

Union Street News

A Publication of the Union Street Association

November – December 1991

"The Brightest Jewel in San Francisco's Retail Crown"

Concierge Night – December 4, 1991 was a very rewarding event! The impactful collaboration of Eleanor Carpenter, *Jest Jewels*, John of *John Callanan Hats & Jewelry* and Nancy Wolf of *American Girl in Italy*, brought together 30 Union Street merchants who participated in making this a significantly successful evening. Among the hotels represented were:

- Sheraton at Fishermans Wharf
- Ritz Carlton
- Prescott
- Grand Hyatt
- Cathedral Hill
- Park Hyatt
- San Francisco Hilton
- Pan Pacific
- Donatello
- San Francisco Marriott
- Stanford Court

The Concierges started their visit of Union Street with cocktails at Margaritaville, followed by magnificent hors d'oeuvres at Prego's. The evening's "icing on the cake" was a successful raffle and delectably delicious desserts at La Nouvelle Patisserie.

The participating merchants also gave gifts to the Concierges as they toured each store.

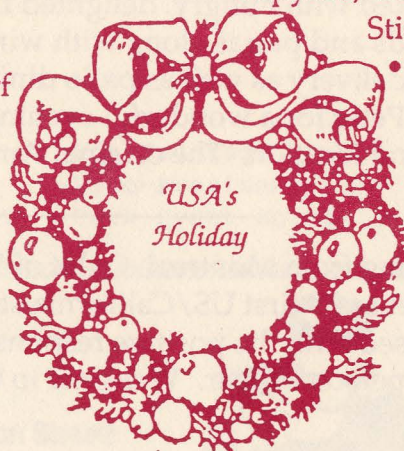
See page 3 for letter of acknowledgment from the Northern California Concierge Association.

USA Holdiday Celebration & Awards

In the superb elegance of the historical Sherman House, more than seventy Union/Fillmore merchants and employees, neighbors and friends celebrated the Annual USA Holiday Party on December 18, 1991. This festive occasion was also the setting where Executive Director, Lesley Leonhardt announced the USA 1992 slate for Board of Directors. The evening was topped by a most celebrative, moving and inspiring awards ceremony.

Architectural Awards, presented by Allan Levy, Architectural Consultant to the USA, went to:

- Nissim Lanyadoo owner of 1886 Union, new home of Papyrus, for outstanding restoration of an 1880's Stick Eastlake Victorian building.
- Mogen Bach for outstanding remodelling of a ground floor commercial space in a landmark 1865 Italianate building located at 1757 Union Street.
- Footlocker for outstanding restoration of a 1906 Victorian 1st floor façade.



- Farzaneh Sohrabpour for outstanding restoration of a 1902 Edwardian building, located at 2259 Union Street.

For the
Outstanding Service
Award
(see page 7)

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USA PRIDE

Thank you to the following Union Street businesses who contributed a percentage of all sales to the SHOP FOR LIFE project, benefitting the San Francisco AIDS Foundation on Sunday, December 1st:

Chez Le Tailleur
Convergence Gallery
Culot of San Francisco
Dosa
The Enchanted Crystal
Fumiki Fine Arts
Hats and Things
Hourian Fine Art Gallery
Il Fornaio
Images of the North
Kenneth Cole (40%)
Knits & Pieces
Papyrus
Paris 1925
Robert Dana Gallery (10%)
Smile Gallery
Solar Light Books
Three Bags Full
Uko
Union Street Goldsmith
Victoria's Secret

It is good to know that we have amongst us those who are willing to share!

We are also proud to report that on December 2nd all proceeds earned by Amici's East Coast Pizzeria were donated to the San Francisco Special Olympics. Congratulations Peter for your philanthropic spirit!

Welcome New USA Members!

A pleasant and welcome addition is new member Sunnyside Up - 1813 Union Street, offering fun gifts, cards, etc.

The Association also welcomes new member Kim Campbell, of Bath Sense, 1980 Union Street, as well as Peter Cooperstein of Amici's.

New Businesses Welcomed

City Hair 'N Nail Salon	2806 Octavia	Hair Salon
Fatal Attraction	1837 Union	Ladies Fashion
Amici's	2033 Union	East Coast Pizza
Fenzi Oumo	1801 Union	Men's Clothing
Culot of San Francisco	1969B Union	Men's Accessories
Design Boutique	2111 Union	Ladies Fashions
Foot Locker	2084 Union	Athletic Shoes & Gear
Papyrus	1886 Union	Cards—Gifts
Colours	1833 Union	Men's & Women's Fashions
Fazy's Union St.		
Meat, Fish & Poultry	2263 Union	Fresh comestibles
Amazonia	2034 Union	Gifts

Peter Cooperstein, owner of Amici's East Coast Pizzeria, 2033 Union St., opened his new restaurant by inviting members of the Union Street Association as his guests on Sunday, Dec. 1st. The place was packed with hungry, delighted USA members who enjoyed pizzas, salads and pastas along with wine and beer. Amici's offers take out and delivery as well as patio dining when weather permits. Thank you Peter for a wonderful evening and good luck for a prosperous second location. The original Amici's is located in San Mateo.

Hailing from Montreal, Culot of San Francisco has selected Union Street as its first US/California store. Owner, John P. Michaud, is pleased with the positive responses to his line of mens' accessories and personal wear. Welcome to Cow Hollow and Bonne Chance, John!

We also welcome Papyrus to the 1800 block. This is one of several sites for the popular card and gift shop. This location of Papyrus is fortunate to be housed in a very nicely restored Stick Eastlake building, owned by Nissam Lanyadoo.

Goodybye To:

Twelve Oaks	3201 Fillmore
That Perfect Gift	1728 Union
H.P. Corwith	1833 Union
David Ravel	1837 Union
Skivvies	2040 Union
Union Quality Cleaners	1568 Union

NORTHERN CALIFORNIA CONCIERGE ASSOCIATION

December 5, 1991

Dear Union Street Association Member,

On behalf of the Board and the 107 members of the Northern California Concierge Association I would like to thank you for one of the most spectacular events that any retailers have ever put on for the association. We were all extremely impressed by your graciousness and hospitality, not to mention your tremendous generosity. The terrific turnout and large number of Chief Concierges of major hotels who attended last night is a tribute to all of you on Union Street, which is clearly the brightest jewel in San Francisco's retail crown.

I know that all of my colleagues returned to their desks this morning with Union Street as the number one recommendation on their holiday shopping lists. You can rest assured that the wonderful spirit of Union Street extends to every concierge in Northern California because of last night's event.

Thank you again for all your efforts and good will in making this event so very memorable. We all look forward to sharing the treasures and joys of Union Street with our guests during the Christmas season and throughout the year.

Warm Regards,

Alexander Zubak,
President
Sheraton at Fisherman's Wharf

Ron Palmtag,
Vice-President
Park Hyatt Hotel

Holy Cow!

They Gave Away Holiday Perks for Union Street!

A new addition for the holidays to Union Street were the zany Cow Hollow Christmas cows. They hoofed their way around San Francisco giving out "Cow Chips" for discount garage and valet parking. They danced, they juggled, they played musical instruments and created all kinds of wonderful fun for the entire family. Customers shopped 'til the cows came home on Thursday evenings during "M-o-o-nlight Magic" and topped the evening off with a scrumptious meal at one of the many Union/Fillmore Street restaurants or cafes. Many Cow Hollow merchants provided something special for everyone!



A-FRAMES

Union Street certainly has been looking better lately, especially since unattractive A-Frame signage has all but disappeared, thanks to Northern Station enforcing the law. There's more space for potential customers and clients too! You can now appreciate the blooming flowers in all treewells which add to Cow Hollow's special attraction to the visitor.

The Association understands that businesses need to advertise their existence. We feel there are many ways of achieving increased exposure without the use of A-Frames. We ask you to support compliance with the law as do 95% of Cow Hollow businesses. The Beautification Committee will be exploring a planter box program which may be used to indicate a business' name only. The Association supports planters and benches. If you are interested in joining efforts to improve our commercial area, please call Dennis Beckman, Chair of the Committee at 441-7055.

The Best Holiday Windows!

A highlight of Concierge Night was to take special notice of all businesses who decorated their façades for the holidays. Although somewhat challenging, the guest concierges chose—

- 1st Place — Enchanted Crystal
- 2nd Place — Hill & Company
- 3rd Place — Artifacts

Congratulations!

Thank You!

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

1991 USA

BOARD OF DIRECTORS:

- Dennis Beckman - *The Enchanted Crystal*
- Deborah West, President - *Smile Gallery*
- Nicole Friedland, Secretary - *Juvenile Diabetes of S.F.*
- Dorothy J. Divack, Communications Director - *Center of Excellence*
- Janice Lee - *Janice Lee*
- Sharna Covington - *Complete Traveler*
- Charles Jacobs, Treasurer - *Old & New Estates*
- Nick Orloff - *Prego*
- Brooks Harris - *Wells Fargo 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*)

PLANNING AND ZONING COMMITTEE:

- Lesley Leonhardt (*Chair*)
- Robert Dougherty
- Terry Pimsleur
- Dennis Beckman
- Joe Kissel
- Allan Levy

MEMBERSHIP COMMITTEE:

- Dorothy J. Divack (*Chair*)
- Deborah West
- Dennis Beckman

UNION STREET SHOPPING & DINNING GUIDE COMMITTEE

- Lesley Leonhardt
- Steve Warner
- Dennis Beckman
- Keith Howell

Grazie—
Gracias—
Thank You—

Thanks to our wonderful hosts for the General Meetings throughout the year — providing fresh coffee and refreshments. Thank you to Prego, Baja Cantina, Margaritaville; Perry's and Pixley Cafe.

Thanks to Cal's for hosting special evening meetings and a very special thank you to the Center of Excellence for providing space for Board and Committee Meetings.

We also extend a heartfelt thank you to the outgoing Board Members for their energy and dedication to the USA during their term of service—

Sharna Covington
Complete Traveler
3207 Fillmore St.

Charles Jacobs
Old & New Estates
2181A Union St.

Patricia Blume
Artifacts
3024 Fillmore St.

A special thanks to Dennis Beckman and Jamie Lee for their devotion and time spent on various projects benefitting us all. And, acknowledgements to all the members of USA whose support allows this organization to reach it's goals and aspirations.

USA 1991 Wins & Accomplishments

MEMBERSHIP

- 108 members—one of the City's largest and most vocal merchant organizations
- Welcomed 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
- Architectural awards

COMMUNITY & ADMINISTRATIVE

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

BEAUTIFICATION

- Cleaning of sidewalk tree wells, fliers on poles
- Removal of grafitti
- Planting of tree wells with flowers

COMMUNICATION

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

ADVERTISING & PROMOTION

- 16th Annual Spring Festival
- Tele-Vu—closed circuit TV ads in over 11,000 hotel rooms
- US Merchandise—sweat shirts, t-shirts, coffee mugs, posters
- US Guide— 125,000 copies. Distribution to residents and over 50 conventions, 25 major hotels, Lombard Street motels, and bed & breakfast inns
- Mayfair (Convention & Visitor's Bureau)
- Arts Alive 5th Annual Promotion
- Armed forces Day Decorations, Sidewalk Sale/Block Party, ConciergeWalk
- Christmas Promotion
- Coordination of convention shopping shuttles to Union/Fillmore
- Provided support (photographs, logos, information) for US write-ups, ads in various publications
- On Union Street—editorial and other support
- Valentine Promotion—gifts to concierges in 44 hotels
- SF Magazine—July issue; 5 page color feature
- Quick City Guide—ad in winter and spring issues
- Color Rack Brochure—distribution at 250 locations
- AM/PM—2 page ad spread
- Pacific Guest—3 page ad spread
- Mariott Hotel video Concierge Program

"Better than ever and Business was Booming"

ARTS ALIVE: BUCKS TO BENEFIT KIDS

Participating galleries and merchants reported a busy and successful evening during the recent Fifth Annual Arts Alive celebration.

The event began with a gala art auction benefitting the Juvenile Diabetes Foundation. Many thanks to George Georgiou for hosting the auction in his beautiful store located at 1725 Union. The ambiance was enhanced with elegant flower arrangements, created by Bouvardia at 1739 Union, adding to the festive atmosphere..

Delicious "TASTES OF U.S." were prepared by Cow Hollow restaurants—Barni & Wilino's Roamin' Pizza, Il Fornaio, L'Entrecote de Paris, Margaritaville, Perry's, Pixley Cafe and Prego.

In addition to giving area merchants greater exposure, Arts Alive '91 raised over \$8,000 for the Juvenile Diabetes Foundation, making this annual event a resounding success. Next year's plans for the sixth Arts Alive are already in the works. The Arts Alive committee would like to expand the event to a full weekend, increasing advertising and exposure for Union Street businesses.

If you would like to offer your creative input to this important promotional event, join the 1992 Committee by calling the Association's Executive Director, Lesley Leonhardt at 441-7055.



In The News

Local Cow Hollow Thespian Karen Fox of Union Street Graphics, 1690 Union Street appeared in the Haight Ashbury Community Theatre production of Neil Simon's comedy, "Last of the Red Hot Lovers", November 15-17, 1991. USA's assistant, Steve Warner was a member of the stage crew. This professional production was well received. Congratulations to the talented Ms. Fox and the unstoppable Mr. Warner.

Bouvardia, 1739 Union Street was written up in the Wednesday, November 13, 1991 San Francisco Examiners Best of the Bay Area acknowledging Bouvardia's creative expression as "Magnificent arrangements—incredible and unusual."

PARKING METERS

Many merchants have complained about the prominent red sticker stating that feeding the meter is illegal. They perceive that it may discourage customers from shopping. They want two-hour meters for the convenience of the customer. The reality is that the Association supports two-hour parking meters and has requested them. The City will not allow them, however, as their goal is to turnover the meters hourly to stimulate business — for us — and of course, for the City! The reality also is that since merchants insist on parking in front of their stores, we cannot offer two hour parking because merchant cars would occupy all 280 metered spaces! We cannot trust our own merchants to find alternate parking and leave the spaces for the public. Since the appearance of the stickers on the meters, parking turnover seems to be improving indicating that customers may have a chance at finding parking.

The Association is embarking on a campaign to educate the public to use our four convenient parking garages for longer visits and the one hour meters for that quick errand. We urge you to announce how convenient the garage parking is in your ads and customer mailings, and to provide validated parking. The Association believes by creating a positive parking image, more customers will be attracted to Cow Hollow. We will be undertaking a major campaign to educate the public as to the choices available for their convenience. We hope you will too in all ways possible.

Garages—

- A. Lombard Garage at Webster
- B. Cow Hollow Garage—Fillmore/Filbert
- C. Metro Garage—2000 Union
- D. Wells Fargo Bank Garage—1800 Union

Congratulations To

Copymat in the expansion of its premises and the manner in which it continues to offer fine service to its customers and neighbors.

1992 Nominations

Nominees for

1992 Board of Directors

- Nancy Wolf - *American Girl in Italy*
- John Callanan - *Hats & Jewelry*
- Alan Brask - *On Union Street*
- Eleanor Carpenter - *Jest Jewels*
- Sandy Joachim - *Oggetti*
- Joseph Messina - *Thomas Associates*
- Will Kilbourne - *Prego Ristorante*

Members Serving the Second
of a 2-year Term

- Deborah West - *Smile Gallery*
- Dorothy J. Divack - *Center of Excellence*
- Brooks Harris - *Wells Fargo Bank*
- Nicole Friedland - *JDF*

USA Holiday Celebration & Awards

(continued from page 1)

The Outstanding Service Award, presented by Dennis Beckman of Enchanted Crystal, went to Janice Lee for her many years of dedication, entrepreneurial spirit, service and commitment to the community and to San Francisco.

1992

MISSING PERSONS

THERE ARE STILL MANY
COW HOLLOW BUSINESSES
WHO HAVE NOT YET JOINED
THE STRONGEST AND MOST EFFECTIVE
MERCHANTS ASSOCIATION
IN SAN FRANCISCO.

IF YOUR NAME IS MISSING
FROM OUR MEMBERSHIP ROSTER,
NOW IS THE PERFECT
OPPORTUNITY TO JOIN.

Membership Application

Please provide the following information and return this application with your check payable to the:

UNION STREET ASSOCIATION

1686 Union Street, Suite 214, San Francisco, CA 94123

Business _____

Address _____

Phone Contact _____

DUES

RETAIL/COMMERCIAL/PROFESSIONAL:

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

- PROPERTY OWNER \$150
- NON-PROFIT \$50
- RESIDENT (Not eligible to vote) \$25

ASSOCIATE MEMBERS

(Employees of member businesses are eligible to join as Associate Members, Receiving health benefits, but are not eligible to vote.) Please attach a list of names and address of each associate.

\$35

TOTAL DUES \$ _____

YOUR MEMBERSHIP PROVIDES FOR:

- Greater visibility through generic advertising and promotions
- Participation in a beautification program which keeps our streets shining and our sidewalks blooming
- A group health plan for you and your employees — Dental Plan
- Membership in a credit union
- Representation at City Hall on neighborhood and small business issues
- Merchant watch system

WE ARE SURE YOU WILL AGREE—
MEMBERSHIP IN THE ASSOCIATION IS GOOD
BUSINESS, NOT ONLY FOR YOU BUT ALSO
YOUR COMMUNITY!

Thank you for your continuing support!!!

1992 First Quarter Convention Schedule

January

Estimated Attendance

05-08	Coast to Coast Stores	3,000
07-11	Association of Independent TV Stations	1,800
12-15	Macworld Exposition	60,000
20-24	Usenix Association	2,500
	Winter Usenix Technical Conference	
21-24	Uniforum	10,000
24-26	Cabinet Manufacturing Workshops	2,300
	Exposition	
29-03	National Association of Realtors	6,000
	Mid-Winter Business Meeting	

February

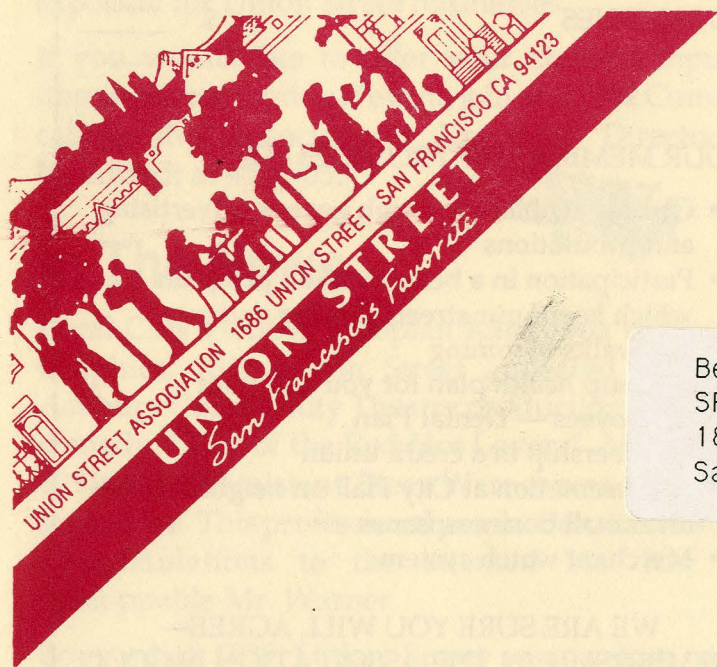
01-05	San Francisco Winter Gift Show	40,000
11-13	Electric West '92	10,000
14-18	National Association of Secondary	10,000
	School Principals	
18-20	Knowledge Industry Publications	8,000
	Video Expo	
19-20	Institute of Electrical and Electronic	2,000
	Engineers	
	International Solid State Circuits Conference	
24-26	Snack Food Association	3,000

March

Estimated Attendance

04-08	National Association of Independent	4,000
	Schools	
06-08	National Society of Fund Raising	1,500
	Executives	
08-10	International Fancy Food and Confection ..	10,000
	Show	
	Winter Show	
15-16	West Coast Beauty Supply Company	20,000
	West Coast Spring Style and Beauty Show	
15-18	Materials Research Society	3,500
17-19	The Interface Group, Inc.	15,000
	Interface Plus	
22-25	American College Personnel Association	3,600
22-26	Institute of Electrical and Electronics	2,000
	Engineers	
	International Conference on Signal	
	Processing	
29-1	Century 21 Real Estate Corporation	8,000

President: Deborah West • Executive Director: Lesley Leonhardt • Editing & Production: CENTER OF EXCELLENCE



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



A Happy & Prosperous 1992 to all!!!