



Lafayette Chamber of Commerce

Candidate Statements

2021-2022 Board of Directors

Jesse Wellen Owner – Lafayette Car Wash and Detail Center

I believe my 30 years of owning and operating the Lafayette Car Wash and being a resident of Lafayette has given me the experience and knowledge that I can share with the business community. During these unusual COVID times I would like to assist the small businesses and help Lafayette maintain its thriving relationship between businesses, residents, non profits and schools.

Wendy Tamis Owner – Clocks, Etc. / Harpist

As the co-owner of Clocks, Etc., I have been an active member of the Lafayette Chamber of Commerce and have served on the Board of Directors and as an Advisor to the Board. I have been a member of the Lafayette Art & Wine Committee, the Shop Lafayette Committee and the Membership Committee. It is extremely important that all aspects of the Lafayette business community be represented on the Chamber Board, especially as we continue to deal with the COVID-19 pandemic. We have enjoyed doing business in Lafayette for the past 44 years and, if re-elected, I will remain an advocate for independent retail businesses throughout the city.

Yolanda Trevino Founder – Microhair Aesthetics

I'm great with sales and marketing, the power of persuasion, fostering and nurturing relationships through networking and can be a valuable asset to the Board of Directors with my entrepreneurial background. I bring a lively energy, diversity and a unique perspective in building business. My business acumen ranges from creating branding, building a brick and mortar store, an eComm store, web design and development, social media advertising, how to leverage media marketing, drop shipping sales, private labeling, manufacturing products, real estate investing, creating multiple streams of income and how to keep going when faced with adversity (even after defeat). My business savvy demonstrates

leadership and resilience that can motivate and inspire other business leaders in the community that in turn supports our residents and children by allowing them to continue to feel safe and well while trying to live life as normally as possible during these unprecedented times. I care about people, our future, the economic health of the community and the well-being of the business owners and residents. Additionally, in the year I've been a member of the Chamber, I've supported and attended all ribbon cutting ceremonies, mixers and other social activities and events that honor and promote the leaders and the community. During the Shutdown and the Wildfires, I have privately donated to flailing businesses and purchased goods, meals and/or personal services specifically in Lafayette to help support my fellow business owners. I'm also on the Connectors Committee to help bring new ideas to fellow business owners and generate new memberships. With my experience and expertise, I can do a great job as a new addition to the Board of Directors in helping to contribute and focus on solutions that steer the goals set by the Lafayette Chamber during 2021-2022. Thank you for your consideration!

Travis Johnson Owner/Contractor – Dream Big Construction

The City of Lafayette has meant so much to me throughout my life. As a child it provided a safe place for me to grow and as an adult it has provided opportunities for my personal and professional development. As a current board member, I am more involved in the activities of our local and state governments. This inside knowledge has allowed me to make better decisions for my company, and as a board member it allows me to help drive the local business environment in such a way that supports all industries, not just mine. Also, as a tradesman and not an office professional I believe it's important to represent other blue collar professionals.

Leila Douglass Owner – Douglass Designs / Luxe Homes

I am excited at the opportunity to run for the Lafayette Chamber Board of Directors once again! Not only have I owned my Design business in Lafayette for over 20 years, but I have also lived here for well over 25 years. Being part of the chamber has allowed me to connect with the community at a deeper level, be at the forefront of new projects coming to town and keeps me informed of potential measures being considered for election. Now more than ever, we need a voice that will advocate for the businesses in Lafayette to ensure that they continue to thrive during the challenging times we are encountering. I hope to be one of those voices to advocate on behalf of our business community. I am excited at the opportunity to continue to take an active role in shaping the future of Lafayette, the future of the town I love and call my home. I would be honored to act as your representative again and will do all I can to ensure that Lafayette continues to have a thriving business community, dynamic downtown and remains one of the best places to live in the East Bay.

Dennis Erokan Consultant – Get Famous

My experience and talent is I am a connector and have worked in both Journalism and Public Relations and Marketing, so I can be of help to the Chamber and the Chamber members in marketing and Public

Relations and Social Media. My Goal is to help grow the awareness of the Chamber and our members in the outside world.

Tom Schnurr Owner – Sequoia Signs & Graphics, Inc.

I am excited to advance my relationship with the Lafayette Chamber by serving on the Board of Directors. Your vote is important. Let's continue the tradition of greatness for Lafayette businesses. I have enjoyed a long working relationship with the Chamber, particularly as a volunteer and past Chairman of the Volunteer Committee for the Art & Wine Festival. While I think the Board and Chamber are already doing a terrific job promoting Lafayette business, I hope to contribute to a continuation and, perhaps, enhancement of these great services. It would be my pleasure to serve you on the Lafayette Chamber Board of Directors.

Fred Steingraf Financial Advisor – Edward Jones Financial

I am applying for my second term as a member of the Board of Directors. I have been a very active participant in the Chamber, serving on the Board as well as the Executive Committee. If elected to another term, I would continue my very active involvement. I plan to continue building the Chamber Connectors networking group and have expressed my interest in being Chamber President in 2022.

Rebecca Troxell Entrepreneur – Rebecca's Vault

Being involved with the Lafayette Chamber in so many aspects from Young Professionals, Ambassadors, Art & Wine and my participation on the Chamber Board for the last 2 years has definitely put me in a position to provide a unique perspective to provide as a member of the board. I'm excited to bring my thoughts and experiences as a business owner that is very involved in the community, as a young entrepreneur, and as the spouse of someone who works for a local business in Lafayette as well. As my business requires, I spend a lot of time networking and connecting people in various businesses throughout the Bay Area. I think this also helps bring some feedback, perspective and ideas in a collective sense that can help us look at things differently. As well as some great ideas for things that have worked in different communities. I'm looking forward to the opportunity to serve and represent the Lafayette Chamber Board for another 2 years.

Christine Raymond Publisher – Lafayette Social

I am very excited about the potential of being on the Chamber board! I feel aligned with many of the current members and feel I could contribute to the positive momentum the Chamber already experiences. With the current environment and the necessity to reevaluate and reengineer, I feel I could be helpful in strategizing and assisting in implementing new ways to attract membership and community-wide support. Thank you for your consideration!

Dr. Christina Alba

Owner/Chiropractor - Rivulet Chiropractic

My name is Dr. Christina Alba of Rivulet Chiropractic and I am a proud Lafayette Chamber of Commerce member, going six years strong. After serving as the 2019 Board President I now have a deeper understanding of how the Board truly serves the Lafayette community. It's an honor to be part of a group that demonstrates compassionate leadership and gets the job done with grace and humility. As a solo female business owner I am able to bring a diverse and fresher perspective to the many discussions and issues the Board tackles. I would very much love the opportunity to serve on the Chamber Board of Directors again. Thank you for your consideration.