In real estate parlance there’s a saying “show blind” which means that the property for sale looks so good and makes such a favorable impression that it does not have to be previewed first. So outstanding that it’s not necessary to prescreen it for the potential buyer ahead of time. Over the past few weeks we have had some great “show blind” experiences here in our city and I don’t mean that in the context of real estate for sale.

I’m reflecting on our city in its entirety as well as specific locations and operations and how they look to those who have not seen or previewed those locations before. On June 27th we had a wonderful grand opening and ribbon cutting ceremony at Burgerim located in the El Cerrito Plaza. What the first timer saw was a crisp and contemporary restaurant staffed by a diverse crew of young people operating efficiently and serving an equally diverse crowd of patrons ranging from the young to the very mature. The owners, Peter and Ashley Nguyen, were right in the midst of it all being gracious hosts while at the same time making sure that a quality product was being delivered and that the operation was running smoothly. It was my pleasure to be a part of the ribbon cutting ceremony along with mayor Rochelle Pardue-Okinoto, council member Paul Fadelli and Chamber manager Lisa Martinengo.

A special thanks to our many Chamber members who supported the event with their presence. Mark Porter, thank you for purchasing and sharing the appetizers! Burgerim, is a new “show blind” business that reflects well on the owners and the city as well.

On July 4th the annual City of El Cerrito/WorldOne Fourth of July festival took place at Cerrito Vista Park. For the uninitiated this too is a “show blind” experience!
This month should see the opening of the expanded Japanese grocery store Yaoya-San. Located at Moeser Square Center on San Pablo, the business is doubling its floor space. There is no “guesstimate” on the specific day this month for that opening; just “sometime in August” per a representative of the store.

**Reboot.** NaNa Desserts, a new business at 10172 San Pablo (Peppermint Tree Plaza), has been closed for a considerable amount of time. However, business is to resume “soon” with a new owner and management per a window sign.

**Ballroom dancing.** At our northern El Cerrito city limit is the new Allegro Ballroom located at 12012 San Pablo Ave., Richmond (near Key Blvd. and Macdonald Ave.). The entrance is adjacent to Grocery Outlet. Allegro’s present location is in Emeryville. Construction is nearing completion at this new Richmond location and a grand opening should happen in September. Richmond Chamber of Commerce will hold a ribbon cutting. The Allegro website is a good way to keep track of progress: www.allegroballroom.com.

**Help wanted.** Mr. Pickle’s Sandwich Shop here in El Cerrito can use a food service worker. AC Transit is short of bus drivers. They’ll train; no experience necessary. Albany Bowl is seeking janitorial help. Contact information for these and all other Chamber members can be found in our directory which resides at www.elcerritochamber.org.

**EDC.** There several seats to be filled on El Cerrito’s Economic Development Committee. Business people who want to help make a difference can become a member of that committee which promotes economic vitality in the city. Call city clerk Holly Charléty at 510-215-4305 for information or to apply.

**Cal football.** On Friday, September 27th, Cal hosts Arizona State and a rep from the Bears recently called the Chamber with the following information. A $35 ticket gets you a pregame tailgate, a special T-shirt, plus the game. Call Aaron Palmberg at 510-642-2688 for more information. (Message delivered!)

**EC ink.** The San Francisco Chronicle ran an article on Sunday, July 28th, with a headline “Cities reimagine aging boulevards.” The focus was on the future of our main street, San Pablo Avenue. Read it if you get a chance; you’ll hear more about the topic as time goes on.

There are planners who’d love to reduce traffic lanes for cars and trucks to add more bike lanes at the expense of good traffic flow and parking. Obviously, they’re not the people who want to make a few quick trips between Del Norte and Pastime Hardware for supplies doing home improvements. Not a lot of fun when you lug hardware home on a bus! Be practical and use common sense.

**Absurd.** That zany city south of us recently decided to refer to manhole covers as maintenance covers. Gender neutral sewer lids. Or whatever. The Berkeley city council must not have much on their plate. It’s a hoot! Too bad they don’t take street maintenance as seriously; it’s a rough ride through that town. It makes me very happy to reside in El Cerrito. We’ve got smooth streets. Even rolling over person-hole covers.
As you read this issue of the Byline, I’ll be exploring Iceland, on a vacation filled with incredible waterfalls, towering geysers, bubbling hot springs, and more. I’m glad we’re going to experience this fragile place now. After reading the story below, it seems it won’t take many years before our planet’s natural treasures may be irreparably damaged or wiped out altogether.

Maybe reading about the “death” of this glacier will spur more of us to quit the complacency and find a way to act on behalf of the earth’s health. It’s a real shame we cannot visit this glacier any longer, but only its tombstone. As always, feel free to send your opinions or comments. My email and phone are shown below.

Scientists Wrote a Eulogy for Iceland’s First Glacier Lost to Climate Change

By Brian Kahn, on gizmodo.com

That may sound like an Onion headline, but alas, it is not. We’ve reached the point in our wild planetary experiment where humans are memorializing the things we’re knowingly wiping out. Iceland has lost its first glacier to rising temperatures.

Now, scientists from Rice University and Iceland are planning to install a plaque near the sad pile of ice and snow formerly known as Ok Glacier. The researchers say it’s the first memorial to a disappearing glacier, but climate change ensures it almost certainly will not be the last. Glaciers are more than just ice. They’re defined by receiving more mass from snow than they lose from summer melt, which allows them to slide down mountains and grind up rock. Climate change has, of course, changed the equation by causing more glacial melting, causing ice to recede around the world. An increasing number of glaciers have turned into stagnant, rotten ice patches or disappeared completely. The Ok Glacier reached the latter status in 2014, making it the first glacier in Iceland to disappear. Researchers expect all glaciers to melt away by 2200 on the island, which led to them memorializing Ok.

The plaque will be installed on August 18th near Ok’s former stomping grounds in western Iceland. The plaque contains a melancholy message for future generations: Ok is the first Icelandic glacier to lose its status as a glacier. In the next 200 years all our glaciers are expected to follow the same path. This monument is to acknowledge that we know what is happening and know what needs to be done. Only you know if we did it.

It also includes the figure “415 ppm,” a reference to the amount of carbon dioxide in the atmosphere recorded in May this year. Because the world keeps emitting carbon pollution, that record will be broken next year. But putting it on a plaque is perhaps the most poignant reminder of the choices we face. And this summer is a particularly somber atmosphere to do it.

The northern parts of the globe have borne the brunt of the rapid rise in carbon dioxide, warming twice as fast as the rest of the world. This summer has been one for the record books in particular, with Arctic heat helping drive this June to be the hottest June ever recorded. July is slated to follow suit and quite likely become the hottest month ever recorded on Earth. From Canada to Alaska to Siberia to Greenland, the impacts of the rising heat have become clearer than ever this summer. Installing an ode to a dead glacier in Iceland is the perfect eulogy to the increasingly imperfect world.

The views expressed here are the author’s and do not necessarily represent those of the Chamber board. Email: lmartinengo@elcerritochamber.org; cell: 510-778-5883.
Byline Member Profile

Burgerim
Recipe for Success:

1. Great Food
2. Hard Work
3. Employee Empowerment

By Lisa Martinengo

At the risk of sounding naive, one of the most wonderful aspects of America is that absolutely anyone you meet could have the most incredible story of how they came to the “land of the free” and began a new chapter in their life. I really appreciate that we have a mini United Nations of local business owners in the El Cerrito business community and I get to interview those that are Chamber members for our Byline newsletter.

This month’s profile is about Burgerim at El Cerrito Plaza and its hardworking owners, Peter and Ashley Nguyen, who had one of those journeys. Peter and his family escaped after the Vietnam War in 1978, when he was just five years old along with 50 other families on a 26-foot wooden boat in the middle of night. For two days and two nights Peter’s father sailed, picking the brightest star he could see in the sky and managed to get to Thailand safely. There, for the next two years, the family lived as refugees until his aunt sponsored them to come to the United States.

Like most refugees coming to the U.S., adjusting to a new life was difficult at times. Peter and others like him have stories to tell, but it’s the American dreams of success, that keeps them working hard.

Fortunately, with their investments of real estate and petroleum businesses, they began to plan another business opportunity. Ashley, who had become passionate about cooking, came across a new food venture, while researching online. She found a new burger restaurant concept called Burgerim, which is the plural form of burgers in Hebrew.

Things really fell in to place when an El Cerrito Plaza store vacated and the space reconfigured. It was the right place at the right time to get the right spot and construction began in 2018. January of this year saw the soft opening and business has been steadily growing for the past seven months and I can understand why.

The menu is full of fabulous options to suit almost anyone’s tastes. Many types of meat, two styles of veggies, one salmon burger, plus tons of extra toppings, side dishes, and bountiful beer and wine bar! Burgerim prides itself on offering lots of delicious choices.

Peter and Ashley make sure that all employees are cross trained on all procedures, which increases staffing flexibility and shared responsibility for duties throughout the day. Having helpful managers and super friendly front-of-house staff, gives them the flexibility to run their other businesses. They also encourage the crew to look for ways to improve processes and streamline anything that will make productivity safer easier and quicker.

You can find the Nguyen’s working there every day, getting in the kitchen, frying potatoes or building burgers or overseeing that everything is running smoothly. The busy couple also still manage the oil business as well as having children to raise!

Burgerim is located at El Cerrito Plaza near See’s Candies and is open seven days a week. See the website for menu details. Please visit soon and enjoy a nice easy and tasty meal!

Burgerim

174 El Cerrito Plaza
El Cerrito
Open 11 a.m. to 9 p.m daily
www.burgerim.com
event. A very festive, culturally diverse event with great music, rides for the kids, informational booths, vendors and an assortment of tasty foods. It’s quite an impressive event coming from small town El Cerrito. All that is required is for people to just show up and enjoy, no preview is necessary. Another highly positive reflection on our city.

Kudos are in order for the League of California Cities Asian Pacific Islanders Caucus for the outstanding appointments workshop that they presented in conjunction with our AD 15 Assembly Member Buffy Wicks and the Office of Assembly Speaker Anthony Rendon. There was a full house in attendance where helpful information was being provided as to the process for getting appointed to a state board or commission. The event was held at the Berkeley Country Club in El Cerrito and was followed by a reception sponsored by the API Caucus. A big thanks to council member Gabe Quinto, a board member of the API Caucus for being instrumental in the event being held at the Berkeley Country Club, a member of the El Cerrito Chamber of Commerce. I spoke to several people who had never been to the Berkeley Country Club and they were very impressed with the location, views and overall ambience. The catering staff also did a very fine job. Again, this was another “show blind” experience that made everyone involved look good.

To our business community and city leaders: Let’s stay focused, have a “show blind” mentality, be strategic, call good plays, execute accordingly and keep winning!

Basic Sales Tax

The California Department of Tax and Fee Administration (CDTFA) offers monthly educational opportunities at regional offices. On Wednesday, August 14th, Basic Sales and Use Tax will be covered in a seminar from 9 a.m. until noon in the Oakland office.

Register for the free seminars online at www.cdtfa.ca.gov/seminar. The Oakland CDTFA office is located at 1515 Clay Street, Suite 303. Telephone: 510-622-4100.

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Sunset View Cemetery Association

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Chamber of Commerce members shown in red

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August 2019
BYLINE
Page 5
Albany Bowl Celebrates 70 Years This Month

By Chris Treadway

The state-of-the-art in bowling amenities have changed in the 70 years since Albany Bowl opened on August 5, 1949, but the family recreation attraction has kept pace and maintained its popularity even as other lanes have passed into history.

Albany Bowl boasted the latest Brunswick equipment for its debut, which was preceded by a three-day preview soft-opening 70 years ago.

Then and now it has also featured a restaurant, cocktail lounge (now called Tierney’s Sports Bar) and billiard room to go along with its 36 lanes. Those lanes are now equipped with 10-foot screens and a lighting package for events such as birthday parties (more than 800 a year) and corporate outings (20 a month).

Owner John Tierney, who bought Albany Bowl in 1985, has more than 40 employees.

See the August Albany Bowl mixer announcement on page 2
Albany Bowl Memorabilia

Courtesy of Chris Treadway

Page 7

Albany Bowl
540 San Pablo Ave., Albany — Phone LA. 6-8818

Starts Friday, July 29th, at 6 p.m. - Ends Thursday Night, August 4th

The Bowling Lanes May Be a BIT FAST
The "SPACE ROOM" Shot Furniture
The Help Will Be GREEN
But We Will Be Open and You Are Welcome to Come Help Us
These Three Night, By Reservation Only:

<table>
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<tr>
<th>Tuesday 7:30 p.m.</th>
<th>Wednesday 7:30 p.m.</th>
<th>Thursday 7:30 p.m.</th>
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<tr>
<td>Creators' Night</td>
<td>Purveyors' Night</td>
<td>Merchants' Night</td>
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All Other Times — PUBLIC WELCOME — 10 a.m. to 2 a.m.

With Gerry Coleman due to return to active duty with the Marines, it looks as if young Billy Martin has the inside track on the second base job with the champion Yankees.

Bill is building himself up for the job. By following the advice of Art Knighton, Tribune bowling editor, to drink milk between, instead of with meals, he has put on 10 pounds.

He is also fourth at the Albany Bowl, with a score of 683, in the qualifications for the high 16 tournament.
El Cerrito Marketing Program
Deadline: August 16

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

The Calendar

Aug. 7 Chamber Board meets, 9 a.m., City Hall.
10 Back by popular demand: Walking tour of Sunset View Cemetery. Led by Tom Panas, free, 2-4 p.m. Meet at the “pie lot” corner of Colusa & Fairmount.
16 Deadline for September campaign of the El Cerrito Marketing Program. Contact: ads@elcerritochamber.org
20 City Council meets, 7 p.m., City Hall.
22 Mixer at Albany Bowl. See page 2 for details.
22 “Kinky Boots–The Musical” on screen at Rialto Cinemas Cerrito, 7 p.m. Tickets: www.rialtocinemas.com

No Chamber lunch meeting in August. We’ll see you in September.

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El Cerrito Marketing Program
Deadline: August 16

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