



## Manager's Minute

MARK SCOTT

Manager Mark Scott is ill this month. Look for his column in the July issue.

## Every Minute Counts

BY SUPERVISOR JOHN GIOIA

ON MAY 27, 1987, 23 years ago, my father died from sudden cardiac arrest. On May 20, 1987, he suffered ventricular fibrillation, which is when the heart's electrical impulses become irregular and the heart is unable to pump oxygen-rich blood through the body. By the time his heart was defibrillated and revived, he suffered irreparable brain damage and died seven days later. Earlier heart defibrillation may have saved his life.



More than 350,000 Americans of all ages die each year from sudden cardiac arrest, which is a leading cause of death in the U.S. Once a victim has suffered a cardiac arrest, every minute that passes before returning the heart to a normal rhythm decreases the chance of survival by 10%. The chances of surviving sudden cardiac arrest are dramatically improved if 9-1-1 is called right away, and Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillators (AED) are applied within three to seven minutes.

That's why Contra Costa County Emergency Services is working hard to increase awareness of the use of CPR and AEDs with classes, health fairs and the installation of public defibrillators. My office has co-sponsored a number of these efforts, successfully installing AEDs in public locations throughout West County, such as at senior and community centers.

The Board of Supervisors is recognizing the importance of emergency health

► See Every Minute Counts, page 2



Joined by Chamber Manager Mark Scott, Judy Pope proudly holds a certificate signed by Rep. John Garamendi recognizing D'Jour Floral & Antiques as Small Business of the Year.

## D'Jour Floral: Small Business of the Year

RECOGNIZED by the Contra Costa Council's Small Business and Entrepreneurial Task Force at an awards luncheon on May 7th was D'Jour Floral & Antiques of El Cerrito. Mark Quinn, Regional Director of the Small Business Administration, introduced owner Judy Pope and Chamber of Commerce Manager Mark Scott at the tenth annual awards luncheon held at the Concord Hilton. John Stashik, President of the Chamber, also attended.

The El Cerrito Chamber of Commerce Board of Directors nominated D'Jour Floral & Antiques for the 2010 Small Business of the Year award. Chambers throughout Contra Costa County each name a business they believe deserves recognition. A luncheon is held annually to announce the recipients and present awards.

Judy Pope's family has over a half century of experience in west Contra Costa County business. D'Jour Floral & Antiques was established nearly four years ago and rapidly has become a force working for the good of neighborhood businesses. With

## The Round-Up

THE Contra Costa *Marketplace* sales campaign is over and was a success. Along with advertising member businesses to the 50,000 homes that receive the monthly magazine, the Round-Up also is a Chamber fund raiser. Copies of the June *Marketplace* have already been mailed to readers.

a strong presence atop Fairmount Avenue (opposite Fatapples restaurant), Pope is active in many community organizations. In addition, she is a member of the Chamber's Board of Directors and chairs the committee on fund raising events.

D'Jour Floral & Antiques business includes flower arrangements, fashions, and unique gifts. Open seven days a week, the shop is located at 7512 Fairmount Avenue in El Cerrito.



The  
**President's  
Palaver**  
JOHN C. STASHIK

**S**TARTING with this *Byline* is a new monthly feature spotlighting member businesses. This came about from a suggestion made at a recent Board of Directors meeting. I like the idea and have already assigned a reporter to hit the city streets and write about the various businesses that make up our Chamber.

**Easy, scenic, healthy.**

The rain may finally be behind us. No guarantees, however. But it's a good time for a bike ride and there is one on Sunday, June 6th, that we've announced in previous issues of the *Byline*. "Bike the Bridges" benefits Special Olympics and consists of two 25-mile loops that will take riders across the Al Zampa Bridge and the new Benicia bridge.

The event is hosted by ECPD (along with other police departments) and starts and finishes at Waterfront Park in Martinez. The \$40 fee includes lunch and there will be a sag wagon on the route. Call Sgt. Maples at the ECPD for details: (510) 215-4414, ext. 26. E-mail: smaples@ci.el-cerrito.ca.us.

**Another opening, another show.**

*Barnum* opens Friday evening, June 18th, for a one-month run at the Contra Costa Civic Theatre. CCCT is celebrating its 50th season this year. Purchase tickets on-line at [www.ccct.org](http://www.ccct.org). The theatre is located on the corner of Moeser Lane and Pomona Avenue.

**A Taste of El Cerrito**

It's coming back after a one-year absence, scheduled for September 25th. Planning is underway now. The 2010 version of *Taste* will feature a fantastic dinner with entertainment provided by the Berkeley Opera (a company that performs right here in El Cerrito). We'll be seeking sponsors for our signature fund raising event which supports this Chamber and also provides scholarship money to El Cerrito High School business students. If you'd like to assist in planning, or become a sponsor, please contact me. More on this event later.

**Something Fishy**

BY MICHELLE BLACKWELL

**C**OME AND JOIN us on Saturday, June 12th, at San Pablo Reservoir Recreation Area and learn how to fish. Bring the family! Children age 14 and under can fish for free for fish planted specifically for the event. The concessionaire will have staff to instruct children and their parents on how to fish and will loan rods and reels on a first come, first served basis. Bait, tackle, and a fishing tips booklet will also be provided. Barbecued hot dogs (includes chips and drink) will be available for \$4.00. There will be a raffle at 12:30 p.m.

The entry fee for the general public has been reduced for the entire day to \$3.50. Although children under age 14 fish at no charge, adults who wish to fish can do so by paying the required fees (license and daily fishing permit) at the main gate or visitor center. In addition, all other San Pablo Recreation Area facilities will be available.

**DETAILS**

Presented by EBMUD and Urban Parks Concessionaires  
Saturday, June 12, 2010 • 8 a.m.-1 p.m.  
San Pablo Reservoir Recreation Area  
7301 San Pablo Dam Rd., El Sobrante

**EVERY MINUTE COUNTS**

► Continued from page 1  
care this month. June 1-7 is National Cardiopulmonary Resuscitation (CPR) and Automated External Defibrillation (AED) Awareness Week.

Emergency care providers play a critical role in treating cardiac arrest, and all medical emergencies. So do citizens trained in CPR or defibrillator use. They're often the "first responders" until the ambulance arrives, saving lives.

I hope you'll join me in learning CPR and defibrillator use. It's easy. Classes are held throughout the year at West County locations.

**Local CPR and First Aid Training**

**E**L CERRITO'S Fire Department offers classes in CPR and First Aid. The next scheduled class is on Saturday, June 19th, in the fire station at 1520 Arlington Blvd., El Cerrito. Classes run from 9 a.m. until 4 p.m. with a lunch break.

There is a nominal cost and space is limited. Priority registration is available to El Cerrito or Kensington residents. To enroll or get more information, call (510) 215-4450 or on the Internet go to: [www.fire@ci.el-cerrito.org](http://www.fire@ci.el-cerrito.org).

**John's Update**



Shoot On Site Photo Services

Contra Costa County Supervisor John Gioia addressed members at the May meeting of the Chamber. On June 16th (the final luncheon before the summer break), Brian Pretti of Mechanics Bank will speak on the economy.

**New History Room**

**B**Y ADOPTING a resolution at the May 17th meeting, the City Council officially named a second floor room inside City Hall the "Dorothy and Sundar Shadi Historical Room" in honor of the well-known couple who loved the city.

The El Cerrito Historical Society will use the room for housing, researching and displaying historical archives.

For more information, check:

- Contra Costa Emergency Medical Services at [www.cchealth.org/groups/ems](http://www.cchealth.org/groups/ems) or (925) 646-4690.
- The American Heart Association, [www.americanheart.org](http://www.americanheart.org) or (800) 242-8721.
- Contact my office and speak to Terrance Cheung at (510) 374-3231; e-mail: [dist1@bos.cccounty.us](mailto:dist1@bos.cccounty.us).  
Someone's life, including your own, may depend on early response.  
[This article is edited from a letter sent to constituents by Supervisor Gioia.]

# Ifshin Violins Marks Second Anniversary in El Cerrito

BY SEWALL GLINTERNICK

MARKING THE second anniversary of his moving from Berkeley to El Cerrito, the head of Ifshin Violins this month invited fellow Chamber of Commerce members to come in and look over his unusual business at 6420 Fairmount Avenue.

In May of 2008 owner Jay Ifshin moved into a completely remodeled building in El Cerrito, and today he claims that doing business here is “fantastic” now that he is “better able to serve his customers.”



SHOOT ON SITE PHOTO SERVICES

Jay Ifshin

Ifshin has good reason to say he’s “happy to be settled in El Cerrito.” Not only does he continue to be pleased with the help and cooperation he’s received from city officials, but the building he spent years designing and building is, after two years, still one of this city’s most attractive and unusual business locations.

Now that PG&E will buy the excess electricity he produces, Ifshin is now busy planning to expand the roof-top solar energy facility he has used to light his store since the day it opened.

The saga of the company’s eventual move to El Cerrito got its start several decades ago when Jay Ifshin quit his job as a mechanical engineer because he was “tired of always having dirty hands.” After closing out his engineering career, he

attended one of the country’s rare violin making schools, and then bought a small violin shop in Berkeley.

He spent the next 26 years in Berkeley building his business to national and international prominence before the need for more space brought him to El Cerrito, where he bought an old office building and set about completely remodeling it to meet his company’s special needs.

Today the two-story 13,500 square foot Ifshin Violin building contains an impressive reception area, an expanded instrument rental section, a comfortable sales and display area, a recital hall, and two specially constructed trial rooms where customers can play their instruments in an environment that brings out their best tonal quality. There’s also a high security walk-in safe used to house the firm’s collection of fine instruments and bows.

The first floor of the building has the look of an art gallery, thanks to a pair of life-sized wire violin player sculptures and walls covered with large colorful vintage concert posters.

Much of the company’s lofty standing in the international music world is due to the top quality work of the firm’s highly experienced craftspeople and violin makers that pedestrians can see at work through a series of picture windows that line one side of their workshop wall.

All that’s left to say now is: “Congratulations Ifshin Violins. The El Cerrito Chamber of Commerce salutes you, and wishes you many more years of successful operation.”

## May Mega-Mixer Photo Gallery

Magical Nathaniel performed close-up magic at the Chamber mixer held on May 25th at Playland-Not-At-The-Beach.

This event was a joint mixer with the Albany Chamber of Commerce. Everyone had a great time at this El Cerrito house of fun, including Laughing Sal.



John Stashik



# El Cerrito

CHAMBER OF COMMERCE  
Linking Business and Community Since 1936

P.O. Box 538 • El Cerrito, CA 94530

## June Luncheon Meeting

**Wed., June 16 at noon • Treviño's Restaurant  
11795 San Pablo Ave., El Cerrito**

\$20 members with advance reservations • \$25 non-members  
Please RSVP: (510) 705-1202 or info@elcerritochamber.org

**Our Speaker:**

**Brian Pretti**

Chief Investment Officer  
Mechanics Bank

Summer break coming;  
this is the final luncheon meeting until September

## Calendar of Events

- June 2** Chamber Board meets; El Cerrito Royale, 8:30 a.m.
- 5-6** E-waste drop off; DMV parking lot, 9 a.m.-3 p.m.
- 7** City Council meets; City Hall, 7:30 p.m.
- 16** Chamber of Commerce luncheon; see box above. No meetings in July or August.
- 18** Opening night for *Barnum*; Contra Costa Civic Theatre. Through July 18.
- 21** City Council meets; City Hall, 7:30 p.m.
- July 4** Annual El Cerrito Independence Day celebration; Cerrito Vista Park.
- 7** Chamber Board meets; El Cerrito Royale, 8:30 a.m.

### Chamber Officers

- President John C. Stashik, Premier Graphics
- First Vice President Michelle Blackwell, EBMUD
- Second Vice President Kent Langston, Honda of El Cerrito
- Secretary-Treasurer Charlie Weaver, Certified Public Accountant

### Staff

- Manager Mark L. Scott
- Secretary Emeritus Pat Berndt

## JOIN THE EL CERRITO HISTORICAL SOCIETY



A volunteer, non-political, non-profit organization to locate, study, preserve, and disseminate El Cerrito's local history.

Membership is open to everyone. Membership includes meeting and program notices plus the quarterly newsletter.

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

- \$250 Life Member
- \$ 50 Sponsoring Member
- \$ 20 Household Member

Send form to El Cerrito Historical Society,  
P.O. Box 304, El Cerrito, CA 94530.

*Make checks payable to the  
El Cerrito Historical Society.*

Sponsoring and Household memberships are annual memberships.

## Byline

PRODUCED BY  Premier Graphics  
(510) 235-2195

PRINTED BY Minuteman Press  
Berkeley (510) 540-7113

Members of the El Cerrito Chamber of Commerce