

Straight FROM THE Street

The Newsletter of the Park Street Business Association

May 2011

Park Street Spring Festival: Fun for the Whole Family!

The annual Park Street Spring Festival has become a Mother's Day weekend tradition in Alameda and the San Francisco Bay Area. With over 150 vendors, this is a perfect place to find a gift for Mom or to treat Mom to a nice lunch at one of the district's food establishments.

The Park Street Spring Festival is fun for the whole family! People enjoy coming out for the music, food, kid's area, beer and wine, and the distinctive selection of gifts for Mom.

The festival will be held the weekend of May 7-8. Located on Park Street, between Encinal Avenue and Lincoln Avenue, activities will include art and craft vendors, live music, kids' area, food vendors, and beer & wine sales. Hours run from 10:00am to 6:00pm both days.

Arts & Crafts... Stroll among 150 arts and craft booths with items ranging from ceramics and metal art to paintings, photography, wood crafts, toys, handbags, clothing, jewelry, and more.

Live Entertainment... Each day offers continuous live entertainment on stage. Dynamic bands and Bay Area favorites will perform a wide range of music such as classic rock, bluegrass, funk, jazz, and soul. The line-up includes *Rene Escovedo*, *Savannah Blue*, *Bop Tropolis*, *East Bay*

Mudd, and *Zebop!* *Tribute to Santana*.

Kids' Area... A special area for kids and their families on Alameda Avenue features bounce houses, giant slide, slot cars, face painting, and a petting zoo. A puppet show will be held on the main stage Sunday morning from 10:00am to noon.

Festival Food & Drink... Satisfy your taste buds with a great selection of festival favorites such as Lockeford Sausage, corndogs, gyros, roasted corn, fried calamari, teriyaki chicken, tamales, beef skewers, funnel cakes, and more! Premium vinegars and gourmet fudge will also be available for purchase. Quench your thirst at one of the three booths serving beer, wine, and bubbly mimosas.

Shop Park Street!... The Park Street Business District is Alameda's vibrant historic commercial, cultural, and civic center. Nearly 500 businesses are located in the shopping district and include a variety of restaurants, gift stores, clothing stores, professional services, and the Alameda Historic Theatre. Festival-goers are encouraged to "Shop Park Street" as many of the businesses will be offering weekend specials during the Spring Festival.

For more event information, call 510-523-1392 or visit:

www.ShopParkStreet.com

2011 Board of Directors

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521-6227

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522-8811

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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

Last Month's Mixer

Thank you to all the PSBA members who attended the last mixer. We had a wonderful time at The Churchward Pub. Joey Churchward gave us a warm welcome and treated us to a variety of delicious "pies" from Linguini's Pizza. Robb updated the business members on the streetscape plan and the mid-block crosswalks.

Congratulations to **John Jacobs, Bank of Alameda** for winning a business profile in the PSBA section of the Alameda Sun. Look for the story soon.

Thanks To:

The Churchward Pub

For Hosting the Mixer

Bank of Alameda, Bead Inspirations, Edward Jones Investments, Isadora Alman, Oakland A's, 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:

Mixers are held the third Wednesday of each month

May Mixer

Bank of Alameda

1416 Park Street

Wednesday, May 18, 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.

AlamedaDailyDeals.com

Alameda Magazine is now offering Park Street Business Association members a terrific new way to generate business. AlamedaDailyDeals.com is a social media focused online group buying program perfectly tailored to help your business generate new customers, build sales during slow and off-peak times, and to build brand-awareness and loyalty to your existing clientele.

The AlamedaDailyDeals.com program costs nothing upfront. That's right, \$0 upfront costs to participate. In addition, you will receive over \$15,500 worth of promotional advertising absolutely free. AlamedaDailyDeals.com is your complete partner through the entire promotion, absorbing all of the expense upfront, and only benefiting if we can bring clients to your door.

AlamedaDailyDeals.com is run exclusively by Alameda Magazine, but also benefits by its affiliation with Oakland Magazine and Parents Press reaching the entire San Francisco East Bay throughout both Alameda and Contra Costa Counties.

Do you want your business featured on AlamedaDailyDeals.com? Contact us at dailydeals@alamedamagazine.com or (510) 747-1060.



Congratulations,



SF BayList 2011 Winners

Congratulations to Park Street businesses for being voted "The Bay Area's Best." The SF BayList featured more than 13,863 businesses that competed for the title. 90,000 votes were collected in 182 categories to decide the SF BayList.

Dragon Rouge – Best Vietnamese Restaurant

Dan's Fresh Produce – Best Produce

La Penca Azul – Best Mexican Restaurant

Tot Tank – Best Children's Boutique, Best Children's Gear, Best Children's Gifts

Businesses finishing in the top 5 were:

Alameda Bicycle – Best Bike Shop

iSalon – Best Hair Color, Best Hair Cut

Monkey Bars – Best Children's Boutique, Best Children's Gifts

Ole's Waffle Shop – Best "Greasy Spoon"

Scolari's – Best Burger, Best New American Restaurant

For a complete list of winners:

<http://baylist.cityvoter.com/winners/baylist/4789>



Spring Festival Promotions

PSBA is proud to present the 11th Annual Park Street Spring Festival. Along with all the activity in the street, some of our merchants will be running specials during the weekend:

3 Wishes

Cards and Gifts, Inc.

1428 Park Street

10% off all regular priced merchandise (cannot be combined with any other offers). Complimentary gift-wrapping on all regular priced items over \$5.

Bead Inspirations

1544 Park Street

You're invited to our Jewelry Gift Show & Sale, May 1-8, featuring a large collection of unique jewelry at great values! See coupon in the Alameda Sun for free earrings with \$40 jewelry purchase.

In Bloom

1336 Park Street #A

15% off regular priced items. Sale Rack with items marked down 30% - 50% off.

Park Street Antiques & Collectibles

1519 Park Street

10% Storewide Sale except items marked Firm or ND.

Silk Road

1412 Park Street

10% off all merchandise in the store. Special promotion: For an easy and affordable Mother's Day gift, we also have a gift-wrapped package with a silk scarf and a bar of handmade/handcut soap for only \$14.





Self Care, another thing to add to the "To Do List"



In today's busy world there seems to be a never-ending list of tasks that need to get done. Whether those tasks have to deal with getting things done at work, scheduling events for our families, or participating in groups or organizations, there never seems to be enough time to accomplish everything. The weekends have devolved from a welcome respite from the hectic week to an arsenal of events and errands that must be completed before the start of the new week.

Today's economic trends have also made an impact on our personal time, forcing us to work harder and longer hours. If we can work and earn extra money, why would we instead choose to laze around the house with our families or take the dog to the park?

With all the tasks to be managed most of us can't imagine adding "play" or "rest" to our To Do lists.

Who pays for our inability to play, to spend time in nature, or to nurture the very relationships that we claim to be working so hard for? We all do! Without proper time to regroup, re-energize, play or unwind, we risk burnout, illness and overwhelm. Our sleep becomes restless, our eating habits suffer, our bodies grow weary, and our relationships go unattended to and taken for granted.

So what can we do about this? Here are a few seemingly easy suggestions for maximizing your time, both for being productive and for nurturing yourselves and your relationships.

Maximize your "down time." Try to use your time away from work and obligations to do the things that bring you joy and that nurture your spirit. It can be quite tempting to schedule errands or chores into your "down time" but stay mindful of ways you might be preventing yourself from actually re-fueling.

Be good to your body. That means get enough rest, eat as well as you can, and find ways to incorporate some type of physical activity into your routine. Even taking a 10-minute walk outside of the office can help to feel refreshed and boost your mood.

Communicate. This one is often easier said than done, especially when we are busy or overwhelmed by life's demands. Often we forget that our friends and families can't read minds, so it becomes our responsibility to ask for help when we need it and to voice our concerns when we are feeling overbooked or under-supported. Saying "no" can be difficult, but sometimes it's the only way to carve out valuable time.

Re-invest in your relationships. Convenient technology allows us to stay "connected" to our social groups, but at the same time can prevent us from actually engaging in our relationships. Take time to re-invest in the important relationships in your life. Instead of a text or email, pick up the phone or schedule a date. Personal connection can serve to increase mood, decrease overwhelm, and help to generate new and exciting personal and professional endeavors.

Be choosy with your time. With a scarcity of personal time, it becomes critically important to protect that time and control with whom and how you spend it. Try to choose activities that YOU want to do. Often times we feel pressured to go along with what we think will make others happy, but in the long run it contributes to our fatigue and can lead to feelings of resentment. Try to avoid events or activities that don't nurture your spirit and instead choose affirming people and events to spend time with.

Be mindful. Often times when we are stressed or overbooked, we turn to unhealthy ways of coping. Extra treats, plopping in front of the TV or overindulgence of things such as alcohol are more likely to happen when we aren't paying attention to our behaviors.

By incorporating these tools into your daily routine, you might notice an increase in energy, a better ability to focus, and more enriched relationships with family and friends.

Provided by Kelly M. Sharp, Licensed Marriage and Family Therapist (MFC 49143)
located at 1516 Oak Street, Suite 313; 510-214-6671; kellymsharp@gmail.com

Localize It!

Rewards Program Launches in the Park Street District!

What is *Localize It*? The *Localize It* rewards card is a new way for shoppers to support local businesses and save money at the same time. It is a "True Rewards Card Program" designed especially for locally-owned businesses. As someone best described it, "It's like an Entertainment Book, without the book."

How does it work? It's simple. A business signs up, puts *Localize It* decals on their counter and window, and then chooses a custom reward for *Localize It* cardholders. Cardholders are then rewarded with a discount or special offer when they flash the *Localize It* card while making a purchase.

What does it cost? Nothing! Free! In fact, the *Localize It* program can pay you! Monthly dividend checks are sent to participating business owners for all the cards sold at their location.

How does it help me? *Localize It* helps local businesses to build, grow, and maintain a database of loyal customers. The card program registers cardholders and you can then market to that list for years to come. Participating businesses also receive additional exposure on the web with a custom business page on the *Localize It* site.

An incredible package has been negotiated for PSBA members. And for a limited time, you can receive extra freebies to benefit your business.

For more information, contact William Wong at 1-866-60-LOCAL or email info@localizeitcard.com



"Paint the Town Purple" Relay For Life starts on Park Street

On May 1, to kick off community awareness of the event, Relay For Life committee members plan to decorate Park Street with purple balloons and purple streamers.

During the weekend of June 25- 26, teams of residents and businesses will gather at the Encinal High School track for a 24-hour relay. In its 16th year, walkers and runners will go around the clock in the battle against cancer during the American Cancer Society's *Relay For Life* in Alameda.

Relay For Life is a unique opportunity for our community to come together in the fight against cancer. It is a family-oriented event where participants can walk or run relay-style around the track and take part in fun activities off the track. The public is invited to attend the luminaria ceremony, which will take place after sundown on June 25.

Funds raised by *Relay For Life* will enable the American Cancer Society to support local services for cancer patients and their families. Funds also support critical cancer research and community education programs designed to teach people how to reduce their risk of developing cancer.

For more information about registering a team or volunteering on the day of the event, visit www.relayforlife.org/alamedaca or call Dianna Nation, Relay For Life Manager, 925-337-7268.

C'era Una Volta presents
Musical Theater & 3-Course Dinner!

Her Rebel Highness

Saturday, May 14, 7:00pm

Dearest Ladies & Gentlemen,

What joy is ours!

A divine dining experience
paired with commanding
vocals and elegant dancing,
elaborate period
costumes and props,
an energizing fusion of
classical and pop music, and
an inspiring tale of
3 rebellious princesses
determined to write their
own destinies!

Reservation Only: 510-769-4828
C'era Una Volta
1332 Park Street

Please Join Us at CompoClay for Our First Monthly Open House!

Why

To celebrate spring, the
beautiful weather,
and welcome you into our
showroom

Where

CompoClay
2536 Santa Clara Ave
Alameda, CA 94501

When

Tuesday, May 10, Noon-2 PM

What to bring

Business cards for networking
and a raffle

Refreshment will be served!

Please contact Alex Khan for
more information:
alex.khan@compoclay.com
office: 510.769.5179
direct: 916.300.5179

Shopping Guides

The 2011 Park Street District Shopping Guide is now available. If you would like copies for your place of business, please call the PSBA office 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



Welcome New Businesses!

East End Pizza Co.

1650 Park Street #F
(inside the Marketplace)

Spice I Am

1353 Park Street

New Location:

Yellow Tail Japanese Bistro

1332 C Park Street
(inside the post office alley)

Happy Anniversary!

Lauren's Closet -

celebrating 20 yrs at 1420 Park St

The Hob Nob -

celebrating 4 yrs at 1313 Park St

New Board Member:

**Deb Knowles, Edward Jones
Financial Advisor**

New Routes for City of Alameda Paratransit Shuttle Effective May 1, 2011

In April 2010, the Public Works Department began a City of Alameda Paratransit Shuttle service pilot program to provide transit service for Alameda seniors and individuals with disabilities. While the shuttle service has proved to be successful, community feedback and staff analyses indicate a need to modify the service. At its March 15 meeting, the City Council approved new and enhanced City of Alameda Paratransit shuttle routes, and reduced the eligibility age for using the Paratransit Shuttle.

The changes, which will be effective May 1, 2011, are as follows:

- Reduce eligibility age to use the shuttle from 62 years of age and older to 55 years of age and older;
- Operate the West Loop only on Tuesdays;
- Modify the West Loop route to include Ralph Appezzato Memorial Pkwy and Willie Stargell Avenue;
- Add a new Central Loop on Thursdays to include Shoreline Drive, the Marketplace and the Bridgeside Shopping Center; and
- Modify the East Loop (Wednesdays) route to include High Street and more stops on Bay Farm Island.

For the updated shuttle schedules, please refer to the website at: www.AlamedaParatransit.com/services.html or contact



Alameda Fire Department Senior Citizens' Safety Program

The Alameda Fire Department is committed to helping the community reduce fire and fall injuries among older adults.

This in-home program provides:

- home inspections to identify fire and fall hazards,
- installation and testing of smoke detectors,
- battery replacement, carbon monoxide detectors, night lights,
- educational information on fire and fall prevention,
- and other free safety tools.

This is a FREE service for Alameda senior residents!

For more information on home safety visits and installation of FREE smoke detectors, or to replace your smoke detector batteries, contact Erin Christ (510)337-2133.

*This public improvement is funded by
City of Alameda Community Development Block Grant funds*

**"Are You Reading
The Newsletter Quiz?"**

Answers to last month's questions:

1. C 4. D 5. B
2. C 5. D 6. B



The Park Street Spring Festival is a Mother's Day tradition in Alameda. So why not test your knowledge about the day that honors our mothers and all that they do.

- Which society has the earliest historical record of celebrating a Mother deity?
A. Greeks B. Romans C. Egyptians D. Americans
- The first North American Mother's Day was proclaimed in what year?
A. 1870 B. 1895 C. 1908 D. 1914
- What year did the Federal Government officially adopt the second Sunday in May as Mother's Day??
A. 1870 B. 1895 C. 1908 D. 1914
- Which flower is recognized as an emblem of Mother's Day?
A. Carnations B. Lillies C. Roses D. Tulips
- Where is the International Mother's Day Shrine located?
A. Washington, DC B. Santa Rosa, CA C. Grafton, WV
D. Assisi, Italy

BONUS QUESTION: What is the name of the rewards card program that was recently launched in Alameda?

- A. Daily Deal B. Localize It C. BayList D. Gowalla

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 May 17.



Good Luck!

**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 - May 2011

**Tues,
May 3** **Networking Mixer —
Wellguard Insurance**
8:00-9:30 a.m.

**Tues,
May 3** City Council Meeting
7:00 p.m. - City Hall

**May
7 & 8** **11th Annual
Park Street Spring Festival**

**Tues,
May 10** Econ Revi Committee
8:30 a.m. - PSBA Office

**Tues,
May 10** Membership Committee
Noon - PSBA Office



**Tues,
May 17** Promotions Committee
8:30 a.m. - PSBA Office

**Tues,
May 17** City Council Meeting
7:00 p.m. - City Hall

**Wed,
May 18** **PSBA Mixer —
Bank of Alameda**
5:30-7:00 p.m.

**Fri,
May 20** *Deadline:*
Articles for PSBA Newsletter

**Wed,
May 25** PSBA Board Meeting
8:15 a.m. - PSBA Office

**Mon,
May 31** **Memorial Day**
PSBA Office Closed



2447 Santa Clara Ave., #302
Alameda, CA 94501
www.ShopParkStreet.com
email: parkstreet1@comcast.net



Greater **A**lameda **B**usiness **A**ssociation
and

Wellguard Insurance Solutions

invite you to a

FREE

Breakfast Networking Mixer

Tuesday, May 3, 8-9:30 AM

1516 Oak Street # 100, Alameda

Do you find it impossible to attend evening mixers? Then this is the mixer for you!

Meet, Greet, Mingle and Mix on your way to work, or just stop by for a cup of coffee. This is old-fashioned networking at its best.

Alameda Business Breakfast Mixer Sponsors:

