



Union Street News

A Publication of the Union Street Association

December 1990

President's Message

Positive Efforts of Union Street Merchants

My letter in this year's first issue of the US News, asked "Are you ready for the retail challenge of the 90's?" I also wondered how many of our Cow Hollow merchants would still be here at the end of the year.

Unfortunately, we have seen over 43 of our merchants close their doors this year. Fortunately, we have also welcomed 32 new businesses. After a peak number of vacancies, it is great to see that most of our store fronts have new tenants. We welcome you and wish you much success!

If we, as individual small businesses — and Union/Fillmore as San Francisco's premier shopping and dining street — are to survive in the 90's, it will be more important for us all to join together in supporting programs that will insure our future.

Take a look at your Association's 1990 activities and accomplishments (See page 3). Not bad for a volunteer group which also has its own businesses and personal lives to run. While we were not

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Union Street Association Does Make a Difference

A complimentary description of Union Street's Merchant Association is reported in the September 1990 issue of the East Bay Guardian by a Tribune reporter, Jaqueline Cutler:

Speaking of the motif of Jack London Village stores in Oakland, Cutler comments, "Many of the shops, with hip cards and bath items, funky jewelry and imported designer dresses, are similar to the tony boutiques of San Francisco's Union Street." The article proceeds to ask

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FREE PARKING AT LOMBARD STREET GARAGE

The Association has successfully lobbied the Board of Supervisors to allow 1st hour free parking at the Lombard Street Garage which began the day after Thanksgiving and continues until the day after Christmas.

We urge you to tell your customers of this convenience. It is hoped that the garage will receive more exposure from this promotion and will be better utilized in the future.

Also, merchants, please be reminded to leave the metered parking spaces for customers! Arrange for alternative parking for your staff, otherwise the "Grinches" who continually feed meters will be cited!

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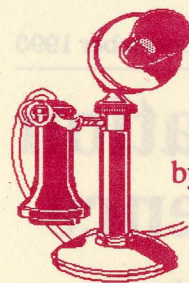
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MERCHANT WATCH PROGRAM IS IN PLACE



The emergency network designed by the USA for protecting your business is now in place. We encourage your staff to be aware of how it works and to insist on its use when necessary. Only by applying this system will we be able to avoid costly criminal activity in Cow Hollow.

Block captains delivered a package that included a card to be posted by the phone, a letter of explanation of the system, information and tips on how to better protect your place of business. We hope those of you who attended the special training meeting on Friday, November 16, 1990 at Prego found it beneficial and worthwhile.

The USA extends thanks to Tony Bullock of Sanuk for his time and energy in creating the network, and for the Crime Watch Committee, Nancy Wolf, An American Girl in Italy; Janice Lee (Chair); Dorothy J. Divack, Center of Excellence; Robin Henderson, Thursday's Child; Helen Postaer, O'Plume; Dr. Ricci Chan, D.D.S.; Erica Langer-Delmore, Flying Colors; and Nini Cohen, Basics, for their assistance.

We urge you not to hesitate in using this important safety system.

UNION STREET SHOPPING & DINING GUIDE

By now almost everyone has seen the 1990 - 1991 edition of the USSDG. Attractively designed, this 32 page guide has been circulated to 35,000 addresses in Atherton, Berkeley, Kensington, Sausalito, Piedmont, Sea Cliff, Nob Hill, Telegraph Hill, Presidio Heights, Cow Hollow and the Marina. This distribution is just in time to draw customers to Cow Hollow for their holiday shopping.

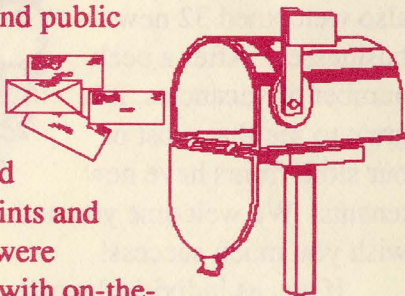
Thanks once again for the efforts of Keith Howell, publisher, and to Jim Hollenbeck, writer of the Stroll, as well as to Lesley Leonhardt for her leadership as the Executive Director.

For those of you interested in display ads for the next issue, the USSDG goes into production in May 1991. Ad solicitation takes place in June. Call Keith at 563-8113 for more information.

POSITIVE POST OFFICE TALKS ON THE MOVE

A representative for Congresswoman Pelosi and Norman Chesler, a representative of the Post Office, met with Gloria Fontanello, Bill Hale, Jan Howell, Lesley Leonhardt and Maggie McCall at the Marina Times office to discuss problems the new post office has with lack of service, inconvenient entry way to the P.O. and parking difficulties.

The constructive meeting closed with plans for a mid-November repeat. During the interim, three volunteers will concentrate their efforts on the Traffic and Parking Department, Arts Commission, and internal post office operations. There was 100% cooperation from Postmaster Dallas Keck's staff and Representative Pelosi's office. Unlike most meetings between residents and public officials, this one was cordial, and all complaints and questions were addressed with on-the-spot answers or promises that investigation would be made, and meetings continued until the problems were resolved.



Goodbye's...

- Black Sheep Needleworks
- The European Look
- Red Coach Cleaners
- Scott Graham

Manager Par Excellence

USA WISHES ROSIE HOUWELING ALL THE BEST

For the past seven years, the Association has been fortunate to have Rosie Houweling serve as Treasurer and Financial Advisor. She recently resigned her position at Wells Fargo Bank, where she served as Union Street Manager for six of the 13 years she had been with the bank. When asked, "Why are you leaving the banking industry?" She replied, "It was time to do something else." She has now been appointed Vice President and General Manager of TMCP Corporation, a business solely owned by John and Danielle Traina!

Her present office space is an extraordinary contrast to the typical corporate environment. Surrounded by movie posters, player piano, electronic games, etc., Rosie shared her feelings about Cow Hollow. "Coming from a very small Northern California town to a major city like San Francisco was quite a challenge and a real learning experience for me. Union Street provided me with a sense of community. My involvement with the Association was motivated by the hard workers, an impressive few, who consistently put endless hours and effort into their community without pay. I wish them the best."

She went on to say that, "Wells Fargo has a strong commitment to the people of Cow Hollow and my involvement was a way to give back to the customers the success that Wells Fargo achieved. The Union Street Association is a solid organization. I know that they will always be successful."

Rosie's parting comments to all of us are, "It's been fun, and I urge all Association members to become more involved. The same people seem to be doing all of the work, which eventually becomes burdensome and all consuming. Playing an active role in one's community is the responsibility of every retailer and business person."

The Association wishes to thank Rosie for her years of dedication and service to the Union Street Association. We congratulate her on her new position and wish her much luck and future success! Bon Chance Rosie!

NEW BUSINESSES WELCOMED

The USA welcomes the following new businesses recently opening in the area:

Mr. Ticket	1630 Union	Ticket Agency
Aristocrat Rug	1530 Union	Chinese Rugs
Headsfirst	1666 Union	Hair Salon
First Nail Care	1548 Union	Nail Salon
Marchand	1626 Union	Professional Marketing Services
WJM Realty	1618 Union	Realty Services and Investments
Ads Only	1604 Union	Ad Agency
The Desktop	1791 Union	Computer Services
Momen	1772 Union	Futons, Comforters, and Bonsai!
Unicorn Florist	2189 Greenwich	Florist

WELCOME NEW MEMBERS!

Greetings and much success to the new members of our association.

- **RH Enterprises**
Accounting Services
Rosie Houweling, 892-6565
- **Knits & Pieces**
2102 Union Street
For that exciting holiday party dress at a fabulous discount price.
Judy Stampes, 776-1888
- **Cow Hollow Tax & Accounting**
Specializing in the preparation of all income tax returns including individual, corporate, and partnerships. Payroll and checkbook maintenance available. Fast, accurate, and economical. Call Sue Geisler at 885-4418.
- **Departures Unlimited**
1766 Union Street, 441-5959.
Full service travel agency. Call Elaine Laird for all your business and personal travel needs.

THANK YOU!

Many thanks to the following Board and Committee Members who generously volunteered their time and services to the Association —

1990 USA

Board of Directors:

- Dennis Beckman, President, The Enchanted Crystal
- Deborah West, Vice President, Smile
- Helen London, Secretary, Paris
- Rosie Houweling, Treasurer, Wells Fargo Bank
- Janice Lee, Janice Lee
- Lin Doyle, Dynasty Gallery
- Charles Jacobs, Old & New Estates
- Patricia Blume, Artifacts
- Cal Bordanaro, Cal's
- Miriam Ebrahimi, Prego
- Roberta Robinson, Security Pacific Bank
- Lesley Leonhardt, Executive Director, Images of the North

Advertising and Promotion Committee:

- Dennis Beckman (Chair)
- Deborah West
- Patricia Blume
- Janice Lee
- Helen London
- Charles Jacobs
- Scott McLernon

Special Promotion Committee:

- Dennis Beckman (Chair)

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USA 1990 WINS & ACCOMPLISHMENTS

Membership

- 108 members — one of the City's largest and most vocal merchant organizations
- Welcome over 30 new businesses
- Membership and special meetings

Planning & Zoning

- Reviewed façade, sign and awning changes for over one dozen locations
- Lobbied successfully for extension of deadline of upper floor legal conversion requirements

Community & Administrative

- Attended over 60 meetings on your behalf and worked on problems regarding police, post office, parking garage, business taxes, newspaper racks, muni reroute, etc.
- Responded to letters and phone calls — too numerous to mention
- Property owners' letter

Crime

- Set up merchant watch system, phone tree, police meeting, training meeting, and TV coverage
- Lobbied for more beat patrol

Beautification

- Cleaning of tree wells, fliers on poles, etc.
- Planting of trees

Communication

- Active participant and Member of:
 - SF Council of District Merchants
 - SF Convention and Visitor's Bureau
- Newsletter and other informational fliers

Advertising & Promotion

- General Account:
 - 15th Annual Spring Festival
 - Tele-Vu — closed circuit TV ads in over 11,000 hotel rooms

- SF Book, Summer Edition

Convention & Visitors' Bureau

- Successfully lobbied for freeway reroute signs
- US Merchandise — sweat shirts, t-shirts
- US Guide — 125,000 copies. Distribution to residents and over 50 conventions, 25 major hotels, Lombard Street motels, and bed & breakfast inns.

Joint General Account & Special Promotion Program

- Mayfair (Convention & Visitor's Bureau)
- Arts Alive
- Christmas Promotion
- Coordination of convention shopping shuttles to Union/Fillmore
- Assist in 2 SFCVB press releases which resulted in feature articles in at least 10 cities around the world
- Provide support (photographs, logos, information) for US write-ups, ads in the Bay City Guide, SF Visitor Directory, and other visitors' publications
- Ad and Feature Article — Chronicle/Examiner — Heart of the City section.

Special Promotion Program

- Valentine Promotion — gifts to concierge/radio ads
- Easter Promotion — gifts to media
- Concierge Handbook — 3 page ads
- SF Magazine — May issue; 4 page color feature
- "Let's Meet on Union Street" — coffee mugs
- Quick City Guide — ad in summer and fall issues
- 2 press releases
- Shopping & Dining Shuttle
- Color Rack Brochure — distribution 150 locations

THANKS!

Continued from previous page

Special Promotion Committee:

- Deborah West
- Janice Lee
- Helen London
- Nick Orloff
- Cal Bordanaro
- Lin Doyle
- Scott McLennan
- Charles Jacobs
- Patricia Blume

Planning and Zoning Committee:

- Lesley Leonhardt (Chair)
- Roberta Robinson
- Robert Dougherty
- Terry Pimsleur
- Dennis Beckman
- Joe Kissel
- Ray Hackett
- Allan Levy

Membership Committee:

- Roberta Robinson (Chair)
- Tony Bullock
- Dennis Beckman

Festival Committee:

- Lesley Leonhardt (Chair)
- Rosie Houweling
- Dennis Beckman

Merchant Crime Watch Committee:

- Janice Lee
- Dennis Beckman
- Dorothy J. Divack
- Robin Henderson
- Erika Langer-Delmore
- Helen Postaer
- Dr. Ricci Chan
- Nancy Wolf

USSDG Committee:

- Lesley Leonhardt
- Jim Hollenbeck
- Dennis Beckman
- Keith Howell

Join the Union Street Association and
Make the Difference
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and then answer the question, "What makes Union Street bustle and Jack London Village, for the most part, just get by?" Mel Wax, a spokesperson for the Port of Oakland, said the stores on Union Street "... do a lot of promotion. They have a street fair and a very strong merchants' association, and that makes a difference."

O u r 1991 membership drive is now underway. Already, over 100 merchants, restaurants, and entrepreneurs make our commercial area strong and thriving financially. We invite you to join and fortify our strength.

Let's make the quote in the East Bay Guardian even more successful with your participation as well as your dues. The purpose of the Association is to promote, preserve, and beautify Cow Hollow. Membership includes: health plan, credit union, discounts in advertising, marketing promotions. Employees of your business are also eligible for benefits and your business will be listed free in the USSDG. Call Roberta Robinson, Membership Chairperson, at 565-7110 for your membership kit today!

A Safe 1991!

We are pleased to report that Angela Thomas of *Thursday's Child* is back to work on a part-time basis. She extends many, many thanks for all of the calls and inspiring cards sent to her. From Angela to all of us — A Healthy and Safe New Year!

Benefits of membership in the Union Street Association include:

- Health Plan
- Credit Union
- Discounts in Advertising
- Marketing Promotions

■ **General Meeting Update** ■

Over 40 business people were on hand to discuss and share recent events in the area at our General Meeting on October 24th. After the President's greeting and a self-introduction by attendees, Executive Director Lesley Leonhardt reported on meetings she had attended regarding post office problems and crime in the city. She invited interested people to attend the Parking and Traffic Authority meeting in our neighborhood at the Marina Middle School that evening at 7:30pm. (see report elsewhere in the news on the meetings)

President Beckman encouraged businesses to donate \$10 towards the lighting of the Palace of Fine Arts. All monies collected would be given by the USA to support the beautification of a San Francisco landmark enjoyed by many.

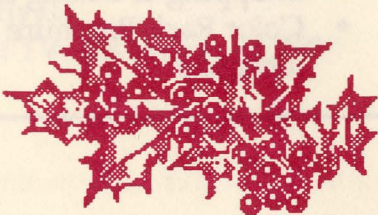
Representative Orlandus Waters of Provident Central Credit Union discussed new benefits for individual financial planning and tax information now available from Provident.

Officer Ben Vigil of the SFPD presented an update on crime in our area. Unfortunately, robberies are up 10% city-wide, a rape took place on Filbert Street Oct. 6th. However, no homicides have occurred. He told of plans to place undercover beat officers in our neighborhood during the Christmas Holidays to help eliminate shoplifting.

A discussion of ad and promotion venues followed. Perry Thompson of Pasand informed everyone, that the City has changed it's policy regarding the number of patrons allowed in dining/bar lounge entertainment businesses. The Fire and Police Departments have cut back the allowable number of patrons drastically and it may prove to have a negative impact on small businesses. He spoke also of a moratorium on new entertainment licenses being issued, even to existing locations that will be needing them when the business changes hands. This change in City policy amounts to major down zoning brought upon us by residential pressure from the neighborhood. It was agreed by those attending that the Association should defend it's businesses and proceed toward negotiations with the City on compromise measures benefitting both the residents and business.

Jim Hollenbeck spoke directly regarding the mood of retailers in major downtown and mall shopping centers. He said we needed to jointly work towards a Victorian Christmas Theme that offered a different and more warm approach to holiday shoppers to U.S.

The meeting adjourned at 10:15 pm. Thanks to Cal Bordovaro for hosting the meeting.



President's Message

Continued from page 1
able to accomplish some goals and activities (including our plans for a shopping and dining shuttle, which, incidentally, is still in the making), overall, I am pleased with our success.

These accomplishments are because of your membership, your participation in the programs developed (particularly members of the Special Promotion Program) and especially due to the efforts of a small core of merchants who have volunteered so much of their time, energy, and creativity. Without the real and continuing dedication of your Board of Directors, Committee Members and Consultants, Union/Fillmore would not be maintaining its position as the City's favorite — and most successful — shopping and dining street.

This has been a difficult year for most of us, but despite the doom and gloom painted for this holiday season, I am planning on having a successful one. I wish the same for all of us.

I'm looking forward to welcoming a new President, a new Board of Directors and a fresh energy that can, by working together, make next year the best ever for our individual businesses and Union/Fillmore! Happy and successful Holidays to you all!

**1991 Board of Directors
Nominations**

The following individuals have been nominated to the 1991 Board of Directors for a two-year term :

Deborah West	<i>Smile</i>
Janice Lee	<i>Janice Lee</i>
Sharla Covington	<i>The Complete Traveler</i>
Brooks Harris	<i>Wells Fargo Bank</i>
Nick Orloff	<i>Prego</i>

Serving the second year of a two-year term are:

Dennis Beckman	<i>Enchanted Crystal</i>
Roberta Robinson	<i>Security Pacific Bank</i>
Charles Jacobs	<i>Old & New Estates</i>
Patricia Blume	<i>Artifacts</i>
Helen London	<i>Paris 1925</i>
Dorothy J. Divack	<i>Center of Excellence</i>

As you read the Newsletter, you will see many committees are in need of interested business people to serve in various capacities. Please call the USA office at 441-7055 if you are interested in offering your time and expertise to make the Association even more successful!

USA MEMBERSHIP APPLICATION

1. Business: _____
2. Address: _____
3. Type of Business: _____
4. Bus. Hrs.: _____
5. Phone: _____
6. Owner: _____
7. Manager: _____
8. Renewal of Membership ☐ YES ☐ NO

DUES:
Retail/Commercial/Professional

Participating Member	\$150
Sustaining Member	\$250
Benefactor	\$500
Patron	\$750

Associates Member:
(Employees of member businesses are eligible to join as associate members, receiving health benefits, but not eligible to vote):
Names & Addresses: _____

Non-Profit Organization	\$ 50
Property Owner	\$150
Resident (not eligible to vote)	\$ 25

TOTAL DUES: _____

TOTAL DUES ENCLOSED: _____

*Thank You for Supporting
Your Union Street Association*

*Please return completed form with dues to:
USA, 1686 Union St. #214, SF, CA 94123*

1991 1st Quarter Convention Schedule

January 1991

10 - 13	Macworld Exposition	60,000
13 - 20	American Mathematical Society	4,000
20 - 23	Hobby Industry of America	5,000
27 - 30	American Society of Parenteral & Enteral Nutrition	2,500
30 - 2	Educational Computer Conferences	1,200

February 1991

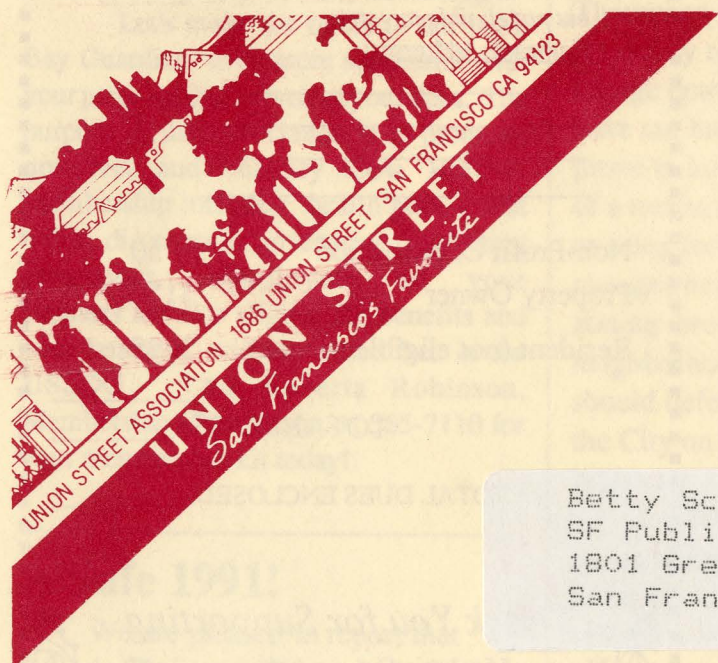
2 - 6	San Francisco Winter Gift Show	40,000
15 - 20	Society of Thoracic Surgeons February Conference	2,500
16 - 22	Western Coatings Societies Biennial Symposium & Trade Show	2,000
24 - 28	Biophysical Society	3,000
24 - 1	SHARE, Inc. Annual Winter Meeting	4,000

27 - 6	American Society of Extra Corporeal Technology	1,700
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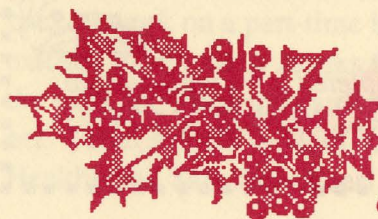
March 1991

4 - 8	SUNOCO BiAnnual	3,500
6 - 8	Knowledge Industry Publications Video Expo	8,000
8 - 12	American Academy of Allergy & Immunology	4,000
10 - 13	American Home Sewing Association	4,000
14 - 17	International Racquet Sports Association	4,000
16 - 19	Association for Supervision & Curriculum Development	10,000
21 - 23	Association of the Wall & Ceiling Industry	1,800
24 - 27	National Association of Life Underwriters General Agents and Managers Conference	3,000

President: Dennis Beckman • Executive Director: Lesley Leonhardt • Editing & Production: CENTER OF EXCELLENCE



Betty Schwabacher
SF Public Library
1801 Green St.
San Francisco, CA 94123



Join Your Neighbors
in 1991 for a prosperous
and successful New Year!