

# About Town

The El Sobrante Chamber of Commerce Monthly Newsletter

*Serving the El Sobrante Business Community Since 1957*



You're invited to our

# HOLIDAY MIXER

**Wednesday, December 10, 2025**  
**5:30pm - 7:30pm**

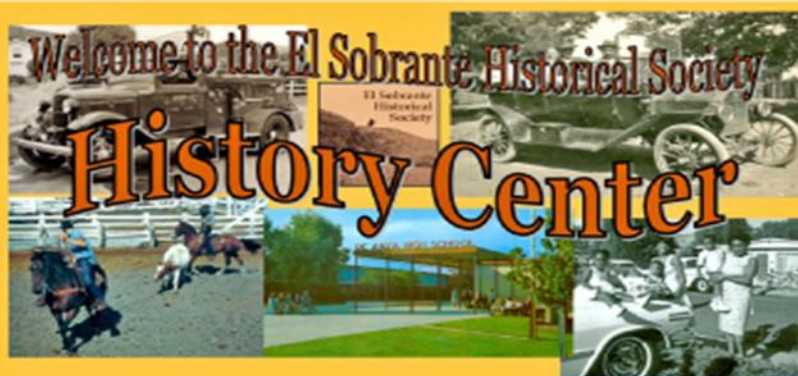
Enjoy appetizers and refreshments  
while you mix and mingle at

**Mechanics Bank**  
**3884 San Pablo Dam Road El Sobrante 94803**  
**Presented by The El Sobrante Chamber of Commerce**



AMT9076A

MEMBER FDIC



We are open Saturday, 10 am to 4 pm and by appointment. Contact us at:  
[eshistory@gmail.com](mailto:eshistory@gmail.com). Admission is free. Visit our website at:  
[elsobrantehistoricalsociety.com](http://elsobrantehistoricalsociety.com). Visit us on Facebook.

*Your ESHS History Center is located in the Fahden House, behind the El Sobrante Library. Open every Saturday, 10-4.*

*Consider giving the gift of History this Christmas. We have histories of El Sobrante and Richmond, written by the ESHS president, Donald Bastin.*

*Our board wishes you a very pleasant Holiday Season!*



## President's Message



In November, we celebrated two exciting Ribbon Cutting Ceremonies. First, we welcomed the Grand Opening of Wayshower Sanctuary, located at 435 Valley View Road.

Our second ribbon cutting marked the reopening of PJ's Restaurant, which we are delighted to welcome back—better than ever! The restaurant now features a bright, airy remodel, a world-class chef using fresh ingredients and authentic Italian recipes, and a full, friendly bar. Our monthly mixer, hosted by the Elks Club, did not disappoint. They served delicious veggie chili, hot dogs, and chocolate chip cookies, and there were plenty of great raffle prizes. A wonderful time was had by all.

We closed out the month with the always-enchancing Hometown Holiday Fair, where many of us enjoyed

## by Nicole Donn

shopping for unique handcrafted gifts and taking photos with Santa and Mrs. Claus.

Looking ahead, we are excited for the annual Holiday Mixer hosted by Mechanics Bank on December 10th. The food is always exquisite, the drinks festive, the tree beautiful, and there is usually wonderful entertainment. We also announce results of the election of the Board for 2026 and both Business and Citizen of the Year. Ballots in this newsletter can still be turned into the Chamber office by December 9.

Another major event this month is the much-anticipated Grand Opening of The Good Table Café and Planting Justice. We will celebrate with a ribbon cutting, and the public is invited to come see the inspiring work these organizations are doing. We expect to see an array of Planting Justice's beautiful plants and to sample some of The Good Table's delicious offerings.

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.

## 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 last board meeting for 2025 is on Monday, December 1. The first meeting in 2026, which will also be the last meeting of the current board of directors, will be Monday, January 6, 2026.



**US FINANCIAL Mortgage Lending**  
A Division of Golden Empire Mortgage, Inc.

**CONTACT US:**  
(510) 758-3035  
ndonn@gemcorp.com  
<https://ndonn.gemcorp.com/>

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

**Nicole Donn**

- 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

## December Events

Beginning in January- this grid will be reserved for member events – be sure to renew your membership to be included on the event website, newsletter and email publications.

DATE	TIME	ORGANIZER	EVENT	LOCATION
Friday Dec. 5	10:00am-4:00pm	Security Public Storage	Last Day Holiday Toy Drive	SPS Office 3415 San Pablo
Saturday Dec. 6	10:00am -2:00pm	Friends of the El Sobrante Library	FESL Book Sale	Fahden House El Sobrante Library
Wednesday Dec. 10	5:30pm - 7:30pm	ES Chamber Hosted by Mechanics Bank	Chamber Mixer	Mechanics Bank 3884 San Pablo Dam Rd
Saturday Dec. 20	9:30am-Noon	SPAWNERS	Workday	Wilkie Creek Site
Saturday Dec. 20	10:00am-Noon	Green Team 94803	Workday	El Sobrante Library Parking Lot
Saturdays (or by appt.)	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 (December 20, 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

Here is a link to our November farm update:

<https://www.cloverfieldfarm.us/post/december-2025-happenings-at-cloverfield-organic-farm>



**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

**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:

[spawners.elsobrante@gmail.com](mailto:spawners.elsobrante@gmail.com)

Join us for weeding, removing debris, and planting (weather and supply dependent) at our Wilkie Creek Outdoor Classroom on Saturday, December 20th 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.

**DEADLINE for the January 2026  
newsletter IS Thursday, Dec. 18<sup>th</sup>. Due  
to the holidays, no late submissions will be accepted.**



**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

www.ppm4rent.com



**CALL - PLANCHON ROOFING 510-235-4056**

**NOMINATION FOR CITIZEN OF THE YEAR 2025**

**NOMINEE NAME** \_\_\_\_\_

**YOUR NAME** \_\_\_\_\_

**YOUR CONTACT INFORMATION** \_\_\_\_\_

**REASON FOR NOMINATION:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NOMINATION FOR BUSINESS/ORGANIZATION OF THE YEAR 2025**

**NOMINEE NAME** \_\_\_\_\_

**YOUR NAME** \_\_\_\_\_

**YOUR CONTACT INFORMATION** \_\_\_\_\_

**REASON FOR NOMINATION:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Note:** Nominee does not have to be a paid member of the Chamber.

**Submit on or before December 9, 2025. Mail to: El Sobrante Chamber of Commerce,**

**Att: Nominating Committee, 3769-B San Pablo Dam Road, El Sobrante, Ca. 94803.**

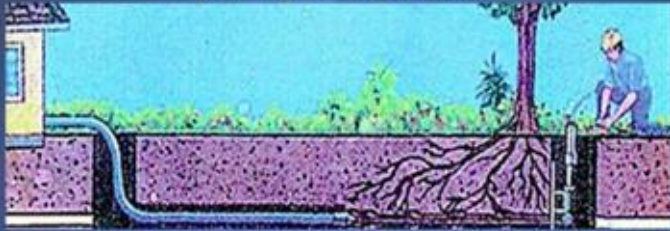
**PRINT OUT (or tear out) THIS BALLOT AND BRING TO THE MECHANICS BANK MIXER TO VOTE FOR YOUR CHOICE OF BUSINESS AND CITIZEN OF THE YEAR – SEE THE FIRST PAGE OF THIS NEWSLETTER FOR DETAILS ABOUT THE CHAMBER MIXER.**

## 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](mailto:billsunderground@att.net)

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

**Season's Greetings**

**TUFFNELL & ASSOCIATES**  
REAL ESTATE a division of UDW Holdings, Inc.  
510-867-5821 [scottTuffnell4RE@gmail.com](mailto:scottTuffnell4RE@gmail.com)  
CA DRE #01957627 NMLS# 2575467



**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](mailto:mark.a.porter@ampf.com)  
[ameripriseadvisors.com/mark.a.porter](http://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.



### 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](mailto:Jim.Cowen@JimCowen.com)

[www.JimCowen.com](http://www.JimCowen.com)

Ca Lic 0C88476

- 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



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

#0H79427

Call today for your

free consultation

**(510) 599-4700**

[ssnyder@HealthMarkets.com](mailto:ssnyder@HealthMarkets.com)

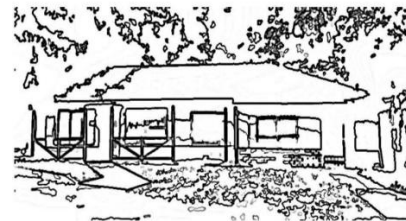
[HealthMarkets.com/ssnyder](http://HealthMarkets.com/ssnyder)

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-HIV-0824



**Friends of the El Sobrante Library  
(FESL)**

## BOOK SALE

**Saturday, December 6, 2025**

**Feature of the Month**

## Holiday Sale

**Great Books: Louis L'Amour collector's editions,  
Biographies, Christmas themed**

**Jam & Jellies**

**(Limited quantities)**

Have you considered a membership as a gift?

**Members: 10 am - 12 pm**

**General: Noon - 2 pm**

**Proceeds from book sales fund El Sobrante Library  
programs**





Grow Your Business, Increase Sales!

# Inova Now

Empowering Businesses for Global Competition

**DIGITAL MARKETING SERVICES**

- SEO
- Website Design
- Social Media Marketing & Management
- High Ranking in Google Searches
- All Marketing Tools
- More Brand Visibility to Grow Your Business

**20% OFF**  
WITH PRESENTATION OF THIS FLYER

(707) 430-2237  
alau@inovanow.net  
www.InovaNow.net

# BOOK A PARTY

**MOUNTAIN MIKE'S  
PIZZA**

# \$25 MEAL DEAL

1 LARGE PEPPERONI PIZZA  
20 GARLIC STICKS  
2-LITER SODA

3340-L SAN PABLO DAM ROAD  
SAN PABLO  
510-262-9000

**Order Now!**

3340-L SAN PABLO DAM ROAD SAN

THIS OFFER HAS BEEN LOADED TO YOUR ACCOUNT.  
VISIT THE REWARDS SECTION TO REDEEM.

## **Congratulations to Los Cerros Mexican Grill, proudly selected as the El Sobrante Chamber of Commerce Business of the Month for December!**

Since opening its doors in 1989, Los Cerros has been a true family success story. Founder Eduardo Guzman, inspired by his older brother, took a leap into the restaurant world with no prior experience in cooking or business. Determined to succeed, he enrolled in Contra Costa College's Culinary Arts program to master the craft, and along the way even taught himself banking principles. Today, Eduardo and his wife Gaby run the restaurant with warmth, passion, and a deep commitment to their customers.

More than just a place to eat, Los Cerros Mexican Grill is a community gathering spot. Local clubs hold monthly meetings in the banquet room, families celebrate milestones, and friends reconnect over authentic Mexican flavors. The Guzmans cherish the relationships they've built and love sharing their culture with every guest who walks through the door.

Recently, the restaurant underwent a beautiful remodel, including a new dining room and an inviting outdoor patio. They've also added a full espresso bar and a tempting selection of homemade pastries — don't miss the traditional churros!

Everything on the menu is made from scratch, right down to their famous flour tortillas, specially crafted for their sizzling fajita platters.

And just in time for the holidays: Los Cerros is waiving the banquet room fee for events booked this season — the perfect opportunity to host your family gathering, office party, or celebration!

Thank you, Eduardo, Gaby, and the entire Los Cerros family, for 35+ years of delicious food, heartfelt hospitality, and being a cornerstone of our community.



**Felicitades and happy holidays from all of us! 🍽️ 🌮 Los Cerros Mexican Grill  
— Where food meets family.**

## **THANK YOU to the 2025 Board of Directors:**

**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