

We Want to Follow You!

The Park Street Business Association has a presence on *Facebook*, *Twitter*, and *Wordpress*. Our goal is to help your business connect with new and current customers.



If your business has a Facebook page, we welcome you to post announcements on our Wall. If you do not have a Facebook page, you can email announcements to parkstreet1@comcast.net



If your business has a Twitter account, follow "ShopParkStreet" so that we can follow back and "retweet" your latest news.

Alameda Printing Services

For all your printing and copying needs, see Wayne and Vicki at **Alameda Printing Services**.

They produce all of the PSBA event posters, produce and collate this newsletter (sometimes on impossible deadlines), They're quick and have reasonable prices. Go see them at 2408 Lincoln Ave or call them at (510) 521-0500.



Do you have any business tips or a success story to share?
For publication in a future newsletter, send your story to parkstreet1@comcast.net

Last Mixer

Thank you to all the PSBA members who attended the August mixer. We had a fabulous time on the patio of Angela's Bistro & Bar and were treated to a variety of very tasty appetizers. A few of us ordered the Early Bird Special — we highly recommend that you check it out.

Congratulations to **American Electrical** for winning a business profile in the PSBA section of the Alameda Sun. Look for their story soon.

Thanks To:

Angela's Bistro & Bar

For Hosting the Mixer

**Alameda Theatre & Cineplex,
Bank of Alameda,
Edward Jones Investments,
and Scott's Shoes**

For Providing Raffle Prizes

Want to hear what's happening in the Park Street District or have a chance to win a fabulous prize? Stop by and visit us at the next mixer.

Next PSBA Mixer:

September Mixer

La Penca Azul

1440 Park Street

Wednesday, September 21, 2011

5:30 p.m. - 7:00 p.m.

Hors D'oeuvres - No Host Bar



Please remember to bring a business card for our free door prize drawings.
To donate a prize, please bring it to the mixer or call the PSBA office.

Mixers are held the third Wednesday of each month.

Shop-4-Education

Alameda Education Foundation launched a new **Shop-4-Education** program. Through this program, businesses can help raise funds for AEF programming in art, music, drama, sports, science, technology and much more. From fashion to fitness, photography to handyman work, even mortgages and legal services, this program features a wide array of opportunities for PSBA members through special business promotions

Your participation will attract conscientious shoppers who support businesses and organizations that support the vital work of the Alameda Education Foundation. Participating merchants in the Park Street Business District currently include Books Inc., Raintree Studios, and Angela's Bistro & Bar. Help grow this list! If your business or organization would like to join AEF's Shop-4-Education Program, please visit AEF's website at www.alamedaeducationfoundation.org/ways-to-give. If you would like more information about the program, you can call the AEF office at (510) 337-7189.

Bank of Alameda Showcases Online Banking

Today's business banking technology allows you to perform 95% of your bank transactions online, including check deposits.

Bank of Alameda will be hosting an event to showcase products focused on improving your business's efficiency and cash flow. The Bank will also reveal plans for their business products in the coming year including a new look and feel to their Cash Management services, a new ACH origination product, and a new website design. Both customers and non-customers are invited.

For questions or to RSVP, please call Brooks Kohne, Vice President and Cash Management Manager at (510) 748-8491.



Wednesday, October 5
5:30—7:00 pm
South Shore location
 (2130 Otis Drive)
Appetizers served

It's not a Blog... it's an Archives

If you miss any of the PSBA posts that appear on our "What's in the News" web page or in the Alameda Sun this year, you can now view the articles at this address: www.parkstreetbusiness.wordpress.com

The new web presence serves as an extension to our "What's in the News" web page (www.ShopParkStreet.com/news) and is a way for us to save older articles and promote our member businesses.

Articles are categorized by topics such as Announcements, Awards, Business Profiles, Events, and Tips. There is also a Weekly Calendar page and a Photo Gallery.

Want to find out if your business has been mentioned in any of the PSBA stories? Give the Search a try to see what articles mention your business name.

We're always looking for new content to share with readers. So if you have any business tips, are hosting an event, or have new products to promote, please email information to the PSBA office at parkstreet1@comcast.net.

And if you want to keep up on the district announcements posted each week, you can subscribe to have the articles emailed to you:

parkstreetbusiness.wordpress.com/

Spread the word — let your customers/clients know about this terrific news source!

APD would like to remind everybody to watch out for fake \$20 bills being passed around town. Please examine bills closely before accepting and report all counterfeits to the Alameda Police Department: (510) 337-8340.

Keep Your Investment Working Hard

On September 5, we observe Labor Day, which is dedicated to the social and economic achievements of American workers. Of course, if you're like most people, work is essential to your life, both as a means of personal fulfillment and as a necessity for achieving your financial goals, such as a comfortable retirement. But if you're going to attain those goals, you'll want your investments to work as hard as you do.

For that to happen, you'll need to take these steps:

- **Know your investment objectives.** Whether you work in an office, a manufacturing plant or any other venue, your goal is to produce a clearly identifiable result. And the same should be true for the way that you invest. In other words, you should know exactly why you own every single one of your investments — because only then will you have a clear, unified strategy for achieving your desired outcomes.
- **Keep investing.** As a diligent worker, you show up to work every day because you know that this type of consistency is necessary for success. A similar principle applies to your investing “career.” By investing steadily, year in and year out, you have a much better chance of reaching your objectives than if you were to take periodic breaks. Of course, when the financial markets are volatile, it can be tempting to take a “timeout,” but this stop-and-start approach can lead to missed opportunities. For example, if you jump out of the market when it's down, you might miss out on the early stages of the next rally.
- **Build a productive portfolio.** Generally speaking, the most industrious workers are also the most productive ones. And just as productivity is an asset in the working world, it's important in the investment world, too. Strive to own a mix of investments in a balanced portfolio, based on your risk tolerance, time horizon and long-term goals.
- **Develop your investment skills.** To truly be a good worker, you need a set of skills, such as initiative, the ability to make decisions and the willingness to work on a team. However, throughout the course of your career, you may also need to add new technical proficiencies so that you can stay on top of developments in your field and maintain your productivity. As an investor, you also need some “core competencies,” such as patience, discipline and the ability to prioritize goals. But you also need to stay current on financial products, the economy, the markets and changes in tax- and investment-related laws. To help expand your knowledge base and receive timely guidance, you may want to work with a financial professional.

Labor Day comes just once a year. But by keeping your investments working hard 365 days a year, you can keep making progress toward the lifestyle you've envisioned.

PROVIDED BY:

DEB KNOWLES, YOUR EDWARD JONES FINANCIAL ADVISOR

1336 PARK ST., SUITE D, ALAMEDA. 510-749-0403

**City Hall Admin Offices
Closed on Fridays**

Beginning on September 9, 2011, the City Hall's administrative offices will be closed on Fridays. Public Works and Parks' maintenance will continue to work on Fridays. **The City's 24-hour emergency operations for Police and Fire will not be affected by this change.**

www.cityofalamedaca.gov/City-Hall/Hours-of-Operation

**Maintenance Admin Offices
Relocated to City Hall West,
New Hours**

All of the Public Works administrative and customer service functions are now being handled at City Hall West, 950 West Mall Square, Room 110. The phone number for Public Works Maintenance has remained unchanged at (510) 747-7900. Administrative hours are Monday-Thursday, 8:00am-6:00pm.

Free Breakfast Networking Mixer

hosted by

Alameda Chamber of Commerce
and

Tucker's Ice Cream

1349 Park Street

Tuesday, October 4

8:00-9:30am

Special Guest:

Meet Mike Noonan, our new Chief of Police.

This is old-fashioned networking at its best!

Meet, Greet, Mingle and Mix on your way to work, or just stop by for a cup of coffee.

*Alameda Morning Business Mixers are sponsored, in turn, by:
Alameda Chamber of Commerce, GABA, PSBA, and WABA.*

Law Offices of
Susan L. *Jeffries*
& Associates

Celebrating 18 years on Central



Friends & Food Celebration

***A benefit for the Midway Shelter of Alameda
September 15, 2011***

5:30 - 7:30 p.m.

*back yard at Law Offices of Susan Jeffries
2121 Central Avenue, Alameda
the white Victorian with the red door*

Admission: \$15 at the door
\$10 before Sept 1

Beer - wine - spirits - music

food donated by:

**Angela's - Gold Coast Grill - C'era Una Volta -
Aroma Restaurant - Feel Good Bakery -
Barbara Capon - Pie
plus other local restaurants and private chefs**

Parking across the street

All donations will benefit the Shelter.
For advance tickets, donations and more
information: 865-6664 or Nancy@sljlaw.net



MIDWAY SHELTER of Alameda
For Abused and Homeless Women and Children

Alameda Legacy Home Tour

Sunday, September 25, 2011; 11:00 am to 5:00 pm

This year's Legacy Home Tour features seven homes from Central Alameda to the East End, highlighting a mix of historical periods and architectural styles. Participants will partake of exterior charms, lush garden settings, and varied interiors in this exhibit of homes built between 1854 and 1907. Come see and learn about the different approaches to contemporary living in a vintage home.

One of the primary reasons for the tour is to showcase Alameda's outstanding historic architecture and to inspire tour attendees to restore their historic homes in a sensitive manner.

The tour is hosted by the Alameda Architectural Preservation Society (AAPS) and the Alameda Museum, both non-profit organizations dedicated to maintaining our small town ambiance and cherished older buildings. Proceeds fund programs unique to each non-profit organization. The tour is sponsored by Little House Cafe, winner of a 2008 Preservation Award.

Tickets are \$30 in advance. On the day of the tour, \$35 tickets will be available at Franklin Park. The ticket price includes a keepsake "Legacy Guidebook" and light refreshments in the garden of one of the homes on tour.

For more information, visit www.alameda-home-tour.org or call (510) 523-5907.

Advance ticket vouchers are available at:

Daisy's: 1347 Park Street

Alameda Museum: 2324 Alameda Avenue

Online via PayPal: www.alameda-home-tour.org



30 Years in the District

PSBA congratulates **The Law Offices of James T. Kennedy** on 30 years in the Park Street Business District!

Jim Kennedy established his law office in 1981, specializing in Estate Planning, Elder Law, and Disability Planning. Throughout the years Jim has been very involved in the Alameda community. Jim was our PSBA president for two years in the mid-1980's. He is also a past president of Alameda Rotary Club, Past Exalted Ruler of the Alameda Elks Lodge, past president of the Alameda Boys and Girls Club Board, and has been active in several other organizations. Jim is married to Evelyn Kennedy who also has been active in PSBA for many years.

You can learn more about Jim's practice by visiting www.alamedaelderlaw.com.



Welcome New Businesses!

Andrew A Kapur, Attorney
1516 Oak Street #316

The Clothes Line
2534 Santa Clara Ave, 2nd Fl

United Transportation Group
Taxi Service: (510) 337-0141

Warren S Taylor, CPA
1516 Oak Street #103

New Owners:

ARCO AM/PM
1260 Park Street

D20
2311 Santa Clara Ave

"Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

1. B & C 3. Art & Wine Faire 5. B
2. A 4. A 6. D

Labor Day is always held the first Monday in September. Here's a little quiz to test your knowledge of American labor history...



- Which United States city was the first to celebrate Labor Day?
A. Atlanta B. Chicago C. New York D. San Francisco
- Which U.S. President signed the bill making Labor Day a national holiday?
A. William McKinley B. Benjamin Harrison
C. Chester Arthur D. Grover Cleveland
- When was the first Labor Day Parade held in America?
A. 1776 B. 1872 C. 1882 D. 1902
- Who is widely believed to be the father of Labor Day in America ?
A. Henry Ward Beecher B. Peter McGuire
C. Samuel Gompers D. Matthew Maguire
- Which of these countries celebrates Labor Day on May 1?
A. China B. Canada C. New Zealand D. Japan
- BONUS QUESTION: Are you really reading the newsletter?
What day will the district be hosting a special event for its customers?
A. Saturday, October 8 B. Sunday, October 16
C. Saturday, October 22 D. Monday, October 31

Good luck to all! Entries with all the correct answers will receive a gift certificate from Café Fudgelato.

And everyone who submits a completed quiz will be entered into a special drawing at the end of the year — even if you don't get all the answers right. So email, fax, or deliver the completed quiz to the PSBA office by September 16.



We're Trying to Trick You!

Phone Numbers & Addresses To Remember

PSBA Office
Phone: 523-1392
Fax: 523-2372

Email:
parkstreet1@comcast.net

Police Department
337-8340

Fire Department
337-2100

Mayor Marie Gilmore
747-4701

City Council Members
747-4800

Economic Development
Sue Russell
747-6894

Public Works
Administrative
747-7930

Public Works
Maintenance Services
747-7900

Planning Department
747-6850

Building Department (Permits)
747-6800

Alameda Municipal Power
748-3901

Alameda Free Library
747-7777



PSBA Calendar of Events - September 2011

Mon, **LABOR DAY**
Sept. 5 *PSBA Office Closed*

Tue, City Council
Sept. 6 7:00 p.m. - City Hall

Tue, Membership Committee
Sept. 13 Noon - PSBA Office

Tue, Econ Revi Committee
Sept. 13 8:30 a.m. - PSBA Office

Tue, Promotions Committee
Sept. 20 8:30 a.m. - PSBA Office

Tue, City Council
Sept. 20 7:00 p.m. - City Hall

Wed, **PSBA MIXER,**
Sept. 21 **5:30pm - 7:00pm**
La Penca Azul

Fri, *Deadline: Articles for*
Sept. 24 *PSBA Newsletter*

Wed, PSBA Board Meeting
Sept. 28 8:15 a.m. - PSBA Office

Sat, **PARK STREET**
October 8 **CLASSIC CAR SHOW**

Classic Car Show Applications Now Available

The **18th Annual Park Street Classic Car Show** takes place this year on Saturday, October 8. Classic cars of every description will line Park Street in Alameda's historic downtown district between Encinal Avenue and Buena Vista Avenue. Most of the cars come from those magical decades of the '50s and the '60s. But there will also be plenty of classic roadsters and coupes from the '20s, '30s, and '40s.

If you would like to display your classic vehicle on Park Street, download an application at www.ShopParkStreet.com/carshow.
Vehicles must be from 1979 or older.



2447 Santa Clara Ave., #302
Alameda, CA 94501
www.ShopParkStreet.com
(510) 523-1392
parkstreet1@comcast.net

Park Street's 18th Annual
Classic
CAR SHOW
Alameda, CA

Hosted by:
Crankers Car Club

Saturday, October 8th
10:00 a.m. - 4:00 p.m.

With live entertainment, prizes
and fun for the whole family!

Over 400 Show Cars!
Classics • Hot Rods • Antiques Muscle Cars
Roadsters • Vintage Classic Fire Trucks Too!

Valet bicycle parking
will be available