

Straight FROM THE Street

The Newsletter of the Park Street Business Association

November 2010

Great Deals from Alameda Athletic Club

As a proud member of the PSBA we at the Alameda Athletic Club welcome all of our fellow entrepreneurs to join us in exercise. Times are tough but the economy will eventually recover. You need to recover your body, mind, and health right now. The benefits of regular exercise are well known and numerous. Smokers that exercise have an increased likelihood of quitting smoking. Exercise helps to prevent heart disease, stroke, type II diabetes, obesity, back pain, and osteoporosis. Increased physical activity is associated with longer life, and in old age it can improve the quality of life and the ability to continue enjoying work and recreation. Physical inactivity is a major risk factor for heart disease and stroke and is linked to cardiovascular mortality.

Exercise also has benefits that aren't so well known yet are equally important during these tough times. Exercise improves self-esteem. When you exercise, your body releases chemicals called endorphins. Endorphins trigger a positive feeling in the body and an energizing outlook on life. Exercise has been proven to help reduce stress, ward off feelings of anxiety and depression, boost self-esteem, and improve sleep.

Exercise can also help your employees to be more efficient. Research has shown that exercise

increases the productivity of employees. After exercise, participants returned to work more tolerant of themselves and more forgiving of their colleagues. Their work performance was also consistently higher, as shown by better time management, improved mental sharpness, and a boost in productivity. Exercise improves employee confidence. It also improves focus, making employees less likely to become distracted at work. Exercise increases social interaction between employees allowing for better communication in the workplace.

There are many benefits of exercise from health and longevity of life to happiness and worker productivity. We welcome all of our PSBA friends and neighbors to come in for a quick tour of our facility to see what we have to offer. We also would like to extend a special PSBA discount at this time. All PSBA members and their employees will be offered a special monthly rate of \$34.99 a month, with no commitment contract, and no sign-up fees. We will even give a free complimentary personal training session with membership.

We look forward to your health and success.

2010 Board of Directors

Officers

President
Debbie George
521-6227

Vice-President
Duane Watson
522-8811

Secretary
Bruce Reeves
521-8111

Treasurer
Rob McKean
747-1060

Directors

Scott Erwen
865-5565

Renee Kellogg
865-6375

Evelyn Kennedy
748-1120

Donna Layburn
865-1500

Slavka Thomson
522-3567

Committee Chairs

Design
Paul Blaisdell
521-2001

Economic Revitalization
Steve Busse
415-336-4703

Promotions
Duane Watson
522-8811

Membership
Terry Mitchell
523-5717

Holidays

PSBA Holiday Party

The PSBA Holiday Party will take place on Thursday, December 9 from 6:00 p.m. to 9:00 p.m. The festivities will include a holiday turkey dinner, a live band playing your favorite Christmas carols, a no-host bar, our raffle to raise money for "Meals on Wheels," and the 2010 PSBA Awards. Put December 9 on your calendar now. Come one, come all!

Window Decorating Contest

The blue ribbon committee will be touring the District on Monday, December 6 to judge your windows for our annual window decorating contest. We will award certificates in larger window and smaller window categories.

Holiday Lights

Don't forget PSBA is committed to providing holiday lights for your windows this year. We will also install them and take them down after the holidays. These lights will be for the inside of your windows. All we ask is you keep the lights plugged in from November 26 through, at least Christmas Eve.

We're attempting to make the District look as festive as possible during the most important selling time of the year. This festive look ties directly to the extensive holiday advertising campaign planned this year. The campaign includes magazines, newspapers, internet, and cable TV to position the District in support of "Shop Alameda."

To get your holiday lights, call the PSBA office and we'll set up your installation date.

October Mixer

The election season runs early for the PSBA Board and last month's mixer presented our new slate for the 2011 Board year. Many of our members gathered at C'era Una Volta to approve the new Board and wish them well. We also had a little frivolity as announcements were made and raffle prizes were handed out.

We appreciate Cheryl and Rudy's ability to accommodate us with the location change. The C'era Una Volta staff were terrific and the food was great.

Thanks To:

**Isadora Allman, C'era Una Volta,
Alameda Chamber of Commerce,
Barbara Marchand, and
Scott's Shoes**

For Providing Raffle Prizes

Next PSBA Mixer

November Mixer

Hosted By

Gold Coast Grill

1901 Park Street

Wednesday, November 17, 2010

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

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.



It's No Treat to Be Tricked by Scary Investment Moves



If you have young children, or even if you just have some in your neighborhood, you know they will soon acquire large amounts of free candy, obtained by impersonating witches, vampires and other scary creatures. As an adult, of course, you're unlikely to encounter too many monsters after Halloween ends. Yet as you go through life, you will find some things that are truly alarming — such as scary investment moves.

Here are a few of these frightful actions:

- **Investing too conservatively** — You could try to avoid investment risk by putting all your money into very conservative investments. However, as you're probably aware, those investments typically pay very little in the way of interest, so your money could actually lose purchasing power, even with a mild rate of inflation.
- **Investing too aggressively** — Just as investing too conservatively can be counterproductive, so can investing too aggressively. Obviously, you would like your money to grow, but the investments with the highest growth potential are usually also those that carry the greatest risk to your principal.
- **Putting too much money in too few investments** — If you put too many of your investment dollars into just one or two types of assets, and a downturn hits those assets, your portfolio will probably take a big hit.
- **Waiting too long to invest** — As an investor, your biggest asset may be time. The more years in which you have to invest, the greater the likelihood that you can make progress toward your important financial goals.
- **Taking a "timeout" from investing** — During periods of significant market volatility, such as we've seen the past few years, you might be tempted to take a "timeout" from investing and stick all your money into very conservative vehicles until everything "blows over." But the financial markets will never be totally calm, nor will they be predictable. Market rallies can start unexpectedly; if you're not invested when that happens, you may miss out on growth opportunities.
- **Ignoring tax-advantaged investment opportunities** — When you invest in a tax-deferred investment account, such as your 401(k) and a traditional IRA, your money has the opportunity to grow faster than it would if it were placed in an investment on which you paid taxes every year. If you aren't contributing to your 401(k) and you haven't opened an IRA, you're missing out on a great chance to build resources for retirement.

To make sure you don't fall victim to these scary investment moves, you need only follow a few simple principles. First, take the long view — you will see ups and downs in the short term, but historically the market has performed well over the long term. (Keep in mind, though, that past performance is not guarantee of what will happen in the future.) Second, diversify your holdings among a variety of investments. Diversification, by itself, cannot guarantee a profit or protect against loss, but it can help reduce the effects of volatility. Try to build a diversified portfolio based on your risk tolerance, time horizon and long-term goals. And finally, consider boosting your 401(k) contributions whenever your salary increases and fully funding your IRA each year.

Halloween comes but once a year, but scary investment moves can haunt you for a lifetime — so take the right steps to help avoid them.

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

Great Turnout for Car Show

The weather was nice, the cars were fabulous, and more people than ever flocked to the District to view the 2010 Classic Car Show.

With over 400 cars actually parked and an estimated 30,000+ car enthusiasts in attendance the Classic Car Show exceeded all expectations for 2010. If you didn't attend the show, you missed some of the finest examples of 50's and 60's muscle cars we've ever had.

The disc jockeys working the show also created an almost magical atmosphere with their selections of oldies but goodies from the 1950's and the 1960's.

We couldn't run such a successful car show without the hard work and dedication of the Cranker's Car Club. A number of members are actually on the committee planning the event. On the day of the event over 30 members hit the street at 4:00 a.m. to chalk the parking spaces and after registration began at 7:00 a.m., ensured the 400 cars are all parked properly in their assigned spaces. Our heartfelt thanks go out to the Cranker's for a job well done again this year.

We'd like to thank the Chair of the Event, Duane Watson, for his never wavering commitment to the show and to the Park Street Business Association. He's been the driving force behind the event since its inception and we want him to know how much we appreciate his efforts.

Wine Walk

Last month, over 300 people enjoyed the First Annual Alameda Wine Walk on Park Street. Guests enjoyed local wines and savory treats at 26 different businesses and the merchants had many favorable comments. Thank you for your participation!

Alameda Point "Going Forward" Process

On September 1, 2010 the Interim City Manager, Ann Marie Gallant, presented to the Alameda Reuse and Redevelopment Authority (ARRA) an outline for "going forward" at Alameda Point. The planning process will start with community forums in November and December to develop a vision concept and project description for Alameda Point by June 2011. The purpose of the proposed community forums is to learn from, and build upon, past planning efforts in order to establish a foundation for a new vision concept for Alameda Point.

Three community forums will be held at different locations from 6:30 PM to 8:30 PM throughout the City (i.e., East, Central, and West Alameda):

November 9, 2010 – "Lessons Learned" Community Forum – East Alameda - Bay Farm Island -- Grand Pavilion

November 18, 2010 – "Lessons Learned" Community Forum – Central Alameda - Mastick Senior Center

December 8, 2010 – "Lessons Learned" Community Forum – West Alameda – The O'Club

Small group discussions will be organized according to six key planning topics: (1) Community Benefits, (2) Land Use Mix, (3) Parks and Open Space, (4) Transportation and Access, (5) Architectural Character and Building Types, and (6) Historic Character and Adaptive Reuse. The small discussion groups will document their feedback in workbooks provided to each attendee.

The workbooks from the community forums will be posted online at www.AlamedaPoint-GoingForward.com so that interested parties who cannot attend the meetings will be able to participate in the outreach process.

Interested parties will also be able to provide comments and suggestions at future community and City Board and Commissions meetings starting in early 2011:

January 2011

- ◆ Alameda Point Tenant Community Forum
- ◆ Historic Advisory Board Meeting
- ◆ Transportation Commission Meeting
- ◆ Recreation and Parks Commission Meeting

February 2011

- ◆ Business and Developer Economic Development Forum
- ◆ Economic Development Commission Meeting
- ◆ Planning Board Meeting

All community feedback provided at the upcoming meetings and forums will be summarized and presented in a summary report to the ARRA in March 2011. By June 2011, City staff will release a vision concept plan for Alameda Point, which will kick off an environmental scoping and Environmental Impact Report review process.

WE ARE UPDATING THE PSBA DATABASE AND MERCHANT DIRECTORY

We want to remind everyone that each member has a page of their own on the PSBA website. We can make your page much more appealing and interesting than what is currently in place. Good examples of businesses who've taken the time to work with us to upgrade their PSBA page are Du Vin Fine Wines, Bank of Alameda, and Pillow Park. If you'd like to upgrade your page, please complete this form and we'll get going on it right away. We are also updating the PSBA Database and want to make sure we have the correct contact info to send you relevant information, news, and opportunities.

PLEASE RETURN NO LATER THAN NOVEMBER 17, 2010

FAX: 510-523-2372

MAIL or DROP-OFF: 2447 Santa Clara Ave #302; Alameda CA 94501

PUBLIC INFO to be included on PSBA website

Business Name: _____

Address: _____

Phone: _____

Contact Name: _____

Email: _____

Website: _____

My business as a Facebook page Other Web Page: _____

- | | | |
|--|--|---|
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Fitness & Sports | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Retail & Gifts |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> For the Home | <input type="checkbox"/> For the Home |
| <input type="checkbox"/> Business-to-Business | <input type="checkbox"/> Health | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Personal Services | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Entertainment & Culture | <input type="checkbox"/> Professional Services | <input type="checkbox"/> Miscellaneous |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Public Services | |

Business Description (45 words or less, as you would like it to appear on the PSBA website)

note: to include a longer description and/or graphic on the web page, email info to parkstreet1@comcast.net

Example:

Du Vin Fine Wines is a specialty wine store with more than 600 selections and featuring wines from more than 20 countries around the world. We focus on quality oriented producers from most of the well-known wine regions as well as many of the less traveled areas.

PSBA DATABASE ONLY *(this information is for PSBA communications only and will not be shared)*

I would like to receive the newsletter via: US Mail only Email Only Both

Contact Name: _____

Address: _____

Day Phone: _____

Email: _____

Park Street Business District is Best of Alameda

Congratulations to our PSBA Members! The following businesses were selected by the readers and editors of Alameda Magazine in the publication's annual "Best of Alameda 2010" issue.

3 Wishes – Best Gift Shop

Alameda Bicycle – Best Bike Shop

Alameda Museum – Best Museum/Art Center

Alameda Theatre and Cineplex – Most Wholesome Movie Scene

Alameda Yoga Station – Best Yoga Studio

Asena – Best Mediterranean Restaurant, Best Established Restaurant (5+ years)

Books Inc. – Best Book Store

Bowzer's Pizza – Best Pizza

BurgerMeister – Best Hamburger

Burma Superstar – Best Salad

C'era Una Volta – Best Italian Restaurant

Dan's Fresh Produce – Best Produce

Dimitra's Sandwiches To Go – Best Deli Sandwich

Dragon Rouge – Best Vietnamese Restaurant

Farmstead Cheeses and Wines – Best Wine Retailer

Feel Good Bakery – Best Bakery

Flavors of India – Best New Restaurant, Best Vegetarian Dish

Jim's Coffee Shop – Best Breakfast, Best Diner

Julie's Coffee & Tea Garden – Best Tea

Kamakura – Best Sushi

Kobe-Ya – Best Takeout

La Penca Azul (La Pinata No. 3) – Best Mexican Restaurant, Best Late-Night Munchies, Best Margarita

Lucky 13 – Best Overall Bar, Best Beer Selection, Best Happy Hour

Monkey Bars – Best Clothes and Accessories Store

Pauline's Antiques – Best Antique Store

Pappo – Favorite Overall Restaurant, Best Date-Night Place, Most Romantic, Best Wine List, Best Chef (John Thiel)

Peet's Coffee & Tea – Best Coffee Shop, Best Coffee, Best Latte

Pillow Park Plaza – Best Home Furnishings

Raintree Studios – Best Photographer (Al Wright)

Salon One – Best Beauty Salon, Best Barbershop, Best Beauty Products, Best Facials, Best Manicure/Pedicure

Scott's Shoes – Best Shoe Store

Speisekammer – Best Live Music Venue

Sumbody – Best Massage

Taqueria Ramiro & Sons – Best Burrito

The Hobnob – Best Appetizers, Best Brunch

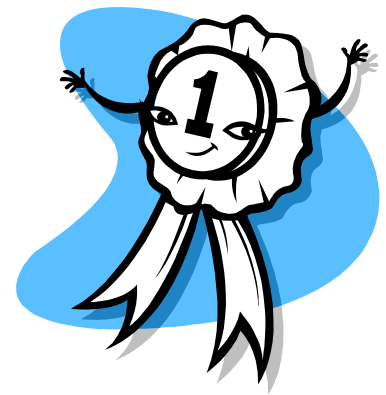
Tomatina – Best Family Restaurant, Most Kid-Friendly Restaurant

Tucker's Ice Cream – Best Dessert

Urban Forest – Best Frame Shop

Zen Fusion – Best Asian Restaurant

Yojimbo – Best Hidden Find



And Park Street was selected for a few favorites too!

Park Street – Best Neighborhood, Best Street, Best Shopping Center/District

Park Street Art & Wine Faire – Best Event in Alameda

Park Street Classic Car Show – Best Society Event

AC Transit Service Changes

AC Transit implemented service changes on Sunday, October 31. The majority of the changes affect frequency and hours of operation. Some route modifications and line eliminations are also included. For details, visit www.actransit.org and click on the "Service Changes Coming October 31" article.

The best way to keep up-to-date on changes to the specific bus lines you ride is to sign up for the [AC Transit e-News](#).



CBS 5 Recognizes Alameda Bicycles for Public Service

Congratulations to **Alameda Bicycle** and owner Gene Oh! They were recently selected by CBS 5 as winners of the broadcast channel's weekly Jefferson Award for public service and their success in the "Books for Bikes" program.

Gene runs "Books for Bikes" to encourage kids to read for fun. For every two and a half hours of book reading, Alameda's elementary school students get a raffle ticket to become eligible for a prize. Gene gives away two bicycles per school and a helmet for every grade.

Through Alameda Bicycle, Gene also raises money for other charities, offers free bicycle riding and repair clinics for kids, and donates gift cards to nonprofit and school fundraisers.

11th Annual PSBA Awards

It's time to start thinking about our 11th annual PSBA awards, which will be presented at the PSBA Holiday Party scheduled for Thursday, December 9.

We will have 5 categories this year. The categories are:

- PSBA Member of the Year**
- Retail Business of the Year**
- New Business of the Year**
- Professional Business of the Year**
- Culinary Business of the Year**

It's OK to nominate more than one individual or business per category. Fax your nominations to the PSBA office at 523-2372 **no later than November 8, 2010**. Please include a brief description of why you are nominating the person or business for a particular award.



2011 PSBA Officers & Directors

Congratulations to our newly elected officers and directors:

- Vice President—**Duane Watson**
- Secretary—**Bruce Reeves**
- Treasurer—**Rob McKean**
- Director—**Donna Layburn**
- Director—**Renee Kellogg**
- Director—**Kyle Conner**

They will join returning second-year president Debbie George and second-year directors Evelyn Kennedy and Slavka Thomson as your 2011 PSBA Board of Directors in January. I'm sure you join us in wishing them all good luck.

www.AlamedaPatch.com

A message from Eve Pearlman, Editor of Alameda Patch:

"**Alameda Patch** is a new online news and information site covering all things Alameda. Look for regular updates on local people, politics, sports, shopping, business and more. Not only is Alameda Patch a news site but, users can also add events and upload announcements related to the community.

Alameda Patch is also creating a comprehensive directory of Alameda businesses. You can 'claim' your listing and upload photos and flyers and additional information about your store or business.

If you find you're not yet listed in the Alameda Patch directory, please send notice to eve@patch.com, and I'll make sure you get added. I also welcome your comments, suggestions, news tips and story ideas. Thanks!"

Alameda Printing Services

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

They produce all the PSBA event posters, produce and collate this newsletter (some times on impossible deadlines), and generally do all the printing for PSBA very quickly and at reasonable prices. Go see them at 2408 Lincoln Ave or give them a call at 510 - 521-0500.



"Bead Inspirations" Celebrates 6 Year Anniversary



A month or so after I opened my store on Park Street, I overheard a couple walking by. "A bead shop; that store will never make it," the woman said to her male companion. It was the fall of 2004 when I overheard this snippet of a conversation. I could understand where she was coming from. I, too, had seen a number of small retail businesses in the area come and go over the years. But we had gotten off to a great start and I had both optimism and relief that the business was already succeeding. I wanted to run outside, chase them down and tell them, "You know, you're wrong; we are doing really well!"

In the six years that Bead Inspirations has been open, I have learned a lot. We got in the business during the height of beading popularity, and survived through changing market conditions, including a period of saturation of the market, strong competition on the Internet, and a major recession. Three factors in surviving through this: be consistent in communicating about the value that we are offering, be flexible, and be realistic in expectations.

Our value proposition has been clear and consistent and we have trained our staff to communicate it and be a stand for it. We help people get in touch with their natural creativity. We believe that everyone is naturally creative. Through our classes, we teach people simple techniques to make professional quality jewelry, which can be easily learned. With those simple skills, people can make things that they never imagined possible. They tap into that place within themselves where their creative spirit is alive

and through the jewelry making they let that spirit flow through them. This is not only fun and enlivening, it can be soothing, therapeutic, and healing.

"Beading kept me alive when my father was ill," one customer told me. She had been taking care of him during his last years of life and found a respite in beading when she was dealing with a stressful situation. I could relate. I got into beading as a hobby during the recession that followed 9/11. I had gratefully found a job, but it became very stressful, and was over 60 miles from home. I would begin to bead in the evening, and found that I felt better at midnight, after hours of beading, than I had all day long. I loved letting the creative spirit flow through me as I made jewelry to give as Christmas presents to my family. And I enjoyed the savings of making rather than buying gifts.

Being flexible has helped us adapt to the environment in which we are in. I have learned that to survive and thrive, you need to constantly be willing to reinvent yourself. This is my third career: first I was an electrical engineer, then a corporate trainer/instructional designer, and now a retail store owner. So, I have learned to adapt. When we opened the store, people loved stringing. But then they started talking about working with wire, so we found instructors who could teach wire techniques. When customers became interested in metalsmithing and precious metal clay, we brought in metalsmithing tools and books, and found teachers to offer metalsmithing classes. After

hearing of more and more people buying stuff online, I surveyed our customers and learned that a significant percentage of consumers' beading dollars were spent on the web. Following the philosophy that if you can't beat them, join them, we opened our webstore in late 2007. It is fun to get orders from all over the country, and receive such appreciation from people who have no bead stores in their area. Now we also accept international orders. Our web store sales have grown to 18% of our business.

As a business, we need to be realistic in planning. We have seen people's relationship to their recreational income change over the years. Six years ago, people seemed to be more carefree with their money. As the recession deepened, I saw in shoppers a fear of spending even a small amount. Now in 2010, people seem to have sobriety about spending. The sobriety feels like a relief, as people realize that our civilization and economy is not going to go to pieces, they still need to give gifts, and they still need to do fun things for themselves every once in a while, even if they cost a little money. As a business owner, I need to have the same level of sobriety in my spending, and be in touch with the reality of how much is coming in and going out every month.

So after six years, I am still learning lessons through having a business. I know that whatever the future holds, we will "make it." We will continue to have grace to let our own ability to create, adapt, and be tuned in with reality inspire us.

Vicki Lapp

"Are You Reading The Newsletter Quiz?"

Answers to last month's questions:

- 1. Snickers 2. William Shatner 3. Turnips
- 4. Werewolf 5. None

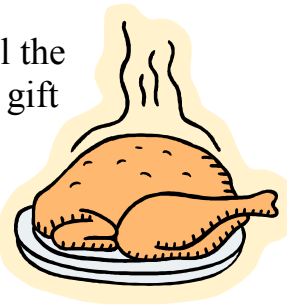
As November begins our thoughts turn to the pilgrims and turkey. Well at least my thoughts turn to turkey and mashed potatoes, and stuffing and pumpkin pie.....you get the idea. Good luck.

1. According to the Butterball corporation, they recommend that you thaw a wrapped turkey in the refrigerator how long per pounds of bird??
 A. One hour/4 lbs. B. Eight Hours/4lbs. C. One Day/4lbs.
 D. 4 Hours/4lbs.
2. Butterball says that once a turkey is done, you should let it stand for 15 minutes before serving because:
 A. You won't burn your tongue when you eat it B. It's easier to carve
 C. To let the aroma go through the house D. To let the stuffing cool
3. What was the name of the ship the pilgrims came over on?
 A. Pinta B. Hornet C. Mayflower D. Enterprise
4. Captain John Smith founded what town in Virginia?
 A. Jamestown B. Mt. Vernon C. Richmond D. Portsmouth
5. In what year did the first Macy's Thanksgiving Parade take place?
 A. 1924 B. 1920 C. 1931 D. 1928 E. 1935

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 November 20.



Good Luck! We Are 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

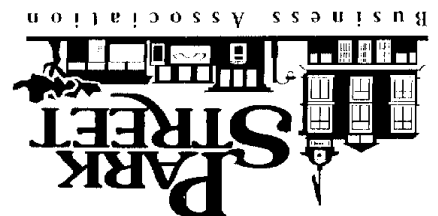


PSBA Calendar Of Events - November 2010

| | | | |
|--------------------|--|-----------------------|---|
| November 2 | Election Day Don't Forget To Vote | November 17 | Deadline: Articles for PSBA Newsletter |
| November 2 | Econ Revi Committee 8:30 a.m. - PSBA Office | November 17 | PSBA Mixer 5:30 p.m. - 7:00 p.m. Hosted by Gold Coast Grill |
| November 2 | City Council Meeting 7:00 p.m. - City Hall | November 18 | Promotions Committee 8:30 a.m. - PSBA Office |
| November 9 | Membership Committee Noon - PSBA Office | November 25-26 | PSBA OFFICE CLOSED Have a bountiful Thanksgiving! |
| November 16 | City Council Meeting 7:00 p.m. - City Hall | November 30 | PSBA Board Meeting 8:15 a.m. - PSBA Office <i>(Please note date change)</i> |



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Alameda, CA 94501
www.ShopParkStreet.com
email: parkstreet1@comcast.net



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