



Manager's Minute

MARK SCOTT

ALL DRESSED UP and nowhere to go! Economic indicators continued to slump throughout August after several months of very cautious advancement. Despite the fact of billions of economic stimulus dollars poured into the economy the long awaited recovery is fizzling out before it even begins according to some analysts.

How does this news play out on Main Street? Many merchants and service providers have just been hanging on waiting for things to turn around. Some have geared up now for the turnaround. Many of the more cautious remain ready to respond when the timing is right.

► See Manager's Minute, page 2

Marge Collins

BY SEWALL GLINTERNICK

EL CERRITO seems darker, sadder, and more lonely now that Margaret "Marge" Collins, former president of the Chamber of Commerce and unquestionably the "First Lady" of this



community, has been laid to rest in Sunset View Cemetery.

Marge Collins was truly a "woman for all seasons." As Tracy Giles, a fellow Chamber ex-president said of her in a eulogy given at a jam-packed memorial service August 11: "Margaret Alice Collins was a daughter, a fashion model, a wife, a mother, an active citizen of El Cerrito, a mayor, a fund-raiser, a golfer, a friend to many and a hero to me."

In 1922 she was born in Pocatello, Idaho. In 1956, after a music and fashion modeling career in New York, Marge took a job as Assistant City Manager in the city of Piedmont where she met and later married Marvin Collins, an El Cer-

► See Marge Collins, page 2



Featuring the Berkeley Opera

citing the current desperate need for both more sponsors and raffle prizes, Stashik urged those belonging to the business organization to act immediately to help out with one or both needs by contacting event coordinator Judy Pope at (510) 525-7232.

At the same time, Stashik had special words of praise for the following 11 businesses that have already joined the

Chamber and the City of El Cerrito in sponsoring this year's *Taste*: B&T Bookkeeping, D'Jour Floral & Antiques, East Bay Municipal Utility District, East Bay Sanitary Co., El Cerrito Royale, Mechanics Bank, Olivero Plumbing, Pastime Ace Hardware, Seidell Enterprises, and Tradeway Carpet Outlet. Valuable in-kind contributions have been made by PagePoint, the El Cerrito Patch, and Premier Graphics.

Returning to the local social scene after a one year hiatus, the 2010 Taste of El Cerrito will have a new format that features a fabulous full-course sit-down Italian dinner and entertainment headlined by the Berkeley Opera (which now performs here). This year's gala event will be held on Saturday, September 25, at the El Cerrito Community Center from 5 to 9 p.m. It will get underway with a no-host cocktail hour with free appetizers, followed by the sumptuous dinner and entertainment. Rounding out the event will be a raffle and silent auction.

Tickets for the Taste will be \$45 per person, and attendance will be limited to 224 participants on a first-come and first-served basis. They may be purchased at the Community Center, D'Jour Floral & Antiques (7512 Fairmount Ave.), El Cerrito Royale (6510 Gladys Ave.) or on-line at www.tasteofelcerrito.com.

Proceeds from the *Taste* will go to finance the Chamber's business promotion program and will cover the cost of college scholarships for El Cerrito High School seniors. The size of these scholarships, according to event planners, will depend on the public's participation in this event.



Stockton Avenue Art Stroll

Friday, September 10 • 7-9 p.m.

The El Cerrito Art Scene on Stockton between San Pablo & Ashbury Avenues

Taste Needs More Sponsors, Prizes

BY SEWALL GLINTERNICK

WITH SPONSORSHIPS ranging from \$2,500 to as low as \$100 there's no reason many more members cannot sign on to back the 2010 Taste of El Cerrito, Chamber of Commerce President John Stashik declared as planning for the event reached its final weeks. In



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The Glenn Gallery of Art

7027 Stockton Avenue • El Cerrito

Curtis Boyle: Watercolors

Featured Sept. 2-30

Artist's Reception: Fri., Sept. 10; 7-9 p.m.

Gail Morrison: Fictionary Dictionary

Two days only: Sept. 10 & 11



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

EL CERRITO PATCH launched on August 31st and will be one more way to keep informed about happenings in our town. I am excited about this new source of information and wish the Patch well. Editor Charles Burress has been all over our city doing his homework such as attending Council meetings, sitting in with boards and commissions and talking with residents and business owners.

I see more going for the Patch than the typical on-line news and event site. Burress is a professional journalist who has worked for the *San Francisco Chronicle* (among other papers) and knows what reporting is all about. He's an El Cerrito resident, too. As part of a nationwide corporation (www.patch.com), our El Cerrito version has some serious backing behind it and that is an indication that the new site could be around for the long haul. That's a good thing as our city needs multiple sources of local news.

Member Dale Mead called attention to a lack of El Cerrito news coverage in his *Byline* article last October. Since then, local news coverage has improved dramatically. Mead became a writer for the *West County Times* and *El Cerrito Journal* and covers our city well. I see the Patch and the *Times* (et al.) complementing one another providing local residents and business people with more information. On the Internet, check out elcerrito.patch.com. Incidentally, the Patch will become a member of our organization.

AT OUR BOARD meeting a month ago, City Manager Scott Hanin and assistant Karen Pinkos spoke to directors about city's need for more revenue and the desire to pass a sales tax increase in November. While nobody is happy about increased costs, especially taxes, I support this ballot proposition and have signed a ballot argument indicating same. In a previous column I discussed the sales tax increase plan and received

▶ See **President's Column**, page 4



From the Archives

The date on the back of this print reads 1967 and one of the signs on the float refers to "El Cerrito's Golden Jubilee."

MARGE COLLINS

▶ Continued from page 1

rito builder, and proceeded to help him manage his successful business.

She enjoyed traveling, playing bridge, bowling and golfing, and over the course of the last 42 years Marge Collins joined several local organizations and clubs, including the Chamber of Commerce, Inner Wheel, Republican Women's Club, Mira Vista Golf and Country Club, and the Women's Golf Association of Northern California.

In those organizations Mrs. Collins was a volunteer and organizer, a fundraiser,

and, more often than not, president. In 1982 she became mayor of El Cerrito, because as she put it, she wanted to help make her community fiscally responsible and a place where business could thrive. In 2000 she focused her efforts on raising money for Contra Costa Civic Theatre.

Mrs. Collins is survived by her husband, Marvin Collins, children James Stern, Joan Statler, Cheryl Peterson, Kent Peterson, Marlene Hall, and Marvin Emery Collins as well as 11 grandchildren, 12 great grandchildren and six sisters and brothers.

MANAGER'S MINUTE

▶ Continued from page 1

Ever hopeful and cautiously optimistic merchants are trying to read the tea leaves. Is there such a term as *gloomily optimistic*? There should be because many merchants are so guarded in their comments. Recently two separate merchants at opposite ends of town described business activity as "eerily quiet." Really! Both used the same phrase. It seems that some merchants are starting to feel anxious. In the words of my grandmother they would describe themselves as all dressed up with nowhere to go.

When will this economic recovery take hold? Are we headed up or are headed for a double bottom? A triple bottom? Many analysts are saying that we headed forward. Are they the guys who were telling us three years ago that the old rules don't apply?

Despite such declarations the economy has stuck stubbornly to the age old rules. If the old rules do apply what does this mean on Main Street? It means that

when the recovery comes it will be led by small business and the jobs created by small business.

To be honest, small business Main Street has seen precious little stimulus money. The banks, insurance companies, auto companies, federal and state governments have seen the stimulus money but the fact remains that every modern era recession has been led to recovery by Main Street. Small business must (and will) lead the way.

Let's cut to the chase here and stimulate Main Street with some actual stimulus money and get on with the recovery. Until that happens I think Main Street will remain all dressed up with nowhere to go.

WELCOME

NEW MEMBER

101 AUTO BODY

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(510) 524-4857 • henryksengg@gmail.com
101autobodycollision.com

Fatapples Restaurant & Bakery

BY SEWALL GLINTERNICK

THERE ARE THOSE who think that, if you hang around Fatapples Restaurant and Bakery long enough, you're bound to meet everyone you know in El Cerrito. Hildegard Marshall, owner of the popular local eatery, sure hopes that is true!

True or not, it's certain that every day hundreds of people from this city and neighboring communities stop at 7525 Fairmont Avenue to meet friends and enjoy breakfast, lunch, dinner, and delicious fresh baked pastries, pies, and cookies at tea-time every afternoon.

Fatapples itself is a spacious, airy and relaxing fun place. Breakfast includes such special items as pumpkin pancakes along with a number of different omelets and pastries. Lunch and dinner menus feature things like old-fashioned burgers, chicken pot pie, salads, and sandwiches.

Hildegard Marshall, the driving force behind Fatapples' success, has been playing host to hungry El Cerritans for the past 26 years, and quite frankly admits that she enjoys both the work and the people who stop by to eat.

Aiding her is a staff of 70 people in El Cerrito and another 30 at Fatapples in Berkeley who she affectionately refers to as "my family." One cook has been with her for 36 years, a baker for 32 years, and a number of other employees for over 25 years.

"I don't have to micro-manage the workers at Fatapples," she explains. "They know what's expected of them, leaving me free to develop the restaurant's product mix and protect the establishment's bottom line."

A vegetarian for 26 years, Marshall's restaurant menu features many salads and other "healthy" items. Not only does she spend eight hours a day seeing that the food selection varies seasonally, but makes sure the on-site bakery produces the pies, pastries, and cookies that Fatapples customers prize so highly that they account for a third of the establishment's revenue.

Declaring that "things just keep getting better," Hildegard is quick to admit she loves seeing to it her restaurant is a place where people can relax and enjoy good food at reasonable prices.

Despite the fact she's been in the restaurant business for 41 years, retirement is not in Marshall's plan for the immediate future. "Retirement to what?" she asks. "There are really nice people in El Cerrito, and this way I get to know my customers' whole family, and my staff gets to recognize and know our regular customers."

It's not all work for Marshall, however. A lover of the outdoors, she is an avid skier, and likes to take time off to visit her family in Europe.

Determined to lead "the good life," Hildegard—a long-time member of the El Cerrito Chamber of Commerce—believes in giving something back to those who have made her restaurant and bakery such a success. Not only has Fatapples enthusiastically supported the Chamber's business promotions, the firm has also backed city-sponsored programs and community improvement projects all over town.

Fatapples Restaurant is open daily from 7 a.m. to 9:30 p.m.

Efficient Operation Keeps Stege Costs Low

BY MARK SCOTT

STEGE SANITARY District maintains 150 miles of sanitary sewer mains and two pumping stations serving El Cerrito, Kensington, and Richmond Annex. The special district serves 40,000 residents in a 5.5 square mile area. In 2008 the district, comprising 10 employees, was named by the California Water Environment Association as the Small Collection System of the Year.

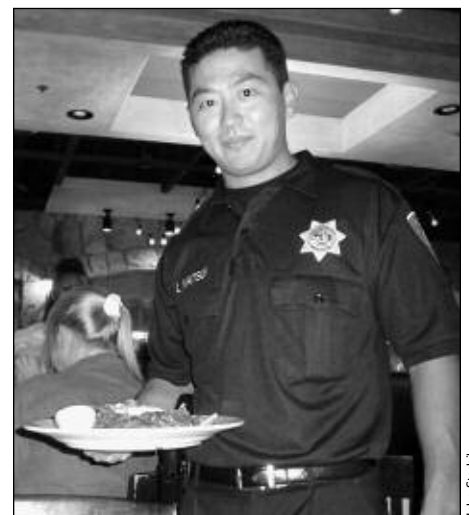
Sanitary sewers are designed to carry waste and effluent to treatment plants. They are not designed to carry surface run off and stormwater. EBMUD treatment facilities treat the waste carried to them by Stege and six additional cities. Infiltration and inflows (I&I) have been a problem in the past as storm water, drainage or creek water, and landscape irrigation waters have penetrated sanitary district lines thus overtaxing treatment systems particularly during the storm season.

To combat this I&I problem the district has had an extensive program to replace leaking and damaged lines. The replacement program has reduced I&I in district lines by over 90%. The seven participating users of the EBMUD treatment facilities spent \$350 million to upgrade lines and wet weather facilities.

A "reinterpretation" of the Clean Water Act by the EPA will require more improvements to the collection and treatment system. These may include additional treatment and storage facilities.

Stege is proud of their district's pay as you go policy of financing improvements. Residential rates will rise by \$2.00 a month in each of the next three years. Non-residential rates will rise by about 50 cents per 1000 gallons in each of the next three years. Efficient operation and the absence of interest on bonded indebtedness means that Stege Sanitary District will be able to remain as one of the lowest cost providers of similar services in the area.

Working for Tips



El Cerrito Police Department officer Lane Matsui serves a table at Romano's Macaroni Grill at El Cerrito Plaza on Tip-A-Cop night held August 12th. The event raised \$3,767 to benefit Special Olympics. From August 2009 through August of this year, the El Cerrito Police Department has raised over \$70,000 for the Special Olympics, including money raised on the first-ever Bike the Bridges ride held in June. Tip-A-Cop night is one of numerous law enforcement charity fundraisers.



El Cerrito

CHAMBER OF COMMERCE
Linking Business and Community Since 1936

P.O. Box 538 • El Cerrito, CA 94530

Calendar of Events

- Sept. 10 *Bleacher Bums* opens at the Civic Theatre; thru Oct. 3. www.ccct.com
- 11 Cinema in the Park (Cerrito Vista Pk.), 8 p.m. *Cloudy with a Chance of Meatballs.*
- 15 Monthly Chamber Luncheon; see below
- 20 City Council meets, 7:30 p.m.; City Hall
- 25 *A Taste of El Cerrito*; Community Center, 5-9 p.m.
- 28 Mixer; see details below
- Nov. 4 Race Day at Golden Gate Fields

FREE EL CERRITO PUBLIC LIBRARY INTERNET CLASSES

6510 Stockton Ave. Register at (510) 526-7512.
All classes are held on Saturdays from 10-11 a.m.

- Sept. 4 Health & Medical Information.
- 11 Useful Web sites.
- 18 Magazine and newspaper articles.
- 25 Craigslist.

PRESIDENT'S COLUMN

► Continued from page 2

no comment from any members opposed to this seven-year sales tax hike. The city manager pointed out that very few people would actually shop outside of El Cerrito just to save a few pennies of sales tax. So let's support the proposition at the ballot box, keep our quality of life in this city where it belongs and move forward hoping for better economic times.

PUBLICITY ABOUT *A Taste of El Cerrito* is now in high gear with the aim to boost ticket sales. We definitely need some help in planning this big fundraiser and also contributions of auction and raffle items. Please contact Judy Pope, the event coordinator, soon and offer your support. The e-mail address is: taste@elcerritochamber.org.

Chamber Officers

- President John C. Stashik, Premier Graphics
- First Vice President Michelle Blackwell, EBMUD
- Second Vice President
- Secretary-Treasurer Charlie Weaver, Certified Public Accountant

Staff

- Manager Mark L. Scott
- Secretary Emeritus Pat Berndt

MEET	MIX
<p>Monthly Luncheon Meetings Resume</p> <p>Wed., Sept. 15th Noon-1:30 p.m.</p> <p>Treviño's Restaurant 11795 San Pablo Ave. El Cerrito</p> <p>Speaking: Representatives from the City of El Cerrito about the sales tax ballot measure</p> <p>RSVP please: info@elcerritochamber.org or (510) 705-1202</p> <p>\$20 members/\$25 non-members</p>	<p>Business Mixer at Tierney's</p> <p>Tues., Sept. 28th 6-8 p.m.</p> <p>Tierney's Sports Bar at Albany Bowl 540 San Pablo Ave., Albany</p> <p>Join the El Cerrito Chamber of Commerce and East Bay Business Alliance for a get together. Enjoy food, drinks, and a good time.</p> <p>RSVP appreciated: info@elcerritochamber.org or (510) 705-1202</p> <p>\$10 at door for food.</p>

Byline

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Members of the El Cerrito Chamber of Commerce