

# Straight FROM THE Street

The Newsletter of the Park Street Business Association

May 2010

## Spring Festival May 8 & 9

### Mothers' Day Tradition Celebrates 10th Anniversary

The Spring Festival will kick-off at 10:00 a.m. on Saturday, May 8 and will run through Mother's Day, May 9. This year we'll have over 150 arts and crafts vendors, food vendors, two music stage located at Encinal and Park Street and Lincoln and Park Street, a kid's area on Alameda Ave., and of course three beer and wine booths. The Festival will run from Encinal to Lincoln this year.

We anticipate over 50,000 visitors to the District this year during the two days of the event. As always we hope our members will take advantage of the opportunity to present their businesses in the best light. Many of the visitors to the District for the event are first time visitors. Even if they don't purchase anything from you during the Festival, if they're impressed by your store, employees, and merchandise they'll come back. Many PSBA members have told me how new customers come back to their stores, sometimes weeks after the event.

Our Festival has become a Mother's Day weekend tradition. Every year we've had bigger and bigger crowds. This year, as in past year's, Bike Alameda will be providing free and secure valet bike parking. They will be located at Wienerschnitzel's parking lot both days.

Alameda Recreation and Park Department will be at the Festival on Saturday passing out material promoting their spring and summer programs.

We hope to have the best Spring Festival we've ever had. Hopefully, the weather will cooperate and we'll have wonderful days celebrating the beginning of Spring. We hope you'll take advantage of the unique marketing opportunity the Festival provides you. We can show our visitors to the Festival that the Park Street Shopping District has become a destination shopping area not just for Alameda but for the entire Bay Area.

We're advertising in more media outlets than ever before,

*(Continued on page 2)*

### 2010 Board of Directors

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**Debbie George**  
521-6227

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522-8811

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521-8111

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748-1120

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**Paul Blaisdell**  
521-2001

Economic Revitalization  
**Steve Busse**  
415-336-4703

Promotions  
**Duane Watson**  
522-8811

Membership  
**Terry Mitchell**  
523-5717

# Spring Festival

*(Continued from page 1)*

the weather should be terrific, and as we stated before, our event is becoming a Mother's Day tradition here in Alameda. All this adds up to larger crowds than we've ever had for this event.

In order to facilitate an easier close of the Festival, we will stop selling drink tickets at 5:15 p.m. both days and alcohol sales will end at 5:30 p.m. this year.

This will allow a cushion between the end of the Festival and the beverage sales. It's always a little hectic right at the end of each day and last year it made for a calmer and easier end of the day for everyone.

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 new special window. Whatever you do will increase your chances of being noticed by the visitors to the Festival.

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. Do that window, run that special, it'll pay off in the long run for you.

See you at the Festival.

# April Mixer

What a great mixer Joey, Joe Sr. and the rest of the crew at Churchward hosted in April. The food was good, the libations were terrific, and the mood was real cool. What a great job they've done in creating a new vibrant addition to our District. We want to extend our thanks to everyone at Churchward for a job well done on the mixer and the bar.

## Thanks To:

7-11, Anew Physical Therapy, Isadora Alman,  
Bank of Alameda, Blue Rectangle,  
Morton Chaffy, Jan Mason,  
Park Street Antiques & Collectables,  
Rhythmix Cultural Works, and Scott's Shoes

For Providing Raffle Prizes

# Next PSBA Mixer

**May**

**Bank of Alameda**

1416 Park Street

Wednesday, May 19, 2010

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

**Meet Mayor Bev Johnson**



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.



# What Can Investors Learn From Gardeners?



Spring is here. If you're a gardener, you know it will soon be time for you to put in your flowers or vegetables. But even if you don't have a green thumb, you can still take advantage of the season by "planting the seeds" for the growth of another valuable piece of property - your investment portfolio.

Actually, you can find a few similarities between successful gardening and effective investing. For starters, both gardeners and investors need to consider their individual circumstances. If, for example, your garden is in a shady part of your yard, you might be able to grow some nice geraniums, but you'll have tougher time with roses, which crave the sun. As an investor, you'll also find that some investments are more appropriate for your situation than others. So, before you purchase a stock, bond, certificate of deposit or government security, you'll need to determine if it's suitable for your risk tolerance, time horizon and long-term goals.

Furthermore, just as gardeners don't usually grow only one variety of flower or one fruit or vegetable, you, as an investor, shouldn't stick with one type of investment vehicle. If you own nothing but aggressive growth stocks, you'll likely take on too much risk. Conversely, if you "are too conservative" and invest only in government bonds and certificates of deposit, you'll probably never achieve the growth you need, and your earnings may not even keep pace with inflation. Instead, build a portfolio containing a variety of investments that, when put together, is designed to help you make progress toward your objectives.

Another trait exhibited by gardeners and worthy of emulation by investors is patience. If you were dissatisfied with the growth of a plant after just a few days, would you uproot it and put another plant in its place? Probably not. Instead, you'd nurture the original plant, hoping that, in the long term, it is possible for it to grow. The same thinking can apply to investments. Over the short term, your investment choices will fluctuate in price, and sometimes you may be frustrated by what you perceive as the lack of progress. But instead of constantly selling off investments and buying new ones, you'll likely be better off choosing quality securities and holding them for a period of many years. Eventually, your efforts may be rewarded.

What else do gardeners do that might be relevant to investors? For one thing, they get rid of weeds that can choke off the growth of flowers or vegetables. As an investor, you too may benefit from occasionally "pruning" your portfolio of those investments that no longer meet your needs, and, in fact, take up space that could otherwise be more profitably used. That's why it's a good idea to review your holdings at least once a year.

Finally, just as backyard "diggers" may turn to master gardeners for advice and guidance, you, as an investor, could quite likely benefit from the services of a financial advisor - an experienced professional who knows the markets and who will take the time to understand your situation, needs and goals.

So the next time you see some industrious gardeners making something beautiful and productive in their yards, watch them closely. Their skills and habits might be productively transferred to you as you invest for the future.

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

# Alameda Museum Lectures 2010

- ◆ **Thursday April 29, 2010:** Architect-preservationist Richard Rutter: "History of the Alameda Naval Air Station." Underwritten by Judith Lynch, member, Historical Advisory Board.
- ◆ **Thursday May 27, 2010:** Glassmaster Ken Matthias: "Taking Panes: Glorious Glass in Alameda." Underwritten by Ginger Schuler, member, Alameda Museum Board; Realtor, Harbor Bay.
- ◆ **Thursday June 24, 2010:** Authors-*Alameda Sun* executives Dennis Evanosky and Eric Kos: "The Oakland Estuary: Its Role in Alameda History." Underwritten by Dennis Reno, Vice-President, Oracle; member, Alameda Museum Board.
- ◆ **Thursday July 29, 2010:** Art historian Colette Collester: "Van Gogh and his Encounter with France," just in time for the big show opening at the DeYoung featuring French Impressionist paintings on the loose from the d'Orsay Museum in Paris. Underwritten by Peter Fletcher, Real Estate Broker, Windermere Real Estate.
- ◆ **Thursday August 26, 2010:** Author-historian-gadfly Gray Brechin: "A New Deal for the East Bay: Excavating the Buried Civilization of the Great Depression." Underwritten by Janelle Spatz, Realtor, Bayside Real Estate.
- ◆ **Thursday September 30, 2010:** Author-historian Richard Schwartz with a new edition of *Berkeley 1900* featuring many new images. Underwritten by Diane Coler-Dark, Past President, Alameda Museum.

**NOTE:** All lectures start at 7:00 p.m. at the Alameda Museum, 2324 Alameda Avenue near Park Street. No reserved seats; come early to save a place and enjoy the exhibits in the History Hall and the Art Gallery. Admission is free for Museum members and \$5 for others. Topics may change without notice. For lecture information leave a message at 748.0796 or check [alameda-museum.org](http://alameda-museum.org).

Enjoy fine dining at the many restaurants in the Park Street District before or after the lecture. We cater to many different tastes and we're sure you'll find something to your liking. If you'd like a Park Street District 2010 Shopping Guide please call the Park Street Business Association office at 523-1392. We'll be happy to send one out to you.

## Coral Reef Inn & Suites Great Deals for PSBA Members

Tucked in a quiet suburb off the main thoroughfares, adjacent to the spectacular San Francisco Bay, the only hotel located on Park Street, **Coral Reef Inn & Suites** has been serving the community for the decades. As per serving our community more, **offering special rate for all PSBA members of \$59.00 until May 10<sup>th</sup>** (standard rooms only).

It has become "Home Away From Home" for the business and leisure travelers. We have rooms featuring kitchenette with stove, refrigerator, microwave and coffee maker. Therefore, you can relax and enjoy the comforts of home. Some of the rooms even overlook lagoon that rejuvenate your mind after tiresome day. Newly remodeled Alameda town center, Park Street theatre, bay area's best restaurants and other recreational activities are just steps from the Inn.

Unwind at the end of the day with a leisurely stroll along the shore as you watch the setting sun etch San Francisco's unique skyline in amber. You can even spend relaxing moments in swimming pool or on your private patio or balcony which either overlook park-like grounds or lagoon.

We do offer complimentary breakfast, free wireless internet, fitness center and free parking, business center and laundry facilities. We also have state art of meeting room with overhead projector and screen for your meetings and other occasions which can accommodate 30-35 people **for \$49.00 per day**.

For more information go to [www.coralreefinn.com](http://www.coralreefinn.com) or call (1800) 533-2330/(510)521-2330.

# ALAMEDA BUSINESSES CAN SEE BIG SAVINGS WITH reAMP

You can save green by going green. And Alameda Municipal Power's new reAMP program is here to help.

ReAMP is an energy-efficiency program that offers high rebates and low installation costs for energy-efficient lighting projects. These upgrades can cut 25% or more off your electric bill and make your business a more comfortable and efficient place to be.

ReAMP is unique in offering higher-than-normal rebates, and AMP has retained a contractor to install upgrades at a significant discount.

While all commercial customers are eligible, the **reAMP program runs only through the end of June**, so businesses should act now.

It all starts with a free lighting energy audit, after which, you'll receive detailed information on what measures are appropriate for your business, including project costs, the reAMP rebate, your savings, and the estimated payback.

The program truly is a win-win proposition. When you upgrade your lighting, you're saving money on your electric bill, as well as lowering lower AMP's costs, and we all decrease our carbon footprint. ReAMP offers a convenient way for you to enhance your facilities with minimal effort and expense.

To schedule your free energy audit, call Bill Garvine, Senior Customer Programs Coordinator on 748-3913.

*This article was provided by Alameda Municipal Power.*

**Editor's Note:**

We urge you to contact Bill Garvine to schedule your energy audit right away.

In these days and times, any opportunity to cut your costs (energy in this case) is worth looking into.

Along with the savings, installing and using more energy-efficient lighting is not only good for you but good for the environment.

# Original Icees!

*You asked for it.....we've got it, Cafe Fudgelato is pleased to have the original icees available for your drinking enjoyment.*

Café Fudgelato is located at 2353 Santa Clara Ave. If you go in and sign up as an email customer you'll receive great discount opportunities.

## Miller Sweeney Bridge Closure Schedule

The Miller Sweeney Bridge (better known as the Fruitvale Bridge) will be closed on the following dates from 10:00 a.m. to 4:00 p.m. for repairs and retrofitting:

- June 18, 2010
- June 21- 25, 2010
- June 28, 2010
- July 14 -16, 2010
- August 13, 2010
- August 16 -20, 2010

If you have any questions please call the PSBA office.



**Enjoy**

**Dinner & A Movie  
In The Park Street District**





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 Alameda Fire Department.

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.



PSBA offers two unique ways for our members to market and promote their business at no charge to you.

The first and most obvious is in our newsletter. We are happy to run articles about your business. You just have to write an article about your store, a special you're running or pretty much anything you want to write about the business.

If you can get the article to Robb Ratto in the PSBA office by the 20th of the month prior to the month you want the article to run, there shouldn't be any problem getting it into the newsletter. You can write up to a 300 word article or just pass on information about new things in your business or special you might be running.

The second way to promote your business is to submit articles for the PSBA section in the Alameda Sun. We have a certain amount of space every week in the Sun and while PSBA does supply articles, for the events in particular, there are plenty of weeks write-ups from our member can run. We ask the articles promote your business or highlights specials you are running.

Please send the articles to [parkstreetrobb@comcast.net](mailto:parkstreetrobb@comcast.net).



The City Council will consider whether or not to ban medical marijuana dispensaries from the City of Alameda at their next meeting, Tuesday, May 4 starting at 7:00 p.m.

This issue has generated much discussion over the past months. If you're interested and you have an opinion one way or another, we urge you to attend the council meeting and add your thoughts to the public debate.

The council is interested in your opinion. So unless you show up at the meeting, fill out a speaker slip, and get up and say your piece, the council has no idea how you feel on the subject.

Recently, the council has come under some criticism for decisions they've recently made. I'm a frequent observer of council meetings and I'm always amazed how many people don't show up to the meetings yet are highly critical of the council's decisions. Don't expect the council to make decisions you agree with unless your and your friends participate in the process.

I know you're all very busy and have little free time, but if you feel strongly about a subject before the council, you've got to show up and be heard.

The council is listening.

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

Answers to last month's questions:

- 1. P.T. Barnum    2. Montreal    3. Popcorn
- 4. Elephant    5. 7    6. Marx Brothers

May is the month flowers start blooming all over. Let's answer some questions about flowers.

1. What thoroughbred horse race is known as "The Run for the Roses"?
  - A. Kentucky Derby                      B. Preakness
  - C. Kentucky Oaks                        D. Flamingo Stakes
2. What is the birth flower of November?
  - A. Rose    B. Daisy    C. Chrysanthemum    D. Carnation
3. What is the California State Flower?
  - A. Rose    B. California Poppy    C. Daisy    D. Chrysanthemum
4. What is the official flower of the United States?
  - A. Rose    B. Daisy    C. Carnation    D. Chrysanthemum
5. What is the highest price paid for an orchid?
  - A. \$25,000    B. \$200,000    C. \$10,000    D. \$100,000
6. According to "Florist News" what is the best selling flower?
  - A. Rose    B. Lilies    C. Carnations    D. Chrysanthemums

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 May 19.



**Good Luck!**

**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

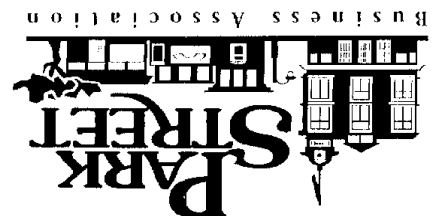


# PSBA Calendar Of Events - May 2010

<b>May 4</b>	Econ Revi Committee 8:30 a.m. - PSBA Office	<b>May 18</b>	City Council Meeting 7:00 p.m. - City Hall
<b>May 4</b>	City Council 7:00 p.m. - City Hall	<b>May 19</b>	PSBA Mixer 5:30 p.m. - 7:00 p.m. Bank of Alameda
<b>May 8 &amp; 9</b>	Spring Festival 10:00 a.m. - 6:00 p.m.	<b>May 20</b>	Promotions Committee 8:30 a.m. - PSBA Office
<b>May 11</b>	Membership Committee Noon - PSBA Office	<b>May 26</b>	PSBA Board Meeting 8:15 a.m. - PSBA Office



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