

Straight FROM THE Street

The Newsletter of the Park Street Business Association

October 2010

Classic Car Show Coming October 9

**17th Edition of
District Tradition**

Saturday, October 9, marks the 17th anniversary of the Park Street "Classic Car Show". This year the show will start at 10:00 a.m. and close up at 4:00 p.m.

The show will include: two DJ's playing the best oldies from the 50's and the 60's (one at Alameda Ave. and Park Street, with the other one located at Webb Ave. and Park Street), and some of the best classics, hot rods, and muscle cars you'll see anywhere. We do have limited day of event registration, due to no shows, but if you want your space reserved you need to get the application to the PSBA office right away.

The Cranker's Car Club will again act as our host during the show. We thank them for their dedication to our show. Without their help, the event would never get off the ground. This year's event is again dedicated to the memory of long time volunteer Larry

Perry. Larry was an integral part of the event and he is missed by all of us.

This is a great opportunity for our members to take advantage of before the real holiday shopping period starts. Beyond the 400 car owners, we expect 25,000 visitors to the District during the show. They are coming to see the cars, have something to eat and drink, and hopefully take advantage of good deals offered by our retailers and restaurants. We always suggest you run specials, put inventory on the sidewalk, do a special window or whatever you think will bring the visitors to your business.

So bring the kids, bring grandma and grandpa, bring the whole family to the 17th Annual Park Street Classic Car Show. It's great fun for the whole family. As always, Dog Bone Alley, located at 1342 Park Street will be the official animal watering station of the Classic Car Show.

See you at the show.

2010 Board of Directors

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521-6227

Vice-President
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522-8811

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Bruce Reeves
521-8111

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747-1060

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865-5565

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865-6375

Evelyn Kennedy
748-1120

Donna Layburn
865-1500

Slavka Thomson
522-3567

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Design
Paul Blaisdell
521-2001

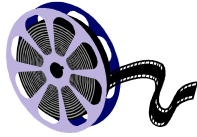
Economic Revitalization
Steve Busse
415-336-4703

Promotions
Duane Watson
522-8811

Membership
Terry Mitchell
523-5717

Classic Film Series

The "Classic Film Series" has started again at the Alameda Theatre. There are some great movies being shown and of course great holiday movies during December.



For a listing of the full schedule go to "Shopparkstreet.com" and the Alameda Theatre page. To find show times follow the link on the page to the Alameda Theatre web site.

Halloween

As in past years, the PSBA office will offer "Candy", "No Candy" signs for our members. If anyone wants a sign please call the PSBA office at least one day before Halloween.



September Mixer

We can barely put our thanks into words for the Guzman Family and the whole crew at La Penca Azul. They made our party for Bettie Laven just perfect. The food was great, lots of people came by to say good-bye and I'm sure everyone had a great time. We appreciate all the effort the Guzman's and their staff put into the mixer. This was a special one and they certainly made it special.

Thanks To:

**Alameda Theatre & Cineplex,
Alameda Market Basket, Isadora Allman,
Dawna Dowdell, Deb Knowles,
Barbara Marchand, and
Scott's Shoes**

For Providing Raffle Prizes

Next PSBA Mixer

October Mixer

Hosted By

Kevin Minney

2515 Santa Clara Ave., #107

PSBA Election

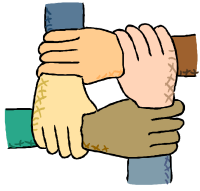
Wednesday, October 20, 2010

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

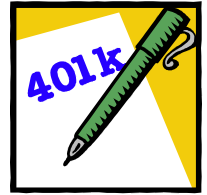


No Host Bar - Hors D'oeuvres

Please remember to bring a business card for our door prize drawing.



Consolidating Retirement Accounts Can Pay Off - In Many Ways



Now that fall is officially here, change is everywhere. The days are shorter and cooler and, in many places, the trees are bursting with color. In preparation for the long winter, squirrels gather nuts and put many of them together in one place. If you're nearing retirement, you might be able to learn something from our furry friends, as you, too, may want to consolidate some of your assets — in particular, your retirement accounts as you prepare for a new season in your life.

You might be surprised at the number of retirement accounts you've accumulated over time. For example, you may have 401(k) plans with a few employers, along with IRAs that you've established with different financial services companies. If you were to consolidate all these accounts with just one provider, you might find several key advantages.

Possibly the biggest benefit of consolidating your accounts is that it may make it easier for you to track and manage your retirement assets. Once you retire, you could choose to do any number of things: travel the world, pursue your hobbies, volunteer or even open a small business or do some consulting. But whichever retirement lifestyle you choose to follow, you will need to know how much you can afford to withdraw each year, how you can stay ahead of inflation and how best to control your investment-related taxes. You may find it easier to accomplish these things if you have a single, unified investment strategy — and it may be easier to develop such a strategy if you have all your retirement accounts at one place, possibly under the guidance of a single financial advisor.

You'll also find some other benefits to consolidating your retirement accounts:

- **Less fees** — You may be paying fees to several different providers for maintaining your retirement accounts. You might be able to reduce these fees by consolidating your accounts with one provider.
- **Less trouble calculating distributions** — Once you reach 70½, you'll need to take withdrawals, or distributions, from your 401(k) and your traditional IRA. (This requirement does not apply to a Roth IRA.) It's not that hard to calculate these required minimum distributions from a single IRA or a single 401(k), but if you have a mix of these accounts at different places, you might have to do a lot of number crunching. If all your accounts were held at the same place, you may have an easier time.
- **Less chance of forgetting assets** — You may find it hard to believe, but plenty of people lose track of their 401(k)s, IRAs and other retirement accounts. In fact, the National Registry of Unclaimed Retirement Benefits lists more than 50,000 individuals who are owed benefits from 401(k)s, profit-sharing plans or IRAs and either can't be reached or don't respond to inquiries. But if you hold all your retirement accounts in one place, you may be less likely to "misplace" them than if you kept them in several different financial institutions.

Just as summer turns to autumn and autumn turns to winter, the seasons of your life follow one another in seemingly rapid succession. So when you enter your retirement season, make sure you're prepared — and one way to help that preparation is to consider consolidating your retirement accounts.

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

Free Electronic Waste Recycling Event

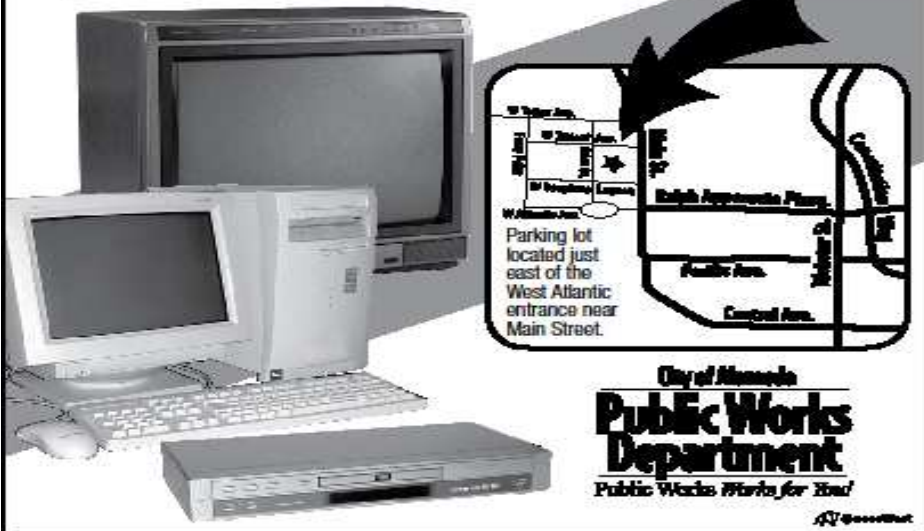
Saturday, October 9th from 9AM to 2PM
Alameda Point, 51 West Trident

**Computers • Monitors • Keyboards • Fax Machines • Printers
 Scanners • Phones • Televisions • VCRs • Related Accessories**

Please, do not bring: hazardous waste, household electronics (microwaves, can openers, blenders, vacuum, etc.) or appliances (refrigerators, freezers, washers, dryers, air conditioners, etc.)



BRIGHT IDEA: Bring an incandescent light bulb; get a FREE compact fluorescent light bulb (CFL) courtesy of Alameda Municipal Power!



Police Department Open House

Thanks to Police Chief Mike Noonan and the entire P.D. for the great open house they presented to the community on September 25.

Officers walking down walls, rescuing hostages, precision motorcycle riding, were just some of the highlights during the day. The tour of the P.D. building was very informative and fun.

Thanks to everyone at the P.D. for taking the time to stage an open house everyone in Alameda should see at least once.



Coral Reef Offers Great PSBA Deals

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 \$69.00 until October 31st,2010 (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 or call (1800) 533-2330/(510)521-2330

Muse Reuse Boutique

Muse Reuse Boutique has nestled inside beautiful Aphrodite's Closet at 1201 Park Street. Muse inspires timeless chic fashion and an enlightened shopping experience. Hours: **noonish - 6pm Tuesdays through Sundays**.

To ensure grace, flow and harmony of this enchanting environment, only after a personal consultation can flattering perfect consignments be received. musereuse@yahoo.com (510) 521-7400.

Spirit Halloween Superstore Comes To Park Street

Goblins and ghouls have moved in at 1511 Park Street. Spirit Superstore has moved in and will be providing costumes and props for kids of all ages starting on September 9

Store hours are:

**Monday - Sunday
11am - 7pm**

**City of Alameda Wine Walk
Thurs, October 14; 6-9pm**
Sample culinary treats and enjoy to live music while tasting a variety of local wines amidst the setting of Park Street's fine shops and restaurants. To purchase tickets:
www.alamedawinewalk.com

The Party Warehouse



For all your Halloween party needs, and other costumes, make sure you drop by Party Warehouse 1125 Park Street. 521-1650 for store hours and other information.

PSBA Elections

The PSBA Board of Directors has unanimously approved the following slate of officers and directors for the PSBA election scheduled for October's Mixer hosted by Kevin Minney.

Vice President
Duane Watson

Treasurer
Rob McKean

Secretary
Bruce Reeves

Director
Renee Kellogg

Director
Donna Layburn

Director
Kyle Conner

La Penca Azul

Good-bye La Piñata, hello La Penca Azul. Relax, the great restaurant at Santa Clara and Park Street (and the one out on Harbor Bay) isn't going anywhere. Only the name is leaving us.

Because of family considerations (we all know how that can be) the Guzman's have decided to change the name of the two restaurants in Alameda. Everything except the name remains the same. Great food, terrific service, the best margaritas, and lots of fun.

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.

You won't be sorry.

CELEBRATE Public Power with Alameda Municipal Power

AMP will join in the national celebration of Public Power Week, October 3 through 9, along with more than 2,000 other municipal utilities across the nation. Collectively, these utilities provide electric power on a not-for-profit basis to 43 million Americans.

“Public Power Week honors community ownership, which results in reliable, affordable electricity for citizens and businesses. It also recognizes the economic, social, and environmental contributions of a community-owned power system,” said Greg Hamm, President of the City’s Public Utilities Board.

Public Power Week is a national, annual event sponsored in conjunction with the American Public Power Association (APPA) in Washington, D.C. APPA is the service organization for community- and state-owned electric utilities.

Mr. Hamm explained. “Having a community-owned system to provide our power also makes our lives better because we can make decisions locally and use our resources in ways that best suit Alameda’s needs.”

“We at AMP are committed to providing the best services possible to our customers and, in doing so, enrich their lives,” he added.

For more on Alameda’s Public Power Week celebrations, check the AMP web site, www.alamedamp.com.

Welcome Stephanie Prothero

We want to introduce you to the newest member of the PSBA staff; Stephanie Prothero. Stephanie has spent the past twelve years as the Special Event Coordinator at the USS Hornet Museum. She’s originally from the Seattle area and she’s a graduate of the University of Washington with a degree in Urban Geography. She worked for many years at the Boeing Museum of Flight in Seattle before joining the Alameda community.

She is very involved in local functions and organizations such as Kiwanis and Navy League. Along with maintaining our in-house and web databases Stephanie will be involved with securing sponsorship for our special events. This task in itself has become more daunting during the years and we welcome her assistance with this very important aspect of our events. She is very knowledgeable about Alameda and will be a great resource for our membership.

You can meet Stephanie personally at a PSBA mixer or by dropping by the PSBA office. I’m sure you join us all in wishing Stephanie good luck in her new situation.

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

Answers to last month's questions:

- 1. Saints 2. 49er's 3. Brett Favre
- 4. George Blanda 5. Jan Stenerud

Lions and tigers and bears oh my; and ghosts and ghouls. What did you think; we were going to ask valentine questions?

1. What is the most popular Halloween candy?
A. Mars Bars B. Reece's Pieces C. M & M's D. Snickers
2. The mask used by Michael Meyers in the movie "Halloween" was actually what actor's mask painted white?
A. Clark Gable B. Matt Damon C. William Shatner D. Topal
3. The first Jack-o-Lanterns were made out of what?
A. Watermelons B. Coconuts C. Turnips D. Pumpkins
4. According to legend, a unibrow, tattoos, and a long middle finger are all signs of what Halloween creature?
A. a Vampire B. a Witch C. a Werewolf D. a Goblin
5. How many "witches" were burned at the stake in the Salem Witch Trials?
A. 5 B. 10 C. 15 D. 20 E. 25 F. None

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 October 20.



**Good Luck!
We Are Trying
To Trick Or Treat 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 - October 2010

October 5	Econ Revi Committee 8:30 a.m. - PSBA Office	October 19	City Council Meeting 7:00 p.m. - City Hall
October 5	City Council Meeting 7:00 p.m. - City Hall	October 20	PSBA Mixer 5:30 p.m. - 7:00 p.m. Hosted by Kevin Minney
October 9	17th Annual Classic Car Show	October 21	Promotions Committee 8:30 a.m. - PSBA Office
October 12	Membership Committee Noon - PSBA Office	October 27	PSBA Board Meeting 8:15 a.m. - PSBA Office
October 14	Park Street Wine Walk 6:00 p.m. - 9:00 p.m. See Box on Page 5	November 2	Election Day Don't Forget To Vote



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email: parkstreet@alamedanet.net



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