



From the President

KEVIN O'NEAL

THE CHAMBER of Commerce isn't just an organization; it's a community within our community, an assembly of like-minded business owners, entrepreneurs, and executives. In this season of gratitude, we reflect on the profound interconnectedness that makes being part of the Chamber so special.

Here, we find support in shared challenges. Our peers understand the unique obstacles we face, and together, we empower one another to find solutions. It's a community that sustains and uplifts each other, embodying a spirit of service.

We extend our hand to newcomers, welcoming them into the fold of those who dare to make their dreams a reality. It's about giving back to the community that once gave to us, a commitment to nurture and support the next generation of entrepreneurs.

■ See From the President, page 7

Khadivian Resigns

MATT KHADIVIAN resigned as Chamber president on October 2nd. Vice President Kevin O'Neal is filling the president's role. Khadivian remains on the board of directors until the end of his term in January.

CHAMBER ELECTIONS

The Nominating Committee delivers its report on Wednesday, November 8th, at 9:00 a.m. by Zoom. To get the Zoom link, email: info@elcerritchamber.org. The Zoom meeting is open to all. At that point nominations from the floor are permitted per bylaws. After that, ballots are mailed to all members in good standing, along with an candidate's statement (if desired), assuming there are multiple candidates for offices. Elected Board members serve a two year term.

Dave's Hot Chicken Spices up El Cerrito Plaza



Kicking off the El Cerrito opening of kicked-up chicken were Mayor Lisa Motoyama, Pet Morando and George Almeida from Dave's Hot Chicken, and Council Member Paul Fadelli.

BY ROBERT ROGERS

DAVE'S HOT CHICKEN is a sensation, so what better place to expand than El Cerrito, where new businesses spring up all over town.

Headquartered in Pasadena, Dave's Hot Chicken's Nashville-style spicy fare has flourished to over 100 locations worldwide since it started with just one in 2017.

"It's just a huge blessing to be here in El Cerrito with the Mayor and everybody else here," said franchise partner George Almeida while clutching the Chamber's famous 6-foot ribbon-cutting scissors.

"We're equally excited to have Dave's Hot Chicken which is so popular with everyone in our community!" El Cerrito Mayor Lisa Motoyama added.

Council member Paul Fadelli was also on hand, and he said "it's hot!" referring both to the spices and the popularity.

The new location at 5010 El Cerrito Plaza is the first in Contra Costa County and joins popular East Bay locations in Oakland and San Leandro.



The grand opening September 30th drew a full complement of El Cerrito Chamber directors, Mayor Motoyama, Council member Fadelli, and a gaggle of workers, franchise leaders and investors.

■ See Dave's Hot Chicken, page 7

★ NEW MEMBERS ★

Dolly's

10172 San Pablo Ave., El Cerrito
415-410-8091
DollysTavern.com

Hassler Heating

1537 S. 56th Street, El Cerrito
510-848-3030
hasslerheating.com

Outside School

Heather Taylor
Physical Address (meeting place):
5755 McBryde Ave., Richmond 94805
Mailing Address:
P.O. Box 6490, Albany, CA 94706
teachoutside@gmail.com
www.outside.school

ASSOCIATE MEMBERS

Liana Dickson Shelly Rivoli
Golestan Education



Past Prez Palaver

JOHN C. STASHIK

WITH WELL over 20 years as a Chamber volunteer, I've greeted many new business owners and welcomed hundreds of them to this city.

Dolly's stands out as one of the most enjoyable such events. Our initial introduction was through last month's *Byline* story and Dolly now has a framed copy.



John C. Stashik

Returning for a soft opening last month, Dolly, her husband Shenal, and I, had an absolute blast. There was good food (meatballs with marinara, Caesar salad along with Chardonnay). And there was music with "Elvis." But what made the visit complete was utterly charming Dolly, who could write the book on hospitality. Her restaurant will do well.

We talked about El Cerrito and even did some impromptu karaoke. The first chorus of *Hello Dolly* sums it up.

An Italian deli with a good wine selection, the menu will amp up as the kitchen area is completed. Open every day from 11 until 9, I highly recommend a visit; at 10172 San Pablo Avenue. Online: dollystavern.com.

□

Sonic boom. Construction workers are all over El Cerrito installing new poles and pulling cable. Fast internet is what Sonic claims to sell and at lower cost than those other two outfits. Check availability at sonic.com and maybe switch.

□

Holiday lights will again brighten the theater block this year. They could be on when you read this. Regency Centers has lit up El Cerrito Plaza too.

Ike Likes El Cerrito and We Like Ike



John C. Stashik

Ike's Love & Sandwiches made its El Cerrito debut at last month to a long line of eager Ike-sters. Sandwich inventor Ike Shehadeh was at the store for two days greeting adoring fans with complimentary meals. Meat, veggie, you name it. Located at 350 El Cerrito Plaza, open from 10 until 9, daily. Look at the menu for two sandwiches available exclusively in El Cerrito.

□



A site to see. Websites change now and then and elcerritochamber.org is no exception. New and improved, including a member directory. Take a look.

□

Marshalls will be moving from Portola Drive to El Cerrito Plaza (former Bed, Bath & Beyond building) where construction is underway. The word from inside the store is they will likely make the move around Easter.

□

Anime Island will be moving over to 4060 El Cerrito Plaza (on the Fairmount Avenue side) this month.

□



Beer pairing. Sunday, November 5th, is the date for this special four course dinner at Elevation 66, El Cerrito's one and only brew pub. 5 o'clock is the time and tickets (\$88 per person) can be obtained at elevation66.com—or buy one in person while enjoying a pint.

□

Wild El Cerrito. Learn about this city's gambling past when nightclubs lined the Avenue and the vice business was booming. Dave Weinstein leads a two hour free tour on Sunday, November 12th, starting at 10 a.m. from Bayview Eagles Hall, 3223 Carlson Blvd. The present day Eagles aerie was once the famed Wagon Wheel club.

□



John C. Stashik

Hear the music? That would be an impromptu jam session at Fatapple's on Sundays, noon-ish. It's like Sunday brunch with a bonus.

□

Magical experience. My hot tip this month is about Gerry Griffin's California Magic Club in downtown Martinez. A supper club serving a three course dinner while professional magicians perform close-up magic at your table followed by an on-stage show. I highly recommend! Tickets include dinner and the performances. Get full information at calmagic.com.

■ See Past Prez Palaver, page 3

PAST PREZ PALAVER

■ Continued from page 2



'Tis the season. You know you're into holiday time when Delancey Street is selling Christmas trees at their Waldo and San Pablo lot.

On Saturday, December 2nd, is El Cerrito Recreation's Pancake Breakfast & Toy Drive at the Community Center, 7007 Moeser Lane, from 9-11 a.m. \$10 per person for flapjacks and bring toys to donate. Our "Rec" Dept. is partnering with the Marine Corps Reserve, El Cerrito-Kensington Fire Departments and the El Cerrito Police Dept.

Toys for Tots donation barrels are located around El Cerrito. Sites include the Community Center, Fatapple's Restaurant & Bakery, Doherty's Truck Rental, Elevation 66 Brewing Co., NUG, and Jenny K./Well Grounded.

□

El CerritoHonda

Appreciation. With the huge Best of El Cerrito awards ceremony now in the books comes a big shout out to Ken and Taz Harvey, and their staff, for providing the venue for what has become this Chamber's signature event.

□



New hours. Mary's 514 Lounge at 11226 San Pablo Ave. (at Potrero) is now open seven days a week. Monday and Tuesday from 12:30 p.m. and the rest of the week from 4 p.m. Watch NFL games on big screens.

□

Tintypes, a musical celebration of America, plays through November 12th at the Contra Costa Civic Theatre. Live theatre in El Cerrito! Tickets: ccct.org.

□

Overheard. "How long have you lived in El Cerrito?" "Oh, about 25 years; a great little city. It grows on you." Very true, based on personal experience. It has one extra amenity: this Byline newsletter. [IYKYK.] Thank you, readers!

Recent Snips Around the City



John C. Stashik

Plank + Power, a high intensity Pilates studio at 11163 San Pablo Avenue in El Cerrito, held their grand opening on October 21st. Owner Megan Gressel, Mayor Lisa Motoyama, and Mayor Pro Tem Tessa Rudnick, work the Chamber's famous Big Scissors.



John C. Stashik

Making the ribbon cut at Dolly's Deli (10172 San Pablo Avenue) on October 28th were El Cerrito Mayor Lisa Motoyama, Dulamthi "Dolly" Batathota, Shenal Dias, and Council Member Gabe Quinto.

**Effective
January 1, 2024
the El Cerrito
Minimum Wage
will be
\$17.92 per hour**

More Sick Leave

EFFECTIVE January 1, 2024, workers in California will receive a minimum of five days paid sick leave annually instead of three. The new law signed by the Governor (SB 616), also increases the amount of sick leave that can be carried over into the following year by employees.

The *Byline* will have more information on this in another issue. In the meantime, stay healthy.

Train Smarter to Live Better

BY JON BASHOR

KRISTIN RIOS and Pascha Brown first opened Fuse Fitness, located near the Colusa Circle, 12 years ago. Their first storefront has been a school, travel agency and pet shop in the past. Still in their original location, they leased the former gas station/garage across the street two years ago in order to meet the increased demand and provide an outdoor exercise space. Fuse is now home to eight trainers, including themselves, and they put about 150 clients through tailored workouts.

Unlike large gyms with rows of exercise machines, Fuse Fitness features rows of different kettlebells, dumbbells, stability balls and resistance bands to help diverse clients meet their personal goals. Exercise programs are tailored to meet the individual needs, abilities and expectations of clients.

Since the end of the COVID lockdown and more flexible work schedules, more and more people are contacting Fuse about fitness training, whether to join their group classes, private sessions or semi-private sessions.

Most clients find them via referrals and being chosen as the best gym and fitness classes in this Chamber's "Best Of El Cerrito" competition also helped.

"We used to get three or four new clients a month, but lately we're getting five or more a week, which is awesome," Brown said.

"We don't take this for granted, we're very grateful," Rios said. "But you remember the struggle of the early days, and can't help but wonder what if no one ever walks through the door again?"

Their success is hard won. Five years into the business, they knew they needed help. "We knew we were good trainers, but we didn't know how to properly run a

business," Rios said. "So we hired a business coach, which was really helpful. It was like going back to school."

They started over and re-organized everything, from sales to marketing to pricing and collecting fees. Over three years they became more efficient and systematic.

"We automated so much of our business, which made our lives much easier," Rios



Pascha Brown training a client

said. "That experience transformed us into real business women."

They credit their success to their relationships with each other, their trainers and their clients. "We make our relationship a priority, we're respectful and we listen to each other," Rios said. "We think of ourselves as part of the team, not just as bosses."

Brown added, "The relationship with clients is equally important. We've worked with many clients longer than we've been in business together. A huge part of that client relationship success is trust. People trust us to take care of them."

While they are attracting enough clients, recruiting experienced, certified trainers can be a challenge. Both women say it's critical that new trainers must be a good fit with the client community. "It's an intuitive thing as to whether they are a good fit, we've learned along the way," Rios said.

When COVID hit, Fuse trainers quickly switched to Zoom sessions, dropping off exercise equipment at clients' homes. They also did open-air sessions in parks and parking lots before eventually resuming at their home base.

Through the ups and downs of being a small business, one thing has remained constant. "It's very rewarding to see people transform their lives," Brown said. "We're very grateful that we get to do something we love as we make our community healthier."



377 Colusa Avenue
Kensington
510-647-8831
thefusefitnessstudio.com



Kristin Rios, co-owner, right

Guru Brings Indian, Tibetan Cuisine to El Cerrito

STORY, PHOTOS BY CATALINA HU

WITH GREAT anticipation and excitement, I entered Guru Curry House on its grand opening day. Indian cuisine has been one of my favorites since my dot-com days living in the Silicon Valley, and in recent years I have fallen in love with Tibetan cuisine in El Cerrito. I was thrilled to see

Guru Curry House serving both Indian and Tibetan dishes with an expansive vegetarian section on its menu.

The owner remodeled the building before opening Guru Curry House and added distinctive Tibetan décor complete with a large portrait of Dalai Lama and a miniature Tibetan prayer wheel near the entrance.



The restaurant staff greeted me immediately with a smile and offered me a seat anywhere I desired. I ordered vegetable pakora, medium spicy Baingan Bharta, (eggplant cooked in a clay oven and stir fried with onion, tomatoes and spices), tofu fry (medium spicy), and basmati rice.



Chili Tofu and Vegetable Samosa

Hot chai is complimentary and available to every customer.

Both the hostess and co-owner, Nima Bhutia, were friendly, attentive, and knowledgeable of the ingredients in their cuisine. I noticed their Baingan Bharta had a significant amount of a green herb in it.

Out of curiosity I asked Nima what it was. “Fenugreek,” he said. It is commonly used in curry dishes. The herb also has many health benefits such as lowering cholesterol and promotes blood sugar control. How interesting! I love having a delicious meal and learn something new.

Since its grand opening in July, I have been going back to try other items on the menu. Whether I visit Guru Curry House with friends or on my own, I always end up staying for a few hours. I have been consistently impressed with the service, taste, and quality of the food.

The restaurant is spacious and clean with its own well-lit parking lot. I enjoy the peaceful ambiance with Tibetan chants playing in the background and a few cups of hot chai with my meal.

If you love Indian and Tibetan food that’s packed with spices and flavors, and if you also enjoy a cultural dining experience, check out Guru Curry House, right here in El Cerrito, today!

Complimentary Hot Chai



Guru Curry House of El Cerrito

10350 San Pablo Ave., El Cerrito, CA 94530

510-529-4262

gurucurryhouse.com

Monday-Thursday: 11 a.m.-3 p.m., 5-9 p.m.

Friday, Saturday, Sunday: 11 a.m.-3 p.m., 5-10 p.m.

Closed Wednesdays

'Best of El Cerrito' Award Ceremony Sparkles at El Cerrito Honda

BY ROBERT ROGERS

ON A GLITTERING Fall night the brightest local entrepreneurial stars streamed into the El Cerrito Honda showroom for what would be an evening to remember.

"You're the best of El Cerrito, and we are really delighted to host you tonight!" partner at El Cerrito Honda Taz Harvey told the gleeful party-goers who filled his gleaming showroom. "This is a celebration of your businesses and your success."

The 2nd Annual "Best of El Cerrito" award ceremony was hosted by the El Cerrito Chamber of Commerce with the generous support of El Cerrito Honda,



Julie Persons (right) of El Cerrito's CapeQueen Salon with Amia and Aaliyah

Prospect Sierra, AC Transit, Shrem Law, Little Hill Real Estate, Negar Souza and Feri Niroomand of Red Oak Realty, Off the Block Stem, and TTL team of Red Oak Realty. The event drew a more than 150 people, including winners, elected officials, Chamber board members, and small-business owners.

The October 26th gathering honored more than 160 local businesses newly



PennDel's Bakehouse created this special cake

minted as the "Best of El Cerrito" by a Chamber-led campaign that tallied more than 20,000 votes.

Along with time for networking, attendees were regaled by a speaking program that included winners in several business categories, El Cerrito Mayor Lisa Motoyama, Contra Costa County Supervisor John Gioia, El Cerrito Chamber President Kevin O'Neal, and more.

"This business community is part of what makes El Cerrito so great," said Mayor Motoyama, who described her own childhood working long afternoons helping her parents run their small business. "Look around at how diverse, how interesting, and how energetic we are as a community!"

Before the speaking program, attendees delighted in hors d'oeuvres, drinks, and mingling. El Cerrito musician Courtney Kelly and collaborator Alex Sandra's vocal renditions of classic and contemporary tunes added to the joyful vibe.

El Cerrito Honda, one of the City's most prominent businesses, proved the perfect host. Executives and staff provided a

fun and festive atmosphere, and opulent décor paired with the clean lines and shimmering colors of the showroom. El Cerrito Honda is located at 11755 San Pablo Ave.

County Supervisor Gioia said El Cerrito is thriving because of diverse businesses, the willingness of City leaders to promote housing development, and the pro-business support of the Chamber. Gioia urged everyone to shop local this holiday season and noted that the El Cerrito Chamber spearheaded the adoption of an emer-



gency county ordinance during the pandemic that limited the fees third party delivery services could charge local restaurants.

Dozens of local business owners and their families were provided the microphone and the space to share their stories and extoll their businesses.

Julie Persons, owner of CapeQueen Cosmetics and Salon at El Cerrito Plaza, said "With the support of the City Council and the Chamber of Commerce and more, I was able to live out my dream and open my own salon!" drawing a warm applause from the crowd.

The "Best of El Cerrito 2023" campaign sparked a sensation in the region, with an astonishingly high rate of participation. There was no shortage of choices, as El Cerrito boasts a local economy brimming with diverse businesses. "Best of" winners enjoy a range of benefits, including certificates in their stores and online marketing work that reaches tens of thousands of potential customers.



Richmond Pizza House partners Jay and Zack Qassas

FROM THE PRESIDENT

■ Continued from page 1

Service is at the core of who we are. Through our commerce, we serve our community. The products we create, the goods we sell, the knowledge we share, and the services we provide are all offered with our community's well-being in mind. Our customers are our neighbors, our friends, and our community.

We extend our gratitude to Matt Khadivian for his dedicated service as our president this year. While stepping down as president wasn't his first choice, we understand that business demands often take precedence.

As I step into the role as president of the Chamber, it is my honor to continue the great work we've accomplished together. I am committed to doing my best to build upon the progress we've made so far. I look forward to an exciting journey ahead.
—Kevin O'Neal

But we don't stop there. Many of us go further, contributing to organizations that enrich our lives. We support schools, youth organizations, sports clubs, and arts programs; food banks, civic organizations, social and community clubs. These efforts contribute to the vibrant social fabric of our beloved El Cerrito.

As we approach the holiday season, we encourage our members and readers to make a conscious choice to shop local. Our local merchants give their best to our community, and through our commerce, we serve, providing charitable donations and locally generated taxes that support the community we call home.

Our gratitude extends beyond words. We're deeply thankful for the trust and support we receive from our community. Your patronage is the lifeblood of our businesses, allowing us to give back and contribute to the community we cherish.

This season, let us remember the importance of gratitude and the value of supporting local businesses. Together, we can ensure our communities thrive, businesses prosper, and the bonds of mutual support grow stronger. It's a promise of a prosperous future built on the foundations of unity and shared commitment.

Thank you from the El Cerrito Chamber of Commerce.

DAVE'S HOT CHICKEN

■ Continued from page 1

The vibrant interior décor, laced with hot colors and splashy, effusive arts, perfectly pairs with the mouth-watering menu.

Dave's Hot Chicken has exploded on the restaurant scene in recent years with a combination of power flavors, expert marketing, social media buzz, and high profile investors, including Maria Shriver, Drake, and Samuel L. Jackson. Like so many innovative businesses, it started in California and soon went international.

The menu is simple, but the tastes are complex and bold, feeding a passionate and vocal following.

"It really is the definition of the American Dream," Almeida said. "It was four guys and \$900 that basically

started off with a fryer under a pop-up tent somewhere in L.A., and a few years later it became the fastest growing restaurant concept in U.S. history!"

Visit Dave's Hot Chicken at 5010 El Cerrito Plaza today. They're open late.

Join us. Scan this code to become a Chamber member.



Farmers Market

AT EL CERRITO PLAZA

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

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Linking Business and Community Since 1936



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ELEVATION 66
Theater Block Holiday Lights Mixer
Thursday, November 16 • 5:30 p.m.



Enjoy a beer and appetizer courtesy of these sponsors.
Little Hill Real Estate
East Bay Sanitary Co., Inc.
Well Grounded Tea & Coffee Bar

10082 San Pablo Ave., El Cerrito



Winter Makers Market
Saturday, Dec. 16th
10 a.m. until 2 p.m.
Hana Gardens Senior Center
10870 San Pablo Ave., EC

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Byline



Official Winners List

Animal Services

Best Animal Shelter or Rescue Group

Animal Fix Clinic (formerly Fix Our Ferals)

The Milo Foundation

Best Pet Store

PetVet PetFood

Best Place to Board Pets

Abbey Pet Hospital

Best Veterinary Clinic

Abbey Pet Hospital

Best in Class (One of Kind)

Berkeley Country Club

Farmers Market at El Cerrito Plaza

Old West Gun Room

Sunset View Cemetery and Mortuary

The Glenn Custom Framing

Velocity Lock and Key

Coaching and Therapy

Best Career Coach

Julia Lucia Raina

Best Child Therapist

James Morehouse Project ECHS

Best Executive Coach/Leadership Coach

WorkAligned (Julia Lucia Raina)

Best Family Therapist

Tina Kopko

Best Homeopathic/Alternative Therapist

The Vestibule Center for Sound Living

Best Lactation Therapist

Amy Ray Doula

Best Life Coach

Valerie Devi Carpenter

Best Parenting/Family Coach

Vanessa Callaghan (Raising our Resilience)

Best Relationship Coach

Josh Stern

Best Speech/Language Therapist

Lyssa Rome

Food & Drink

Best Bagel Shop

Boichik Bagels

Best Bakery

PennDel's Bakehouse

Best Bar

The Factory Bar

Best Barbecue Joint

Pickles 'N' Smoke

Best Breakfast/Brunch Spot

Sam's Log Cabin

Best Burger Place

Al's Big Burger

Red Onion

Best Butcher Shop

El Cerrito Natural Grocery

Best Caterer

Anaviv

Tacos El Tucán

Best Cheese Shop

The Cheese Board Collective

Best Chinese Restaurant

Noodles Fresh

Best Cocktails

The Factory Bar

Best Coffeehouse

Well Grounded Tea & Coffee Bar

Best Doughnut

Donut Time

Best Ice Cream Shop

iScream

Best Italian Restaurant

Benchmark Pizzeria

Via del Corso

Best Japanese Restaurant

Katana-Ya

Yoshio Sushi

Best Latin (Non-Mexican) Restaurant

El Mono Fresh Flavors of Peru

Best Liquor Store

Jay Vee Liquors

Trader Joe's

Best Local Winery or Wine Bar

Banter Wine

Best Mexican Restaurant

Tacos El Tucán

Best Outdoor Dining Spot

Los Moles Beer Garden

Best Pet Friendly Restaurant

Cafe Leila

The Backyard

Best Pizza

Benchmark Pizzeria

Little Star Pizza

Best Pizza (Popular Take-Out)

Richmond Pizza House

Super Slice Pizza

Best Place to Drink Beer

Elevation 66 Brewing Company

Best Restaurant

Juanita & Maude

Best Restaurant for Ambiance

Benchmark Pizzeria

Lara's Fine Dining

Best Restaurant for Date Night

Juanita & Maude

Best Restaurant for Dessert

Fatapple's Restaurant & Bakery

Lavender Bakery & Café

Best Restaurant for Seafood

California Fish Grill

Best Taco Truck

Tacos El Autlense (at the Hotsy Totsy Club)

Best Thai/Burmese & Other Asian Restaurant

Huong Tra Restaurant

Larb Thai Food & Tapas

Best Wine Store & Wine Bar

Banter Wine

Health and Beauty Services

Best Acupuncture Practice

Marie Bowser Acupuncture

Best Alternative Medicine Practice

Wen Wu School-Internal Martial

Best Barber Shop

Grand Barber Shop

Phil's Barber Shop

Best Chiropractic Service

Elevate Sport & Spine

Best Eyeglass Store

West County Optometry

Best General Dental Practice

Forbes & Lee Dentistry

Best Hair Salons/Stylist

Bare Skin Aesthetics

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Beacon Home Care

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Jake Ralston Hypnotherapy

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I Song Orthodontics; Dr. Immi Song

Best Place for Physical Therapy

Physical Therapy Innovations

Best Place to Get a Facial

Bare Skin Aesthetics

Best Place to Get a Manicure or Pedicure

Nails by Vivian

Best Place to Get a Massage

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Best Senior Living Community

El Cerrito Royale

Best Spa

Hibiscus Boutique Spa

Best Waxing Salon

Supple Skincare

Sweet Almond Esthetics

Household & General Services

Best Auto Body Repair Shop

101 Auto body

Best Auto Repair Shop

El Cerrito Tires & Auto Body

Tires Direct

Best Cleaner

Great American Dry Cleaners

Best Cleaning Service

Larry's Extreme Clean (Carpets)

Best General Contractor

Jimmy Stuart Construction

Outline General Contractors, Inc.

Best Interior Design Firm

Design-Set-Match (Alisa Hofman)

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JunkCat

Best Landscape Services Design & Contractor

American Soil & Stone

Sue Oda Landscape Architect

Symbiotic Garden Care

Best Painting Company

David Zurun Painting

Speedy Painting

Best Plumbing Service

Olivero Plumbing Co.

Best Public Restroom

El Cerrito Parks

Best Residential Moving Service

5-Star Moving

Best Roofing Contractor

Nicholas Roofing

Best Truck Rental

Doherty's Truck & Auto Rental

Kids

Best School Spirit

El Cerrito High School

Fairmont Elementary

Harding Elementary

Kensington Hilltop Elementary

Korematsu Middle School

Madera Elementary School

Best Educational Resource

El Cerrito Library, Contra Costa

County Library

Best Educator (Enrichment/Camps)

Veronica Medina-Ross

(Fun Environmental Science)

Best Independent School

Golestan School

Best Kids Activities

Brushstrokes Studio Inc

Best Preschool

El Cerrito Preschool Cooperative

(ECPO)

Best Summer Camp

Monkey Business Camp

Tracey Shababo, Machine Sewing

Best Winter Camp

Contra Costa Civic Theatre (CCCT)

El Cerrito Recreation

Lifestyle & Leisure

Best Art Classes

Richmond Art Center

Best Continuing Education Option

Contra Costa College

Best Co-Work Space

JUKU

Best Dance Lessons & Studio

The Dance Floor

Best El Cerrito City Park

Arlington Park

Best Event Space

Craneway Pavillion

JUKU

Best Fitness Classes

Fuse Fitness

Best Gym/Health Club

Hale Fitness

Best Hotel

Hotel Mira Vista

Best Live Theater

Contra Costa Civic Theatre (CCCT)

Best Local Band

I'd Rather Sleep

Best Martial Arts School

East Bay Judo Institute

Best Movie Theater

Rialto Cinemas Cerrito

Best Music Lessons

WePerform Center

Best Nonprofit Group

Contra Costa Chorale

Best Personal Trainer

Rebecca Merino (Hale Fitness)

Best Personal Trainers

Fuse Fitness

Best Place to Have a Picnic

Arlington Park

Best Place to Walk Your Dog

Point Isabel

Best Swimming Lessons

El Cerrito Recreation (Pool)

Best Tennis Courts

Arlington Park

Best Yoga Studios & Teachers

Susan Weiner Yoga

Professional Services

Best Attorney

Unique Law (Kathleen Hunt)

Best Banks, S&Ls, or Credit Union

Mechanics Bank, El Cerrito Branch

Best Bookkeeper

Books in Harmony

Best Digital Marketing

Catchfoot + Run

ClientClicks

Best Financial Planner

Mark Sifling, CFP (Simple Life

Financial)

Scott Poland, CFP (Wells Fargo

Advisors)

Best Insurance Agent

M.A. Hays Co. Insurance Brokers

Ruth Stroup (Farmers Insurance)

Best IT Services

Nerd Crossing

Best Life Insurance Agent

Terry Kotsatos (Edward Jones, Financial

Advisor)

Best Mortgage Broker

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Rachel Melby (Little Hill Real Estate)

Best Real Estate Agents

Liana Dickson (ZIP Code East Bay)

Maya Archiga (Red Oak Realty)

Best Real Estate Company

Red Oak Realty

Best Real Estate Team

Negar Souza & Feri Niroomand

(Red Oak Realty)

Best Residential Architect

Tony Valadez (Coast Architecture and

Design)

Best Reverse Mortgage Agent

Russell Doi (Mutual of Omaha

Mortgage)

Best Software Developer

Spiralcraft, Inc.

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