100 Senior citizens was sponsored by the Chamber of Commerce in May.

A little league baseball team was sponsored by the Chamber of Commerce during the entire year of 1983.

The Chamber of Commerce held its Second Annual Installation and Awards Banquet on June 25, 1983. The Banquet's program, including a Membership Directory, is available upon request.

Former President of the Chamber's Board of Directors, James E. Blakey, Jr., is now the Vice-Mayor of the City of East Palo Alto.

BOARD OF DIRECTORS

PRESIDENT.....JOSEPH GOODWILL
FAMILY REALTY

VICE-PRESIDENT/...EDWARD BECKS
OPERATIONS ECONOMIC OPPOR-
TUNITY COMMISSION

VICE-PRESIDENT/...ONYANGO S. BASHIR
FINANCE D. & O. BASHIR
ASSOCIATES

VICE-PRESIDENT/...REV. JAMES E.
WAYS & MEANS LUTCHER
LUTCHER BEAUTY
SUPPLY

VICE-PRESIDENT/...ERNIE O'NEAL
PUBLIC RELATIONS DORY REALTY

VICE-PRESIDENT/...SARA CHRISTOPHER
MEMBERSHIP PENINSULA AUTO-
TRONICS

VICE-PRESIDENT/...DEBBIE C. TADLOCK
RESEARCH & TADLOCK'S AUTO
DEVELOPMENT SUPPLY, INC.

VICE-PRESIDENT/...TIKISA ANDERSON
CONTRACTS & TIKISA DEVELOPMENT
PROPOSALS

BOARD MEMBER-AT-...JAMES E. BLAKEY,
LARGE JR.
EAST BAYSHORE
BARBER SHOP

CHIEF OPERATIONS...MAJOR L. PUGH
OFFICER COMMUNITY DEVE-
LOPMENT INSTITUTE

GENERAL MEETING GUEST SPEAKERS

August, 1983

o Leonard Koppett, Editor
Peninsula Times Tribune

September, 1983

o William Schumacher, Supervisor
San Mateo County Board of Supervisors

October, 1983

o Lester Crabb, Area Manager of
Northern California
Lending Office
Glendale Federal Savings & Loan
Association

o Bill Cyril, Vice-President of
Business Lending/Northern
California
Glendale Federal Savings & Loan
Association

o Chris James, Branch Manager
Glendale Federal Savings & Loan
Association

ENCOURAGING WORDS

"A mistake at least proves somebody stopped
long enough to do something."

--- Author Unknown

GENERAL MEMBERSHIP UPDATE

The following businesses and individuals have joined the Chamber of Commerce since June 25, 1983:

Jerry Belion/J.B. JANITORIAL SERVICES
415/326-8343

Jerome C. Sims/OLD FASHION GOODIES
415/326-5077

Edward Becks/ECONOMIC OPPORTUNITY
COMMISSION
415/364-8182

Tikisa Anderson/TIKISA DEVELOPMENT
415/326-6927

Robert L. Simpson/LAWRENCE BEAUTY
SUPPLY
415/321-9032

Joseph Blakey/COMMITTEE OF THE POOR
415/364-8181

Adenrele Iposu/MOUNTAIN PRESS
415/364-8181

Cordell P. Olive/INDIVIDUAL MEMBERSHIP
415/329-7322

Nathaniel Brooks/INDIVIDUAL MEMBERSHIP
415/322-9410

Richard Jackson, Sr./J.C. TRUCKING
415/326-8034

MEMBERSHIP RENEWAL

As of November 14, 1983, the following
Chamber members renewed their membership:

Black Moses Social Club.....	\$ 75
Community Development Institute..	\$150
Campbell Realty.....	\$ 75
Crystal's Diner.....	\$ 75
D. & O. Bashir Associates.....	\$ 75
Drew Health Foundation.....	\$150
East Bayshore Barber Shop.....	\$ 75
J.C. Trucking.....	\$ 75
Saga Corporation.....	\$150
Tadlock's Auto Supply, Inc.....	\$150
Zoecon.....	\$150

STAFFING FOR THE CHAMBER ECHO

Work plans are currently being developed on the publication of the "Chamber Echo" newsletter. The following staff positions will enable the newsletter to be published quarterly:

Editor-In-Chief....Major L. Pugh
Public Relations....Vacancy
Manager
Publicity Manager...Vacancy
Graphics Manager....Kalamu Chaché
Productions.....Vacancy
Manager
Circulations.....Vacancy
Manager

Members from the General Membership are being sought to volunteer for the four (4) vacancies on the newsletter staff. If you are interested in serving as a volunteer, contact the Editor-In-Chief or the Graphics Manager at 415/327-5846.

When enough volunteers have responded, an orientation meeting will be called in order to provide descriptions of work assignments.

Chamber members interested in contributing articles for the newsletter are encouraged to submit them by the first day of the months of March, June, September, and December. All articles are to be sent to:

The Chamber Echo
East Palo Alto Chamber of Commerce
P.O. Box 51358
East Palo Alto, CA 94303

WORK PLAN PROGRESS

The Board of Directors of the East Palo Alto Chamber of Commerce formulated a Management-By-Objective (MBO) work plan for the purpose of defining the mission of the Chamber. This work plan consists of 14 measurable objectives, activities to implement the objectives, a time schedule, staff responsibilities and evaluation plan. The work plan was developed during July and August of 1982, and work on the plan has been in progress since that time.

The following provides an overview of progress made on each objective -- with the person(s) responsible for implementation of each.

1). Memberships in Chamber: (Ms. Sara E. Christopher, Vice-President/Membership). The goal of having 100 paid-in-full members of the Chamber should be reached by March 30, 1984. Membership renewal packages have gone out to all current members. We now have 81 businesses/firms/agencies/individuals affiliated with the Chamber.

2). Membership Needs Assessment: (Mrs. Deborah C. Tadlock, Vice-President/Research & Development). Project is on schedule. All members of the Chamber were mailed copies of an assessment questionnaire on Tuesday, November 8, 1983. Members are requested to please complete the questionnaire and return it on the date requested. This information is needed in order to address changes in our work plan.

3). Community Clean Up: (This task needs to be assigned to someone). This project has been tabled until the 1984 calendar year. With the incorporation of the new City of East Palo Alto, funding for the project has to go through channels via the City Council. This process is to be logistically planned by a committee selected/appointed by the Board of Directors of the Chamber.

4). Welcome Wagon: (Elder O'Neal, Vice-President/Public Relations and Rev. James E. Lutchter, Vice-President/Ways & Means). Project is on schedule with change of projected dates for completion of each task/activity. Our "The East Palo Alto Chamber of Commerce Welcomes You" signs that were installed by the Chamber and supposedly removed by Cal-Trans is being investigated by Elder O'Neal. Hopefully, the signs will be put back into place in the very near future.

5). Senior Citizens & Youth Programs: (Mr. Joseph Goodwill, Board President). Plans are to give several toys to needy children during the Holiday Season. Also, a Christmas Program and Dinner are planned for Senior Citizens.

6). Employment Information: (This task needs to be assigned to someone). This project has been tabled until the 1984 calendar year. The person previously responsible for this project relocated from the area -- carrying with him all materials and documentation collected through June of 1983.

7). Annual Banquet: (Mr. Major L. Pugh, Chief Operations Officer). This project is on schedule, and is to be held on Saturday, June 30, 1984. The site for the event has not yet been determined.

8). Crime Prevention: (Mr. James E. Blakey, Jr., Board Member-At-Large). This project has been tabled until the 1984 calendar year. With the incorporation of the new City of East Palo Alto, the Chamber wishes to cooperate with the newly elected City Council and awaits until it has had time to settle into their awesome task of putting together a permanent staff. After which, plans are for the Chamber to assign a committee to work with designated city representatives on this project.

9). Business Revitalization: (Mr. Major L. Pugh, Chief Operations Officer). This project is behind schedule -- awaiting the completion of an Economic Leakage Study by the Community Development Institute (CDI). When the study is completed, work will continue.

10). Economic Leakage: Same as task #9, above.

11). Networking: (Staff/Coordinating Committee). Two (2) portions of the overall objective were changed due to the incorporation of the new City of East Palo Alto. This project is on schedule in that as of November 1, 1983, the staff committed itself to continue the ongoing aspects of the activities/tasks involved.

12). Corporate Status: (Mr. Major L. Pugh, Chief Operations Officer). This project is on schedule. However, minor changes in the Federal application had to be made within the last few days.

13). Chamber Affiliations: (Mr. James E. Blakey, Jr., Board Member-At-Large and Mr. Major L. Pugh, Chief Operations Officer). This project is on schedule as planned. The Chamber has become a member of the California State Chamber and the Chamber of Commerce of the United States. The Chief Operations Officer of the Chamber is a member of the Peninsula Chamber Administrators Association. All three (3) memberships have been renewed for continuation through 1984.

14). Fund-Raising: (Mr. James E. Blakey, Jr., Board Member-At-Large; Mr. Major L. Pugh, Chief Operations Officer; Elder E. J. O'Neal, Vice-President/Public Relations; and Rev. James E. Lutchter, Vice-President, Ways & Means). This project is on schedule. However, the Chamber has not been as successful in its fundraising ventures as it had hoped to be. Plans are for the Board to appoint a Blue Ribbon Committee to work on future aspects of this objective.

NEW AREA BUSINESS HIGHLIGHTS

Within the past few months, several new businesses have located in the East Palo Alto Community. Those who have come in contact with the Chamber and expressed interest for their business/agency/organization to be highlighted are listed below.

o DAMIEN'S RESTAURANT -- formerly Farmer's Restaurant -- located at 2240 University Avenue in East Palo Alto, is now open and serving breakfast, lunch and dinner at reasonable prices. DAMIEN'S is now under the proprietorship of Mr. Bobby Clark. Operating hours are from 6:00 a.m. - 9:30 p.m., Monday through Saturdays, and 12:00 noon - 6:00 p.m. on Sundays. DAMIEN'S offers catering services to groups of twenty-five or more, and provides a discount on purchases made by Senior Citizens. Grits and biscuits are featured with all breakfasts. Take it from me, Major L. Pugh, DAMIEN'S serves the best BLT in town! Why don't you drop in and enjoy the highly affordable food and top-rate service at DAMIEN'S?

o It's not new, but -- Contour Barber Shop has had a name change to CONTOUR HAIR

CARE CENTER. It has also moved across the street to 1940 University Avenue in East Palo Alto. CONTOUR HAIR CARE CENTER is a division of J. A. Wilmore and Associates and specializes in haircutting/styling/supplies. CONTOUR HAIR CARE CENTER is a member of the East Palo Alto Chamber of Commerce. To arrange for an appointment, please call (415) 324-HAIR.

o GOLDIE'S OAKWOOD BAR-B-QUE, located at 1940-C University Avenue in East Palo Alto specializes in beef, rib and hot link sandwiches and orders. Whole slabs of ribs and sweet potato pies are also available. To complement these tasty offerings, sodas can be had. GOLDIE'S is open seven (7) days per week from 11:00 a.m. - 9:00 p.m., Sundays through Thursdays and 11:00 a.m. - Midnight on Fridays & Saturdays. To have your sandwich or order ready when you arrive, you may call (415) 321-1019.

o On August 2, 1983, EVA'S BAKERY opened its doors at 1945 University Avenue in East Palo Alto -- specializing in Croissants of butter, chocolate, almond, turkey salad, and ham & cheese. Also featured are chicken, apple and coconut pies. EVA'S has a full line of napolean cake, B-B-Q port and french bread (baguette). To make your food more tasty and enjoyable, coffee is available. EVA'S is open from 7:00 a.m. - 3:00 p.m., seven (7) days per week. For more information, please call (415) 322-1655.

o DONALD LAWSON, ATTORNEY AT LAW, has a practice located in East Palo Alto, at 2369 University Avenue, and is available to serve in the process of coping with legal affairs. ATTORNEY LAWSON can be reached by calling (415) 321-3710.

o TOGA, INC., under the co-proprietorship of Mr. Nolan Dixon, does on-site custom glass etching. Residential and commercial services are available. TOGA also does sand blasting. These services are available at 219 Demeter Street in East Palo Alto. For further information, please call (415) 323-3570.

o D. & O. BASHIR ASSOCIATES COMPANY, under the proprietorship of Mr. Onyango S. Bashir and Mrs. Dorothy Bashir, located at 144 Gardenia Way in East Palo Alto, is available to "find service for you". If you or your firm has a need for someone to distribute flyers, announcements, etc., D. & O. BASHIR ASSOCIATES COMPANY is awaiting your call at (415) 322-7145. Rates are far below those traditionally charged for these types of services. D. & O. BASHIR ASSOCIATES COMPANY is a member of the East Palo Alto Chamber of Commerce.

o LUTFIYAH ALI, HOLISTIC HEALTH CONSULTANT, can introduce you to an individualized program to address your nutrition and exercise needs. Counseling, family management and other basic needs are addressed by LUTFIYAH ALI. Success-proven medical herbs are an integral part of the holistic programs individually planned by LUTFIYAH ALI. For more information, please call (415) 322-2813. Office hours are from 1:00 p.m. - 6:00 p.m., Mondays through Fridays.

o KALAMU PRODUCTIONS -- formerly known as Chris-Co Productions -- has relocated to East Palo Alto after a six-month stay in Los Angeles. Established in February, 1975 by President/Founder Poetess Kalamu Chaché, KALAMU PRODUCTIONS organizes, manages, and promotes the creative apt talents and skills of Poetess Kalamu Chaché as Authoress, Songwriter, Vocalist, Performer, Teacher, Producer, Editor, Publisher, Writer, Promoter, and Cultural Events Organizer. In addition to these services, KALAMU PRODUCTIONS offers various promotional services to artistic and cultural organizations. For more information and requests for services by Poetess Kalamu Chaché, contact KALAMU PRODUCTIONS at 2213 Dumbarton Avenue in East Palo Alto. KALAMU PRODUCTIONS is a member of the East Palo Alto Chamber of Commerce.

o If you would agree that this newsletter is prepared in a highly professional manner, you should then agree that FINE LINE PRINTING, owned and operated by Mr. Lester C. Lacey, at 1411 Camellia Drive in East Palo Alto, is the place to go for your typesetting, layout work, art work, etc. when preparing a document for the public or personal use. For further information, call (415) 329-9830.

o A new organization with the mission of devoting its resources to make the quality of life better for all San Mateo County residents is in the making. According to Mr. Henry Lewis, Jr., of Washington National Insurance Company:

"Throughout our lives, it has been necessary for us to organize: as a people, to evaluate ourselves as individuals and as a group. Having recognized that unity perpetuates strength, we the African-American Community of San Mateo County, through our spokesperson, Henry Lewis, Jr., are forming a coalition of leaders with a mandate for self-help throughout our cultural ties. For further information and participation, please call Henry Lewis, Jr. at (408) 370-2333 (work) or (415) 571-5360 (home)."

THE CHAMBER'S LOGO, SLOGAN & COLORS

Historically, organizations/agencies/institutions have found it to be to their best interest to adopt a logo and slogan and to select colors in keeping with them. During its infancy, the East Palo Alto Chamber of Commerce -- through the wisdom of its Task Force undertook this task and adopted a logo, slogan and colors for the Chamber. A definitive and narrative description of each are as follow:

o LOGO: A primitive triangular shape WITH a golden background, etched in black, with a golden sunburst -- all representing the raw talent of the organization with its potential to forever grow, with rays of hope eternally shining through.

o SLOGAN: "Banded together for the advancement of commercial, financial, industrial and civic interest of East Palo Alto." This simply reflects back to the logo, with its three primitive sides -- joining together the representative aspects of Operations, Communications and Finance.

o COLORS: Black and Gold -- represents wisdom with vision and honor, together with hope, intelligence and indomitability.

As the East Palo Alto Chamber of Commerce grows and flourishes, one will always be able to associate its logo, slogan and colors with all positive aspects of community life.

ACTIVITIES CALENDAR

December 1983

- 6---Executive Board Meeting - 12 Noon (Drew Health Foundation)
- 21---General Membership Meeting - 7 PM (East Palo Alto City Center)
- 22---Toy-Give-Away Program (Time & Place To Be Announced)
- 23---Senior Citizens Christmas Party & Dinner (Time & Place To Be Announced)

January 1984

- 3---Executive Board Meeting - 12 Noon (Drew Health Foundation)
- *Nominating Committee appointed during November of 1983 presents to the Board 3 candidates to serve three-year terms, to replace the Directors whose regular terms expire in accordance with straws drawn during November, 1983 meeting.
- 6---Notification of general membership, by mail, of the names of persons nominated as candidates for Directors and right of petition.
- 18---General Membership Meeting - 7 PM (East Palo Alto City Center)
- *Petitions for nomination must be in the hands of the Board by commencement of this meeting. Board determines legality of petitions.

February 1984

- 7---Executive Board Meeting - 12 Noon (Drew Health Foundation)

22---General Membership Meeting - 7 PM (East Palo Alto City Center)

*If there were no petitioners for Board consideration, the Board shall declare the three nominations made by the Nomination Committee as duly elected members of the Board to replace those whose regular terms expire in accordance with straws drawn during last November.

If there were individual petitioners, ballots will be mailed to the general membership at least fifteen days prior to the regular April Board meeting.

April 1984

- 3---Executive Board Meeting - 12 Noon (Drew Health Foundation)
- 18---General Membership Meeting - 7 PM (East Palo Alto City Center)
- *Board counts ballots, if applicable, and declares three (3) candidates with highest number of votes elected.

May 1984

- 1---Executive Board Meeting - 12 Noon (Drew Health Foundation)
- 16---General Membership Meeting - 7 PM (East Palo Alto City Center)
- *Newly-elected Board members are seated.
- 25---Senior Citizens Fishing Trip & Picnic (Time & Place To Be Determined)

June 1984

- 5---Executive Board Meeting - 12 Noon (Drew Health Foundation)
- 20---General Membership Meeting - 7 PM (East Palo Alto City Center)
- *Board members whose term expire leave office after serving at this meeting.
- 30---Third Annual Installation & Awards Banquet (Time & Place To Be Determined)

AT&T BREAKUP: COMPARATIVE PRICES*

As of January 1, 1984, telephone services in the United States will have an everlasting change. The chart below is provided for you to make comparisons and make the determination as to which service vendor or vendors you wish to use.

	San Jose to N.Y. City cost per minute				Cost of Service per Month	Billed at time of origin Min Usage	Cost of travel cities, card available for calling	Call rounded Sun- 5-11 billed at weekend rate
	Week day 8 a. - 5 p.	Evening 5 p. - 8 p.	Night/ Weekd 8 p. - 11 p.	Week end 11 p. - 8 a.				
MCI	.432	.2029	.2029	.1579	\$10 or if exceeds \$75, the \$10 is waived	No	\$5.00 per card	minute
Sprint	.432	.1994	.1994	.1579	\$10.00	Yes	No Charge	minute
Merofone	.423	.186	.186	.136	\$10 or if exceeds \$40, fee is cut to \$5.00	Yes	\$3.00 per card	minute
ITT	.43	.28	.20	.14	\$10.00	Yes	No charge	minute
AT&T	first minute .74	first minute .44	first minute .44	first minute .29	No charge	No	operator charge	tenth of min
	add'l .49	add'l .30	add'l .30	add'l .20		0	any city	No

*Corporate Times, Volume 2, Issue 7 -- July, 1983.

Buy Locally
Shop
EAST PALO ALTO

A MESSAGE FROM THE MAYOR

I bring you greetings from the City of East Palo Alto. On July 1, 1983, the City officially came into being. It is alive and well!

As an outgrowth of a lawsuit initiated and bankrolled by absentee owners of large apartment houses and complexes and land developers, Judge John Cruikshank, on September 14, 1983, issued a landmark decision confirming the passage of Proposition "A" - the incorporation of the community - and the election of four of the top five candidates of the East Palo Alto City Council.

The selection of a city manager should be completed by the end of December; additionally, the selection of a permanent city attorney should be made around that time. City business is now being carried on by an interim city manager, an interim city clerk, and an interim city attorney.

Perhaps you have noticed that many of the derelict vehicles which were parked on our streets have been towed away. An ordinance abating public nuisances will be in effect by November 30, 1983. Its enactment will allow — the City to clean up properties, vacant or occupied, on which exists a violation of the health or safety codes when the property owner fails to abate the situation. It seems as if the pressure being applied to decrease or eliminate criminal activity on our streets has begun to have an effect. Peddlers of contraband substances are not as visible as they once were. Eradicating criminal activity in our community will necessitate the involvement of all of us. My hope is that those citizens who have not already made this commitment will do so in the near future.

A series of conferences were held in September to acquaint community residents with various aspects, responsibilities, and benefits of cityhood; citizens were encouraged to participate in all facets of the decision making process. Meetings are planned for various constituencies in the community; an excellent meeting was held with the ministers of the community.

Our financial picture continues to be very positive. We have adequate funds to not only continue to provide essential services to residents of the community but to improve the levels of those services.

As stated before, the City is alive and well! The City is about its business of protecting citizens, addressing their needs, and providing the framework through which community residents will be able to experience as much of the 'good life' as is possible.

Peace,

Barbara A. Mouton

SMALL BUSINESS ADMINISTRATION

Listed below is a listing of the Small Business Administration (SBA) publications. These Management Assistance publications are available to you free of charge. The publications recommend methods and techniques for handling management problems and business operations. To get your free copy, call the Small Business Administration's branch office in San Francisco at (415) 974-0649.

MA 1.001	The ABC'S Of Borrowing
MA 1.002	What is the Best Selling Price?
MA 1.003	Keep Pointed Toward Profit
MA 1.004	Basic Budgets for Profit Planning
MA 1.005	Pricing for Small Manufacturers
MA 1.006	Cash Flow in a Small Plant
MA 1.007	Credit & Collections
MA 1.008	Attacking Business Decision Problems with Breakeven Analysis
MA 1.009	A Venture Capital Primer for Small Business
MA 1.010	Accounting Services for Small Service Firms
MA 1.011	Analyze Your Records to Reduce Costs
MA 1.012	Profit by your Wholesaler's Services
MA 1.013	Steps in Meeting Your Tax Obligations
MA 1.014	Getting the Facts for Income Tax Reporting

MEMBERSHIP FEE PRORATA SCHEDULE

NOTE: Memberships run from January 1st, of any given year through December 30th, of the same year.

Type of Membership	Full Year Jan. thru Mar.	3/4 Year Apr. thru Jun.	1/2 Year Jul. thru Sep.
General Purpose (Large Business)	\$150.00	\$112.50	\$75.00
General Purpose (Small Business)	\$ 75.00	\$ 56.25	\$37.50
Individual* (Personal)	\$ 25.00*	\$ 18.75*	\$12.50*
Institutional (Schools, Clubs, Etc.)	\$ 75.00	\$ 56.25	\$37.50

*Has no voting rights nor can serve on Board of Directors. Can serve on committees or as Chamber Ambassadors. Does not receive a Membership Plaque. Receives only a Membership Card.

NOTE: Commencing on October 1st, of each year, the period between October 1st, of one year and March 31st, of the following year will be for a full year's membership, and will be payable at the full year rate.

THE EAST PALO ALTO CHAMBER OF COMMERCE

The East Palo Alto Chamber of Commerce is a consortium of businesses which has come together for the advancement of commercial, financial, industrial and civic interests of the community. Officially established on May 25, 1982, the group evolved out of a well-developed plan spanning more than a year of preparation. The Chamber now has seventy-one members.

Plans are now underway for the Chamber to complete a community needs assessment, to implement strategies designed to address the continually rising unemployment and to curtail the flow of commercial dollars from the community. Programs for senior citizens and youth, crime prevention, and networking with governmental entities are continuing. A welcome wagon project is about to be launched. The Chamber Board believes that these programs and projects will serve as vehicles to improve the image of our community and encourage increased development of the business and commercial sectors.

**EAST PALO ALTO
CHAMBER OF COMMERCE**

Post Office Box 51358
East Palo Alto, California 94303