



Chamber Had a Busy October

EL CERRITO Chamber of Commerce wound up last month in a whirl of three delightful social events. On Saturday, October 25, Chamber Board of Directors member Nick Bolla of Giovanni's Produce & Grocery staged a fantastic Italian feast designed to raise funds for this organization. All in attendance agreed that the five-course banquet was delicious and the fine wines which accompanied the food were delightful.

The Chamber appreciates the hard work Bolla put in preparing for this banquet, and the generosity of event sponsors Olivero Plumbing, East Bay Sanitary Co., Plaza Auto Service, El Cerrito Heating & Sheet Metal, El Cerrito Eagles Lodge, City of El

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Tri-Chamber Mixer



Shoot On Site! Photo Services

Savoireprint press operator Michael Wolfskill explains the operation of the Heidelberg printing press to attendees at the chamber mixer hosted by the firm. Members of El Cerrito, Albany and Berkeley Chambers of Commerce also learned about printing on recycled paper while enjoying barbecue food and networking at the October 29th event. Numerous raffle prizes were awarded to lucky participants.

Welcome NEW MEMBERS

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El Cerrito 94530
(415) 336-6484
angelinafusco@msn.com

DABK, INC.

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1007 Villa Nueva Dr.
El Cerrito 94530
(510) 558-9208
daryooshk@yahoo.com

DIABLO TROPHIES & AWARDS

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1922 Contra Costa Blvd.
Pleasant Hill 94523
(925) 680-0155
david@diablotrophy.com
www.diablotrophy.com

JIN JIN ACUPRESSURE THERAPY

Jianpei Wang
11100 San Pablo Ave. #206
El Cerrito 94530
(510) 708-9111
jincmt@yahoo.com

City Honors Three Local Businesses

THREE LOCAL businesses, two of which are long-time members of the El Cerrito Chamber of Commerce, were honored by city officials last month. At their first meeting in the new City Hall, the City Council presented special business recognition awards to The Junket, Pastime Ace Hardware and Trader Joe's.

The Junket

Cindy and Bruno Frisch opened The Junket in El Cerrito Plaza in 1979, and joined the Chamber of Commerce that same year. Since then, the European-style café and delicatessen has become the "meeting place" for El Cerritans.

They gather daily to enjoy the establishment's wide variety of sandwiches, German sausages, red cabbage, sauerkraut, and potato salad. In addition to serving breakfast and lunch, The Junket features cappuccino, caffè latte, German beer, quiche, salads, meat pies, desserts, and carries an array of European food and grocery items, including candies, cookies, teas, steins, glasses, and chocolates.

The Junket was honored by the city for "industrial achievement, longevity and contribution to the community."

Pastime Ace Hardware

Recognized for "longevity, achievement and significant contribution of sales tax and employment," today several third generation members of the founding family still work for Pastime Ace Hardware and help to continue its long tradition of excellent customer service.

Pastime was started in the 1930's as a lunch counter, bar and pool hall by Donald H. "Dick" Pryde. Dick's brother, Norman "Bus" Pryde, opened a card room in an adjacent building. After World War II the brothers opened a hardware store and a sporting goods store. Eventually they merged the two businesses, and with the help

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El Cerrito's First Home Expo a Success



Presented by the El Cerrito Economic Development Board, the first annual Home Improvement Expo was a successful event. Approximately 150 people attended the October 11 program at the Community Center where a wide variety of home improvement businesses were on hand, including many



Chamber members, to answer building and remodeling questions from local residents. In addition to display tables, breakout sessions were held on popular topics such as *Kitchen and Bath Remodeling*, *Working with Architects*, and *Permitting and Approvals*. The city's Building Division staff was also present.

BANG Holiday Newspaper Ad Offer

THE BAY AREA NEWS GROUP (*West County Times*, *Berkeley Voice* and *El Cerrito Journal*), a member of the Chamber of Commerce, is offering local advertisers a holiday gift. The papers' idea of real economic stimulation is included in two special pre-holiday advertising packages which cover four consecutive Fridays from November 21 through December 12.

The first package covers ads two-columns wide by two-inches high in all three papers (53,800 circulation) at a cost of only \$436 for all four dates. The second package provides an even better

deal for advertisers willing to commit to spending at least \$2,000 for advertising with the Bay Area News Group during the next year. These advertisers will be able to purchase a two-column wide by four-inch ad in all three papers during the pre-holiday period Fridays for only \$308.

El Cerrito business people wishing to take advantage of either of these pre-holiday specials may arrange to do so by telephoning BANG advertising consultant John Strohmeier at (510) 262-2726. He can be reached by e-mail at jstrohmeier@bayareanewsgroup.com.

THREE BUSINESSES HONORED

Continued from page 1

of their four sons, Don, David, Richard and Robert, ran and expanded the hardware business.

A member of the El Cerrito Chamber of Commerce since 1979, today Pastime Ace Hardware spans an entire city block and is one of this community's premier business establishments.

Trader Joe's

The youngest of the three businesses singled out for honors was Trader Joe's in El Cerrito Plaza. While part of our community for only five years, the local store is wildly successful, exceeding all of the company's expectations.

Already an integral part of the city, Trader Joe's was honored as corporate sponsor of the year for its daily contribution to the Bay Area Rescue Mission and for its involvement in many community events. Many of the store's employees live locally and walk to work, strengthening the company's pride in being "a national chain of neighborhood grocery stores."

City officials honored the local Trader Joe's for its "industry achievement and for its significant contribution to sales tax, employment, and the community."

The awards are determined by the members of the city's Economic Development Board.

City News Rack Plan

CITY STAFF REPORTS it is drafting language for an ordinance that would restrict news racks on San Pablo Avenue's business district to fixed pedestal racks provided by the city. The proposed ordinance, according to staff, is "to enhance the pedestrian flow along the public right-of-way and to reduce visual blight and clutter associated with uncontrolled freestanding racks."

If adopted by the City Council, the ordinance would allow the Department of Public Works to notify the publishers of free and for-sale publications that their products are only permitted within 100 feet of/or along San Pablo Avenue in the fixed pedestal racks. Publishers would be able to apply for a three-year permit for a box in the city's news racks. Conditions would include maintenance requirements. Abandoned boxes, unmaintained boxes, and unpermitted racks would be eligible for removal by the city after proper notification.

To determine the appropriate number of fixed pedestal racks needed, the city plans to invite comments from publishers. According to staff, the Fixed Pedestal News Rack Program has received positive comment from businesses, residents, and the Design Review Board at meetings held in conjunction with the San Pablo Avenue Streetscape Program.

Scholarship Search Underway

THE HUNT IS ON in earnest for the two high school seniors who will share the \$3,000 in scholarship money from the proceeds of the recent fourth annual Taste of El Cerrito.

According to Taste coordinator Judy Pope, this year's scholarship selection committee will be headed by Ron Eggherman of Marvin Gardens Real Estate, an experienced member of the Contra Costa County Ed Fund. Assisting him will be John Strohmeier of the *West County Times* and El Cerrito attorney Reese Halpern.

Plans call for \$1,500 scholarships to be formally presented at the Chamber's annual Christmas party to the winning pair of El Cerrito High School seniors who plan to go on to college to prepare for a career in business.

Playland Fun Pass

PLAYLAND-NOT-AT-THE-BEACH is well on its way to becoming one of this city's leading attractions. Ever since the "fun museum" opened at 10979 San Pablo Avenue in June, people have been asking about getting a season pass. Master of Fun Richard Tuck is giving these people one better by now offering the public a "forever pass."

Tuck has developed a six-time Playland pass that is good until it is used up, even if it takes forever. The six-time general admission pass (regularly \$90) is \$65 while the youth and senior pass (regularly \$60) sells for \$40.

The passes which can be purchased at Playland's box office or on the facility's Web site, make a terrific gift for any occasion and also entitles the holder to 10% off everything in their souvenir shop.

Stankus Dies

A DOLPH V. STANKUS, 1988 president of the El Cerrito Chamber of Commerce, died on October 21.

A resident of Moraga, he worked in the candy industry for over 60 years, and at one time owned and operated a

Mail Call

Dear Sewall,

Thank you for your recent support letter on SB x21. The Governor signed the bill yesterday, in part because of the overwhelming support that was demonstrated through letters such as yours. It's been a pleasure working with you and the El Cerrito Chamber of Commerce on this issue and I look forward to future opportunities to work with the EC Chamber.

Thanks again.

Paul Gilbert-Snyder
Associate Civil Engineer
EBMUD

candy store and lunch counter in El Cerrito. A member of the Bayview Eagles Aerie here, he is survived by his wife, Anna, three sons, two daughters, 18 grandchildren and eight great grandchildren.

A BUSY OCTOBER

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Cerrito, Pastime Ace Hardware, Armadillo Pizza, Irony Napa Valley Wines, Dreyer's Ice Cream, Maggiora Bread, and Farmer's Produce of Oakland.

Following quickly on the heels of the banquet, on Tuesday, October 28, the Chamber's monthly business luncheon at the Mira Vista Golf & Country Club honored the new members who joined the organization in 2008.

Finally, the next day the El Cerrito Chamber joined chambers from Albany and Berkeley at a joint mixer at Savoirprint in Berkeley. This event featured a press demonstration, a talk on the benefits of printing on recycled paper, food and drink, and a series of door prizes, several of which we provided.

Savoirprint, a commercial printer, is a member of all three chambers and does business over the Internet at www.savoirprint.com.

Wang Joins Chamber

DEEP TISSUE AND Swedish therapeutic massage as well as acupuncture therapy are among the specialties offered by Jianpei Wang of Jin Jin Acupressure Therapy, one of the El Cerrito Chamber of Commerce's newest members.

Wang's office in Suite 206 at 11100 San Pablo Avenue is open seven days a week from 10 a.m. to 9 p.m., and she welcomes both walk-ins as well as people who make appointments by telephoning (510) 708-9111.

One of Wang's specialties is chair massage. This is a brief, affordable massage which lasts from 10 to 30 minutes and leaves the patient feeling relaxed and rejuvenated. With the patient sitting in a specially designed, portable massage chair, the treatment is applied to the head, neck, shoulders, back, arms, and hands directly through the clothing.

Other techniques Wang uses to reduce muscle tension and the pain it causes, calm nerves, and relieve health problems are acupuncture and foot reflexology.

LITA Seeks Gifts

ASSOCIATE MEMBER LITA (Love Is The Answer), has begun its annual holiday gift collection for seniors living in area nursing homes and assisted living facilities. In recent years LITA has used the Chamber office, located at 10848 San Pablo Avenue, as the collection point for the group's annual holiday gift program that distributes new durable and comfortable donated items—such as soft non-skid socks, lap top robes, and small stuffed animals—to the elderly and disabled who have few visitors.

Donors are asked to call Pat Berndt at the Chamber office, (510) 233-7040, Monday through Friday, to make an appointment to drop off an unwrapped gift. LITA volunteers will wrap the donated gifts and deliver them at holiday time.

Since 1980, LITA volunteers have made year round visits to the elderly and disabled in care facilities throughout Contra Costa County and provided them with music, dance and other entertainment as well as conducting a pet visitor program.



El Cerrito
CHAMBER OF COMMERCE
Linking Business and Community Since 1936

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

Staff

Manager Sewall Glinternick
Secretary Pat Berndt

November Business Luncheon

Tuesday, Nov. 25, noon-1:30 p.m.
Mira Vista Golf & Country Club • \$18 per person
RSVP by Nov. 21 at (510) 233-7040 or by e-mail
info@elcerritochamber.org

**Hispanic Chamber of Commerce
of Contra Costa County**
President Eric Maldonado

Calendar of Events

- Nov. 5 Chamber Board of Directors meeting, 8:30 a.m.
- 11 Veterans Day holiday.
- 14 Stockton Avenue Art Stroll; 6-8 p.m.
- 14 "Greater Tuna" opens at Contra Costa Civic Theatre; through Dec. 7. Information at www.ccct.org.
- 15 Dale Mead photography reception; Library (see story).
- 17 City Council meets; 7:30 p.m.
- 20 "How Berkeley Changed the World," slide talk by Dave Weinstein at El Cerrito Library, 7 p.m.
- 22 CPR-First Aid class; call (510) 215-4450 to register.
- 25 Chamber business luncheon; see box above.
- 27-28 Thanksgiving and day after; Chamber office closed.

El Cerrito Public Library Events

It Came from Berkeley

DAVE WEINSTEIN gives a slide talk on his latest book, "It Came from Berkeley: How Berkeley Changed the World," an amusing and anecdote-filled social history of that unique city. Thursday, November 20th, at 7 p.m.

Dale Mead Photography Exhibit and Reception

MEET DALE MEAD at a reception on Saturday, November 15, from 2-4 p.m. Owner of *Shoot On Site! Photo Services*, Mead has prints on display at the library through December.

As a local photographer, his photographs shot in El Cerrito will be on display as well. Prints can be purchased including matted, unframed prints at holiday gift prices.

Thank you!

Our deep appreciation is extended to Chamber board member **Blaine J. Davis** of Edward Jones, for support in co-sponsoring the expense of printing and mailing this *Byline*.

Blaine J. Davis
Investment Representative
11760 San Pablo Ave. Ste. B
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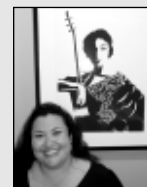


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Members of the El Cerrito
Chamber of Commerce

Art at the Cerrito



AN EXHIBITION featuring artist Barbara Alonso runs through the end of this month in the theater's *It Club*. The Cerrito Theater is on San Pablo Ave. at Central. www.b-drawn.com