Serving the El Sobrante Business Community Since 1957

About Town

The El Sobrante Chamber of Commerce Monthly Newsletter
October 2018

CHAMBER WEBSITE UPDATED!

The El Sobrante Chamber of Commerce website has been completely revised and updated by Chamber Member **Nerd Crossing**. It still has all the good content of the old site, but the graphics and videos and the new design make it so much better! Please check it out! Go to http://elsobrantechamber.com. Use the 'contact us' form on the website to let us know what you like and don't like. We want your feedback!

PRESIDENT'S MESSAGE

What a great STROLL! Perfect weather (some called it "Chamber of Commerce weather"), thousands of folks enjoying great food, spirited music, and many vendors and shows. I cannot express enough my admiration and thanks to the volunteers who stepped up, giving up their Sunday (and for the many who gave up a considerable number of days before Stroll day), and for working so physically hard to provide the community a safe, fun event.

I particularly wish to thank Bob Davis for all his past years, up to and including this year, serving as Stroll Chairperson. Of all the volunteers, Bob spent the most time planning, organizing, recruiting other volunteers, recruiting vendors and bands, setting up traffic cones, addressing issues the day of, and more. This year's event was by far one of if not the best Stroll we have ever had, and it is in no small part due to Bob's leadership. I thank you, Bob, on behalf of the Chamber and the Community.

Bob is stepping aside to allow another community member the opportunity to serve as Stroll Chairman, Tom Lang. Tom has eagerly stepped up to the challenge, and has the support of the Chamber for the planning and implementation of the 26th Stroll in 2019. More good things coming, I'm sure. See more on Tom later in the newsletter.

The parade winners were announced at the Stroll, and have been invited to attend the October mixer, hosted by Windermere Rowland Realty on Wednesday, October 10, 2018. See page 12 in this newsletter for a flyer with more information about the mixer. The parade winners are:

Best Marching Band – Pinole Valley High
Best Representation of Stroll Theme – Murphy School
Best Dance/Cheer Routine – Galaxy All Stars

AL KIRKMAN AWARD for School Spirit – St. David School

Congratulations to all the winners and many thanks to all parade participants.

Finally, Board elections will be coming up in November; watch the mailbox for your ballot. Paid Members of the Chamber of Commerce are eligible to run for a seat on the board, and only paid Members are eligible to vote. If you want a say in how the Chamber runs, join or renew your membership today!

Scott

STROLL PARADE WINNERS!

BEST MARCHING BAND
PINOLE VALLEY HIGH MARCHING BAND

BEST REPRESENTATION OF STROLL THEME
MURPHY SCHOOL

BEST DANCE/CHEER ROUTINE
GALAXY ALL STAR CHEERLEADING

AL KIRKMAN AWARD FOR BEST SCHOOL SPIRIT
ST. DAVID SCHOOL

Photo supplied by St. David School

SUPPORT YOUR LOCAL BUSINESSES
STOP & SHOP IN EL SOBRANTE!

EL SOBRANTE CHAMBER OF COMMERCE

BOARD MEETINGS—Visitors Welcome

Board meetings are held every month at 5:15 pm on the dates below at the Chamber Office, 3769-B San Pablo Dam Road. Park in Kaliente's lot.

January 8	February 5	March 5	April 2
May 7	June 11	July 9	August 6
September 10	October 1	November 5	December 3

El Sobrante Guide to Shopping, Dining & Services: Sponsors

The Chamber makes available *for free* a Guide to Shopping, Dining and Services in El Sobrante, arranged by category. If you need a veterinarian, for instance, you can easily find one by looking at the appropriate category, Pet Care and Supplies. The entire Business Directory is online as well, also divided into convenient categories. It includes every business in El Sobrante. It is updated twice yearly, and is available for free, as a service to the people of the El Sobrante Valley.

The following firms and people supported our Guide to Shopping, Dining and Service in El Sobrante, and we are grateful for their support:

Dr. Dan Rixen, D.C., D.A.A.P.M. Rixen Chiropractic
Jim Cowen, Farmers Insurance
Mark Anthony Porter, CRPC, Ameriprise Financial
Bob Davis, Castle Rock Wealth Management
Scott Tuffnell, Windermere Real Estate
Nicole Donn, US Financial Mortgage Lending

The Guide will be updated soon, with the next edition due out mid-January, 2019. The Guide is available on our web site, as well as at the Library, at the Chamber office, and at many businesses for free. Check it out! You can download from the website at: https://www.elsobrantechamber.com/resources/business-directory/

2018 Chamber of Commerce Officers & Directors

President: Scott Tuffnell: Realtor, Windermere Rowland Realty
1st Vice-President: Mark Croda, El Sobrante Town Garage
Treasurer: Bob Davis, Investment Advisor, Castle Rock Wealth Management
Secretary: Beverly Wallace, Resident

Directors:
Maurice Abraham, Resident
Marie Carayanis, Membership Chair
Jim Cowen, Farmers Insurance
Nicole Donn, US Financial Mortgage Lending
Major John Hermannson, Salvation Army
Susan McCloskey, Resident
Barbara Pendergrass, Resident
Sonny Randhawa, All State Insurance Agent
Bob Sharp, Resident
Judy Ward, SPAWNERS

Martha Booz, Newsletter Editor and Website Manager
Contact me at mlbooz@calnatives.com

A CREEK-SIDE COMMUNITY PARK & CAFE FOR EL SOBRANTE

LET'S MAKE IT HAPPEN!

WATCH THE VIDEO & CONTRIBUTE

www.greenerelsobrante.org/downtown-park-project

Citizens for a Greener El Sobrante

El Sobrante CHAMBER OF COMMERCE

EARTHTEAM Leadership. Stewardship. Service

FRIENDS OF GARRITY CREEK

BUSINESS OF THE MONTH FOR OCTOBER 2018

Godfather's Limousine Service

407 La Paloma Drive
El Sobrante, CA 94803
(510) 222-9995

Tony Raffanelli got the idea of Godfather's Limousine Service from bartending at special events. He saw the need for a quality limousine service that could make any normal event a special day to remember. So, 37 years ago Godfather's opened its doors for business, when Tony bought a 1972 Cadillac formal limousine and had it painted white for weddings.

Today, Tony commands a fleet of limos and stretch limos that are available for wine tastings, quinceaneras, weddings, funerals and any special event. However, he says the pride of his fleet, the white Rolls Royce, is only available for weddings.

I met Tony at his place of business, located on the corner of La Paloma Dr., and Appian Way, at 407 La Paloma Dr., in El Sobrante. He had just finished giving the place a new coat of paint. And, as always, the place was immaculate....just like the fleet of cars he has. So, when only the very best will do, champagne and red carpet service, call Tony of Godfather's Limousine Service at (510) 222-9995. And congratulations to Tony Rafanelli and Godfather's Limousine Service, the Business of the Month for October.

By Bob Sharp, Chamber Board Member

CASTLE ROCK
WEALTH MANAGEMENT

Robert Davis
*Financial Advisor**

O: (707) 648-2024
C: (925) 788-5055
F: (707) 648-2022
E: bob@crwmadvisors.com

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Vallejo CA 94590
www.crwmadvisors.com

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Mike Murphy
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LICENSE #01957627

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OFFICE (510) 222-9150
FAX (510) 222-9165

scotttuffnell@windermere.com
scottTuffnellwithwre.com

Windermere
REAL ESTATE

SPAWNERS, C4AGES OCTOBER EVENTS

SPAWNERS Volunteer Work Party
Date: Saturday, October 20,
Time: 9:30am-noon
Location: 4805 Santa Rita Road, Richmond

Join us at our Wilkie Creek restoration site to learn about native plant gardening and help us restore this riparian ecosystem! No experience necessary. People with all levels of experience are welcome. Please wear sturdy shoes, comfortable work clothes, and bring a water bottle. SPAWNERS will provide tools, gloves, and snacks.

C4AGES October Event
Date: Wednesday, October 17,
Time: 7 pm
Location: 5424 Martis Ct, El Sobrante

Progress on Mowery Property project will be discussed and new goals set.

Helpful numbers:

Broken hydrant or flooding in the street: **1-866-40-EBMUD**
Debris dumped in the creek or on the street: **1-800-No-Dumping**

Notes on recycling & waste pick up programs:

California has a **mattress recycling program**; click here for more details. Also, Republic Services provides **one free pickup** per year for bulky items or e-waste, and two additional pickups for items in trash bags. Call to schedule or for additional info: 510-262-7100 or visit their website for more information.

Wilson & Kratzer
Civic Center Chapel—FD

Wilson & Kratzer
Chapel of the Mission Bells—FD 881

Wilson & Kratzer
Hosselkus Chapel—FD 933

Serving Our Families for 100 Years

Joseph K. Newkirk
Managing Partner

Rotary Club of El Sobrante
P.O. Box 20134, El Sobrante, CA. 94820

Dedicated to serving our community and world.
We meet at "Café Soleil" on Tuesdays at 12:15pm.
For more information or to visit a club meeting:
Contact Larry Gebelein at (510) 222-3261

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El Sobrante's 15th Annual
Clean-Up Day
Saturday, October 6, 2018

Sponsored by Supervisor John Gioia, Republic Services, El Sobrante MAC, El Sobrante Chamber of Commerce, Boys & Girls Club of Contra Costa and DGH Outfitters

8:30 a.m. – 12 noon
(or until dumpsters are full)
First come, first served
Rain or shine!

Moose Lodge #550

4660 Appian Way

Guidelines

- **MUST** show proof of residency in **UNINCORPORATED** El Sobrante (California driver's license, property tax bill, or PG&E monthly statement)
- One car load or small pick-up per household (absolutely no U-Hauls or trailers)
- **You must unload your own items**

No commercial waste or any of the following will be accepted:
No tires
No hazardous waste (paint, adhesives, batteries, solvents, aerosol, photo chemicals, antifreeze, fertilizers, pesticides, insecticides, poisons, asbestos, etc.)
No pharmaceuticals, including pills, syrups, inhalers
No food waste
No mattresses

Information on how and where to dispose of non-permitted items is available at www.recyclemore.com

For more information, contact James Lyons @ 510-231-8692 or James.lyons@bos.cccounty.us

Note: Everyone reading this Newsletter is invited to the Chamber of Commerce Mixers! Free!

You don't have to be a Chamber member to attend.

El Sobrante Chamber of Commerce MIXER DATES

Mixers are held monthly on the 2nd Wednesday 5:30 to 7:00 pm

Mixer Dates for 2018

October 10	Windermere Rowland Realty, 930 A San Pablo Avenue, Pinole
November 14	Elks Lodge, 3931 San Pablo Dam Road
December 12	Mechanics Bank, 3884 San Pablo Dam Road

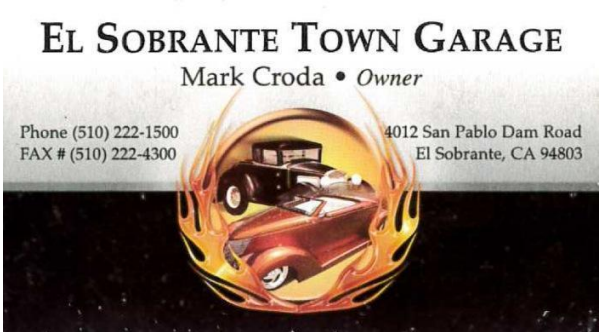
Here are some photos from the Stroll. Photos by Bob Sharp.

Martha Booz with our County Food Inspector, Harpreet Bains.

Judges Shirley Sharp and Beverly Wallace await action.

Barbara Pendergrass, in a 1984 Excalibur Phaeton, driven by owner Mark Croda. Citizen of the Year Mary Hill rides in a 1937 Pontiac convertible.

October
Mixer
HOSTED BY
WINDERMERE REAL ESTATE
WEDNESDAY OCT. 10TH
5:30 PM
PLEASE BRING A NON PERISHABLE FOOD ITEM TO HELP US KICK OFF OUR HOLIDAY FOOD DRIVE
Windermere
REAL ESTATE
930 SAN PABLO AVE, STE A
PINOLE
PosterMyWall.com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E-mail: dr_dan@pacbell.net

Protecting
SPAWNERS
San Pablo Creek
Come join us!
Planting Work Parties
Creek Clean Ups
Nature Walks
Water Quality Monitoring
Contact:
Helen Fitanides, Program Coordinator
510-665-3538 helen@thewatershedproject.org

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Hometown Holiday Faire

Saturday, November 24th

Free Admission

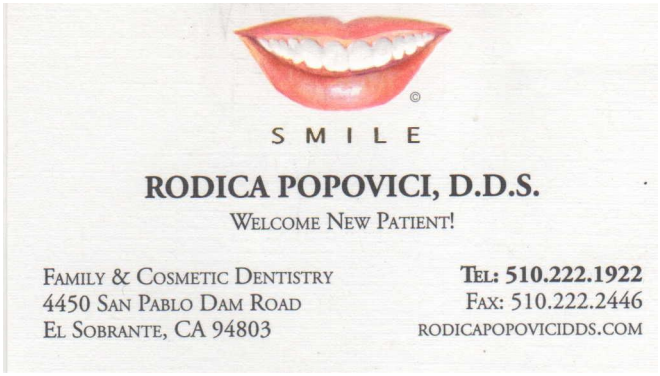
10:00am to 3:00pm

Masonic Hall
5050 El Portal Drive, El Sobrante

Unique Holiday Gifts For Sale, Crafted by Local Artisans & Merchants
Holiday Music in an Old Fashioned Holiday Setting

Light Catered Lunch Available / $7.00 Donation
Fresh Baked Goods & Beverages

Presented by the El Sobrante Chamber of Commerce
Proceeds benefit the Chamber Scholarship Fund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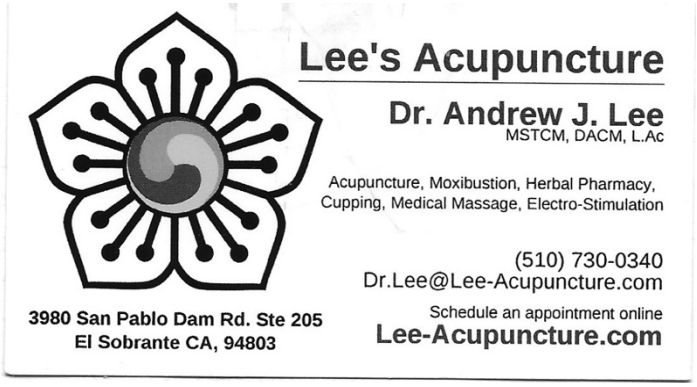
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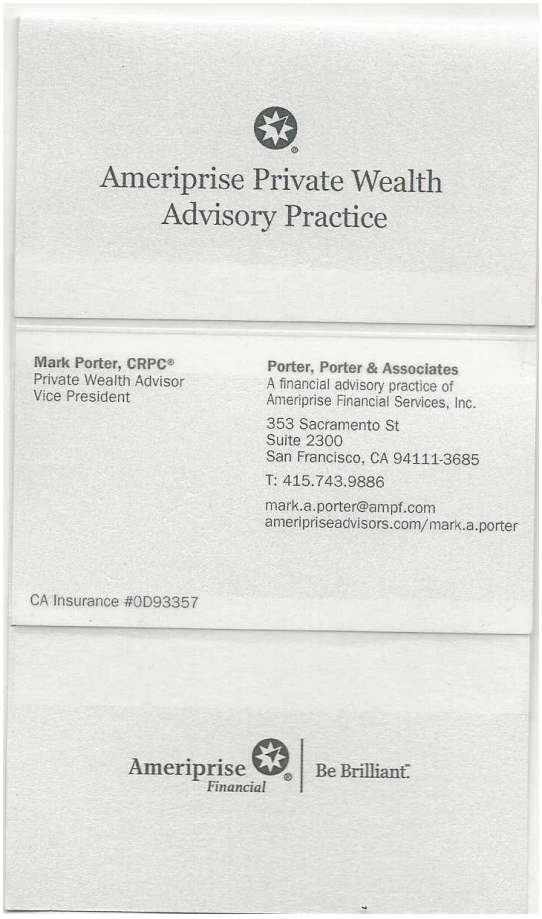
Dr.Lee@Lee-Acupuncture.com
3980 San Pablo Dam Rd. Ste 205
El Sobrante CA, 94803
Schedule an appointment online
Lee-Acupuncture.com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Michael Frith
Vice President
Manager
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NEW STROLL CHAIRMAN, THOMAS LANG

Thomas Lang

I am a candidate for membership on the Chamber of Commerce Board of Directors, a Member at Large for the El Sobrante Municipal Advisory Council (ESMAC) as well as Chairman of the 2019 Sobrante Stroll. I have lived in the Bay Area since 1984, and have enjoyed living in El Sobrante since 1999 with my wife, Vivi, and our two sons, Alex and Adam. After a 24-year stint of service on the faculty of the Schools of Medicine and Dentistry at UCSF, I am now semi-retired and am happy to become involved with my community through the Chamber of Commerce and ESMAC. I look forward to meeting all of you as we work together to plan next year's Stroll.

Monthly Community Meetings

El Sobrante Chamber of Commerce Board Meeting
Meets 1st Monday of the Month @ 5:15 pm
Chamber Office, 3769-B San Pablo Dam Road, El Sobrante
http://www.elsobrantecachamber.com Marie: 510-387-0581 /
mariecofces@yahoo.com / Office: 510-223-0757

El Sobrante Chamber of Commerce Mixer
Meets 2nd Wednesday of the Month @ 5:30 – 7:00 pm
At various locations. See Community Meetings Listing below

El Sobrante Municipal Advisory Council (MAC)
Meets 2nd Wednesday of the Month
@ 7:00 pm this month, at the Elks Lodge, 3931 San Pablo Dam Road.
http://www.co.contra-costa.ca.us/1640/El-Sobrante-Municipal-Advisory-Council

El Sobrante Planning and Zoning (P&Z)
Meets 2nd Thursday of the Month @ 6:00 pm. No location available at this time.

SPAWNERS (San Pablo Watershed Neighbors Education & Restoration Society)
Volunteer Workday 3rd Saturday of the Month @ El Sobrante Library or De Anza outdoor classroom at Wilkie Creek site, De Anza Dr. and Santa Rita Rd.
Water Bug Team meets 4th Sat of the Month. See website for more info: spawners.org
For information contact helen@thewatershedproject.org

C4AGES (Citizens for a Greener El Sobrante)
Meets 3rd Wednesday of the Month @ 7:00 pm
Location announced in the newsletter. See http://www.greenelsobrante.org

Richmond Elks Lodge has a dinner the 3rd Friday of every month, at 3931 San Pablo Dam Road, 6 pm – 9 pm, and is open every Tuesday for dinner as well.

Indivisible Group, formed to resist hatred and promote peace and understanding, meets the fourth Saturday of the month, @ 2 pm, Hope Lutheran Church on May Rd.

October Community Meetings

Sat, October 6, 8:30 am – Noon	15th Annual Cleanup Day	Moose Lodge 4660 Appian Way	See flyer page 8 for restrictions
Wed, October 7, 5:30 pm – 7 pm	Chamber Mixer – ALL INVITED	Windermere Rowland Realty	930 San Pablo Ave, Suite A, Pinole
Wed, October 10, 7 pm	Municipal Advisory Council	Elks Lodge, 3931 San Pablo Dam Rd	Barbara Pendergrass
Wed, October 17, 7 pm	C4AGES Meeting	Discuss progress on Mowery property	5424 Martis Ct, El Sobrante
Fri, October 19, 6:30 pm	Richmond Elks Lodge	Monthly Dinner	RSVP 510-223-3441 and for information
Wed, October 24, 10:30 am – 2:30 pm	West Contra Costa Economic Summit See flyer p. 18. Tickets $20 or $30	Craneway Pavillion 1414 Harbor Way South	Purchase a ticket online Eventbrite: https://rcoc2018wccsummit.eventbrite.com
Thur, October 25, 4– 4:30 pm	Indivisible Group	To slow traffic on Dam Road	San Pablo Dam Road & Appian Way

2018 WEST CONTRA COSTA ECONOMIC SUMMIT

Richmond Chamber of Commerce

EastBay EDA

Mechanics Bank

KAISER PERMANENTE

Cooperative Center Federal Credit Union

Chevron

Human Energy™

AC Transit

ETP Employment Training Panel

EBMUD

SIMS Metal Management

PG&E

Attend for a chance to win travel for two to any Southwest published destination in the continental U.S. and Puerto Rico. Must be present to win.

Southwest

KEYNOTE ADDRESS

Ilia Papas
Founder and Chief Technology Officer of Blue Apron

October 24, 2018
10:30am - 2:30pm

The Craneway Pavilion
1414 Harbour Way
Richmond, CA 94804

We invite you to attend the West Contra Costa Economic Summit, a convening to learn about the West Contra Costa business climate and resources for local businesses.

PROGRAM HIGHLIGHTS

- Business expo and networking
- Address from Supervisor John Gioia
- Congressman Mark DeSaulnier invited
- Panel discussion with Mayors from El Cerrito, Hercules, Pinole, Richmond, and San Pablo

Lunch will be provided

To attend, purchase a ticket online via Eventbrite: https://rcoc2018wccsummit.eventbrite.com
$20 for Chamber members | $30 for Non-Chamber members

CITIES

The City of El Cerrito

City of Hercules

Richmond

City of San Pablo

CHAMBERS & SUPPORT ORGANIZATIONS

Bay Front Chamber of Commerce

El Cerrito Chamber of Commerce

Richmond Main Street

San Pablo

West Contra Costa County Council of Industries

PARTICIPANTS

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Food Bank of Contra Costa and Solano

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kitchen 812

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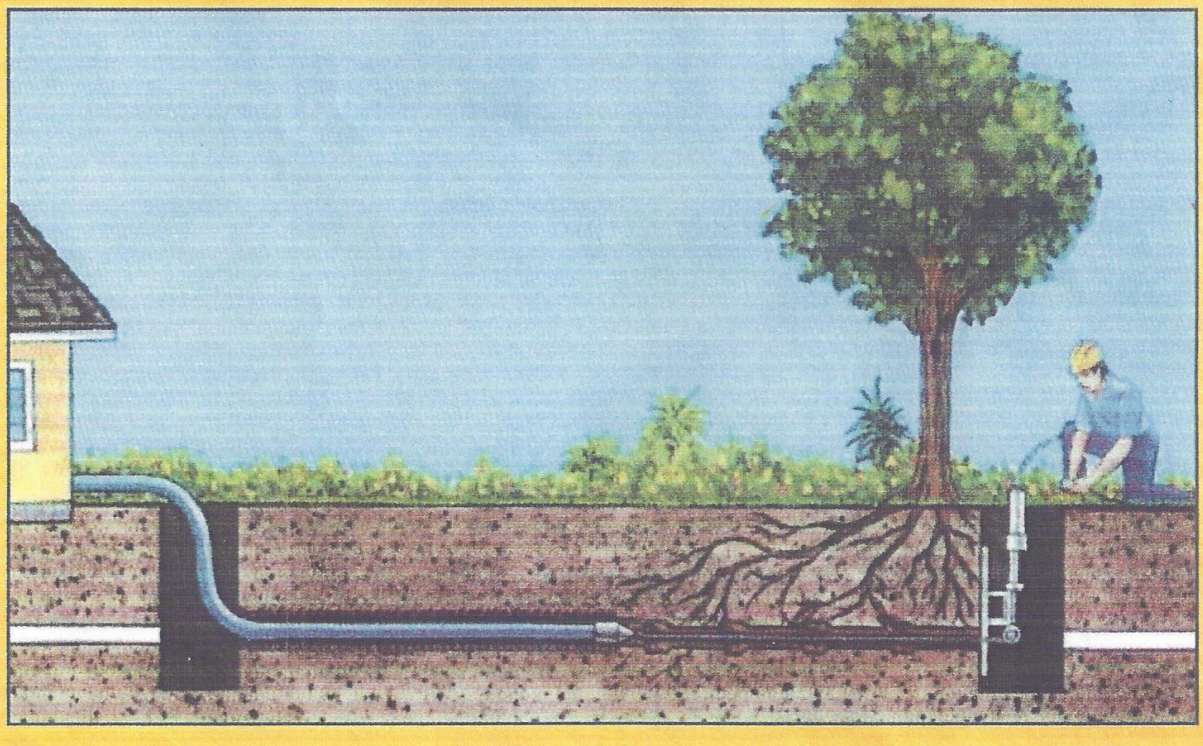

90% of our Business is by referral

510-223-8205

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EL SOBRANTE CHAMBER OF COMMERCE
MEMBERSHIP APPLICATION FORM

Business Name _____ Date _____
Representative _____
Resident's Name _____
Address _____
City/Town _____ Zip _____
Phone _____ Fax _____
Email Address _____ Cell: _____
New Renewal Year Joined Chamber: _____

Do you wish to appear on published mailing lists? YES NO
Would you like to serve on a committee? YES NO

I would like to include my "Ad" in the ABOUT TOWN Newsletter

Please Include my:

Business Card Ad	Art Included
1/4 Page Ad	Art to be sent
1/2 Page Ad	Use Previous Artwork
Full Page Ad	

MEMBERSHIP DUES
Paid annually as follows:

Business	$ 90.00
(Over 10 employees)	$115.00
In-Home business	$ 80.00
Non-Profit Organization	$ 80.00
Resident	$ 40.00

Membership Dues	$_____
Advertising Fee	$_____
Donation for Beautification	$ _____
Scholarship Fund	$_____
Total Enclosed	$_____

ADVERTISING FEES
Per Issue

Business Card	$ 10.00
1/4 Page	$ 40.00
1/2 Page	$ 55.00
Full Page	$ 70.00

Yearly (12 issues)

Business Card Size	$ 70.00
1/4 Page	$135.00
1/2 Page	$185.00
Full Page	$235.00

COMPLETE FORM AND RETURN WITH CHECK TO:

El Sobrante Chamber of Commerce
3769 B San Pablo Dam Road • El Sobrante, CA 94803
A great way to promote your business • A good source for business Networking • Mixers & Special Events

El Sobrante Chamber of Commerce Members

Allstate Insurance Company	Richard Smith	**Planchon Roofing**	Doug Planchon
Ameriprise Financial Services	Mark A. Porter	**Plumbing Express**	Cathy Brazil
Beadiful Beads by Bobbie	Bobbie Squellati	Premier Designers Jewelry	Dawn Biocca
Battaglia Consultant Services		Rancho Sports Bar	Richard Oliver, Adam Oliver
Bill's Underground	Bill & Donna Schupp	**Republic Services**	Bielle Moore
Boys & Girls Clubs of Contra Costa	Lorna Padia Markus	**Rixen Chiropractic**	Dr. Daniel Rixen
Burgess-Allard Family	K. Schminke	**Rotary Club of El Sobrante**	Randy Stevenson
Canyon Swim School	Fred Brown	**Security Public Storage**	Melissa & Enrique Serrano
Castle Rock Wealth Mgmt	Bob Davis	Shirley & Bob Sharp	Independent Realtors
Chapel of the Mission Bells	Larry Cyr	**Signs by Scott**	Scott Erwin
Cloverfield Organic Farm	Susan Abernathy	**SPAWNERS**	Helen Fitanides
EBMUD	Sharla Sullivan	St. Paul School	Natalie Lenz-Acuma
El Sobrante Town Garage	Mark & Katrina Croda	State Farm Insurance	Sonny Randhawa
El Sobrante Wheel & Brake	Lyle Miller	The Journey Church	William DaVis
Farmers Insurance	Jim Cowen	**US Financial Mortgage**	Nicole Donn
Fisk Termite Control	Robert C. Sibley	**Vegan 'N Chicken**	Shabaz Abbasi
Four Fools Winery	Mark Grisham	**Wadsworth Glass*	Veronica Jerge
Godfathers Limousine Service	Tony Raffanelli	West County Wastewater District	Marla Sena
J & A Market	Ranjeet B. Prasad	**Wilson & Kratzer**	Kim Welch
Jim Cowen Insurance	Jim Cowen	**Windermere Rowland Realty**	Scott Tuffnell
Lakeridge Athletic Club	Bruce Thomas	Maurice Abraham	Resident
Lee's Acupuncture	Dr. Andrew J. Lee	Dawn Biocca	Resident
Little Wishes Spa	Karla	Arnold E. Bolton	Resident
Lucy's Coin & Jewelry Pawn	Adam Gross	Martha Booz	Resident
Lynden & Company	Thomas Lynden	Marie & Nick Carayanis	Residents
MCE Clean Energy	Sandra Zelaya, Kalicia Pivirotto	John S. Koepke	Resident
Michael Pejza Insurance	Michael Pejza	Lorna Padla Marcus	Resident
Mike's Appliances	Mike Murphy	Susan & Dick McCloskey	Residents
Mechanics Bank	Michael Frith	Lillian Nardi	Resident
Morgan Properties	Aubrey Morgan	Barbara Pendergrass	Resident
Mr. Fixit Handyman Construction	Carlyle Garrick	Beverly Wallace	Resident
Nerd Crossing	Jim Hammack	Ruth Williams Rockey	Residen
On-site Health Care Services	Leesa Latimerr	Shirley Rosenthal Winston	Resident
Oliver's Ace Hardware	Richard Oliver	Debbie Wold	Resident

Ad Sponsors

El Sobrante Chamber of Commerce
About Town Newsletter
October 2018

THE EL SOBRANTE CHAMBER OF COMMERCE
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