

## Janet Abelson An Amazing El Cerrito Icon



Steve Price

BY JOHN C. STASHIK

ONE OF THE most remarkable people in the history of El Cerrito passed away on January 26, 2023. Janet Abelson dedicated a good portion of her life to serving and supporting this community. She was 76.

Janet's "city family" was an extended one. It included not only city council colleagues, staff and management of the City of El Cerrito, but *everyone in El Cerrito*. You don't win elections again and again unless constituents know and respect you.

Janet retired from the City Council on December 20th after serving a record breaking 23 years over six terms, and mayor of El Cerrito five times. Quite a feat. That record may stand forever.

Forget politics. Janet did what she thought was best for El Cerrito and worked diligently to achieve her goals. The word "quit" was never part of her vocabulary.

The *Byline* profiled Janet Abelson on these pages last September. She loved it. Looking back, it was a very fortunate decision to undertake that interview.

Sincere condolences are extended to Janet's family from the El Cerrito Chamber of Commerce, of which she was a long time member, and the *Byline*.



Antojitos Guatemaltecos

## Antojitos Guatemaltecos: A Local Sensation

BY ROBERT ROGERS

THERE'S SOMETHING special cooking daily at one of El Cerrito's newest and most popular restaurants. Savory odors waft along San Pablo Avenue, and bright colors and inviting sounds beckon.

The restaurant is called Antojitos Guatemaltecos. It's located at 11252 San Pablo Ave., next to the similarly beloved 514 Lounge, just south of Potrero Avenue.

Most important, this restaurant serves authentic Guatemalan cuisine crafted with such flair and love that its tastes draw raves from throughout the Bay Area.

KQED's acclaimed food editors have minted this new restaurant as a place to go for an "elite-level lunch or dinner plate." Another publication, *The Richmond Standard*, hailed the restaurant soon after. Its Facebook page brims with mouth-watering videos and photos of various dishes, along with lengthy written tributes from satisfied customers.

It's no surprise that the early days are going so well.

Proprietors Yury Aguilar and her husband Carlos Pool started building their following years ago by selling tamales in the neighborhood. When they finally opened their first traditional

■ See Antojitos Guatemaltecos, page 5

### NEW MEMBERS



#### Siew Poh (Charlotte) Tong

Financial Services Professional,  
MBA, New York Life  
CA Insurance License #4227108  
stong01@ft.newyorklife.com  
510-307-6668

#### Super Slice Pizza

10180 San Pablo Ave., El Cerrito  
Open from 11 to 8 (except Tues.)  
Phone 510-529-4014  
superslicepizza1@gmail.com



#### TiresDirect Auto Service Center

11820 San Pablo Ave., El Cerrito  
Phone 510-235-2200  
tiresdirect510.com





## Past Prez Palaver

JOHN C. STASHIK

**T**IRESDIRECT, a full service automotive center, is open for business and operating at the former Steve's Auto Care site, 11820 San Pablo Ave., El Cerrito.



Rohan Shahid

Suffice to say Steve Kahn can never be replaced. However, life goes on, businesses change, and Steve has retired. Tires-Direct moved in on January 13th.

Rohan Shahid is the El Cerrito store manager and he says they service all makes and models. Call him at 510-374-6064. Website: [tiresdirect510.com](http://tiresdirect510.com).

More business and more jobs in El Cerrito. That's always good news.

**Tamales plus.** The new Masa Taqueria should be open by the time you read this. Built and ready for business, they have been awaiting approvals from the city of Richmond. Opposite the Natural Grocery Prepared Food Annex at Panama and San Pablo (former Jack In The Box), this Masa will be grab and go. The main restaurant is in the Point Richmond neighborhood. Masa has been approached for an El Cerrito Chamber ribbon cutting; maybe we'll get something together.

**Growing.** One of the bright spots on the San Pablo Avenue food scene is Mi Casa Grill at the corner of Macdonald and San Pablo. Owners Blanca and Juvenil Magaña serve delicious home style Mexican comfort food; breakfast, lunch, and dinner.

Although only one year old, Mi Casa is already planning to expand and a lease has been signed to occupy part of the ground floor commercial space at Mayfair Station (Cutting and San Pablo). Mi Casa #2 will be geared to packaged food and take out, catering to the needs of the Mayfair apartment dwellers upstairs and BART passengers. The new store will not open until a full



While Super Slice Pizza had a soft opening for business on November 11th, something bigger was needed to celebrate the new business. On January 28th, the Big Scissors were brought in for an official ribbon cutting. Owners Solaiman and Omar Esmatyar muscle the Chamber's most popular prop with President Matt Khadivian and El Cerrito Mayor Lisa Motoyama. See the profile story on page 4.

buildout at Mayfair. Let's check back in six months or so.

**Another year.** What began in a closet size space on Stockton Avenue 19 years ago has become an El Cerrito retail destination with customers throughout the Bay Area. That would be Jenny K., your one stop family gift shop, celebrating an anniversary on Valentine's Day this month.

**Changes.** Grant Shoaf has moved on from the El Cerrito Mechanics Bank branch. The new manager, a familiar face in that office, is Jury Zamora.

**Thanks!** Tasked with a request to round up raffle prizes for an El Cerrito city employees appreciation party, without hesitation, I said "yes." They're a group of essential people who keep the city running day after day. So with help from some generous local businesses, contributions for the January 27th event were received from: Pastime Ace Hardware, El Mono, Fatapple's, Elevation 66 Brewing Co., Premier Graphics, Realtor Billy Ray Huntsman, Jenny K., and East Bay Sanitary Co., Inc. I am grateful to all of the above.

**Plaza seafood.** Yes, it's happening, as California Fish Grill has been building out their new site at El Cerrito Plaza to

open this Spring. Their location was formerly MOD Pizza. Preview their menu at [cafishgrill.com](http://cafishgrill.com).

**Hot chicken, too.** Yet another dining option eventually opening at El Cerrito Plaza will be Dave's Hot Chicken, to occupy the former Rubio's space. Dave Kopushyan, a chef trained in Thomas Keller's (French Laundry) organization set out with three friends to create the perfect hot chicken and began with a tiny stand in a Hollywood parking lot. That's the story on the firm's website ([daveshotchicken.com](http://daveshotchicken.com)). Now Dave's has locations all over the country. Soon you can add El Cerrito to the list.

**More food news.** Ike's Love and Sandwiches will occupy the former Supercuts site at El Cerrito Plaza (near Petco). However, opening day is still many months away as tenant improvements have yet to begin. Ike's is a Bay Area success story with stores now in six western states and a menu board so long there's a sandwich to please every taste. The *Byline* will keep you posted.

**New menu.** El Cerrito's popular brew pub, Elevation 66, rolled out a new and expanded menu. Not to give the secrets away here, stop by and try the new selections for yourself. They're good.

■ See Past Prez Palaver, page 3

## PAST PREZ PALAVER

■ Continued from page 2

□  
**Cannabis #2.** After a lull in activity at El Cerrito's second authorized outlet, located at Schmidt Lane and San Pablo Ave., the newest cannabis store is now building with a projected Summer opening. Originally called Authentic El Cerrito, the brand name of the dispensary will now be **Stiiizy** for better branding with the firm's other stores.

□  
**Alex is back.** Dust off the desk as Assistant City Manager **Alexandra Orologas** makes her return to City Hall on February 1st after becoming a new mom. Baby Theo made his appearance here at the City Council meeting on December 20th. It'll be good to see A.O. again and not only because City Hall is so short on staff.

□  
**Banter Wine Bar** could be open March 1st as construction progresses. This new business is at 10368 San Pablo Ave., near Stockton.

□  
**Mayfair Station's art wall.** It was great to hear from **Andre Caradec**, the artist with a mission to make the Kearney Street exterior wall of the new apartment building a true showpiece. Supply chain issues have not been helpful to Andre. However, those kinks have finally been worked out and all parts (thousands of them) are being assembled and made ready for placement on the building.

The story below is a reprint from the April 2022 *Byline* to refresh your memory. The date of that story is a good indication of how slowly things can move post pandemic. But Mayfair Station is almost complete.

□  
**Fatapple's** now offers inside dining from 7 a.m. to 7 p.m. daily. Plus three big screen TVs for the Super Bowl.

□  
**Go see a movie.** Combine four Academy Award winners, one seven-time Super Bowl champion, plus an off-the-hook celebrity chef. Then you have the cast of "80 for Brady." This sounds like a fun film. **Jane Fonda**, **Sally Field**, **Rita Moreno**, and **Lily Tomlin**, are all Oscar winners. **Tom Brady** is the greatest quarterback of all time. Santa Rosa's **Guy Fieri**, is known everywhere for Triple D on the Food Network.

The story: Four friends take a wild trip to Super Bowl LI (2017) to see their hero play. Catch this at El Cerrito's own **Rialto Cinemas Cerrito**. Starts Friday, February 3rd, so I was informed. Best to double check that on [rialtocinemas.com](http://rialtocinemas.com).

## The 'Back' Story on Mayfair Station

BY JOHN C. STASHIK

THE BYLINE has been covering El Cerrito's Mayfair Station at Cutting and San Pablo since construction began. In fact, we even toured the Factory\_OS plant on Vallejo's Mare Island to see how the "mods" were constructed. Much of the complex is completed. However, the Kearney Street side, at this writing, still has a tar paper façade. That will soon change as the east wall of the building will become one giant work of art.

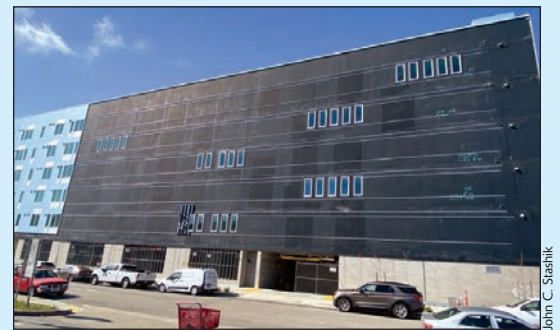
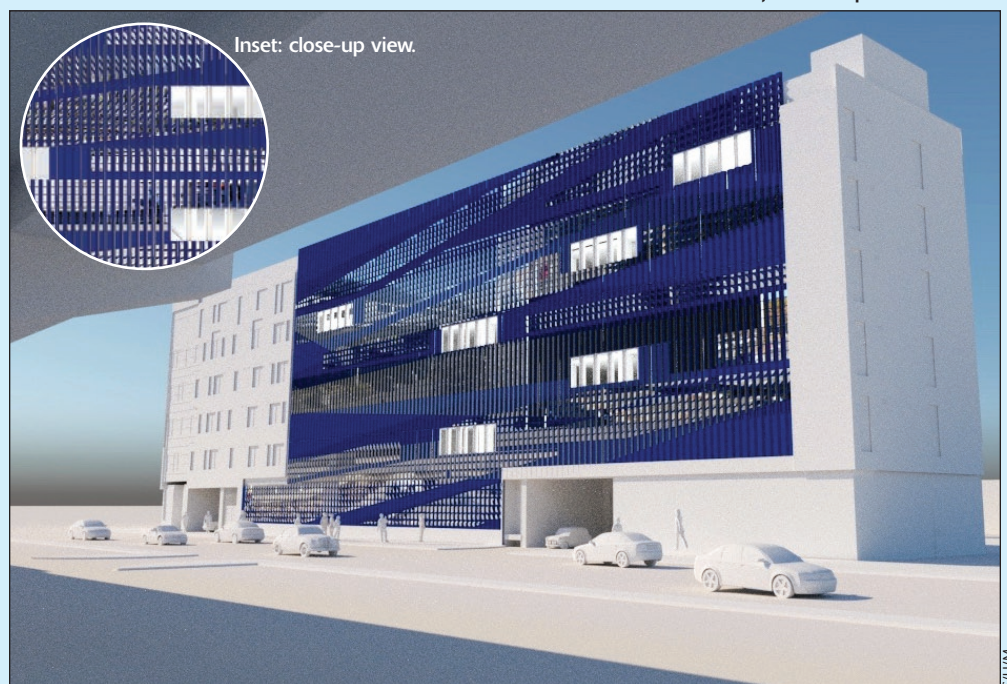
We asked artist Andre Caradec about it. His description follows. A rendition is here and more information is on his website at [sumarch.com](http://sumarch.com).

### SLIPSTREAM (working title)

Collaboration between Andre Caradec of S/U/M and Andrei Hakhovich of Gradient Matter

Conceived as an optical assembly of visual transformation, reflective elements undulate within a view-optimized surface calibrated to the arrival and departure of BART passengers. Being made of the same material as a BART train, the varying reflective/refractive material zones generate moments of clarity and dissolve as the installation comes into focus and the angle of view changes and new sight lines are redrawn.

Cues are taken from the microclimates and SF bay Marine Layer patterns that create the daily and civic rhythms so unique to life as a Bay Area Resident. Like a mid-day fog clearing, These rhythms and transformations play out cinematically along the surface of the installation as near becomes far, and far becomes near.



View above is how the Kearney Street side looks now. Below is the rendition after the job is completed.



# EL CERRITO'S SUPER SLICE PIZZA DRAWING RAVE REVIEWS

BY ROBERT ROGERS

**B**ROTHERS Omar and Solaiman Esmatyar are passionate about pizza.

"We have worked on creating the best possible dough recipe for more than two years, and it was worth it," Omar said. "We have something special now with our dough, which we make from scratch fresh every day. We have customers who come from New York and New Jersey who say this reminds them of home."

Those accolades are music to the ears of the brothers, who have put every ounce of their ingenuity and enthusiasm into El Cerrito's newest pizzeria, the aptly-named Super Slice Pizza. Nothing has come easy, but nothing great does. The brothers took over the lease at the location in early 2020, just as the pandemic shut down businesses. It was a whirlwind of construction, permits, research, investment, and much more to launch the restaurant on November 11, 2022. Customers have been calling and dropping in ever since.

The site, 10180 San Pablo Avenue, has been the home of a pizzeria of some stripe for at least 40 years, Omar said, most recently as Armadillo Pizza. The best part is that the vintage oven has always stayed the same.

"This oven is amazing, they don't make them like this anymore," Omar said. "It has a lot of good energy too since it has been making diners happy for so long."

For Omar and Solaiman, pizza is a passion and a calling. Born in Afghanistan, they came to the U.S. in 1987 and settled in Alameda. Their father was "an entrepreneur from day one" upon coming to the U.S., and two uncles have owned and operated pizzerias in the region.

Dad worked at a doggie diner in San Francisco before branching out to open his own hot dog cart in Oakland. Later, he opened a hot dog stand at the College of Alameda, which Omar managed when dad moved over to run the college's whole cafeteria. Meanwhile, Solaiman gained experience with stints managing a couple of successful pizzarias.

Since then, the energetic entrepreneurs have also run smoke shops in El Sobrante and El Cerrito, where their Tobacco Outlet is still operating.

But this business is different.

"We have a real passion for pizza," Omar said. "We want to make the best possible pizza and treat all our customers like family."

Since 2020, the brothers have spent a huge amount

rebuilding the space and readying for this moment, starting from scratch with virtually everything except the famous oven. "We had to tear it down to the studs to rebuild it, but it was a good investment," Omar said.

So what should you get at Super Slice Pizza?

Omar says customers go crazy for "The Gilroy," which is garlic-chicken pizza, and for "The Kitchen Sink," which throws more toppings on the pie than you thought possible. They also serve an assortment of sides like wings, cheesy garlic bread, salads, and more. Anyone can build any pizza they want, and

can count on only the highest quality ingredients.

It's also great that you can buy pizza by the slice — and they are impressive slices, measuring a foot long and a foot wide at the widest point! A huge slice of cheese pizza is just \$5.99.

If you want a whole pie, Super Slice goes all the way up to a massive 28-inch diameter pizza.

So stop by and pick up a slice or pie today!

The location is in Peppermint Tree Plaza, a little strip retail space close between Central and Lincoln Avenues.

"It's a foodie plaza, where you can get sushi, Thai, and great pizza!"

Drop by or call to order today.



Solaiman and Omar Esmatyar

Robert Rogers

## SUPER SLICE PIZZA

10180 San Pablo Avenue (near Lincoln)  
El Cerrito

Open from 11 to 8 (except Tues.)

Phone 510-529-4014

superslicepizza1@gmail.com

# Sonja Givens-Thomas Recognized by Chamber for Long Service

BY ROBERT ROGERS

FOR BELOVED El Cerritan and longtime Chamber of Commerce board member Sonja Givens-Thomas, change brings some heartache, but much more hope.

"It wasn't an easy decision to step down from this board," Givens-Thomas told the crowd of colleagues and friends during a January 25th luncheon at Los Moles Beer Garden, "but I feel good knowing I will always support this Chamber and this community."

Givens-Thomas, an executive with more than three decades of experience in elder care, was first appointed to the El Cerrito Chamber's board of directors in November 2009. After nearly 14 years of continuous service, Givens-Thomas decided recently to cede her seat. Her decision is based on ongoing concerns about COVID-19 exposure and a desire to allow new leadership an opportunity to serve the board.

"Due to my responsibilities to serve and protect our elders, my availability is more limited," Givens-Thomas said. "But there is so much energy on the Chamber now, so much revitalization, this is a perfect time to step down. The board is in a great place."

Chamber President Matt Khadivian said, "Sonja's service is greatly appreciated. We can't say thank you enough." Khadivian presented Givens-Thomas with a colorful bouquet of roses at the Chamber lunch.

During her remarks to the crowd, Givens-Thomas recounted some of the highlights of her tenure, including helping start successful Chamber breakfast events. Givens-Thomas' service to the board long pre-dated her time as a board member, as she graciously volunteered her time since the 1990s. Givens-Thomas was Chamber president in 2013.

Current Chamber Manager Georgina Edwards said, "Sonja is respected by all who have the joy of knowing and working with her. In addition to her decades in leadership at El Cerrito



Chamber President Matt Khadivian presented roses to Sonja Givens-Thomas.

Royale, she has volunteered and led many projects for our community."

In addition to supporting the Chamber, Givens-Thomas will continue to serve as Executive Director of El Cerrito Royale and as a member of the El Cerrito Rotary Club, where she successfully led the famous Sip & Savor fundraiser for ten years.

El Cerrito Royale is a 102 unit, 145 bed independent and assisted living facility for seniors 60 and older. It's located at 6510 Gladys Ave. in El Cerrito.

The El Cerrito Chamber of Commerce extends its gratitude to Sonja Givens-Thomas for her exemplary services.

## ANTOJITOS GUATEMALTECOS

■ Continued from page 1

restaurant in December, old and new customers showed up in force.

"We as a family are very thankful for the support," Aguilar said.

It helps that Guatemalan food is delicious and diverse, and offers something special in a niche apart from the Mexican and Salvadoran food so common in the region.

The customer base is as diverse as the food. People of all backgrounds are hungry for what is stewing in this expert kitchen.

According to KQED, one of the many exciting dishes is the *estofada de res*, "a kind of beef stew that Aguilar says she learned how to cook back in Guatemala when she was 13 years old, and started working at a restaurant that

served dishes associated with the country's indigenous Mam community."

A recent Yelp review, one of many positive stories, was effusive in its praise:

*"This is my new favorite restaurant in the area. I've been here twice in the last week and both times the food was great. I've tried several of the dishes here including the beef burrito, Chile relleno torta, rice tamale, corn tamale, empanadas, and pork rib stew and all were very good. The highlight for me so far is the rice tamale as I'd never tried anything like it before and it was amazing! Everything feels a bit homestyle in a good way as if you're eating at a friend's house but the friend is a really good cook."*

Let's all visit and support this popular new restaurant, which fits perfectly into El Cerrito's robust and energetic culinary scene. By the way, like a good neighbor, Antojitos Guatemaltecos will deliver food to the 514 Lounge next door.

### It's Live Now

[WhyElCerrito.com](http://WhyElCerrito.com)



## Talk to Paul



**E**L CERRITO City Council member Paul Fadelli stakes out a table at the Natural Grocery Prepared Food Annex once a month to meet constituents. Effective immediately, his new public availability hours at the Annex are:

**First Monday of the month  
10 a.m. until noon.**

Drop by the store to see Paul. Or make an appointment to meet in the store or at City Hall. Email: [pfadelli@ci.el-cerrito.ca.us](mailto:pfadelli@ci.el-cerrito.ca.us).

## Pet Care in El Cerrito

BY CATALINA HU

**E**L CERRITO has some of the luckiest pets in the state and perhaps in the country! We love our fur babies and do our best to provide them the best life possible.

The following local businesses are members of this Chamber and reflect the high demand of pet care in our community.

### Abbey Pet Hospital

At 11070 San Pablo Avenue, is Abbey Pet Hospital, which has proudly served El Cerrito since 1958. Abbey offers dental care, diagnostics, surgery, wellness care, specialty referrals, and now dog boarding. With a team of four veterinarians of different backgrounds and expertise, your pets are in good hands. **510-233-1003 [abbeypethospital.com](http://abbeypethospital.com)**

### petVet/Pet Food

A little more than a quarter mile away from Abbey is petVet/Pet Food at 6000 Potrero Ave., another community favorite with 4.5 stars on Yelp. It is open seven days a week and offers over the counter veterinary products and a wide



## Official Statement from the City of El Cerrito

FOR IMMEDIATE RELEASE: 1/26/2023

**In Memoriam: Janet Abelson,  
El Cerrito Council Member and Beloved Accessibility Advocate**

El Cerrito, CA — It is with tremendous sadness that the City of El Cerrito announces the passing of long-time former City Council Member Janet Abelson. Janet passed peacefully on January 26, 2023. She was 76.

“Janet leaves a tremendous legacy in El Cerrito,” said Mayor Lisa Motoyama. “She is integral to the fabric of our City; her family is our family. We were all looking forward to see what she’d take on in her next life stage off the Council, and to not have that is difficult for all of us. We are all here to continue the work she started and to aspire to the level of dedication Janet has shown to serving the people of El Cerrito. On a personal note, Janet was the first person to ask me to run for City Council and it is because of her support that I am Mayor today. As Mayor, I have directed City staff to lower the flag to half staff in her honor.”

Janet Abelson was first elected to El Cerrito City Council in 1999 and provided 23 years of thoughtful public service as one of the Bay Area’s most enduring political figures. Since then, Janet served a record five terms as Mayor (2002, 2006, 2010, 2014, and 2017). On Council, she championed disadvantaged populations, advocating tirelessly for a number of key issues including transit accessibility and services for low income residents, such as the Student Bus Pass Program. Her self-proclaimed titular piece of legislation, the 2014 San Pablo Avenue Specific Plan, continues to play a key role in forming El Cerrito’s progressive future.

An El Cerrito resident since 1970, Janet Abelson was dedicated to providing lasting solutions to better her community. Outside of El Cerrito City Council, Janet brought prowess and wisdom to a number of organizations, including: West Contra Costa Transportation Authority Committee (Chair), Contra Costa Transportation Authority (Chair), East Bay Division, League of California Cities (Chair), El Cerrito Chamber of Commerce (Member), League of Women Voters (Vice President Membership), Soroptimist International of El Cerrito (President), Bayside Council of Parent Teacher Associations (Vice President), PTA of Harding and El Cerrito High School (Member), El Cerrito High School Archiving Committee, and California Walks (Treasurer).

The El Cerrito City Council and the entire City staff team sends their deepest condolences to the family, friends, and colleagues of Janet Abelson. She is already truly missed. Arrangements are pending and will be shared by the City once they are available.

For more information, please contact City Hall at 510-215-4305 or visit the City’s website.

range of quality pet food and treats.

The helpful staff will also scan any lost pet for microchip to help them return home.

**510-215-5101 [petvetpetfood.net](http://petvetpetfood.net)**

### Urgent Pet Care

On Moeser Lane near San Pablo is the new Urgent Pet Animal Hospital. Opened in 2022, Urgent Pet has quickly built its clientele. Over the recent holidays, it was often fully booked with

pets ingesting food they shouldn’t have and needing rapid care.

**510-VET4NOW [urgentpetcare.com](http://urgentpetcare.com)**

I recently learned a phrase, DINKWAD, which means *double income no kids with a dog*. In our case, we have three dogs and have visited all three pet care businesses, some on a regular basis. I feel fortunate to have easy access to pet care for our house wolves and highly recommend all three excellent establishments.



## From the President

MATT KHADIVIAN

**M**Y DEAR READERS, I sincerely hope 2023 is off to a great start for you and your family! But especially for your business!

Now let's talk *inflation* a little. It feels as though not a single day goes by without hearing or reading about this dubious word in the media. The dictionary defines inflation as it pertains to economics as "a general increase in prices and fall in the purchasing value of money." In simple terms, less purchasing power tomorrow, for the same goods and services you are paying for today. There seem to be a few factors which consequently lead to a rise in inflation, according to many economists. However, here we will focus on one of them: an increase in the money supply via printing.

In 1971, the United States dropped its gold standard to which the U.S. dollar was pegged. By eliminating the gold standard, the Federal Reserve gained the ability to print fiat dollars at will. I want you to think about this for just a moment and consider what *money* truly is. The average person may answer

the question "What is money?" with a standard response such as "Money is a medium of exchange to purchase goods and services." Sounds reasonable. I personally like to think of money as a transformation of human life force or energy, with which humans barter goods and services, into a quantifiable currency.

Are you with me so far? Good, let's get controversial a bit. Now imagine there exists an organization which can increase or decrease the value of your human life force artificially and at will, using various monetary policies. If you and I start printing dollars out of our garages tomorrow, we would go to prison for counterfeiting, and rightfully so. When the Federal Reserve artificially, and arguably fraudulently, increases

the supply of human life force, nobody goes to prison. This interference in our so-called Free Market feels unnatural, counterproductive, and some may suggest downright criminal.

Like it or not, we are stuck with this monetary system; for now. Are there some options for a store of value outside of fiat currencies? Lucky for you there are and here are three popular ones: Gold, Silver, ... Bitcoin. Did the "B-word" scare you? If it did, you probably haven't taken the time to study its fundamentals. But fear not, as we will touch on Bitcoin, Cryptocurrencies, and Blockchain technology in the next edition of the *Byline*.

As always, thank you for giving me your most valuable commodity, your time.

### Byline Pick Up Locations

This newsletter is mailed monthly to Chamber of Commerce members and others. A PDF edition is posted and available on the Chamber website: [elcerritochamber.org/byline](http://elcerritochamber.org/byline).

Other distribution points are:

El Cerrito City Hall

The Glenn Custom Framing

Mr. Pickle's Sandwich Shop

Doherty's Truck Rental

El Cerrito Public Library

The Farmers Market at El Cerrito Plaza

514 Lounge

Elevation 66 Brewing Company

## Farmers Market

AT EL CERRITO PLAZA

Open Tuesday & Saturday 9 a.m. to 1 p.m.

SPONSORED BY



**El Cerrito**  
CHAMBER OF COMMERCE  
Linking Business and Community Since 1936



## LITTLE HILL

### REAL ESTATE

**Who said real estate had to feel daunting?** Whether you're buying or selling, my goal is to make real estate transactions simple, stress-free, and (dare I say) fun!

- Years of expert negotiation and design experience to ensure your goals are met — on time!
- For every house sold, a portion of the proceeds are reinvested into your community. So whether you're planting roots, or leaving a legacy, your home sale makes you a great neighbor!

**Rachel Melby**  
an agent at Kai, brokered by eXp  
[rachel@littlehillrealestate.com](http://rachel@littlehillrealestate.com)  
DRE #: 02179456






**PRINTING IN BERKELEY SINCE 1972**






Simple, Affordable Products to Grow Your Business

This offering of our Best Selling Marketing Products at Exceptional Prices addresses the key pieces in marketing your business. As your Marketing Partner we can expand well beyond this core offering to help you create a marketing plan that exceeds your goals.

1101 FIFTH STREET, BERKELEY 510.540.7113 [www.e-minutemanpress.com](http://www.e-minutemanpress.com)

### Comments Welcome

Contact the *Byline* with news or feedback: [byline@elcerritochamber.org](mailto:byline@elcerritochamber.org)

Join the El Cerrito Chamber of Commerce: [elcerritochamber.org](http://elcerritochamber.org)

### Chamber Officers, Directors & Staff

President	Matt Khadivian, El Mono Restaurant
Vice President	Kevin O'Neal, Well Grounded Tea & Coffee Bar
Secretary	Aissia Ashoori, City of El Cerrito
Treasurer, <i>Byline</i> Editor	John C. Stashik, Premier Graphics
Directors	Mark Figone, East Bay Sanitary Co., Inc. Scott Harris, ClientClicks Internet Marketing Robert Rogers, Supervisor John Gioia's office Jeffrey Wright, Wright Realtors —Plus one vacant seat—
Manager	Georgina Edwards
<i>Byline</i> Correspondents	Catalina Hu Robert Rogers



## ★ 2 Chamber Mixers this Month ★

### No. 1



**Friday, February 10**  
**from 5:30 p.m.**

**11236 San Pablo Ave. (nr. Potrero)**  
**El Cerrito**



***El Cerrito's Special Place***  
***For Your Special Event***

### No. 2



**Wednesday, February 15**  
**5:30-7:30 p.m.**

**174 El Cerrito Plaza**

### Byline

Editorial, Typography  
& Layout by



Premier  
Graphics  
1-510-207-2195

Printed by Minuteman Press  
1-510-540-7113

Proud members of the El Cerrito Chamber of Commerce