

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

March 2010

## Helping CERT Helping Ourselves

### What Is CERT?

CERT needs all of our assistance so that it may offer assistance to us in time of disaster.

What is CERT? CERT stands for Community Emergency Response Team. It's a great program coordinated by the Alameda Fire Department. Volunteers from the community are trained how to respond to disasters.

When the big one hits, and it's going to hit some day, these dedicated well trained volunteers will help assist people in Alameda, residents and businesses, address real problems like turning gas mains off, tending to the injured and being a big part of any search and rescue operations. These CERT volunteers go through a very extensive and comprehensive training course conducted the the Alameda Fire Department.

When the volunteers graduate from their training they should be receiving a back pack filled with tools of their trade. A helmet, gloves, goggles, vest, and gas shut off wrench are just a sample of what is part of their back pack

kit. Unfortunately, and you've already guessed where I going with this, there isn't enough dollars available to provide these kits to the folks who've already graduated and for future graduates of the program. We (everyone in Alameda) need to raise \$6,000 to fully supply the existing volunteer force and the graduating classes this year.

That's where we all get involved. We're asking you to make a donation to the CERT program, specifically to provide the back pack kits for the volunteers. We have been assured that all of the donations will go directly to the CERT program for the kits.

Captain Sharon Oliver, who is the new CERT Coordinator, assured PSBA 100% of the donations will be placed in a special fund that is for the CERT program and only the CERT program.

By the way, if you want the complete low down on the CERT program, how you can volunteer, why it's so important to Alameda I'm sure Captain Oliver won't mind being contacted at the main Fire

*(Continued on page 2)*

### 2010 Board of Directors

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# CERT

# February Mixer

(Continued from page 1)  
Department Office.

Why is this program so important to everyone living and/or doing business in Alameda? Because these highly trained and skilled volunteers will be instrumental in assisting Fire, Police, and other rescue personnel in providing the kinds of services we'll all require when the big one hits.

As we've seen from the pictures of recent earthquakes in Hatti and Chile, the effects of major earthquakes are devastating. People wandering around in the ruins of what were their homes or businesses not knowing what to do and how to begin the recovery. That's what these volunteers will do. Beyond the immediate needs of the aftermath of a disaster, they will assist us all in beginning to pick up the pieces of our lives.

When all this happens and they're on the "job" don't you want them to have all the equipment they need in order to help us in any way they can? Of course you do. The only way this will happen is if everyone who's reading this article will pitch in (individuals and businesses - big & small) and help with a monetary donation to the cause. Remember, 100 % of donations will go directly to CERT in order to purchase the back pack kits.

For further information on how you can donate to this very important cause please call or email the PSBA office.

Let's all make it happen.

Thanks to all of the crew at Hob Nob. The food was terrific. The bar was hopping and everyone had a great time. If you weren't there you missed some great sliders and extra excellent chicken wings.

Thanks To:

Alameda Sun, Isadora Alman,  
Bank of Alameda,  
Dan's Fresh Produce,  
Dawna Doudell, Scott's Shoes and  
We Are Hair

For Providing Raffle Prizes

## Next PSBA Mixer

March

# Barcelona Cafe

2319 Santa Clara Ave.

Wednesday, March 17, 2010

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

## News - Information - Fun



No Host Bar - Hors D'oeuvres

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



# Smart Investment Moves For 2010



As an investor, you might wonder what the new year has in store for you. While economic and market forces are, as always, somewhat unpredictable, the overall outlook is generally favorable — and by making the right moves, you can further improve your chances of making 2010 a good year for your portfolio.

And one of the best moves you can make is to stay invested. If you had jumped out of the market during the long downturn from late 2007 through March 2009, you would have missed quite a rally. In fact, the Dow Jones Industrial Average staged a considerable comeback from its March lows, climbing 61.1 percent in 2009. The S & P 500 rose 66.7 percent off of its low.

Still, it's unlikely that we'll experience returns in this neighborhood for 2010. Although we may see reasonably strong growth in corporate earnings — a key driver of stock prices — stocks are no longer as undervalued as they were when the rally began.

However, although we still face some significant issues, such as high unemployment and tight credit, most experts predict that the economic recovery will continue in 2010, though not at a sizzling pace. And a growing economy is usually good news for investors.

Of course, despite the potentially favorable investment environment, there's always the possibility of bumps in the road. To protect yourself, consider taking these steps:

- Stick with “buy and hold.” Despite some claims that “buy-and-hold” is no longer a viable investment strategy given today's volatile markets, it worked pretty well for those investors who were patient enough to ride out the bear market. Continue looking for quality investments and holding them until they no longer meet your needs or until the fundamentals of the investments themselves change.
- Own some short-term investments. During the long bear market, short-term investments, particularly cash, held up better than most other assets. Yet many investors had too little cash in their portfolios. Don't make that mistake. Keep an appropriate amount of cash for your age, income level, risk tolerance and long-term goals.
- Consider adding fixed-income investments. By owning some fixed-income vehicles, such as bonds, you can help reduce the effects of volatility on your portfolio. And if you hold your bonds until maturity, which is often a wise move, you can rely on them for a source of steady income. As always, make sure you understand the risks before investing.

Watch for changes in investment taxes. In the coming year, the tax rate may increase for long-term capital gains and stock dividends. If that happens, you may need to review your investment mix. However, even if the long-term capital gains rate rises, you'll still likely be better off holding quality investments for many years, thereby giving them the time to potentially overcome short-term price volatility. And even if taxes rise on dividends, dividend-paying stocks, with their ability to provide both income and growth potential, can be a valuable part of your portfolio. (Keep in mind, though, that companies may reduce or eliminate dividends at any time.)

No one can say for sure what 2010 will bring to the investment world. But by preparing your investment strategy for a range of possibilities, and by making changes as needed, you can make this a year of progress toward your important financial goals.

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

# The Alameda Yoga Station is Offering Deals for PSBA Members

The Alameda Yoga Station is Alameda's premier dedicated yoga studio. They opened their doors in January 1995 and have been providing quality yoga to the community ever since.

They are known for their highly trained instructors and community spirit. The Alameda Yoga Station is dedicated to the teaching of hatha yoga, emphasizing proper body alignment, flexibility, strength, coordination, and a general sense of well being. They have been featured in Alameda Magazine, East Bay Express and Yogi Times and have won Best Place for Yoga in Alameda 2 years in a row.

The Alameda Yoga Station offers ongoing morning, daytime and evening classes in yoga for all levels as well as specialty classes such as; Feldenkrais, Meditation, Core Pilates For Yoga, Kids' Yoga, HathaFlow, Yoga for Athletes, Living with Cancer, Pre-natal Yoga and Gentle & Restorative Yoga as well as special monthly series classes and workshops such as; Introduction to Yoga Basics, Building a Meditation Practice and Family Yoga.

For more information or a schedule of classes go to [www.alamedayogastation.com](http://www.alamedayogastation.com) or call (510) 523-YOGA (9642)

One time special for PSBA members - print this PSBA newsletter and use it as a coupon to come in a try a free class.



Ongoing special for PSBA members - 10% discount on studio class passes (6 classes 90 minute classes with any teacher, needs to be used within 60 days of purchase).

## AC Transit Service Changes

On March 28, AC Transit will implement service changes to nearly all of its bus lines. To provide you with the most up-to-date and accurate information about specific changes to lines you may ride, AC Transit encourages you to subscribe to its free e-mail notification service, AC Transit e-News. This is one of the best and most efficient ways to communicate important news directly to riders with e-mail access.

Subscribing to e-News is free and takes only a couple of minutes. You will only receive information about the bus lines and topics you select. No spam! The e-News list is not shared with any other organizations, and your personal information is kept private. With these upcoming service changes, e-News is the best way to stay on top of current bus line information.

By signing up for e-News, you'll also be entered in a monthly raffle for a free 31-Day bus pass (Local or Transbay, on a Trans Link card).

Sign up for [e-News](http://www.actransit.org) today and go to [www.actransit.org](http://www.actransit.org) for a complete list and description of the upcoming service changes.

Thank you!  
AC Transit Marketing



# Alameda Currents Has a Deal For You

## We'll Miss You Larry Trippy

Alameda Currents is one of the City's public access cable television shows covering events, organizations, and people active in the City of Alameda. In January, 2010, the program will begin its third year of production.

Over the past three years, the show has changed focus from the original concept of news and viewpoint comment on major issues affecting the City to exploring the lighter side of our fair city. I describe the show as the *Bay Area Back Roads* of Alameda. I also have taken steps to improve the production values of the show so that viewers could actually hear the person speaking when the bus went by on Webster Street.

This year, Alameda Currents will initiate a major marketing campaign in order to increase viewer counts. First, I am switching from Comcast Cable Channel 28 to web based distribution. Check out our new website at [www.AlamedaCurrents.tv](http://www.AlamedaCurrents.tv). Next, the show will be marketed using Facebook, Twitter, LinkedIn, and RSS.

I have always believed that the

backbone of Alameda is its business community, and I have supported these organizations through membership and volunteering time. Given the current and future economic forecast, I believe it is time to make a greater contribution to this sector.

As part of the new website, I will be creating a Blue Pages tab that will feature 30 second videos promoting local business. These videos will run during episodes of Alameda Currents, will appear on the Blue Pages tab to the website, and will be available to link to the website if the individual business. Alameda Currents will produce the video at no charge to the business.

For more information about this program, please contact me at (510) 865-7369 or [info@alamedacurrents.tv](mailto:info@alamedacurrents.tv). I am looking forward to discussing how the show can assist you in promoting your business.

ENJOY!

Jeff Cambra, Producer  
AlamedaCurrents

It's with great sadness we have to inform you of the passing of Larry Trippy, long time proprietor at Paul's News Stand at the corner of Santa Clara and Park Street.

Larry always had a happy face and a kind word for anyone who walked by the news stand, whether you bought a paper or not.

Rain or shine, Larry always was inside the shack asking people how they were doing, asking about their families and generally being exactly what he was; the Prince of Park Street.

Life will go on, papers will be sold, and people will get caught up in their own problems and challenges, but the Park Street District won't be quite as bright or cheerful as it has been without the shining presence of Larry.

We'll miss him and we offer our heart felt condolences to his many friends throughout Alameda who will miss him as much as we will.

Many thanks to the numerous people who took the time to write something down and leave it at the memorial set up at the news stand. Their sentiments expressing their grief, sense of loss and their joy at having known Larry was a fitting tribute to a really nice guy.

# Alameda Internet Advertising Opportunity

In just two short years, The Island has become Alameda's go-to online news source. Michele Ellson's daily news site breaks big stories days ahead of her competitors, and people are noticing: Her audience is approaching 6,000 unique readers a month. They're tuning in for the site's top-notch coverage of local politics, people and places, and much, much more. And while they're there, they could be learning about your business.

The Island offers a variety of low-cost advertising opportunities, including ads that can be customized to suit your needs. And right now, they're offering a spring special for new advertisers: Button ads for just \$80 a month for your first two months, or \$200 for three months – a 47 percent savings over their normal rates. The ads are up 24 hours a day, seven days a week, and they're fully linkable to your website. (And if you want them to

design the ad for you, they can do that too.)

More and more, people are getting their news and information online. But it's often difficult to reach the people you need to. The Island offers an almost exclusively local audience. And they'd love to work with you to tell that audience where to spend their money locally.

You can get started today by calling Michele at 910-7785 or e-mailing her at [michele@theislandofalameda.com](mailto:michele@theislandofalameda.com). Meanwhile, stay on top of what's going on in town by typing <http://www.theislandofalameda.com> into your browser.



## Google

Ultra High Speed Internet  
For Alameda

Go to [wirealameda.org](http://wirealameda.org) for info on how you can help Alameda become a ultra high speed internet community.

## Classic Film Series

March 3 & 4  
Roman Holiday

March 10 & 11  
His Girl Friday

March 17 & 18  
Seven Brides for Seven Brothers

March 24 & 25  
To Catch a Thief

March 31 & April 1  
Citizen Kane

April 7 & 8  
The Birds

April 14 & 15  
Wizard of Oz

April 21 & 22  
Some Like it Hot

April 28 & 29  
Maltese Falcon

The "Classic Film" Series at the historic Alameda Theatre is offering something for everyone in March and April.

Two wonderful musicals (let's all go over the rainbow), Grace Kelly (huba huba), Cary Grant (huba huba), one of the scariest movies ever made (the only good bird is on a platter with steam rising from it), a great screw ball comedy (there's that Grant guy again), Audrey Hepburn, Curtis-Lemon & Monroe at their funniest, and Bogey. What more could you ask for? The best popcorn around. You got it at the Alameda Theatre.

Go to [Shopparkstreet.com](http://Shopparkstreet.com) (Alameda Theatre page) for show times.

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

Answers to last month's questions:

1. 35 million      2. Teachers      3. Christmas      4. Bugs Moran  
5. 25%              6. 1,000,000,000      7. 1902

Correction: the answer to #6 was 1 billion, not one million. Sorry! Now on to this month's quiz. Spring training starts this month and I'll use any excuse to ask baseball questions. Baseball friends; you are on the spot (you know who you are).

1. Which two Giants' pitchers have won 3 Cy Young awards between them?  
A. Cain/Zito    B. Sanchez/Zito    C. Lincecum/Zito    D. Cain/Sanchez
2. Where do the San Francisco Giants play?  
A. AT&T Park      B. Candlestick Park      C. Seals Stadium  
D. Pac Bell Park
3. Who was the first manager of the San Francisco Giants?  
A. Al Dark    B. Bill Rigney    C. Herman Franks    D. Leo Durocher
4. Who was the first manager of the Oakland A's?  
A. Al Dark    B. Bill Rigney    C. Bob Kennedy    D. Dick Williams
5. What was the name of the minor league team that played in Oakland?  
A. Seals      B. A's      C. Giants      D. Oaks
6. Who is the general manager of the Oakland A's?  
A. Billy Barty    B. Billy the Kid    C. Billy Beane    D. Billy Martin

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

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



*We're Trying To Trick You*

**Phone Numbers &  
Addresses To Remember**

PSBA Office  
523-1392  
Fax: 523-2372  
email:  
parkstreet1@comcast.net

Police Department  
337-8340

Fire Department  
337-2100

Mayor Beverly Johnson  
747-4701

City Council Members  
747-4800

Sue Russell  
Economic Development  
747-6894

Public Works  
749-5840

Maintenance Services  
747-7900

Planning Department  
747-6850

Building Department (Permits)  
747-6800

Main Library  
747-7777

Alameda Municipal Power  
748-3901



# PSBA Calendar Of Events - March 2010

**March 2** Econ Revi Committee  
8:30 a.m. - PSBA Office

**March 2** City Council  
7:00 p.m. - City Hall

**March 9** Membership Committee  
Noon - PSBA Office

**March 16** City Council Meeting  
7:00 p.m. - City Hall

**March 17** PSBA Mixer  
5:30 p.m. - 7:00 p.m.  
Barcelona

**March 18** Promotions Committee  
8:30 a.m. - PSBA Office

**March 31** PSBA Board Meeting  
8:15 a.m. - PSBA Office



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email: parkstreet@alamedanet.net



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