

About Town

The El Sobrante Chamber of Commerce Monthly Newsletter

Serving the El Sobrante Business Community Since 1957

President's Message

In September we held our flagship event, the 30th Annual El Sobrante Stroll. This year's theme was "El Sobrante, the Pearl of the Easy Bay" as pearls are representative of a 30th anniversary. There was a parade featuring some classic cars, several marching bands from all the local high schools, a classic car show, bicycle stunt show, live music, food and merchandise vendors and perfect weather, not too hot or too cold, and not too windy.

The week after the Stroll, on the fourth Sunday, the Annual El Sobrante Pride event took place. It was a family-friendly event at Cheese Park, featuring a petting zoo, face painting, food truck, merchant booths and great entertainment, including world famous DJ Page Hodel and vocalist Jeanie Tracy. This year it was even better than the first as we had more food options and parking at nearby Valley View Elementary school.

In October, we are excited to have our first ever Restaurant Week. We're starting small this year, as we have two restaurateurs (let's hear it for Lorna of PJ's and Rajdeep of Mountain Mike's) on our Board who are organizing this great event where local restaurants will be offering discounts so you can try their specialties. We expect to involve more restaurants in El Sobrante next year.

We are going to do a ribbon cutting to celebrate the first anniversary of Orantes Beauty Salon on October 15th and we are very much looking forward to our Sunrise Networking Breakfast at the El Sobrante Library on the 23rd, where we

by Nicole Donn

will host a speaker from Chevron who will update us on changes we can expect in our community. These two events are free, so come on out.

As we transition into the final quarter of 2025, I am reminded of the strength and resilience that define our El Sobrante business community. Together, we have navigated challenges and celebrated successes, always with a spirit of collaboration and innovation.

Over the past few months, our Chamber has been hard at work organizing events, fostering new partnerships, and advocating for the needs of our local businesses. Our recent networking mixers have brought together entrepreneurs from all corners of West Contra Costa and beyond, offering fresh opportunities to learn, collaborate, and grow. I want to thank everyone who participated and contributed to the lively discussions and positive energy at these events.

I encourage you to stay engaged—attend our events, participate in our programs, and share your ideas with us. The Chamber is here to serve you, and your feedback is essential as we chart our course for the months ahead. Let's continue to strengthen our connections and build a vibrant, thriving El Sobrante together.

Thank you for your ongoing support and commitment to our community. If you have any questions or suggestions, please reach out to me or any member of the Chamber Board. Together, we can accomplish great things.

THANK YOU TO THIS YEAR'S STROLL SPONSORS



THE
ARTIST
TREE



WEST COUNTY
WASTEWATER



And to these T-Shirt sponsors:

Ameriprise	BB's Laundromat	Coldwell Banker
Jay Vee Liquors	Jim Cowen Insurance	Little Big Equipment
Maria's Bakery	Oliver's Hardware	PJ's Restaurant
Rixen Chiropractic	Sam's Doghouse	Security Pacific
Tuffnell & Associates	U.S. Financial Mortgage Lending	

Board Meeting Schedule

Board meetings are typically held on the first Monday of every month at 5:30 pm. In person at the Chamber office. The 2025 meetings are scheduled to be held on the dates below:

January 6	February 3	March 3	April 7
May 5	June 2	July 7	August 4
September 8	October 6	November 3	December 1

October Events

DATE	TIME	ORGANIZER	EVENT	LOCATION
Saturday October 4	10:00am - 2:00pm	Friends of the El Sobrante Library	FESL Book Sale	Fahden House EL Sobrante Library
October 12- October 28	All Day, each day	El Sobrante Chamber of Commerce	RESTAURANT WEEKS	participating restaurants See Website
Wednesday October 15	5:30pm - 6:30pm	El Sobrante Chamber of Commerce Orantes Beauty Salon	MIXER Ribbon Cutting	3831 San Pablo Dam Rd. El Sobrante
Saturday October 18	9:30am - Noon	SPAWNERS	Workday	Wilkie Creek Site
Saturday October 18	10:00am - NOON	Green Team	Workday	El Sobrante Library Parking Lot
Thursday October 23	8:30am - 9:45am	El Sobrante Chamber, Bay Front Chamber, Crockett Chamber	Sunrise Networking Breakfast	El Sobrante Library Community Room
Saturdays	10:00am - 4:00pm	El Sobrante Historical Society	Museum Open	Fahden House EL Sobrante Library
Sundays	10:00am - 2:00pm	Planting Justice	Farmers Market	5116 Sobrante Ave next to Good Table

Green Team 2024 Organization of the Year

The Green Team 94803 cleans up! Green Team 94803 invites you to our next monthly Third Saturday Cleanup (October 18, 10 am) at El Sobrante Library. We have the gear; you just need to be there! We also need help with maintaining the downtown planters and removing graffiti and stickers. Always fun and free! More at KeepElSobranteBeautiful.info, send an email to help out.

Keep El Sobrante Clean and Beautiful





Cloverfield Organic Farm

Cloverfield Organic Farm

The Cloverfield Organic Farm article is on the Cloverfield Organic Farm website at: <https://www.cloverfieldfarm.us/post/2024-october-farm-udpicking-and-events>

Signs By Scott

Engraving • UV Printing • Sublimation
Name Badges • Trophies • Awards
Banners • Promotional Items

Scott@SignsByScott-ca.com
www.SignsByScott-ca.com

510.701.3311

Time for a new home
for the holidays?

TUFFNELL & ASSOCIATES
REAL ESTATE

powered by UDW Holdings, Inc
CA DRE # 01957627 Ph 510-867-5821

BB's Laundromat

3741 San Pablo Dam Rd.
El Sobrante, CA 94803

bbslaundromat2.com



SPAWNERS

Come join us!

Planting Work Parties
Creek Clean Ups
Nature Walks
Water Quality Monitoring

Please contact us:
spawnners.elsobrante@gmail.com

Join us for weeding, removing debris, and planting (weather and supply dependent) at our Wilkie Creek Outdoor Classroom on Saturday, October 18th from 9:30 to noon. Meet us next to 4805 Santa Rita Road in Richmond, CA. Water and snacks will be provided-- please bring a reusable water bottle and wear sturdy shoes. All ages and abilities are welcome.



"The Mortgage Banker dedicated to making your homeownership dreams a reality"



Nicole Donn

CONTACT US:

(510) 758-3035

ndonn@gemcorp.com

<https://ndonn.gemcorp.com/>



- Purchase Money loans - FREE Preapprovals**
- Refinances -FREE analysis of your financial situation**
- Down payment assistance for first time and repeat buyers**
- Conventional/FHA/ VA/ USDA**
- Special loans for First Responders, Medical and Educational workers**
- Bilingual service in Spanish**

www.ppm4rent.com

PROFESSIONAL
PROPERTY MANAGEMENT
DRE#01902148

Diana Escobar Leasing Agent/Office Manager
DRE#01893367 Certified Property Management Master

5054 El Portal Drive, Suite #C
El Sobrante, CA 94803 510-758-5636 Main
descobar@ppm4rent.com 510-222-4400 Fax
Residential - Apartments - Condos - Commercial - Retail - Office



CALL - PLANCHON ROOFING 510-235-4056

BILL'S UNDERGROUND
Lic. #533042
FREE Estimates!
(510) 223-8205

- **In Business over 40 years**
- **Customer Service Our First Priority**
- **Video Camera Survey**
- **90% of our business is by referral**

Fax: 510-222-8168
E-mail: billsunderground@att.net

Business Hours:
Monday – Friday 8 a.m. to 5 p.m.

Visit our booth at the Stroll

Jenny Tuffnell
Consumer Bankruptcy Attorney

STOP Creditor Harassment
SAVE Home, Car, and more
REMOVE Wage garnishment, Bank Levies or Judgments
DISCHARGE Credit Cards, Utility Bills, Medical Bills, Old Tax Debts

Free Consultation
510-313-0290
jentuffnell@gmail.com

We are a Debt Relief Agency under the U.S. Bankruptcy Code. We help people file for bankruptcy relief.



Mark Porter, CRPC®
Private Wealth Advisor
Managing Director

Porter, Ritchie & Associates
A private wealth advisory practice
of Ameriprise Financial Services, LLC

415.743.9839
44 Montgomery St. Suite 3100
San Francisco, CA 94104
mark.a.porter@ampf.com
ameripriseadvisors.com/mark.a.porter



Meet your future *with confidence.*

Take the first step toward more peace of mind in retirement: with our exclusive *Confident Retirement®* approach. I'll help you understand how you can cover expenses, live the lifestyle you want, be prepared for the unexpected and leave a legacy. Call me today and learn how you can live more confidently today and tomorrow.

Not Federally Insured | No Financial Institution Guarantee | May Lose Value

CA Insurance #0D93357

The *Confident Retirement* approach is not a guarantee of future financial results. Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser.

© 2022 Ameriprise Financial, Inc. All rights reserved.



Do You Have A Business Insurance Professional?

You know your business. It relies heavily on your dedication and knowledge. And, your family relies on your business for income.

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.

- o Commercial
 - property
 - liability
 - auto/trucks
- o Work Comp
- o Blue Cross
- o Disability
- o AFLAC
- o Group Life

- o Home
- o Auto
- o Umbrellas

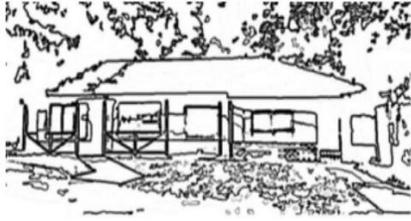


Jim Cowen

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



Friends of the El Sobrante Library
(FESL)

BOOK SALE

Saturday, October 4, 2025

Feature of the Month

Plant Now, Bloom Later

Prepare your garden for the first rains.



Members: 10 am - 2 pm,

General: Noon - 2 pm

Proceeds from book sales fund El Sobrante Library programs
New memberships for 2026 includes October thru December 2025.

health
markets.

Medicare | Health | Life | Supplemental | Dental | Vision



Approaching 65...or new
to Medicare and confused
by your options?
You are not alone.

Choosing the right Medicare coverage can be confusing with its alphabet soup of options. There is Original Medicare (Parts A and B), Medicare Supplement (Plans A-N), Prescription Drug Plan (Part D), Medicare Advantage Plan (Part C), and more.

How do you know what is the right choice for you?

Let's have a no cost to you, no obligation conversation, and I'll provide answers to your questions, and you'll learn about:

- ✓ The A, B, C's of Medicare
- ✓ How and when you can enroll
- ✓ What are supplements and how they help
- ✓ Extra Help with prescription drugs
- ✓ What is not covered by Medicare
- ✓ What are the options beyond Medicare

Call, message or email me to schedule an appointment and let me help you understand your options.

Steve Snyder

Licensed Insurance Agent
#OH79427

Call today for your
free consultation
(510) 599-4700

ssnyder@HealthMarkets.com
HealthMarkets.com/ssnyder
P.O. Box 381
Crockett, CA 94525



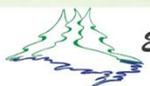
HealthMarkets Insurance Agency, Inc. is licensed as an insurance agency nationwide except in MA. Not all agents are licensed to sell all products. Service and product availability varies by state. Sales agents may be compensated based on enrollment. No obligation to enroll. ©2024 HealthMarkets 49584a-HV1-0824

October 12 - 28, 2025
[so great, just one week won't do]



**El Sobrante
Restaurant
Weeks**

Watch the Chamber website for details or sign up to receive direct email information along with our free monthly newsletter, About Town



El Sobrante
CHAMBER OF COMMERCE

elsobrantechamber.com

Unique Handmade Items

FREE Photos with Santa & Mrs. Claus
11 am - 2 pm

HOMETOWN HOLIDAY FAIR

10 AM - 4 PM Saturday, November 29, 2025
St. Callistus Catholic Church Hall
3580 San Pablo Dam Rd., El Sobrante

For more info:
elsobrantechamber.com
or
maricofces@yahoo.com

RAFFLE

Proceeds benefit the Chamber's Scholarship Fund

Special Thank You to the Stroll Committee & Volunteers

By Scott Tuffnell, Stroll Committee Chair

This year's Stroll was a great success for the community. I wish to convey my sincerest gratitude to the sponsors, shown on page two, whose financial support helped make the venue safe for visitors to walk in, as well as other guest services including the shuttle to parking spots and guest restrooms. As you can imagine, costs for traffic barriers and porta-potties have gone up, and our sponsors helped cover the costs for those visitors' comfort and safety systems. Thank you to the twenty T-shirt sponsors as their contributions allow us to charge a nominal sum for our limited-edition shirt. Thank you to Jeff Jerge and staff at the Pedaler Bike Shop for presenting the ever-popular Bike Show -always a crowd pleaser.

I also want to thank the volunteers who worked on the Stroll, either by serving on the Committee (that runs all year planning and organizing this one-day event) or putting in an hour (or nine!) on the day. Special thanks to Jim Cowen for organizing the road closure year after year (an amazing feat that keeps us all safe) and Gene Tapia who did double duty of organizing both the car show and the parade – including getting a helicopter fly over at the parade! Just one of these components takes many hours to organize

and execute – he's done them both for the last few years now, an amazing effort. Marie Carayanis has been the heart of the Stroll since the beginning by organizing the booths to make the vendors task of setting up smooth and the visitors enjoyment with the flow and variety of vendors on site. Marie also gets volunteers together to fold, sort and distribute the t-shirts every year – thanks to Susan McCloskey, Judy Ward, Catherine Werner and Dina Johnson for helping with that job. And of course, thank you to Ashok Attri, Bob Davis, Max Perez, Lorna Padia and all the other volunteers whose names I haven't got yet who served that day to set up facilities, service and take down the Chamber booths and other tasks as asked and needed. Finally, a special thanks to Tom Lang, the committee co-chair, who helped organize the Sheriff's Department and Search and Rescue presence, coordinate delivery of traffic barriers and the shuttle, and actually came up with this year's theme.

I am honored to recognize these members of the Committee and volunteers who all came together to make the Stroll the event of the year for our community. Thank you all for your generosity and service to our community.

2025 Q3

Thursday, October 23rd

quarterly
SUNRISE NETWORKING

PRESENTATION:

A representative from Chevron will discuss the company's future plans and the impact to fuel, small businesses and the local economy in general.

8:30 to 9:45am
El Sobrante Library
4191 Appian Way
El Sobrante

FREE EVENT
RSVP Eventbrite
Light Refreshments
Bring your business cards & your questions!

INFO: BayFrontChamber.com/our-events

HOSTED BY

BAY FRONT Chamber of Commerce
BAY FRONT CoC

CROCKETT CoC

EL SOBRANTE CoC

"It's what you learn after you know it all that counts."
-John Wooden

Parade Winners

- Outstanding School Spirit - Richmond H.S.
- Outstanding non-school Spirit - Girl Scouts
- Outstanding Marching Band - Hercules H.S.
- Outstanding Group Performance - Sikh Temple
- Special Judge's Award - The Green Team



El Sobrante Chamber of Commerce Board of Directors-2025

President – Nicole Donn – U.S. Financial Mortgage

Vice President – Judy Ward – S.P.A.W.N.E.R.S.

Treasurer – Lorna Padia-Markus , PJs Restaurant

Secretary – Bev Wallace – Senior Advocate – Contra Costa County

Director – Ashok Attri – Owner, Appian Express Mart & Gas

Director – Donnie Beeler – Sports Manager , Special Olympics of Northern California

Director – Marie Carayanis – Resident, retired local business owner

Director – Jim Cowen – Insurance Broker

Director - Jennifer (Jen) Duncan - Manager at the Artist Tree

Director – Ronnie Mills – District Coordinator, Office of County Supervisor John Gioia

Director - Max Perez – Owner, Little Big Construction Equipment Rental

Director – Harpreet Sandhu – Staff member at Congressman John Garamendi's Office

Director – Rajdeep Sidhu – Mountain Mike's Pizza – in the Raley's Shopping Center

Director – Bob Sharp – Commercial Property Owner

Director – Harry Weiner – Director at West County Wastewater District

**DEADLINE FOR THE November
NEWSLETTER IS FRIDAY, October 17.**



**3769-B San Pablo Dam Rd.
El Sobrante, CA 94803**

Individual Orders
20%
On all
Featured
Pizzas!



SCHOOL SPECIAL

LARGE 1 TOPPING
\$16.99
PLUS TAX
SPECIALTY \$8 MORE.
Depends on Types of pizzas

Dine-In, Pick Up or Delivery*

*Mention this coupon when ordering.
Only For SCHOOLS, Valid only at this
location below.

Call Today!
510-262-9000

3340 - L

San Pablo Dam Rd Dine-Today!

San Pablo

We Deliver All day

Vegan &
Gluten
Free
Options