

Straight FROM THE Street

The Newsletter of the Park Street Business Association

April 2011

Mother's Day Tradition

A Message from the PSBA President

The 11th Annual Park Street Spring Festival will kick off on Saturday, May 7 and runs through Mother's Day, May 8. The hours on both days will be 10:00am to 6:00pm.

Like last year, the Festival will be located between Encinal and Lincoln. We'll have over 150 arts and crafts vendors, a bunch of food vendors, music stages located at both ends of the street, a kid's area on Alameda Ave, and a few beer and wine booths.

The Park Street Spring Festival has become a Mother's Day weekend tradition. Every year we've had bigger and bigger crowds. This year we hope to have the best Spring Festival ever and anticipate over 50,000 visitors to the District during the two days of the event. Many festival attendees are first time visitors.

While marketing efforts, both as an individual business and as an association, attract customers to the downtown district, what puts the most "feet on the street" are our events.

There are only three weekends in the entire year when Park Street is closed to vehicle traffic and when thousands of people come to our business district. Your opportunity to make additional sales on one of these three weekends is greater than any other non-event day during the year.

Special events in the Park Street District allow attendees to see all that the District has to offer. While not everyone who attends an event will be shopping that day, they certainly will be looking – looking at what stores, restaurants, and services actually exist in the District. Even if they don't purchase anything from you during the Festival, if they're impressed by your store, employees, and merchandise, they are much more likely to return at a later date to make purchases.

Many PSBA members have told me how new customers came back to their stores to make purchases, sometimes weeks after the event.

We have a number of new members to the District and the best piece of advice we can give you is do something to make your business stand out. Put inventory on a table on the sidewalk, run Festival specials, make a special window display, or host an open house. Year in and year out, the PSBA members who are the most successful at our events are the members who go the extra mile to make their business special during the events.

So, do that window! Run that special! It'll pay off in the long run for you.

See you at the Festival!

2011 Board of Directors

Officers

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Debbie George
521-6227

Vice-President

Duane Watson
522-8811

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Bruce Reeves
521-8111

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747-1060

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769-2160

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865-1500

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522-8108

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Design

Scott Erwen
865-5565

Economic Revitalization

Steve Busse
415-336-4703

Promotions

Duane Watson
522-8811

Membership

Terry Mitchell
523-5717

We Want to Follow You!

The Park Street Business Association now has a presence on both *Facebook* and *Twitter*. Our goal is to help your business stay connected to new and current customers.



The Facebook page serves as a bulletin board for all businesses in the district. If your business has a Facebook page, we welcome you to post announcements on our Wall or email them 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

March Mixer

Thank you to all the PSBA members who attended the last mixer. We had a rollicking good time. Tim and Johnny Costello hosted a great mixer and Evelyn told us about upcoming opportunities with the CERT program.

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

Thanks To:

McGee's Bar & Grill

For Hosting the Mixer

**Alameda Police, Alameda Theatre,
Bank of Alameda, Bead Inspirations,
Kevin Minney, Mahogany Room Cafe,
Park Street Antiques, 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:

Mixers are held the third Wednesday of each month

April Mixer

The Churchward Pub

1515 Park Street

Wednesday, April 20, 2011

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

Hors D'oeuvres - No Host Bar



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

Spring Festival Checklist

We hope that the following tips will help you make the most of our events for your business.

Pre-Event Tips

CREATE COUPONS AND FLIERS

Create your own fliers or coupons to advertise a special that is good only during the event weekend and hand them out prior to the event. The important thing is to let people know you will be open for business.

WORK YOUR CONTACT LIST

If you have an email list of your customers, send them an email and let them know about the event and what your offer is for the event. If you have a mailing list, consider sending a flier along with a coupon that is good only during the event.

ADVERTISE IN THE ALAMEDA SUN

PSBA will be promoting the Spring Festival in a special section of the Alameda Sun on April 21, April 28, and May 5. Advertise in-store specials or place coupons in the paper.

Day of Event Tips

MAKE SURE YOUR BUSINESS REMAINS OPEN

You can't make a sale if you're not open. While festival attendees may not be your regular customers, they are your "potential" customers. Show them you are supportive of downtown and that downtown is a great place to be!

HAVE A SIDEWALK SALE TABLE

Attract attendees to your store with items that compliment the event. If you don't have sale items you want to sell, just moving some of your regular merchandise outside brings extra attention to your shop.

HAVE A CONTEST

Consider running an easy contest for those who enter your shop. Have participants fill out a small form including name, address, phone number, and email address. By doing so, they've entered the contest and you've got important information that allows you to add them to your mailing list.

OFFER "JUST LOOKING" COUPONS/FLIERS

Hand these coupons out to customers who are browsing in your store and invite them to come back. Provide collateral that promotes and showcases your business to attendees.

HOLD CUSTOMERS' PURCHASES

Some people resist making purchases during special events because they don't want to have to carry them during the event. Offer to hold packages or to ship them for a nominal fee.

HOLD AN OPEN HOUSE OR IN-STORE DEMO

This is a perfect way for service-related businesses to introduce themselves and their services to the public. Have a brief sign-in form to capture the name and address or email address of everyone who attends so you can follow up with them after the event.

BUILD YOUR MAILING LIST!!!

Take every opportunity to get names and contact information from event attendees. Building your mailing list allows you to communicate directly and inexpensively throughout the year with your new customers.

Free Spring Fest Promotion Opportunity

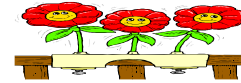
Are you planning a special promotion for the Spring Festival weekend? Are you having a special sale, holding a contest, or hosting an in-store demonstration or open house?

We would like to publish a list of business promotions in the PSBA section of the Alameda Sun and on the PSBA website.

The promotion must be good for the weekend of May 7-8 and be available to all festival attendees.

Send your event listing to the PSBA office at parkstreet1@comcast.net or call 523-1392. Include name of business, address, and a brief description of your special offer.

Deadline is April 15.



Don't Miss the Next PSBA Newsletter!

The PSBA newsletter is going electronic. Starting in May, we will not be able to send you any PSBA news if we don't have your email address.

If you did not receive a series of emails from PSBA last month, please call (510) 523-1392 or send an email to:

parkstreet1@comcast.net

Include your Name, Business Name, Business Phone Number, and Website Address.

We'll put you on the distribution list and every month you'll receive a link to the current month's newsletter, along with other timely messages.



Stress Busters for the "Sandwich Generation"



You may be too busy to realize it, but April is Stress Awareness Month. Sponsored by the Health Resource Network, a nonprofit health education group, Stress Awareness Month is designed to promote awareness about ways to reduce stress in our lives. And if you're a member of the so-called "Sandwich Generation," you may well have plenty of stress to deal with — especially financial stress. And that's why you may want to look at this month as an opportunity to explore ways of "de-stressing" yourself.

To understand the scope of the problem facing people in your situation, consider this: One out of every eight Americans aged 40 to 60 is raising a child while caring for an aging parent, according to the Pew Research Center. The definition of "eldercare" can range from having the parent living in one's home to helping pay for the parent's stay in an assisted living or nursing home facility. When you consider the costs involved in this type of care, added to the expenses of raising your children and possibly even providing some financial support to them as young adults, it's easy to see how you could potentially face enormous strains, both emotionally and financially.

To help ease this burden, consider these suggestions:

Save. As a Sandwich Generation member, you're probably within shouting distance of your own retirement — so you need to save for it. This may not be easy. You don't know how much financial support you may someday have to provide your elderly parents — and even after your children are grown, they may need some help from you. Unfortunately, in helping these "boomerang" children, many people disrupt their day-to-day cash flow and raid their savings. That's why it's important to try to "pay yourself first" by deferring part of each paycheck into a 401(k) and by automatically moving money each month from your checking or savings account into an IRA.

Talk. Many people in the "Greatest Generation" (over age 80) have not even prepared a will. If your parents are in that group, you may want to talk to them about taking action. Also, find out who, if anyone, is handling their investments. And ask if your parents understand how Medicare works and if they need to add supplemental health insurance, such as Medigap. Plus, you need to find out if your parents have created a power of attorney or health care directive. It's best to have these conversations sooner rather than later.

Delegate. You eventually may have to take some responsibility for your parents' care — but you don't have to do it alone. You could, for example, work with a financial services provider that offers trust services, which can be invaluable if your parents are incapacitated and useful even if they aren't. A professional trust officer can, among other duties, help manage your parents' investments, pay their bills, keep their records, and supervise distribution of their assets to beneficiaries. In short, a qualified trust officer can make life a lot easier for you.

Stress Awareness Month lasts only 30 days, but by taking the right steps, you can de-stress yourself for many years to come. After all, just because you're in the Sandwich Generation, it doesn't mean you have to be "squished."

**Provided by Deb Knowles, your Edward Jones Financial Advisor
located at 1336 Park St, Suite D; 510-749-0403**

**Do you have any business tips or a success story to share?
Send your story to parkstreet1@comcast.net for publication in a future newsletter.**

Anew's Healthy Moves

Anew Physical Therapy & Wellness Studio is teaming up with a local Registered Dietitian and Clinical Psychologist to provide sound advice in weight management and healthy living.

Get ready for summer activities! Whether you are hoping to be more active, lose weight or just want to feel healthier, this program is for you.

Join us in our journey to wellness:

- Learn nutritional components to a healthy eating habit.
- Learn safe techniques to increase your level of physical activity that can improve your overall health.
- Learn about behavior techniques to empower a healthy lifestyle.

Lectures provided by healthcare professionals:

Dr. Alicia Perez, DPT, CEES Doctor of Physical Therapy

Ruth Schrager, MPH, RD Registered Dietician

Linda Avery, PHD Clinical Psychologist

When: May 3, 2011; 6:00pm

Where: 2447 Santa Clara Ave, Suite 205

Disaster Preparedness

Disasters can strike anytime. Be prepared. The Community Emergency Response Team (CERT) program provides training to Alameda residents and employees of Alameda businesses to increase self-sufficiency in a disaster. Participants learn skills that enable them to provide emergency assistance to their families and neighbors. The next 6-class series begins on April 12.

The course is taught in six sessions:

- Personal Preparedness and Hazard Mitigation
- Disaster Medical 1
- Disaster Medical 2
- Fire Suppression / Hazardous Materials (HAZMAT) Awareness
- Hazardous Materials (HAZMAT) Mitigation / Terrorism Response
- Disaster Search Techniques & Completion Exercise

The CERT Class is held at the Fire Department Training Classroom at Alameda Point (the old Navy Base).

You can get the complete 2011 training schedule and register for the course by downloading the form available at:
<http://www.cityofalamedaca.gov/City-Hall/CERT>

For more information, contact the Disaster Preparedness Office at (510) 337-2127 or email cert@ci.alameda.ca.us

Parking Permits Available

A few complaints have been received about fellow merchants "feeding" the parking meters in front of their stores. Please be respectful of the time limits so that District customers can have easy access to making purchases in the shops or to make appointments.

If you are not aware... *the parking garage on Oak Street has the same hourly rate as the meters on the street, and you can park there without the hassle of paying every couple hours.*

If you are looking for all-day parking on a monthly basis, we have a super deal for you. There are five parking passes available for "Lot C," located on Central Avenue across from the Theatre (accessible from both Central Avenue and Alameda Avenue). Cost is only \$60/month.

If interested, call Stephanie at (510) 523-1392 before the passes are gone.



Bartenders Needed

Here's a fun way to promote your business... volunteer to staff one of our booths at the Spring Festival! Your company can pour wine or beer, or sell drink tickets.

You can decorate your booth pretty much any way you'd like, put out marketing materials, and chat up your company and/or products and services. It's a great way to meet prospective clients and to show that you support the community.

All we ask is that your company agrees to provide a minimum of two volunteers from 10:00am to 6:00pm for one or two days during the event.

If interested in signing up, call Stephanie at (510) 523-1392.

Shopping Guides

The 2011 Park Street District Shopping Guide is now available. If you would like copies to distribute at your place of business, please give Stephanie a call at (510) 523-1392.

Park Street District by the Numbers

Automotive	27
Beauty	36
Business Services	43
Entertainment	6
Financial Services	13
Food & Drink	108
Health	58
Personal Services	15
Professional Services	53
Public Services	7
Real Estate	16
Retail	66
Schools/Classes	11
Sports & Fitness	8
Travel & Lodging	6
Grand Total	473

Classic Film Series

Grab a bag of popcorn, get your seat and enjoy another Classic Films Series at the Historic Alameda Theatre on Wednesdays and Thursdays. Show times vary, but movie-goers can catch either a matinee or evening showing. The Series runs through April beginning with Academy Award favorites:

April 6 & 7

"Funny Girl"(1968)

April 13 & 14

"Amadeus" (1984)

April 20 & 21

"Annie Hall" (1977)

Additional listings, showtimes, and tickets are available at the Theatre Box Office or website: www.alamedatheatres.com

Free SBA Business Classes

The Small Business Administration offers a variety of classes for business owners in their Entrepreneur Center, located at **455 Market Street, 6th Floor in downtown San Francisco**. The SBA training program is made possible by the generous support of volunteer teachers and presenters. Most classes are free but registration is required.

Here is a sample of free April classes that may be of interest:

Financing Your Business.

4/6, 1:00 PM - 3:00 PM

Discover the right way to seek financing for your business. We will discuss loan proposal requirements, financing options and SBA programs.

Do You Have an Effective Website for Your Business?

4/6, 6:00 PM – 8:30 PM

Over 80% of consumers look for products or services online. If you don't have a website or if you don't show up in search engines for proper keywords, customers will not find you. Imagine if you had a store with no signs, doors, or windows. In this training, you will learn exactly what makes a website effective, how to easily and cheaply create it, and how to capture customers online.

The Small Business Action Plan

4/12, 6:00 PM – 8:30 PM

Learn the key ingredients for creating an effective business plan with the specific actions needed for you to achieve success including Impactful Business Action Planning; Seven Core Steps to Create Your Action Plan; Mistakes to Avoid.

Dollars and Sense: What's Your Business Worth?

4/13, 6:00 PM - 8:00 PM

Why are some businesses worth more than others? We'll cover things you can do to enhance the value of your business, and what may be holding you back.

Marketing Made Easy

4/18, 6:00 PM – 8:30 PM

This class is a good introduction or serves as a refresher for entrepreneurs who want to take their marketing plans to the next level. Topics include: identifying your target market; establishing a framework for evaluating and monitoring your marketing efforts; designing signature marketing tactics and building systems.

Social Media Marketing: A Crash Course

4/25, 6:00 PM – 8:00 PM

In this course you will learn the fundamentals of Social Media Marketing including answers to such questions as: What is the role of Social Media in Marketing? Is it right for your business? Which sites and tools should you be using? Should I outsource my Social Media Marketing?

Get More Clients in the Next 30 Days Than You Did In the Past 90

4/27, 6:00 PM - 8:30 PM

Learn the basics of how to market your service business; how it differs from marketing products, why it is important to have a niche, how to create a compelling message about your services, and various ways to achieve the critical function of networking and following up.

A complete class schedule and online registration can be found at:
<http://www.sbatraining.eventbrite.com>

"Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

- | | |
|-------------------------------|-----------------------------|
| 1. Lincoln Ave | 4. Citizens Bank of Alameda |
| 2. Schroeder Building | 5. 1935 |
| 3. Rebecca of Sunnybrook Farm | 6. Philly Express |

Alameda Recreation & Parks and East Bay Parks are celebrating Earth Day on April 16 at Crab Cove. Learn to care for the Earth with fun activities and free giveaways from 10:00am to 3:00pm.



How Earth-savvy are you?

- What is the official date of Earth Day 2011?
A. April 10 B. April 16 C. April 22 D. Every day
- When was Earth Day founded?
A. 1950 B. 1960 C. 1970 D. 1980
- Which environmental act did the first Earth Day demonstrations influence the federal government to create?
A. Endangered Species Act B. Clean Air Act
C. Clean Water Act D. All of them
- What following products are recyclable?
A. Aluminum B. Glass C. Paper D. All of them
- What is the most popular activity performed to celebrate Earth Day?
A. Conduct a car wash B. Plant a tree
C. Ride a bicycle D. None of the above
- BONUS QUESTION: Are you really reading the newsletter?
What date does the next CERT class begin?
A. April 10 B. April 12 C. April 15 D. May 12

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

Everyone who submits answers will be entered into a drawing for a special prize. So, even if you don't have all the answers, please email, fax, or deliver to the PSBA office by April 15.

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
749-5840

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 - April 2011

**Tues,
April 5** City Council Meeting
7:00 p.m. - City Hall

**Tues,
April 12** Econ Revi Committee
8:30 a.m. - PSBA Office
(new date)

**Tues,
March 12** Membership Committee
Noon - PSBA Office

**Tues,
April 19** Promotions Committee
8:30 a.m. - PSBA Office
(new date)

**Tues,
April 19** City Council Meeting
7:00 p.m. - City Hall

**Wed,
April 20** PSBA Mixer —
The Churchward Pub
5:30 p.m. - 7:00 p.m.

**Fri,
April 22** *Deadline:*
Articles for PSBA Newsletter

**Sun,
April 24**

Easter Sunday



**Wed,
April 27**

PSBA Board Meeting
8:15 a.m. - PSBA Office

**May
7 & 8**

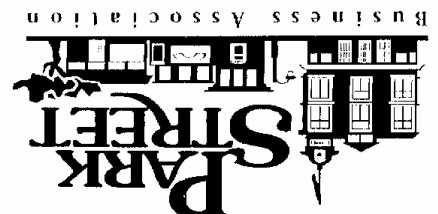
Park Street Spring Festival



Don't miss out!
PSBA Newsletter to go
electronic in May.
Details inside.



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email: parkstreet1@comcast.net



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