
Serving the El Sobrante Business Community Since 1957



About Town

The El Sobrante Chamber of Commerce Monthly Newsletter

FEBRUARY 2021

President's Message

I hope all are as well as can be expected with all that's going on in our lives. We are all hopeful 2021 will bring better times and healthier lives to us all and we look forward especially the re-opening of our local businesses. Stay strong and carry on!

Thank you, Mark Croda President
El Sobrante Chamber of Commerce

2021 Chamber of Commerce Officers & Directors

President: Mark Croda, Owner, Master Mechanic, Restoration Auto Body
Vice-President: Tom Lang, Resident, ESMAC Board
Treasurer: Su Li, Lynden & Company
Secretary: Beverly Wallace, Resident

Directors:

Karla Amador, Diaz, Little Wishes Spa
Y'Anad Burrell, Resident
Marie Carayanis, Membership Chair
Jim Cowen, Farmers Insurance
Bob Davis, Castle Rock Wealth
Management
Nicole Donn, US Financial Mortgage
Lending

Susan McCloskey, Resident
Sonny Randhawa, State Farm
Insurance Agent
Bob Sharp, Resident
Scott Tuffnell, Windermere Rowland
Realty
Judy Ward, SPAWNERS

Martha Booz, Newsletter Editor and Website Manager

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2021 CHAMBER BOARD MEETINGS—By ZOOM

Board meetings are usually held on the first Monday of every month at 5:15 pm. **We are meeting by Zoom during the pandemic.** All are welcome to attend by Zoom. Contact the Editor at mlbooz@calnatives.com to receive information on how to attend Zoom meetings. The 2021 meetings are scheduled to be held on the dates below:

January 4	February 1	March 1	April 5
May 3	June 7	July 12	August 2
September 13	October 4	November 1	December 6

BANKRUPTCY



STOP CREDITOR HARASSMENT,
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We are a debt relief agency as defined by the US Congress. When appropriate, we will assist by filing bankruptcy.

Mixer Calendar

DATE	LOCATION
MIXERS HAVE BEEN CANCELLED UNTIL FURTHER NOTICE DUE TO THE COVID-19 PANDEMIC	PLEASE STAY SAFE, PRACTICE SOCIAL DISTANCING AND WEAR A FACEMASK WHENEVER YOU LEAVE YOUR HOME



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CHAMBER STILL HOSTING BUSINESS VIDEOS FOR FREE

In an effort to support our business community, the El Sobrante Chamber of Commerce is offering to host videos promoting your place of business. We are asking that you shoot a quick video, using your cell phone camera or a video camera, which describes your business and what you offer. We ask that this video be approximately one minute long, and follow the guidelines provided below. As an example, here is a video shot by Chicago's Pizza With a Twist, which we are now hosting on the Chamber website (scroll down to the middle of the page): <https://www.elsobrantechamber.com/>

Please feel free to send your video to my email address below and we will get your video online as soon as possible. If you have any questions, or would like some help with your video, please let me know by calling my cell number below.

Thomas Lang

Chair, El Sobrante Municipal Advisory Committee

Co-Chair, El Sobrante Stroll Committee, El Sobrante Chamber of Commerce

email: tlangesmac.cc@gmail.com

mobile: 510-364-5131

Guidelines for making videos from your phone:

- Landscape mode, not portrait (hold the phone or camera sideways)
- Have a product, logo or storefront in the shot
- Make sure there isn't a lot of noise in the background
- The light should be coming from in front to illuminate the face of the presenter
- The camera/cameraperson shouldn't be directly in front, which can cause a shadow on the presenter

Suggested Script:

Hi, I am <name>, and I am <title such as owner or manager> of <restaurant>. We

want to let you all know that we're still available through pick-up and delivery. Feel free to call in your order at <phone number> for pickup or use a delivery service <ubereats/doordash/grubhub, whichever you work with> to have your order delivered. We specialize in <fill in type of food> cuisine. We hope you're all safe and doing well, and we can't wait to see you in our restaurant when this is over. If you have any questions, you can call us at our phone number <xxx-xxx-xxxx>. We are practicing all safety protocols to protect our customers and staff, including masks, gloves, and distancing.



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Enrique Serrano
Onsite Manager

office **510-222-1893**
sanpablo@securitypublicstorage.com


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Mark Porter, CRPC® Private Wealth Advisor Vice President	Porter, Porter & Associates A financial advisory practice of Ameriprise Financial Services, Inc. 353 Sacramento St Suite 2300 San Francisco, CA 94111-3685 T: 415.743.9886 mark.a.porter@ampf.com ameripriseadvisors.com/mark.a.porter
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In Memorium



LOIS HELEN SEABOLT BOYLE
AUGUST 11, 1933 – DECEMBER 24, 2020

Lois Helen Seabolt Boyle was the tenth of 12 children born to Alfred Lafayette Seabolt and Beulah Cornelia Shakelford Seabolt. Lois was born in Muldrow, OK., on August 11, 1933, and died at the age of 87 in Richmond, CA., December 24, 2020. She was happy and content with her family by her side the entire way. She was predeceased by her husband George Stanley Boyle "Stan," her son James Boyle, and her 10 siblings, Alfa Caldonia, Beulah Valeria, Flossie Elizabeth, Alfred Lafayette, Mildred Fern, Henry Pickens, James Marion, Joyce Vernon, Vivian Roberta, and Abe Franklin.

She was a writer, a poet, a singer, and dancer. However, family came first. She planned yearly gatherings with everyone to try and wrangle in those that could not make it to the customary holidays. She loved to cook and have her grandchildren help with the cooking. She enjoyed having everyone over for dinner, with games and singing while she played the piano. She loved to decorate for each occasion. Christmas decorations were mostly nutcrackers.

Lois was a loving mother to her five talented children: Susan Boyle Amacker Dodge (Rod Dodge), James Boyle (deceased), Edward Boyle (Denise Boyle), David Boyle, and Catherine Boyle Leavitt (Jim Leavitt). Bringing her additional blessings, she exuberantly took into her caring embrace her grandchildren: Matthew Amacker (Roxanne Sapp Amacker), Robert Amacker, and Diana Amacker Lloyd (Jason Lloyd), Nathan Hatfield, Erin Boyle, Dylan Boyle, and Bronson and Bryce Boyle. Adding to her treasured family were her beloved great-grandchildren: Cole and Grant Amacker, and Cormac and Melody Lloyd. In addition to her family she was blessed with Richard Arnold her constant, devoted friend, and companion whom she met on the SS Red Oak Victory.

Lois did not have the easiest life growing up, but made the best of it. She was not one to shy away from hard times, due to her Seabolt heritage, and her Cherokee Indian ancestry. Lois' great-grandmother was Annie Crying Bear, a full-blooded Cherokee. Her ancestors survived the tragic "Trail of Tears", and resettled in Oklahoma. They passed down their strength and determination, giving Lois a good base to make it anywhere. In the 30s, during the great depression and the dust bowl, her parents loaded up the 1929 Dodge Roadster, along with 2 adults and 10 children, and relocated from Muldrow, Oklahoma to Brawley, California in 1935.

Lois was Valedictorian at Brawley Union High School, and held a Life Membership in the California Scholarship Federation. After a couple years at San Diego State University, she met and married her husband, Stan. They moved to the San Francisco Bay Area, and eventually settled in Richmond, CA. in 1955. She eventually went back to school for a Bachelor's degree in Public Administration and Urban Planning, followed by a Master's degree In Public Administration. She started several businesses. Additionally, she was President of the Richmond Exchange Club, and was Richmond Museum Association President for 30 years. Members of the El Sobrante Chamber worked with her on several of her community projects. Lois had countless other involvements including serving multiple terms as PTA president at the schools her children. She was tireless.

In a long succession of achievements that promoted history and culture, she helped create the East Bay Center for the Performing Arts, a new YMCA, and successfully lobbied to establish the Rosie the Riveter WWII Home Front National Historical Park in Richmond. She believed history's primary importance is informing people about the present. "History has always been a tangential love,"- Lois

Lois was a strong and an incredible woman. A beautiful soul, full of caring, passion, laughter, and love. Everything she did was out of love. She lived a full and eventful life and she couldn't have been happier or more proud. We are all graced to have been a part of her life. God blessed her. She will live on through her deeds, her friends, and her family. Her last words uttered before she passed were, "I love you."

By Robert Amacker

The Mortgage Market Update

We had great plans to have a series of webinars about down payment assistance programs, as there are some great programs out there. We still want to do that, but it's been BUSY and we've been occupied with processing loans rather than developing the webinars. Hopefully by next month, we will have the webinar materials completed. A lot of programs that were discontinued during the pandemic are coming back to life, including a loan for people with ITINs, a loan for self-employed people using bank statements rather than tax returns to qualify and the aforementioned down payment assistance programs.

Rates on regular loans are super low and we are saving a lot of people a ton on money by helping them refinance and also helping people get preapproved to purchase. We welcome your calls and emails anytime.

Nicole Donn

Branch Manager

NMLS#246511



4973 Appian Way
El Sobrante, CA 94803
510-758-3035
510-758-7340 fax
Hablo Español



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



PUBLIC MEETING

TUESDAY FEB 23, 6PM

Join SPAWNERS for a virtual talk!

Theresa Halula will speak about mushroom ecology in the East Bay, and how these fungi fit into the dynamic forest ecosystem.

For meeting link, please fill out the form below. The link will be sent to the list of respondents several days prior to the talk: <https://forms.gle/Psephx5oPuckU3Zk6>

www.spawners.org - 510-665-3538 - helen@thewatershedproject.org

Beware of COVID-19 Vaccine Scams

How to recognize scams and what to do about it

Unfortunately, we are becoming more aware of vaccine scammers trying to take advantage of vulnerable people during the pandemic. Common scams include fraudulent businesses or people offering to sell COVID-19 vaccines through the internet, emails, phone calls or even home visits. Seniors or older adults are often targeted, with scammers preying on their fear of the virus.

Scams can be avoided! Here are some tips for recognizing scams, and information on how to report them. Please help keep an eye out for anyone you know who is vulnerable and share this information.

- COVID-19 vaccines are free. Be suspicious of anyone selling vaccines or charging for vaccination.
- You can't pay to get on a vaccine list or to get early access. These offers are scams.
- To get vaccinated, work only with your familiar, trusted medical provider. Do not order or sign-up for a vaccine advertised on an websites or from any emails that aren't your familiar provider. Do not give your Medicare number, social security number, credit card or bank account information to anyone offering to help you get a vaccination.
- Medicare will never call you asking for your Medicare or Social Security number.
- Beware of anyone unfamiliar offering you **any other** COVID-19 related treatments, medicines, contact tracing services, hospice care or other services or products. Work only with your familiar trusted medical provider.
- If you are an undocumented resident, beware of anyone calling emailing or reaching out to say they can get you a vaccine for payment. Legitimate vaccines are free for people of any immigration or health insurance status.
- Be wary of organizations calling or emailing you asking for donations for victims of COVID-19, even if they have legitimate sounding names. Check all organizations on [Charity Navigator](#), which has an easy online tool that reviews charities. If you are confused by any offers related to COVID-19, do not take any action! Hang up the phone. Shut the door. Don't answer the email. Reach out to a friend or family member if you feel you need help understanding the communication.

Report scams to the California Senior Medicare Patrol (SM at 1-855-613-7080. Suspicious offers or solicitations should also be reported the Contra Costa District Attorney's Consumer Fraud hotline, by calling (925) 957-8608, or emailing [DA- ReportFraud@contracostada.org](mailto:DA-ReportFraud@contracostada.org)

Click [here](#) for excellent information on vaccine fraud from the California Senior Medicare Patrol, a grant-funded national organization staffed by many volunteers that is taking the lead on fighting COVID-19 scams and the elderly.

COVID-19 VACCINE SCAMS

- » You likely will not need to pay anything out of pocket to get the vaccine during this public health emergency.
- » You cannot pay to put your name on a list to get the vaccine.
- » You cannot pay to get early access to the vaccine.
- » No one from Medicare or the Health Department will contact you.
- » No one from a vaccine distribution site or health care payer, like a private insurance company, will call you asking for your Social Security number or your credit card or bank account information to sign you up to get the vaccine.

Check with your health care provider before paying for or receiving any COVID-19-related treatment.

**Report fraud:
855-613-7080**



This project was supported, in part, by grant 90MPPG0019-01-00 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20001.

More information: <https://www.coronavirus.cchealth.org/>

John Gioia, Supervisor, First District, Contra Costa County

BENEFITS OF JOINING THE EL SOBRANTE CHAMBER OF COMMERCE

1. **El Sobrante Chamber Members get their own page on our website.** This page displays your logo, photos, and text with keywords for Search Engine Optimization (so you are found at the top in Google searches, aka SEO), a map to your location, links to your website and social media, and videos.
2. **Members are promoted on our social media accounts.** We will post about your sales, events, services, and anything else you would like us to promote.
3. **Members are promoted through our print and digital newsletters** that are sent out once a month.
4. **Members have monthly opportunities** to meet other community members and business leaders at our popular mixers, which resume after the pandemic is over.

5. **Members receive a generous welcome package** with gifts and coupons from other Chamber Members.
6. **The El Sobrante Chamber provides an abundance of resources** about our local community.
7. **Members are offered discounted booth spaces at our annual El Sobrante Stroll**, which is attended by approximately 25,000 people per year. The Stroll will also resume next year.
8. **The El Sobrante Chamber offers multiple workshops per year**, in which experts discuss topics that are helpful to business owners and their employees. Upcoming workshops include presentations on SEO, taxes, insurance, social media marketing, and more.
9. **Members often receive special discounts** from other Members' businesses.
10. **Current members in good standing receive a \$10 credit** towards future dues for each new member they refer who joins the Chamber.

MEMBERSHIP COMMITTEE REPORT

This year, due to the COVID-19 pandemic, the Chamber is offering a 50% discount to businesses who have been economically affected by the pandemic. Our Membership Application is included in this issue for your convenience.

The Chamber, as a business, understands the financial impact on our local businesses and community and we are encouraging all businesses to join in supporting each other. Your membership will keep all of us viable during 2021. We thank all members who have renewed their membership this year.

Since all of our scheduled meetings, mixers and community events have been postponed, due to the pandemic, and until it is safe to gather, we invite you to visit our Chamber's website at www.elsobrantechamber.com. We are holding Zoom Board meetings on the first Monday of each month and if you would like to join us, please contact our President, Mark Croda, email address: crodacobra@gmail.com.

Our MASKS MATTER PROJECT has distributed hundreds of free face masks and the project is ongoing. Masks are available at the El Sobrante Library, 4191 Appian Way. A special Thank You to Eleanor Nelson, a vendor from our Annual Hometown Holiday Faire, for making and donating these one-of-a kind face masks.



El Sobrante
CHAMBER OF COMMERCE

MEMBERSHIP APPLICATION FORM

Business Name _____ Date _____

Representative _____

Resident's Name _____

Address _____

City, State _____ Zip _____

Phone _____ Fax _____

Email Address _____ Cell _____

New- Referred by _____

Renewal- year first joined _____

Do you wish to appear on published mailing lists? yes no

Would you like to serve on a committee? yes no

MEMBERSHIP DUES

ADVERTISING FEES

[Membership period February 1 through January 31 of following year, prorated only after August 31]

Paid annually as follows:

Business	<input type="checkbox"/> \$150
[over 10 employees]	<input type="checkbox"/> \$200
In-Home Business	<input type="checkbox"/> \$100
Non-Profit Organization	<input type="checkbox"/> \$100
Resident	<input type="checkbox"/> \$ 40

Newsletter	
Full Page	- per issue <input type="checkbox"/> \$100
	- full year <input type="checkbox"/> \$600*
Half Page	- full year <input type="checkbox"/> \$350*
Qtr. Page	- full year <input type="checkbox"/> \$200*
Business card, full year	<input type="checkbox"/> \$100

MEMBERSHIP DUES \$ _____

Pandemic Relief Disc 50% \$ - _____

ADVERTISING FEES \$ _____

DONATIONS:

 Beautification \$ _____

 Scholarship \$ _____

TOTAL ENCLOSED \$ _____

Complimentary website AD included for 2021

ADVERTISING ART:

INCLUDED WITHIN

TO BE SENT SEPARATELY

USE PREVIOUS ART

JOIN/RENEW online at elsobrantechamber.com

or

COMPLETE FORM and RETURN WITH CHECK TO:

EI Sobrante Chamber of Commerce

4460 Fieldcrest Dr.

EI Sobrante, CA 94803

ATTN: Membership

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Rotary Club of El Sobrante
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For more information or to visit a club meeting:
Contact Larry Gebelein at (510) 222-3261

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To protect your family, you need to protect your business.

When a difficult tax issue arises, you consult a tax professional. For a legal issue, you turn to a trusted law professional. It's the same when it comes to insurance.

Having the proper insurance program is critical. Why trust those crucial decisions to chance? You need a Business Insurance Professional. That's where Jim Cowen can help. He is one of West County's leading commercial and business agents. Helping small business owners like you isn't his job; it's his commitment.

Before you renew you owe it to yourself to call Jim. You'll be glad you did.

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- o Home
- o Auto
- o Umbrellas



Jim Cowen

5341 Valley View Rd
El Sobrante, CA 94803
Office at Valley View & Dam Rd

510-222-7890

Fax 707-922-2313
Email: Jim.Cowen@JimCowen.com
www.JimCowen.com
Ca Lic 0C88476

Sponsors of El Sobrante Business Guide

The following businesses supported our Guide to Shopping, Dining and Service in El Sobrante:

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
Boys & Girls Clubs of Contra Costa, Serving El Sobrante, Pinole, San Pablo & Martinez
Nicole Donn, US Financial Mortgage Lending

The Guide is available on our web site, the Chamber office and at many businesses.

<https://www.elsobrantechamber.com/resources/business-directory/>

The March issue of ABOUT TOWN will be published by March 1, 2021.

Ads or articles must be submitted not later than 5:30pm on Thursday, February 25, 2021 to guarantee inclusion in the publication. Written pieces must be sent in WORD format, art should be a JPEG or GIF file. Send your submissions for consideration to mlbooz@calnatives.com

The newsletter's editorial committee has final determination on all newsletter content.



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Monthly Community Meetings MANY CANCELLED DURING PANDEMIC

El Sobrante Chamber of Commerce Board Meeting

Meetings on the 1st Monday of the Month @ 5:15 pm, by Zoom. To attend, please contact the Editor, Martha Booz, at mlbooz@calnatives.com <http://www.elsobrantechamber.com> / Office: 510-223-0757 info@elsobrantechamber.com

El Sobrante Chamber of Commerce Mixers--Cancelled

Cancelled because of the COVID-19 Pandemic.

El Sobrante Municipal Advisory Council (MAC)

Meets 2nd Wednesday of the Month @ 7:00 pm by Zoom. Please contact James Lyons at james.lyons@bos.cccounty.us to be added to his email meeting notification list. <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)

No meeting or group work because of the pandemic. For information contact helen@thewatershedproject.org

C4AGES (Citizens for a Greener El Sobrante) Meets 3rd Wednesday of the Month @ 7:00 pm. See

<http://www.greenelsobrante.org> For further information contact Kim Hazard at hazardousme@gmail.com. No activities at this time due to the pandemic.

Richmond Elks Lodge is holding virtual dinners the 3rd Friday of every month, by Zoom, from 6 pm – 9 pm. Please contact Jim Cowen, at jimcowen@yahoo.com for information and to be added to the meeting distribution email.

El Sobrante Chamber of Commerce Members

Business Name	Contact	Business Name	Contact
Alameda-Contra Costa Transit	Ryan Lau	**Republic Services**	Bielle Moore
Alpha Tax Service	John G. Kelso EA	Restoration Auto Body	Mark Croda
Porter, Ritchie & Associates	Mark Porter	Richard Smith Allstate Insurance	Richard Smith
Ameriprise Financial Services			
Bill's Underground	Bill & Donna Schupp	**Rotary Club of El Sobrante**	Ruth Williams Rockey
Boys & Girls Clubs of Contra Costa	Lorna Padia Markus	**Security Public Storage**	Melissa & Enrique Serrano
Burgess-Allard Group LLC	Karlen Allard-Schminke	**SPAWNERS**	Judy Ward
Canyon Swim School—Closed for 2020	Fred Brown	State Farm Insurance	Sonny Randhawa
Castle Rock Wealth Management	Bob Davis	**Sewer Connection**	Cathy Brazil
Cloverfield Organic Farm	Susan Abernathy	The Noodle House	Miguel Gallegos
Educational Services Plus	Shirley Rosenthal Winston	The Pedaler Bike Shop	Jeff Jerge
East Bay Municipal Utility District	Sharla Sullivan	**US Financial Mortgage**	Nicole Donn
El Sobrante Historical Society	Don Bastin	**Vegan `N Chicken**	Shabaz Abbasi
El Sobrante Wheel and Brake	Lyle Miller	Wadsworth Glass	Veronica Jerge
Farmers Insurance Agency	Jim Cowen	Waldorf Realty	Kamal Randhawa
Godfathers Limousine Service	Tony Raffanelli	West Contra Costa Meals on Wheels	Rod Chiuu, Denise Quiros
J&A Market	Ranjeet B. Prasad	West County Wastewater District	Marla Sena
Law Office of Jennifer Tuffnell	Jenny Tuffnell	Wilson & Kratzer Mortuary	Jim Welch
Lil' Frog Creations	Tarah Ornelas	**Windermere Rowland Realty**	Scott Tuffnell
Little Wishes Spa	Karla Amador-Daza	Resident	Martha Booz
Lucy's Coin & Jewelry Pawn	Adam Gross	Resident	Y'Anad Burrell
Lynden & Company	Thomas Lynden	Residents	Marie & Nick Carayanis
Mauri Concrete Construction Co., Inc	Christina Mauri	Resident	Sarah Dunham
MCE Clean Energy	Sandra Zelaya, Kalicia Pivrotto	Resident	John S. Koepke
Mechanics Bank	Michael Frith	Resident	Thomas Lang
Michael Pejza Insurance	Michael Pejza	Resident	Su Li
Moose Lodge	Larry Jordan	Residents	Susan & Dick McCloskey
Nerd Crossing	Jim Hammack	Resident	Lillian Nardi
Oliver's Hardware	Richard Oliver	Resident	Lorna Padia Markus
Planchon Roofing	Doug Planchon	Resident	Shirley Sharp
Plumbing Express	Cathy Brazil	Resident	Bob Sharp
Premier Designs Jewelry	Dawn Biocca	Resident	Beverly Wallace
Rancho Saloon	Scott McFadin	Resident	Debbie Wold

Ad Sponsors

Your name isn't in the paid member table? We prorate from February, when our fiscal year is up. Please see 2021 membership application in this issue on page 12.

El Sobrante Chamber of Commerce
About Town Newsletter
February 2021



THE EL SOBRANTE CHAMBER OF COMMERCE

www.ElSobranteChamber.com

3769 – B San Pablo Dam Road

El Sobrante, CA 94803

Office: 510-223-0757