

## Orinda Chamber of Commerce: More Vibrant than Ever!

By Sophie Braccini

The Orinda Chamber of Commerce was established as a non-profit corporation in 1952. Its mission can be summarized by the sentence, "If it's good for Orinda businesses, it's Chamber's business." The Chamber tallies 275 members, with an outlook of a 10% increase this year. The set of companies is as diverse as one could imagine. Some top 500 companies are members and it's nice to see the local branches contributing to the welfare of the Orinda business community. The majority of the members are local business owners, often Lamorinda residents, who understand that working together will bring more prosperity to each and every one of them.

In 2007, a new Board was elected. Keith Miller of Prudential Realty is the new President. One of the board's first tasks has been to intensify its interaction with the town of Orinda. The Chamber has decided to support the coming bond measure E (Orinda roads, drains and water supply). Miller spoke in front of the City Council to present the Chamber's position: "The state of our roads may be an 'inconvenient truth,' but we have to face it and it is as bad for property values as it is bad for businesses." The Town and the Chamber are partnering in the new "Shop Orinda" campaign.

The Chamber organizes many events during the year. The breakfasts, mixers and luncheons are a great opportunity to meet local business leaders and network. These gatherings are open to the public.

The next luncheon is scheduled for Friday April 27th, when Peet's Coffee CEO Patrick O'Dea will address the audience. Come and hear CEO Patrick O'Dea explain how the company can successfully grow while retaining the artisan quality and "Peetniks" culture that sets the company apart. How is Peet's planning on succeeding where its competitors have failed?

The luncheon will take place at the Orinda Country Club, starting at 12:00 noon, price per person is \$30. Reservations are recommended, call 254-3909. Go to [www.orindachamber.org/directory.php](http://www.orindachamber.org/directory.php) for a list of Chamber member businesses.



Board of Directors members gather around the fountain near their office, from left to right: Pete Ritter, Keith Miller, AJ Nisen, Patti Camras, Candi Kattenburg and Carlos Rangel

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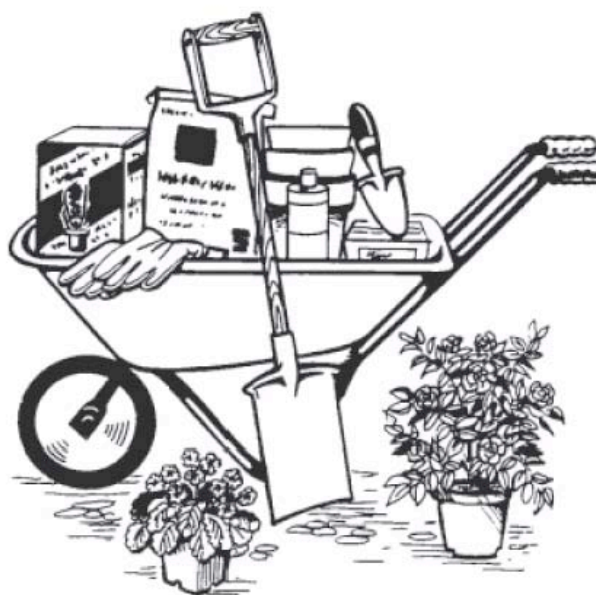
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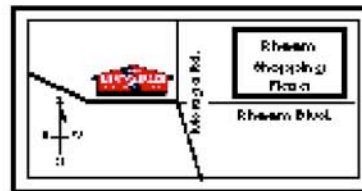


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