

# Board Members

## 1987 BOARD OF DIRECTORS

### OFFICERS

#### PRESIDENT

Janice Lee, 1998 Union Street

Tina Kay, Secretary

Office: 922-5828; Store: 922-0253

#### VICE-PRESIDENT

Dennis Beckman, The Enchanted Crystal

1771 Union Street; 885-1335

#### SECRETARY

Anne Ryan, Oggetti

1846 Union Street; 346-2649

#### TREASURER

Rosie Houweling, Wells Fargo Bank

1900 Union Street; 396-4890

### BOARD MEMBERS

Rudy Bertolozzi, Union Plaza Pharmacy

2001 Union Street; 563-7850

Tony Bullock, Sanuk

1810 Union Street; 563-0270

Barbara Callow, Calligraphy & Design

1628 Union Street; 928-3303

Leslie Leonhardt, Images of the North

1782 Union Street; 673-1273

Priscilla Richardson, First Night \* San

Francisco, 2945 Van Ness, 94109; 885-1399

# Convention Calendar

## JUNE

9-11 US Int Food Show 8,000

17-20 Pacific Coast Builders 8,000

21-24 Am Hotel & Motel Assoc. 2,000

27-2 American Library Assoc. 14,000

## JULY

3-5 Cocaine Anonymous 3,000

10-12 National Sports Collectors 10,000

10-17 Assoc. of Trial Lawyers 3,000

18-24 Summer Home Furn Market 27,000

19-24 Am Assoc of Clin Chemistry 9,000

23-29 Alpha Phi Alpha Fraternity 2,000

28-31 Cal League of Savings 3,000

## AUGUST

1-5 Summer Gift Show 30,000

6-13 American Bar Assoc. 25,000

This newsletter is brought to you through the efforts of the USA Board and Members, John & Priscilla Richardson for typesetting and layout, and Barbara Callow for artwork.



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

# Union Street News





## Letter from the President

Dear Members:

**EXCITEMENT IS GROWING IN COW HOLLOW...  
MEMBERSHIP IS AT AN ALL-TIME HIGH...  
MERCHANTS ARE GETTING INVOLVED!!!**

Many thanks to the 94 MERCHANTS who contributed monies in support of the **UNION STREET GATEWAY TO THE GOLDEN GATE BRIDGE PROMOTION!** This represents a record number of businesses participating in a Union Street Shopping & Dining Area Promotion. It's exciting to see the kind of unity that we must have in order to make Union Street the best Shopping & Dining Area in San Francisco!

**WE ARE BEING NOTICED...** We have been approached to work with other merchant associations to help them with promotions and to possibly bring attention to the area as a whole. We are only beginning and I feel it necessary to concentrate our energy on creating a stronger **UNION STREET SHOPPING & DINING AREA** with the focus on YOU and what you have to offer and bring to the environment. The fact that other merchant associations are taking notice means our promotions and activities are definitely focusing attention on our area.

The Union Street Association's **OVER THE RAINBOW BLACK TIE GALA** in which all proceeds will go to benefit the Kevin Collins Foundation for Missing Children will take place on **JUNE 25. TICKETS ARE AVAILABLE NOW!!** This can be our most exciting and important event as it focuses attention on a united Union Street Shopping & Dining Area.

Never before has a merchant association come together to produce an event of this magnitude that benefits a community cause. This is **YOUR EVENT** and we must unite to make this a truly great GALA EVENT. It is also an excellent opportunity to get to know your fellow merchants in a festive atmosphere and work together for a truly worthy cause.



**Mayor Dianne Feinstein** is Honorary Host for this event! **Fred La Cosse and Terry Lowry, Co-Hosts of AM/SF, Channel 7** will be the MC's for the evening. This is our opportunity to make a real statement in San Francisco as a truly progressive and exciting merchant community. The Board encourages ALL businesses and owners to buy at least **TWO TICKETS** and to sell at least **TWO TICKETS**. PLEASE pledge your support for the **OVER THE RAINBOW GALA** and make it the **BEST** party of all time! Cost of tickets will be \$75 per person (tax deductible). The evening will include: Hors D'oeuvre/Dinner Buffet, Dancing to **PRIDE & JOY**, a Fashion Show of Union Street Boutiques, Auction of Children's Art Work, and the Distribution and SALE of "Chance Balloons" with prizes inside.

### For INVITATIONS, INFORMATION and TICKETS:

- \* Union Street Kevin Collins Foundation Committee Members, 441-7055
- \* Dennis Beckman, The Enchanted Crystal, 885-1335
- \* Rudy Bertolozzi, Union Street Pharmacy, 563-7850
- \* Barbara Callow, Barbara Callow Calligraphy & Design, 928-3303
- \* Rosie Houweling, Wells Fargo Bank, 396-5718
- \* Janice Lee, JANICE LEE, 928-5828
- \* Priscilla Richardson, First Night \* San Francisco, 885-1399

WE need Volunteers, Corporate and Business Sponsors, Donations of Dollars and Prizes. YOUR active participation to make the event a success is **VERY IMPORTANT!**

Sincerely,

Janice Lee  
USA President

## Budget Update

FINANCIAL REPORT: 4/30/87

INCOME-----	
FESTIVAL	0
PROMOTIONS	4552
MERCHANDISE	0
INTEREST	61
LOANS (OFFICERS)	0
MEMBERSHIPS	12100
REFUND INCOME	0
CHANGE FUND INCOME	100
WORKSHOPS/SEMINARS	530
TOTAL INCOME-----	17343

EXPENSES-----	
BEAUTIFICATION	1289
AD/PROMOTION	12531
OFFICE EXPENSE	615

TAXES	251
INSURANCE	0
NEWSLETTER	200
REPAY LOANS	0
DUES	498
PHONE	80
REFUNDS	25
RENT/STORAGE	750
SEMINARS/WORKSHOPS	335
POSTAGE	0
CHANGE FUND	100
SERVICE CHARGE	48
TOTAL EXPENSE-----	16721
NET INCOME-----	\$622

## Union Street Gateway to the Golden Gate Bridge

*94 Businesses contribute monies  
to help make the promotion a success*

THANK YOU!!! THANK YOU!!! THANK YOU!!! THANK YOU!!! THANK YOU!!! THANK YOU!!!

Oggetti  
Farnoosh  
Janice Lee  
Creations de Paris  
Sy All  
Clark & Wade  
Fabulous Things  
Pellini  
Union Street Optical  
Futur Ancien  
Gazelle  
Sutro Bath  
Baldwin Brass  
L'Herbier  
Margars  
Z-Clothing  
Lorenzini  
Chiro Medica  
Ricciari  
Tad Singer  
7-11  
Thriftway  
Jason Adams  
Hilda of Iceland  
Barbara Callow  
Chandler's  
Fumiki  
Nice Cuts  
Glenda Queen  
Says Who  
Suit Yourself  
Bud Stop

Z-Gallerie  
Registry  
Pasand  
Yours Truly  
Images of the North  
Anne  
KKH Associates  
Patronik Designs  
Soft Lenses To Go  
Margaritaville  
Union Street Pharmacy  
Sanuk  
Wells Fargo Bank  
Union Street Papery  
Dreamy Angels  
Enchanted Crystal  
Rome Shoes  
J. Andrews  
Chelsea China  
Mason McDuffie  
New York West  
Jest Jewels  
Avanti Gallery  
La Nouvelle Patisserie  
The Great Frame-Up  
Basics  
Bed of Roses  
Solar Light Books  
Artisans of San Francisco  
Perrys  
Holiday Nails  
A Matter of Taste's

Mecca Gallery  
Thursday Child  
Auntie Pasta  
La Cucina  
The Mole Hole  
O'Plume  
Made In U.S.A.  
St. Tropez  
Flying Colors  
Prego  
Penny Arcade  
Ticor Title  
Antiques  
Far Corners  
Bebe  
The Top Ones  
Milano Vice  
Nails Only  
Sausalito Bakery  
Philippe Salvat  
Body Options  
Kenneth Cole  
Kul'cha  
Hill & Company  
A. Nicholas  
Hilary Garth  
Pacific Heights Inn  
Old & New  
European Jewelry Boutique  
Carnevale  
Masquerade



# Festival Update

As always, the annual **UNION STREET SPRING FESTIVAL** was a huge success. The Festival is presented by the Union Street Association and produced by Terry Pimsleur & Co. The Union Street Festival traditionally opens a lively season of street fairs with some of the best of the Bay Area's musical talent on the main stage at Union & Laguna. The Saturday Tea Dance featured the swinging sounds of the 16-piece Michael Barry Big Band. The Saturday program opened with Irish folk music by Mist in the Meadow. The traditional San Francisco Waiters race was part of the official opening ceremonies followed by long time Bay Area favorite Swing Fever. President, JANICE LEE opened the Festival by welcoming the crowd and introducing Terry Pimsleur, producer. On hand to extend their well-wishes were State Senator Milton Marks, State Assemblyman, Art Agnos, and President of the SF Board of Supervisors, Nancy Walker.

Winners of the **12TH ANNUAL WAITERS RACE** were: **FIRST PLACE**-Alan Heyward-Beckett of Jalapenos; **SECOND PLACE**-Albert Sakedo of the Bus Stop; **THIRD PLACE**-Fariborz Al Danishuar of Bepples.

An extravagant Fashion Show was produced by **ETHEL BEAL** which included over sixty fashions from 16 local fashion merchants. Other local favorites included Bob Hartman puppets, Nuclear Whales and Morgan Speiss, the Musical Clown.

In addition, the USA Booth, manned by **ROSIE HOUWELING** & the Wells Fargo Staff featured newly designed T-Shirts, Sweat-Shirts featuring the Union Street logo. Invitations and Posters for the upcoming Kevin Collins Gala Benefit were available also. Over \$3000 in merchandise was sold which benefits the beautification of the Union Street area.



## Cow Hollow Capers

Certain merchants are determined to find the culprit stealing Union Street bedding plants... Also distressing to see that one of our courtyards has recently cutdown its huge old cedar tree, and **Escargot** finally had to remove their lovely window box planters... also **Sanuk** and **Fumiki** report plant thieves at work at their locations. Any information received by the editor that leads to the arrest of the culprit will be rewarded.

From the looks of the clothes at **SY AAL**, our newest men's shop, Union Street males will be giving Union Street women a run for their money and some healthy competition.

Our local beat cop, **Don**, reports a well-behaved crowd at the Annual Spring Festival. **Janice Lee's** 3-Dimensional duplication of the USA Festival Poster was a delightful creation... thanks for the recreation, Janice!... and speaking of our poster, wasn't it the best design ever? Wonder if Dianne and Charlotte saw themselves walking across **Kenneth Coles'** Golden Gate Bridge! Although they weren't in tuxes this year, the **Enchanted Crystal's** Fantasy Garden was a true delight! If only Union Street could be like this al-



edna's C

The **KEVIN COLLINS ART CONTEST** to determine the Poster Design Winner with eleven runner-up designs was well recieved with over 250 student entries from the Sherman School and St. Vincent de Paul School. The Poster Winner is **DIANA HOLM**, age 13, of the St. Vincent de Paul School whose "Over the Rainbow" design graces both the official poster and calendar. Diana recieved a \$50 savings bond. The eleven runner-ups will have their designs included in the official calendar and recieved a \$10 gift certificate donated by **HEFFALUMP!** All 250 contestants will recieve complementary **FIRST NIGHT \* SAN FRANCISCO** Passports valued at \$10 each for every member of their immediate families! We thank all students for their participation and to both Union Street area schools for making the contest possible.

**Terry Pimsleur** of Terry Pimsleur & Associates has recently been appointed to the Mayor's Film Advisory Commission searching out the needs of filmmakers and encouraging them to do more of their business in San Francisco. Terry is well qualified to perform this task since she is already on the planning and zoning committee of the Small Business Merchants' Association and has input into local commercial zoning problems of the area. Because of her talent and experience in organizing fairs and events, Terry has been invited to be a guest speaker at the Twelfth Annual State Preservation Conference for the State of California being held in San Diego at the Hotel Del Coronado June 4 thru 7. Her speech is entitled "Enhancing Downtown's Image " or "How to Use Graphics and Promotions to Bring Business to Main Street, USA."

**TAD SINGER**, of the **URBAN NURSERY** which features small to large floral and plant life, was asked to participate in the annual sold-out event, Bouquets to Art, held at the De Young Museum. His arrangement was contained in an Australian basket which featured inserts of native artichokes. It was placed in the 17th Century Italian Room of the De Young. The Urban Nursery is located at 2164 Union in an old cattle barn and has been in business for 37 years. Mr. Singer also contributes to the Shanti Foundation and donates to the KQED Auction.

Other local merchants donating to the KQED Auction include **SANUK**, donating one of their



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**Ethel Beal Promotions** gets a standing ovation for the Festival Fashion Show. The entire intersection was packed with an attentive and responsive audience. It was a great united effort by the 16 merchants who provided over 60 outfits. This was the largest participation ever! Thanks to **Bebe, Benetton, Carnevale, Creations De Paris, Via Nova, Janice Lee, Z Clothing, Kolonaki, Sy AAL, Jest Jewels, Says Who, Hilda of Iceland, M Men-swear, New York West, Farnoosh and UKO!**

**CELEBRITY SHOPPERS** have been known and rumored to visit our Union Street shops and restaurants. We would like to hear from you about their visits. Call Priscilla for capers of interest (885-1399).

Please note that COW HOLLOW CAPERS does not necessarily reflect the views of the Board.



Edna's

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## General Meeting June 17th

USA GENERAL MEETING \* JUNE 17, 1987  
8:45 AM PREGO'S RESTAURANT

### AGENDA

- \* USA Welcome and Introductions
- \* Treasury Report
- \* Planning & Zoning Update
- \* Beautification Update
- \* Promotions:
  - Union Street Fair: Results and Check Presented to USA by Tery Pimsleur
  - OVER THE RAINBOW BLACK TIE GALA UPDATE
  - Future Promotions Scheduled for the Area
- \* InSearch of theTourist Dollar: Special Guest Speaker, San Francisco Visitor & Convention Bureau Marketing Representative
- \* New Business





# Business Profiles



**TONY CUCALON, DDS., ORTHODONTIST, 2060 Union Street:** The first specialty in Dentistry on Union Street was Orthodontics and was started in 1971 by Dr. Antonio Cucalon. He obtained his DDS from Loyala University in New Orleans in 1948 and a Masters in Dental Surgery from USC in 1955. Dr. Cucalon practices with his son who received his DDS from University of the Pacific and his Masters in Science in Orthodontics from Washington University in St. Louis.

Dr. Cucalon reports that there have been many changes in orthodontics, primarily in the last 6-8 years, changes brought about by improvements in techniques and materials used in straightening teeth and especially by the demand of the public to have a more esthetically appealing appearance. The state-of-the-art in orthodontics has been brought about by the progression from railroad tracks to transparent braces to invisible braces which are placed on the side of the tongue. The socio-economic influences of the 80's has reflected the desire of adults to seek improvements in their appearance now available. The specialty of orthodontics is no longer limited to children but more and more sought out by adults concerned with their general health and appearance.



**JESSE SARTAIN, Head, California Management & Marketing Group:** Mr. Sartain orchestrates the CMMG (California Management & Marketing Group), San Francisco Pocket Guide and various individual marketing campaigns from his 1818 Union Street office. With a history deeply rooted in culinary arts (his father was a working chef/owner for forty years) and an expertise in marketing, public relations and advertising, Mr. Sartain has put gourmet restaurants and chefs in the forefront in a city that features some of the best! His inherent interest in fine food and cooking led him to found the California Gourmet Society in 1985, the largest gourmet society in the US, and to promote San Francisco restaurants by publishing the **SAN FRANCISCO POCKET GUIDE**, the most comprehensive dining guide in the city. In addition, Jesse manages **GRAND MASTER CHEFS OF AMERICA**, the largest regional chefs award program in the US. Mr. Sartain is also available to mount individual marketing campaigns for retail and restaurateurs with over 30 clients to date.

Mr. Sartain announced that **GRAND MASTER CHEFS'** plans for "Americas Unlimited Dinner", a benefit for the "National Center for Missing and Exploited Children" in Washington D. C. and affiliated local agencies in ten states are underway. The benefit dinner will be held on Sunday, July 12, 1987 in ten cities simultaneously linked by a private "audio-satellite" broadcast. One hundred chefs, ten winemakers, entertainers and volunteer committees will participate. For further information contact Ian Sclater at (415) 931-3493.

## Actions Update

If there are any questions or concerns regarding the area, items mentioned above, USA members etc... submit them in writing and they will be acknowledged and responded to. This will provide a more positive way to handle your concerns and there will be less confusion and frustration for you and the USA Board.

## New Merchants

**La Canasta** 2219 Filbert, **Perlhouse** 2189 Union, **Ameri-Asian Cafe** 2165 Union, **Holiday Nails** 2147 Union, **Creations De Paris** 2036 A Union, **New Spartacus** 2001 Union, **SY AAL** 1864 Union, **A Matter of Taste** 3006 Buchanan, **First Impressions Auto Wash** 2001 Union, **Augustas** 1772 Union, **Mecca Gallery** 1592 Union, **Mayfair Restaurant** 1715 Union, **Cinnamon Roll Fair** 2142 Union, **New Sausalito Bakery** 3108 Filmore, **Mimi's** 2133 Union, **Attitude** 2199 Union, **Ziggy Francois Tailors** 2205 Union, **Clean N Press For Less** 2758 Octavia,

## Chatterbox



lovely large fish; **ART DECO**, donating ceramics; and **QUINTESSENCE**, contributing loose colored gems.

At **CARNEVALE**, Margaret Gleason's San Francisco Designer Clothes were featured in a fashion show on the Channel 5 Morning Show, People are Talking... and Raymond was a judge on the panel of the San Francisco's Best Dressed Contest recently held at the DV8 Club in the SOMA district.

There is another 50th Year Celebration going on!! **MAYFAIR RESTAURANT** has been serving delightful lunches to busy shoppers since 1937 on Maiden Lane and just opened their dinner restaurant at 1715 Union.

The corner of 2001 Union is very active with the expansion of **JANICE LEE'S FASHION STORE**. The **CENTURION** is retiring as of June 27 and Janice will complete the occupancy of those quarters as of that day. Great bargains are to be had from both stores. It's a great time to add something special to your wardrobe.

**PRISCILLA & JOHN RICHARDSON**, producers of **FIRST NIGHT \* SAN FRANCISCO** have begun scheduling Business Networking Events entitled **BABE**, Bay Area Business Exchange for Junior Executives. Join them at **WALLABY'S RESTAURANT, JUNE 24** for a sample of Aussie hospitality and Fashion Fun featuring a Fashion Parade produced by **ETHEL BEAL**. Live music and door prizes will be provided, and a good time will be had by all!

**TONY BULLOCK** of **SANUK** is once again on a shopping spree in Asia, and **OGGETTI** is expanding! Anne is opening a second store in Los Angeles at the Century City Shopping Center. The targeted opening date is June 15, 1987. Good luck, Anne!

Congratulations to **MAURICE** from **ST. TROPEZ** hair salon. His shampoo was chosen as the Official Shampoo of the 50th Anniversary of the Golden Gate Bridge Celebration. His shampoo is carried in stores throughout San Francisco. Herb Caen also noted this honor in his column.

Please continue to call in your newsy items to Edna (333-7795).

## Planning & Zoning





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## Planning & Zoning

### LEASE ORDINANCE DEFEATED IN STATE SENATE

The small victory won in March when the Chamber of Commerce voted its approval of the proposal of the Mayor's Commercial Lease Task Force which would force landlords to give at least nine months notice of any changes in existing leases to their commercial tenants was turned to bitter defeat in the State Legislature in May.

## By The Board

The following are the COMMITTEES which operate along with the USA. We encourage you to be a part of a particular committee/committees where you can voice ideas and be a positive contributor.

- \* Ad & Promotion
- \* Membership
- \* Beautification
- \* Newsletter
- \* USA Shopping & Dining Guide
- \* Planning & Zoning
- \* Festival
- \* Parking

**JESSE SARTAIN**, Head, **California Management & Marketing Group**: Mr. Sartain orchestrates the CMMG (California Management & Marketing Group), San Francisco Pocket Guide and various individual marketing campaigns from his 1818 Union Street office. With a history deeply rooted in culinary arts (his father was a working chef/owner for forty years) and an expertise in marketing, public relations and advertising, Mr. Sartain has put gourmet restaurants and chefs in the forefront in a city that features some of the best! His inherent interest in fine food and cooking led him to found the California Gourmet Society in 1985, the largest gourmet society in the US, and to promote San Francisco restaurants by publishing the **SAN FRANCISCO POCKET GUIDE**, the most comprehensive dining guide in the city. In addition, Jesse manages **GRAND MASTER CHEFS OF AMERICA**, the largest regional chefs award program in the US. Mr. Sartain is also available to mount individual marketing campaigns for retail and restaurateurs with over 30 clients to date.

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## Goodbyes

**Centurion** 1998 Union, **Bubbles** 2040 Union, **Fruit to Nuts** 2224 Union, **The Candlestick** 2206 Union, **Orpheus** 2124 Union, **The Brass Bed** 1640 Union, **Radio Shack** 2904 Laguna

## Thank yous

TO... **Rosie Houweling** and her staff at Wells Fargo Bank for managing the USA Booth at the Festival, to the Kevin Collins Committee for organizing the Black Tie Gala Benefit scheduled for June 25, to **Ethel Beal** for producing a "Block-Buster" Fashion Show at the Festival, to **L'Entrecote de Paris** for offering their restaurant for the last USA Meeting, to **Prego** for providing the USA Board its breakfast meeting place and to **Barbara Callow** for designing the invitations, posters and promotion headings for USA Benefit as well as THIS newsletter.



*Tickets available now for Over the Rainbow  
A Black Tie Gala Benefit*

UNION STREET ASSOCIATION  
and  
MAYOR DIANNE FEINSTEIN  
cordially invite you to attend

*Over the Rainbow*  
*A Black Tie Gala Benefit*

THURSDAY, JUNE 25, 1987  
7:00 - 1:00 P.M.

The Gift Center Pavilion, 888 Brannan, San Francisco

All proceeds to the Kevin Collins Foundation for Missing Children

Cocktails. Hors d'oeuvres. Dancing to the music of *Pride & Joy*.  
Special Guest Appearances. Fashion Show. Door Prizes & More.

\$75 per person

*Yes. I will help support the Kevin Collins Foundation  
for Missing Children by attending Over the Rainbow  
Gala Benefit. Enclosed is my check for \$ \_\_\_\_\_  
for \_\_\_\_\_ # of tickets people at \$75. each.*

*I will be unable to attend the benefit. Please accept  
my donation of \$ \_\_\_\_\_. Make checks payable to:  
Kevin Collins Foundation for Missing Children*

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City, \_\_\_\_\_ Zip \_\_\_\_\_

Donations are deductible to the full extent of the law.  
For information call 415-863-6333

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