I don’t know about you, but October seems to be the busiest month of the year for me. First was the Sip & Savor event at the Berkeley Country Club on October 1st. The El Cerrito Rotary Club hosted nearly 350 people this year for this great event. Attendees enjoyed food, wine, spirits, and beer from many different vendors. The weather was perfect, and a good time was had by all. The event raised nearly $30,000 this year, its biggest year ever.

The next weekend I head a crew that fed 750 people breakfast and a BBQ lunch. This event was an Employee Appreciation Day and Truck Rodeo put on by the CRRC, an industry association of garbage companies throughout the state. I've been responsible for meal production at this event for over 20 years.

In addition to day to day operations at East Bay Sanitary Co., this is also the time of year when I begin working with consultants and city staff on various year end tasks related to my business as well. Then there is the personal stuff, home maintenance projects like repairing my roof, painting my house and replacing my garage door, keeping my son on schedule with baseball and Boy Scouts and getting ready for the opening of duck season. I even got to sneak in a day on the bay during Fleet Week to watch the Blue Angels perform. A very busy month indeed but in a very good way.

Last month at our luncheon we were joined by Eric Leenson, Co-Director of Business Alliance for a Healthy California. Eric gave a very interesting presentation about the need for a single payer health system. I'm not sure I was convinced of the political or financial viability of such a system, but the presentation was very interesting, and I certainly learned a lot that I didn't know or understand about funding concepts.
CITY GOVERNMENT at its best. I was interested in the Brace & Bolt program and attended the informative workshop at City Hall on October 26th to learn the basics of earthquake retrofitting. It was a most informative two-hour session dubbed “Construction 101” with one of our building inspectors explaining everything in the simplest of terms for all to understand. In January there will be limited funds available for eligible homeowners to get $3000 back from the cost of retrofit work from a state of California program. If you’re interested, contact City Hall for details. Call the Chamber of Commerce for some contractor names. Good work by all who put the Brace & Bolt class together.

Goodbye Suzanne. After 10 years with the City of El Cerrito Suzanne Iarla left for a new job with the City of Dublin. As Assistant to the City Manager, Suzanne was our go-to person when seeking information by or about El Cerrito. She also contributed to the Byline and I’m sorry to see her go. By the way, El Cerrito has tweeted that they’re seeking a replacement for the position if anyone is so inclined.

Hello Roman. There’s a new cop in town and he’s part of the K-9 unit at ECPD. Roman is an 18-month old Dutch Shepherd partnered with officer Paul Cooper. That makes two dogs in the unit, the other being Denzel, who works with Corporal Mike Hernandez. Look for them around town. They may be protecting your business.

New business. With the sale by the Franco family of their Mini Deli, we now have Cafe N’ine at Bank of the West Plaza (11100 San Pablo Ave.). Their slogan: “strong coffee and good food.” The sandwich menu is developing and they’re open weekdays from 7 a.m. to 4:30 p.m. Word is an espresso machine is on the way. Yes, that is an exclamation mark in Cafe N’ine’s name.

MOD is Open
At precisely 12 noon on October 27th, MOD Pizza opened the doors to its new El Cerrito Plaza store to an eager crowd. Located in the former Pasta Pomodoro space, the Seattle-based chain appears to be in rapid expansion mode. MOD has been in the pizza business since 2008. The company advertises custom artisan style pizzas made “superfast” with over 30 toppings available at one set price.

The New India Supermarket is now open for business at Columbia and San Pablo on the Richmond side of our main street. Plenty of grocery options are on the block as we also have the Himalayan Grocery on the opposite side of the avenue along with El Cerrito Natural Grocery a block away.

Happy anniversary to The Junket which, as I understand, turns 38 this month. Cindy and Bruno Frisch operate the “old school” European deli at El Cerrito Plaza a few doors east of Trader Joe’s. No doubt they’ve seen a few ups and downs at the Plaza over the years but business is on the upswing now and they still make the best potato salad.

More proposed projects. Several more apartment and condo developments have been announced. Below, a plan for the Alameda Apartments, at 10919 San Pablo Avenue, which would occupy the corner of Alameda and San Pablo Avenues, across from the Public Safety Building. 85 apartment units plus ground floor retail, although I cannot imagine what type of retail would fill the space. Connors Garage Door Co. has been at that corner for ages; I believe El Cerrito’s oldest business.

Where to go? We’re still searching for Chamber of Commerce office
Is a Strong Work Ethic a Relic of the Past?

A few days ago, a local restaurant business owner came into the office to vent his frustration with his current crop of employees who are often calling in late or sick or coming late with some excuse. He didn’t have to explain that especially in a food service business, any little glitch in staffing likely will create problems adversely affecting the flow of good customer service. If a kitchen prep person doesn’t show up for their shift before the lunch rush, the remaining staff will be more burdened, and delays getting the food out are inevitable. If customers have to wait too long, maybe they’ll go online immediately to post a negative review and potential diners will be turned off. A restaurant owner’s dreaded scenario.

This owner is getting justifiably discouraged about the people who say they badly need the job to make ends meet, but then not show up for the shift or cause disruptions by arriving very late. How is any business owner, especially one dealing with hourly workers supposed to cope with that? Are there so many options out there for entry level positions that people can afford not to take a good job seriously? Has the idea of being a dependable employee in a regular job become an outdated concept, an oxymoron?

The speed of technology and rise of the gig economy could have something to do with this perceived attitude change. Now, virtually anyone with a smart phone and a car can be their own boss and have ultra flexibility driving for Uber or Lyft or delivering for Blue Apron, Munchery, Caviar, or any number of online businesses. Sounds great doesn’t it? If you could put in a few hours when you felt like it, and make decent money doing it, what would be the incentive to working for someone else in a busy job with fixed hours?

Have people forgotten that working hard at something has its own rewards? I know there are Byline readers who would love to share their thoughts on this topic, so please feel free to do so. Thank you.

The views expressed here are mine and do not necessarily represent those of the Chamber Board. Email: l.martinengo@elcerritochamber.org; cell: (510) 778-5883.

FROM THE PRESIDENT

Continued from page 1

behind single payer. Unfortunately, attendance was quite low for this luncheon. I would encourage everyone to make a concerted effort to attend our luncheons. Our speakers have been very informative and there is much to gain from attending.

Once again, I’d like to remind everyone that your Chamber needs volunteers. We are looking for two members to join our Board of Directors as temporary replacements for the two recently vacated positions as well as to consider running for those seats formally for 2018. We are also looking for any additional members who would consider running for director’s seats in 2018 as well. Please consider volunteering. Our Chamber is growing, and we need all the help we can get. If you are interested or have questions, please give me or Lisa Martinengo a call. We’d be happy to answer your questions about what these positions involve. A nominating committee has been formed and is waiting to hear from you.

I’ll close with two reminders for our members who pay wages or sell tobacco here in El Cerrito. In November of 2015 El Cerrito City Council approved a minimum wage ordinance. That ordinance took effect in July of 2016 setting the minimum wage at $11.60 per hour. Effective January 1, 2018, the minimum wage escalates to $13.60 per hour. Besides the hourly amount there are additional requirements in the ordinance and I encourage you to visit the City’s website at: http://el-cerrito.org/wages to make sure you remain in compliance.

Regarding tobacco retailers, at the time the City adopted the new business standards, existing retailers were given a grace period for a few specific regulations; these all go into effect for all tobacco retailers on January 1, 2018, as well. Most notably, as of the first of the new year, the city prohibits the sale of flavored non-cigarette tobacco products, including cigars, cigarillos, smokeless tobacco, pipe tobacco, hookah tobacco, snuff, chewing tobacco, dipping tobacco, bids, blunts, electronic smoking devices and the nicotine solutions used in these devices, or any other preparation of tobacco that is flavored. Details for these changes can be found online at: http://el-cerrito.org/tobacco-sales.

Happy Thanksgiving everyone, and I look forward to seeing you all at our holiday party on December 12th.

PAST PREZ PALAVER

Continued from page 2

space even though I really wanted to announce a new address by now. With all the construction planned in this town you’d think it would be easy to find a closet sized office for this Chamber. Not so! As mentioned several times, we’re the only tenant in our building and that is to be demolished and replaced by new apartments. Our lease is up at the end of this year. So we continue to look for a small office in the 300 sq. ft. range. Any referrals to potential office space are appreciated.

Art. Here’s a mosaic by Sylvia Mori that won several ribbons at the El Cerrito Art Association show last month.
By Lisa Martinengo

In a recent conversation, new Chamber member, Erika Bunnin, shared her story with me: her background, education, and passion for supporting others’ physical, emotional and spiritual health. Erika's middle name must be Empathy! As far back as high school, Erika was interested in supporting and helping people. Her friends went to her when needing a shoulder to cry on. She is a Berkeley native, and graduated from Berkeley High School in 1985. Later, she earned a BA in psychology from JFK University.

In 1993, the allure of European culture called to her, and she arranged to live in the city of Prague for almost a year, teaching English as a foreign Language.

For several years after her return to the U.S., she worked in child education, first as an administrative assistant and substitute teacher at a preschool, then as a first-grade teaching assistant at a private school. Though she loves children, she decided to move on from full time child education.

Erika became a licensed esthetician, and did skin care for nine years. Erika did facials and helped clients with their physical health as it related to their skin health. She loved supporting clients' emotional and spiritual health, as well, through the close connections she formed with them.

In 2013, Erika returned to the academic world to acquire more knowledge and skills in the arena of health. She entered JFK University’s Holistic Health Education program. During her three years in graduate school, and after she graduated, she volunteered at LifeLong Medical Care West Berkeley family practice. She taught classes on nutrition, wrote health education materials, and provided nutrition counseling to patients, one to one.

In 2016, Erika received training in tobacco cessation, and went on to become a smoking cessation specialist. She was also certified as a hypnotherapist through both the International Hypnotism Federation and the National Guild of Hypnotists.

Erika felt ready for a big leap and in early 2017, established a private practice in hypnotherapy, incorporating health coaching into her work with clients. She shares a studio in Berkeley with her mentor in the field of hypnosis. Though smoking cessation was her first focus, Erika quickly began seeing clients with a variety of other issues.

Erika is aware that many people have misconceptions about hypnosis, based on their exposure to stage hypnosis, and to pop culture that incorrectly portrays hypnosis. Some people are concerned that they can’t be hypnotized. She offers free phone consultations to answer potential clients’ questions, and help them discern whether hypnosis is right for them. She also offers skeptical clients a 30-minute introduction to hypnosis, giving them the opportunity to experience themselves in trance before committing to further hypnotherapy. The cost for this intro is $45, which can be applied to the first full session if clients choose to proceed.

She explains to inquiring clients that the state of hypnosis, or a trance state, is a familiar experience to all of us. We pass through it as we’re moving from a wakeful state to being asleep, and as we’re moving from sleeping to waking. We also enter a trance state when deeply engaged in an activity, and everything else seems to fall away; that activity could be reading a book or watching a movie, practicing a sport, or doing artwork, for example.

Hypnosis is a deeply relaxed yet profoundly focused state. You are not in any way “unconscious.” You hear everything that is said, and are always in control. Hypnosis enables us to bypass the part of the mind that doesn’t want to change. Client and hypnotist work together to clear away unwanted beliefs, fears or habits, and introduce new beliefs and/or behaviors.

Hypnotherapy is designed to be relatively short-term, efficient work. Erika generally sees clients between two and six times. She explained that hypnosis can be a wonderful adjunct to work clients are doing with other helping professionals, including therapists, physicians, chiropractors, nutritionists, and life coaches.

Erika is committed to helping people find the support they need to resolve their issues; if hypnosis isn’t a good match for potential clients, she shares resources that she believes may better meet their needs.

Erika Bunnin, MA; Health Educator and Certified Hypnotherapist currently focuses on helping clients let go of habits and compulsions, fears, and unresolved emotional pain. She can be reached at (510) 734-3460. Email her at erika@erikabunnin.com. On the Web, she can be found at www.erikabunnin.com.
Yolanda Tierrafria, owner and founder of Mi Fiesta and a popular vendor at the Farmers Market for 15 years, had a terrifying week in Yountville in the Napa Valley during the recent firestorm. She and her family packed up their cars with some belongings ready to evacuate and waited. For seven days and nights they could not sleep. They could only watch the fire burn.

At one point, the fire was only eight miles away. Needless to say cell phone service was disrupted. Phone communication was out for four days. But everyone joined together with their only thoughts being of family and friends. Several friends, in fact, did lose their homes.

If you missed the Mi Fiesta stand at the Farmers Market during the wildfires, now you know the reason. Yolanda is now back at the market with those delicious prepared enchiladas and tamales.

In other Farmers Market news, the Ratto family, a long time produce vendor from the French Camp area, have retired from the Farmers Market. But the variety of fresh produce sold by the Rattos is available now from Jose Nuñez of Tu Universo Farm from Santa Clara County. Jose has been a vendor at our market since September 2016.

The Farmers Market at El Cerrito Plaza is open every Tuesday and Saturday from 9 a.m. until 1 p.m. The market is sponsored by the El Cerrito Chamber of Commerce.
The El Cerrito Chamber of Commerce invites you to participate in our new localized advertising postcard program. This is a service for current and future members—an effective promotional postcard reaching nearly 14,000 addresses in El Cerrito and Richmond Annex.

This is a great opportunity to get your goods and services in front of many potential customers and is particularly effective when a discount is offered. The 8.5x11-inch full color postcard is divided into panels and advertising space may be purchased in various sizes. More details are on the back page of this brochure. To contact the Chamber about advertising, call Lisa Martinengo at 510-705-1202 or email ads@elcerritochamber.org.

1. Digital files should be submitted in PDF press ready format.
2. Color should be 4-color process (CMYK).
3. Fonts must be embedded in the PDF file or outlined.
4. Ads should be built to the exact size purchased. Measure the grid.
5. Minimum resolution for raster images is 300 pixels per inch at the size the ad will appear. Web graphics are typically low resolution and are unusable.
6. Proofread your ad carefully. The Chamber of Commerce is not responsible for errors on advertiser supplied files.

For questions or more information, call Lisa Martinengo at the Chamber of Commerce office. Telephone 510-705-1202; email ads@elcerritochamber.org.
CHAMBER HOLIDAY LUNCHEON

This year: “South of the Border”

Tuesday, December 12 • Noon-2 p.m.
Los Moles Beer Garden
6120 Potrero Ave., El Cerrito

Raffle Prizes
Prix Fixe Menu with Table Service
No Host Bar
$40 per person (in advance, PayPal or credit cards accepted)

El Cerrito Fire Dept. is partnering with the U.S. Marines Toys for Tots and will bring a bin for donations. Representative Damien Carrion will address guests.

RVSP:
(510) 705-1202 or info@elcerritochamber.org

HOLIDAY LUNCH MENU

Fresh Guacamole, Salsa & Chips

Choose from 5 Fabulous Entrées:
Mole Poblano (Chicken)
Pollo Espinado (Chicken)
Camarones en Mole (Shrimp)
Vegetarian Enmoladas (Enchilada)
Carne Asada (Beef)

Desserts:
Choice of Flan de Café, Flan de Vanilla or Platanos (Banana) Fritas
NOVEMBER MEMBER MEETING & ELECTION NOTICE

The Nominating Committee appointed by President Figone was announced at the October meeting. It consists of director Sil Addiego and president Figone.

At the member meeting on Tuesday, November 14th, the report of that committee will be presented per Article IX, Section 2, of the Bylaws. Further nominations may be made from the floor. The meeting will be held at 12 noon at the Chamber office, 10296 San Pablo Avenue. The committee report and nominations, if any, is the sole business item on the agenda. When nominations are closed ballots will be mailed to all regular members if necessary. Participation is encouraged on our Board of Directors by all members that can do so. It takes about 90 minutes each month and the work is important to the organization and, of course, member businesses. Consider becoming active.

Tuesday, November 14 • 12 noon
10296 San Pablo Avenue, El Cerrito

Calendar of Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Nov 7</td>
<td>City Council meets, 7 p.m., City Hall.</td>
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<td>Nov 9</td>
<td>Mixer at Jenny K. &amp; Well-Grounded, 5-7 p.m.</td>
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<td>Nov 9</td>
<td>Cerrito Classics: “Raising Arizona” (1987) at the Rialto Cinemas Cerrito, 7 p.m.</td>
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<td>Nov 14</td>
<td>Membership meeting; see box above.</td>
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<td>Nov 16</td>
<td>“Over the River and Through the Woods” opens at Contra Costa Civic Theatre. Through Dec. 10. cct.org</td>
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<td>Dec 7</td>
<td>Board of Directors meets; 8:30 a.m. Chamber office.</td>
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<td>Dec 10</td>
<td>Shadi display opens on Moeser Lane.</td>
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<tr>
<td>Dec 12</td>
<td>Holiday party at Los Moles.</td>
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<tr>
<td>Dec 14-17</td>
<td>“All is Calm.” Contra Costa Civic Theatre. cct.org</td>
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Questions? Comments? Submissions?
Contact the Byline
byline@elcerritochamber.org

Farmers Market
AT EL CERRITO PLAZA
Open Tuesday & Saturday 9 a.m. to 1 p.m.

A complete directory of Chamber members can be printed from the website: www.elcerritochamber.org

Chamber Officers & Manager

President
Mark Figone, East Bay Sanitary Co., Inc.

Vice President
(vacant)

Secretary
Melanie Mintz, City of El Cerrito

Treasurer, Byline Editor
John C. Stashik, Premier Graphics

Manager
Lisa Martinengo

Editorial, Typography & Layout by Premier Graphics
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November 2017