



Chamber Office Must Move

THE CHAMBER OF COMMERCE is going to have to move out of the office it has occupied for the past 17 years, thanks to a land purchase by the El Cerrito Redevelopment Agency. On August 18 the City Council, sitting as the Agency Board, voted to buy the land at 10848 and 10860 San Pablo Avenue presently occupied by both the Chamber and Tradeway Furniture.

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Tofu Yu Cuts the Ribbon



Shoot On Site! Photo Services

A large crowd gathered for the August 28th grand opening of El Cerrito's new Tofu Yu deli-cafe. Left to right: El Cerrito Rotary Club President Jack Freethy, Christina Van Horn, Yu Gu Yen, Barbara Woldemar, Michael Woldemar, Glen Davis, Karen Nierlich, City Council member Janet Abelson, Charlie Weaver, Aaron Li (and granddaughter Emma), Marty Kaliski, Tofu Yu owner Kevin Stong, Chamber of Commerce President John Stashik, Helen Yu, Nancy McCarthy, Diya Guo, Hao Shu, Yu Fu Lin, Guo Li Hua, Yu Gui Qin, Sil Addiego, Joe Conwill, Kanti Patel and Chamber Manager Sewall Glinternick. Story on page 3.

Welcome NEW MEMBERS

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www.sryconstruction.com

TOFU YU DELI-CAFE

Kevin E. Stong

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(510) 525-8638
www.tofuyu.com

WEST COUNTY TIMES

4301 Lakeside Dr. • Richmond 94806
(925) 935-2525
www.cctimes.com

Taste '08 Tickets On Sale Now

TICKETS FOR THE fourth annual Taste of El Cerrito, to be held on September 28 are now on sale. Cost of this year's *Taste*, which is being co-sponsored by the Chamber of Commerce, the City of El Cerrito and print sponsor West County Times/Bay Area News Group, is \$20 for adults and \$10 children 5 to 12. A savings of \$5 is being offered to purchasers with a special discount ticket now available free at participating restaurants and stores throughout the city.

The same discount is available for tickets purchased at the Chamber office at 10848 San Pablo Avenue, or at D'Jour Floral & Antiques at 7512 Fairmount Avenue. On-line discount tickets are available at www.tasteofelcerrito.com.

With less than a month to go, exhibitor signups and silent auction and drawing prizes are coming in at a pace which guarantees this year's *Taste* will be a record-breaking event. Once again the Taste of El Cerrito will be offering the public the opportunity to sample food specialties prepared by this area's leading restaurants, collect samples from local food stores, and bid on sensational silent auction and raffle prizes.

Already scheduled to be on hand to distribute food samples are a new high of at least 17 local restaurants and stores.

At press time they include Carrows, El Cerrito Natural Grocery, Fatapples, Ferratt's Tapas Bar & Restaurant, Katana-Ya Ramen, Panda Express, Pasta Pomodoro, Post Meridian, Romano's Macaroni Grill, Strings Italian Cafe, Taqueria Del Palmar, The Red Onion, Tofu Yu, Trader Joe's, Well Grounded Tea & Coffee Bar, Yammy Sushi and Yokohama.

► See Taste of El Cerrito, page 2



Sunday, Sept. 28 • 5-9 p.m.
El Cerrito Community Center

Live Music at 33

THE EL CERRITO Planning Commission has cleared the way for the return of live music to San Pablo Avenue. On June 30 city planners approved a conditional use permit allowing 33 Revolutions at 10086 San Pablo Avenue to offer live entertainment as well as sell beer and wine.

33 revolutions RECORD SHOP & CAFE

In its application for the permit, the firm's owners said they planned to offer a variety of live entertainment—mellow jazz, classical and blues both acoustic and amplified—Monday through Thursday from 10 a.m. to 6 p.m. and on Saturday and Sunday from noon to 4 p.m.

Amplified music provided by either a band or disc jockey will be performed on Fridays and Saturdays from 7 p.m. to midnight.

The cafe, retail and food preparation areas will remain in the rear half of the establishment, while the entertainment area will occupy the front half where a small stage will be constructed along the south wall.

CHAMBER MUST MOVE

Continued from page 1

A clause in the contract of sale allows the furniture store owner up to a year to close down the business, giving the Redevelopment staff ample time to develop a relocation plan for the Chamber office.

In an earlier notice telling the Chamber that an offer to purchase the land had been extended, the Redevelopment/Economic Development Division declared: "The Agency takes seriously its commitment to assist the Chamber in finding a new location with the least amount of disruption possible."

TASTE OF EL CERRITO

Continued from page 1

Signed-up as a *President's Circle* sponsor of this year's *Taste* is the Mechanics Bank.

Gold sponsors include: East Bay Sanitary Co., Inc., Sunset View Cemetery Association, Tradeway Stores and Windrush School.

Silver sponsors are: B&T Bookkeeping, Inc., Cerrito Theater, Connors Overhead Door Co., EBMUD, El Cerrito Heating & Sheet Metal, El Cerrito Natural Grocery, El Cerrito Royale, Farmers' Market at El Cerrito Plaza, Honda of El Cerrito, Marvin Gardens Real Estate, Olivero

Hey, Sports Fans!

SPORTS FANS will find plenty of interest them in the silent auction at this year's Fourth Annual Taste of El Cerrito on Sunday, September 28.

Judy Pope, head of the 2008 Taste, announced this week that working in conjunction with a firm called Sports Gallery, the upcoming local silent auction will feature a special selection of items for avid fans of the Warriors, 49ers, Raiders, Sharks, A's and Giants.

According to Pope, those attending the September 28 Taste will get the chance to bid on assorted items dealing with sports stars such as Steve Young, Jerry Rice, Joe Montana and Dwight Clark.

The list of specific sports items that will be up for bid has yet to be completed. However, Pope revealed it could well include athletic equipment as well as material associated with sports stars.

The report also states: "Under the terms of the agreement, the Agency is responsible for all relocation costs associated with the Chamber." Exact use of the land purchased has not yet been decided. According to the agenda report, the Agency will explore development options, evaluate them, and then return to the Agency board to discuss the options after preliminary feasibility studies have been completed.

However, the agenda goes on to point out that "the site has been identified in the redevelopment plan for mixed use with a potential for affordable housing.

Windrush Honored

THE CITY COUNCIL officially proclaimed September 12 as "Inspiring Sustainable Futures Day" at Windrush School, a long-time member of the El Cerrito Chamber of Commerce. The proclamation marks the September opening of a new green, LEED-certified library building at the progressive K-8 school.

"Learning and living in this building," the proclamation declares, "will help children develop a living conservation ethic and sense of environmental responsibility."

New Bank Logo

THE MECHANICS BANK, which got its start 103 years ago, has a new look. The bank itself isn't changing—same ownership, people, service, and commitment to the community—but the firm now boasts a brand new logo.

Mechanics Bank

The new logo is a stylized knot that represents the interconnection of everyone involved with the bank, including clients, employees, shareholders and neighbors. The loops of the knot form a set of continuous links—because, as the company points out, "the Mechanics Bank forms relationships that last generations."

Credit Card Problems?

BUSINESS PEOPLE who have credit card problems are being asked to talk their troubles over with Steve Tanner, editor of the *California Executive*.

Tanner says he is interested in hearing the specific concerns small business owners have with credit cards. E-mail him at stanner@provpubs.com.

Plumbing, PetVet/Petfood, Plaza Auto Service and Seidell Enterprises, Inc.

New this year is an *in-kind* sponsor category. The following firms have generously donated their services to support the event: PagePoint Web Solutions, Contra Costa *Marketplace* magazine, Premier Graphics, the Rotary Club of El Cerrito and Savoirprint.com.

Restaurants wishing to participate in the upcoming *Taste* and firms interested in becoming sponsors or donating gifts for the silent auction and raffle may do so by contacting Chamber Manager Sewall Glinternick at (510) 233-7040.

Healthy Deli Opens in El Cerrito

TOFU YU, a new member of the Chamber of Commerce, brought something new, meaningful and healthy to El Cerrito late last month when it opened a vegetarian deli-cafe at 10558 San Pablo Avenue in the Jay Vee Center.

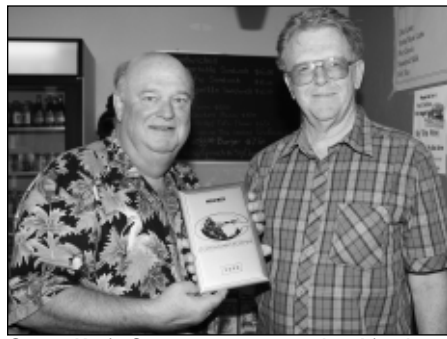


PHOTOS BY SHOOT ON-SITE PHOTO SERVICES

Business founder Kevin Stong, a resident of El Cerrito since 1975, says he is determined

to provide this community with a healthy and nutritious alternative to the food now available in this area.

Using the best ingredients and creative fusion style recipes prepared by experienced chefs, Tofu Yu's goal is to provide El Cerrito with healthy soy, bean and nut organic food for years to come by combining California vegetar-



Owner Kevin Stong accepts a membership plaque from Chamber President John Stashik.

ian cuisine with traditional Asian food processing techniques to get dishes suitable for all cultures and ethnic groups.

Tofu Yu is offering take-out food, breakfast, lunch and dinner from 6 a.m. to 9 p.m. seven days a week. Stong's company will also do catering to businesses, other restaurants, school lunch programs, convalescent hospitals and airports as well as selling its products at a deli/take-out in Berkeley and at area farmers' markets.

E-Book on Sale

THE EL CERRITO Chamber of Commerce is now ready to help those who want to get a jump on 2009 savings with an early offering of the Entertainment Book for next year.

Those who buy the book early can start immediately to take advantage of the thousands of dollars worth of 2-for-1 and up to 50% discount offers included in the new publication.

\$25 is all it will take to get in on the sensational savings offered by local and national restaurants, hotels and resorts, entertainment venues, and various local retailers.

Those planning vacations, birthday and anniversary parties, and early holiday shopping, may purchase the 2009 Entertainment Book by telephoning (510) 233-7040 or visiting the Chamber office at 10848 San Pablo Avenue.

Map Status

PROOFS OF THE new city map are due at the Chamber office early this month according to Village Profile. Following approval, the new map should be available to Chamber members and advertisers by December 1st.

Members on Ballot

TWO MEMBERS of the Chamber and one former member will be on the November 4th ballot for City Council.

Chamber members Bill Jones, incumbent mayor, and David Boisvert, who serves on the city's Financial Advisory Board, are in the race for three City Council seats up in the next election.

Other candidates include former Chamber member Andrew Ting, city planning commissioner Ann Cheng, and Parks and Recreation Commission chair Greg Lyman.

Garage Sale Ads

CHAMBER members are being offered the opportunity to promote their business in conjunction with El Cerrito's 19th Annual Citywide Garage Sale on Saturday, October 11.

For only \$50 local business people will be able to have their advertising included in the Garage Sale's outreach material. Call El Cerrito Environment at (510) 215-4351 for more information.

Stockton Ave. Art Stroll
Friday, September 12 • 7-9 p.m.

October Banquet

AGOURMET five-course Italian banquet, complete with four premium wines, will be held Saturday, October 25, to raise funds for the El Cerrito Chamber of Commerce.

The gala event, set for Eagles Hall at 3223 Carlson Boulevard, is being staged by Chamber Board of Directors member Nick Bolla of Giovanni's Produce and Grocery.

Tickets for this event will cost \$28 per person, and will be limited to 150 Chamber members and their guests. Reservations are now available and can be made by telephoning (510) 233-7040 or (510) 232-7485.

The benefit schedule calls for no-host cocktails with free antipasto from 5 to 6:30 p.m., with dinner at 7 p.m. The menu for the evening will include salad, pasta al pesto, chicken and sausage cacciatore, spumoni, panettone, cheese and fruit.

Bolla reports several local firms have already signed on as sponsors of the event, with still more to come. Already committed as Gold Sponsors are East Bay Sanitary Co., El Cerrito Heating & Sheet Metal, Plaza Auto Service, Bayview Aerie #2323 Eagles, Maggiora Bread, Farmers Produce of Oakland, ItalFoods, and Silver Sponsor Pastime Ace Hardware.

Rotary Plans for Year

THE ROTARY CLUB of El Cerrito, an associate member of the Chamber of Commerce, has kicked off its 2008-2009 year by installing businessman Jack Freethy as president and former Chamber president Tracy Giles as president elect.

Club goals for the coming year include enlarging the organization's membership from 40 to 50, and completing an international project to establish a pediatric ophthalmology clinic in Nepal in 2009.

The Rotary Club has opened a new Web site at www.elcerritorotary.org which lists programs, upcoming events and describes the mission and membership. For membership information or to attend a meeting, contact Membership Chair John Ferguson at (510) 213-9123.



El Cerrito
CHAMBER OF COMMERCE
Linking Business and Community Since 1936

P.O. Box 538 • El Cerrito, CA 94530

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Secretary-Treasurer Charlie Weaver, Certified Public Accountant
Past President Blaine Davis, Edward Jones

Staff

Manager Sewall Glinternick
Secretary Pat Berndt

Business Luncheons Resume

Tuesday, Sept. 23, noon-1:30 p.m.

Mira Vista Golf & Country Club
\$18 (new reduced price)

RSVP by Sept. 19 at (510) 233-7040 or by
e-mail: info@elcerritochamber.org

This month's speaker:

Joe Diliberto

Nationally recognized marketing authority;
owner of Sandler Sales Institute, Oakland

Calendar of Events

- Sept. 1 Labor Day.
- 3 Board of Directors meets, 8:30 a.m., at Coldwell Banker Bartels.
- 6-7 E-waste collection; DMV parking lot; 9-3 p.m.
- 11 Disaster preparedness class, El Cerrito Library, 7 p.m.
- 12 Art Stroll on Stockton Ave., 7-9 p.m.
- 15 City Council meeting, 7:30 p.m.
- 20 Tri-City Safety Day, El Cerrito Plaza, 11 a.m.-3 p.m.
- 20-21 Friends of the Library book sale; also Sept. 27.
- 23 Chamber business luncheons resume (see above).
- 26 C.C. Civic Theatre: "Witness for the Prosecution"; www.ccct.org.
- 28 Fourth Annual *A Taste of El Cerrito*; 5-9 p.m.

Thank you!

Our deep appreciation is extended to Chamber board member Michelle Blackwell of EBMUD, for support in co-sponsoring the expense of printing and mailing this *Byline*.



www.ebmud.com

Byline

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Members of the El Cerrito
Chamber of Commerce

Free Small Business Seminars

THE EAST BAY Small Business Development Center provides tools and expertise to business owners interested in accelerating the success of their ventures. Through expert consulting, top-notch seminars, linkages to other resource providers and business planning services, the East Bay SBDC helps build businesses that build the local economy.

The East Bay SBDC offers many different seminars that teach entrepreneurs and business leaders how to implement new strategies, skills and ideas across varied business disciplines. Taught by Steve Roth, East Bay's Interim Director, with 25 years of venture capital and private equity experience, as well as industry experts for the Caltrans and TAP classes, the workshops are tailored to fit entrepreneurs in any stage of the business development process.

The sessions, held in ten cities throughout the East Bay, are designed to be of interest to small business owners and entrepreneurs seeking the knowledge needed to grow sales, increase profits, and get started in business the right way.

For a complete description of the seminar subjects, times, locations, and assistance in registering visit www.eastbaysbdc.org or telephone (510) 208-0410.