

## **Minutes of the Morning Chamber of Commerce meeting on November 21, 2008 Written by Ellen Beans**

7:30 – 8:00 a.m. – Hot coffee and blueberry muffins, lots of visiting, exchanging of business cards, meeting new business people

8:00 – 9:00 – Reports from several members; then a short talk on ethics in business.

### **Reports:**

#### State of the Town, Nov. 19 at Rheem Theater

Mayor did a good job giving an overview of the events, decisions, and issues that Moraga dealt with in 2008; Terzzeto Cuisine served delicious appetizers and brownies; Allied Waste provided wine. Andy Scheck, publisher of the Lamorinda Weekly, was awarded the Moraga Chamber of Commerce Business Person of the Year.

#### Chamber Membership Community

2 new members were introduced:

- Tara Rochlin of Village Associates, real estate - she said over 70% of homes sold by her office are Moraga homes, so she is happy to join the Moraga Chamber.
- Eric Haag of New York Life Insurance - has lived 12 years in Moraga; is very interested in helping to boost the success of all businesses in Moraga.

The Chamber now has 130 members. Edy said that the role of the Chamber in these challenging economic times is more important now than ever.

More opportunities for the business community to work with Saint Mary's College are being developed.

#### Season of Light - Saturday, December 6, 11 - 2 p.m. at BOTH shopping centers

Edy urged Chamber members who don't have a retail business in Moraga to drop by during these hours to see what the shops have done, enjoy the musicians, shop for gifts, and in general, to support this part of our business community.

#### Union Bank -

Dimitry Bokman reported on a promotional event the bank held on Nov. 15 to finger print kids from all schools and to introduce the kids to good money

management. He thanked the Moraga Juniors for their help in promoting this event. The bank provided a jump house and popcorn, loved by all the youngsters.

#### Moraga Community Faire - May 9, 2008 - Rheem Center

Ellen Beans reported that 3 sponsorships have been promised already, that Moraga Juniors will create a chalk drawing contest for kids, and that both JM and Campolindo have agreed to bring several student music groups to our stage. A strong planning team is already formed. Two more people are needed to promote the faire through publicity efforts. Call Ellen at 376-7306 if you'd like to help in this way.

#### **Review of 2008 Chamber Year**

Edy listed the many workshops and projects of the Chamber in this past year, highlighting the goal of 2008 to bring VALUE to all the members.

Ideas were solicited for inclusion in the 2009 year.

Edy urged everyone to read the Chamber email messages she sends out in order to stay informed and connected.

#### **Speaker: Professor David Gill, Business Ethics at St. Mary's College**

David described 2 ways to put ethical practices into place:

1) Using a Damage-control approach - necessary at times but not a winning strategy and is driven by a problem; is reactive. Examples: Doing the 'right' thing because the business does not want to be sued over sexual harassment or a toxic spill.

2) Using Mission-Control Ethics - driven by the vision, the mission, of the organization; proactive

Example: if a person's vision is to be healthy and able to participate actively in life, he/she discovers what makes that vision possible and follows those methods.

David summarized the different ethics approaches by saying that research has shown that it takes five times as much energy to recruit a new customer than it does to keep an existing one, or five times as much energy to train a new employee than to keep an employee.

His teachings are printed in a newly released book called *"It's About Excellence . . . Building Ethically Healthy Organizations"*

**Next Chamber Meeting: Holiday Mixer at Aegis - December 9**