

THE PORTOLA PROGRESS

Visit Us Online Soon!

Folks hungry for more up to date information on our latest projects or news in the community and resources in the neighborhood will have one more source to turn to. Check out our newly revamped web site at www.pnscsf.org! You'll find a community blog with current promotions, history about the Portola, a complete list of merchants and other organizations working in the neighborhood and ways to get involved and more! Visit us at www.pnscsf.org today!

新設計經改善的網頁

想知道我們社區最新計劃或消息以及社區資源的人士，現在又多一個可資參考的來源。請瀏覽我們重新設計的網頁 www.pnscsf.org！網頁包括社區對目前 Portola 推廣工作，歷史等博客意見，本區的商人和機構完整名單，本區市參事資料，和如何參與等！請今天就瀏覽我們的網頁 www.pnscsf.org！

Art Projects for the Portola by Kate Connell

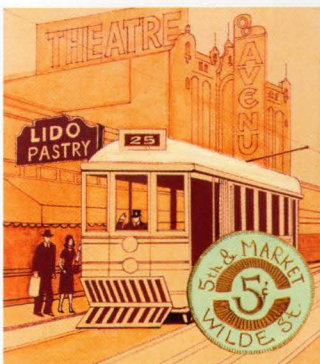
What if the Portola starred in its own movie? What if you could sit down with your friends and family and play a game about your neighborhood, its heroes, history, geography, flowers, birds and more? Soon you will be able to do that AND listen to original music that describes your community. When the new Portola Branch Library opens in spring of 2009, you will be



able to use "Portola at Play" a multimedia portrait of our neighborhood that includes a movie, a game and music CD/mp3 files.

Four Portola artists are collaborating with the Portola Branch Library to produce "Portola at Play":

Filmmaker Gustavo Vasquez is interviewing local residents to get their stories about the Portola. He'll combine portions of their oral histories with photographs of their friends and family to tell the story of the neighborhood over the last few decades for his short movie. *(Continued on pg. 4)*



PNSC Community Wide Meeting

The next PNSC meeting will be in January 2009 from 6:30 to 8pm at Palega Park (500 Felton). Please check our website for details.

We will be discussing the upcoming Portola Festival.

Food and childcare is provided, so please join us if you can!

Please e-mail or call Shirley Chen for more details: shirley.pnsc@gmail.com or (415) 504-5675.

Inside this issue:

Merchant Help	p.2
New PNSC Staff	p.3
Merchant Profile (New City Bakery)	p.3
Muggings Prevention	p.5
Festival Pictures	p.8

How Do You Get Your News about Safety on San Bruno Avenue?

by Jarvinia Li & Lia Smith



"We get news word of mouth, from neighbors who've lived here all their lives. We know staff at Walgreen's on a first name basis. They're a good source. After a round of golf, we can pick up news at breakfast at J. Georgie's."

Jimmy Sperow, Alexis Lago-Marsino, Victor Samosvatoff, Jake Sperow

Merchants – What do you want to learn?

The PNSC is offering free workshops to merchants with topics such as:

- Lease Negotiations
- Starting a Business
- Loan and Financing Resources
- Tax Credits and Incentives
- Other - as recommended by merchants

Please call or e-mail Ling at (415) 574-9170 or ling.pnsc@gmail.com to participate. Workshops are free and snacks and refreshments are provided.

\$500 – Free Money for Merchants!

The PNSC has a Visual Merchandizing Program for merchants on San Bruno Avenue. We can help you with creating cleaner and better storefronts. Any merchant who signs up for this free program can get up to \$500 for help with their window displays.

Be more competitive – have a better window display in time for the Holidays.

Call or e-mail Ling at (415) 574-9170 or ling.pnsc@gmail.com for more information.

"I bring the news home to my daughter and son-in-law because they're busy working."

Esther Gomez



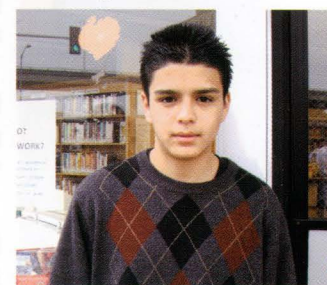
"Word of mouth is good. I rely heavily on Family Connections for information in Chinese. E.R. Taylor Elementary School and M.L.K. Middle School are good about keeping parents informed. Information in Chinese is important for the community because there are thieves on motorcycles, men who expose themselves, people stealing ipods on the buses and from school lockers. Fortunately police presence has been good lately."

Vicky Tang



"We don't really know what's going on because we're so busy working. We feel safe during the day because so many people are out. At night, if there isn't lighting, it isn't safe."

Jenny Luo and Qiang Luo



"I get my news from the White Palace Liquor Store where I buy candy, sodas, and sandwiches. The owners are really friendly. I feel a little unsafe but I'm getting to know my way around."

Jonathan Torres

Welcome New PNSC Staff!

Shirley was born in Honolulu, Hawaii, but grew up in San Francisco. She has been around the Portola neighborhood for over 15 years since her mother owns Jo-Ann's Cleaners. She would be at the shop as a kid saying hi to customers, read at the library, go grab a burger with friends at J Georgie's Donuts afterschool from Thurgood Marshall AHS, or work at the shop when she was old enough to. She recently graduated from San Francisco State with a degree in Business Management.

Shirley is aware of the rise in crime and the safety problems in the neighborhood and has a strong interest and is quite motivated in trying to minimize the problem. Some of her drive comes from the fact that she is concerned for her mother's safety considering she spends such a large amount of time on San Bruno Avenue, especially at night.

She is looking forward to getting to know the neighborhood's merchants and residents better and to learn about their needs and problems so she can see how she can best help them.

In her free time she likes to spend it with friends and family, try different types of food, go bowling, bake, and try new things. Shirley will be working with Ling with events and outreaching to merchants and residents along the corridor. Please welcome our new team member.



The New City Bakery, 2495 San Bruno Avenue

by Lia Smith

Note: A local neighbor requested this story because she finds this bakery very eager to please customers. "I don't speak Cantonese, but I can write down what I want and their daughter calls to confirm my order. I love their green tea mooncakes."

Husband and wife team, Steven and Liyy Liu felt San Bruno Avenue would be a good commercial opportunity because of the established customer base. They opened in September of 2005 and business has been fair with good periods during holiday seasons. Their big seller is the Bolo Bau (pineapple bun) and Chau Siu Bau (pork bun). Bolo Bau is a fluffy soft roll, mildly sweet with a crusty sugar topping. The atmosphere is relaxed and inviting. "If someone wants to sit here all morning nursing one cup of coffee, that's okay with us." The TV is mostly tuned in to the stock market report on channel 58, and they sell over 100 copies a day of Sing Dao, a Chinese daily newspaper.

In Mr. Liu's mind, good business neighbors encourage their customers to patronize the other businesses on the street. Mr. Liu would be happy to get to know the local police officers. They have come in for pastries, but so far, no introductions. He knows safety is a concern on the street and feels that a police presence is desirable. Mr. Liu likes all his customers, whether they buy a lot or a little. Regular customers that come in every day, and those making bulk orders over \$40 get treated to discounts. The bakery also does delivery and takes special orders. Mr. Liu would like to see more variety of businesses on the street.

Sponsor an edition of the Portola Progress!

The PNSC printing budget is limited and we need help to pay for the printing of future newsletters. As a result, we are offering sponsorship spaces in our newsletter. We are also accepting individual donations.

To donate or sponsor the printing of future editions of the newsletter, please e-mail or call Ling Liang, PNSC Program Manager at ling.pnsc@gmail.com or 415-574-9170.

Ask for the current ad rate and size sheet.

PNSC Board and Staff

Board:

Barbara Fenech
Emmett Phelan
Irene Crescio
Jacalyn Morri
Laura Kemp
Lia Smith
Maryann Fleming

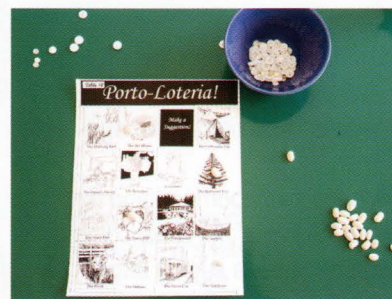
Staff:

Ling Liang,
PNSC Program Manager
Shirley Chen,
PNSC Program Assistant

Art Projects for the Portola

(Continued from pg. 1)

Visual artists Oscar Melara and Kate Connell are making "Porto-Loteria" a game like bingo but with pictures of the Portola instead of numbers. It's based on the Mexican game of Loteria and includes pictures of local heroes like librarian Roz Chang and Mike Goff, historical images of the old San Bruno Streetcar and a map of Islais Creek, native plants from McLaren Park and local celebrations including the Lunar New Year and the Maltese Festa. Students in the fourth and fifth grade bilingual Spanish-English class at E.R. Taylor School are contributing to Porto-Loteria by inventing the "clues" or "riddles" that describe each picture in the game.



Musician and composer John Calloway is writing and recording new works on the Portola that reflect the musical influences of all who have called the Portola home—from music of the Jewish community on San Bruno Avenue in the early 1900s to the Hip Hop of today. Calloway is also a music educator in Portola schools and is including excerpts of his students' work in the original compositions.

Come check out this portrait of the Portola when the new Library opens! We are planning a special event to launch Portola at Play in the spring. The artists are grateful to Roz Chang, Branch Manager of the Portola Library. We admire her for all her hard work in opening the new branch. Thank you to all the Portola residents who are contributing to Portola at Play. We'd also like to thank the Friends of the San Francisco Public Library and are grateful to the San Francisco Art Commission for their support and to fiscal agent Intersection for the Arts.



Alcopops



Take a close look next time you see your teenager drinking an energy drink or a soda. There are new alcoholic beverages being sold that are marketed to teenagers and they look, smell and taste like juice or soda. They are known as alcopops.

Prevention advocates use the term "alcopops" for sweetened alcoholic beverages that are usually sold in single serving bottles or cans. They are often bubbly and/or fruit-flavored, and resemble soda or other soft drinks. Alcopops contain about the same amount of alcohol as beer (roughly 5%, sometimes higher up to 9%).

Underage girls drink alcopops more than any other type of alcoholic beverage. While the alcohol industry says the drinks are intended for adults, women 21 and older rank alcopops as their least consumed alcoholic beverage. About one-third of teenage girls ages 12 to 18 and one-fifth of teenage boys have tried alcopops. Teenagers consume half of the alcopops sold in California.

Manufacturers include Anheuser-Busch, the world's largest brewer, and Diageo producer of Guinness, the largest multinational beer, wine, and spirits company in the world. The top selling alcopops brands include Mike's Hard Lemonade (Mark Anthony Group), Smirnoff Ice (Diageo), Skyy Blue (Skyy Vodka and SAB Miller), Bacardi Silver and Bacardi Breezer (both Anheuser-Busch) and Sparks (Miller Brewing).

Alcopops fuel the epidemic of underage drinking. Because they don't taste, smell, or look like alcohol, alcopops serve as a transition or bridge from soft drinks to alcohol, especially for young girls. The packaging and promotion of alcopops has led to a misperception these products are "lighter" than similar products. Young people report drinking alcopops because they are easier to conceal and "go down easy."

Lets tell the alcohol industry to stop pushing alcohol in our communities and making money of our youth (estimated at \$210 million per year). Visit www.marininstitute.org and get informed and let's stop the alcohol companies from marketing and selling to teenagers.



Give the Gift of Learning!

There's still time to have your name on the consolidated donor plaque inside the library. We need another \$13,000 to reach our \$100,000 goal to buy furniture, fixtures, and equipment for the library. Give the gift of learning this holiday season and donate to your new library!

The new Portola Library will open Spring 2009!

Muggings-How to Avoid Them

At the Portola Festival, we had a safety booth that asked, "What is your number one safety concern in the Portola neighborhood?" There were many different responses such as car related safety (i.e. speeding and dangerous driving), violence, and burglaries, but one major concern was muggings.

Especially with the holiday season here, muggings and robberies occur more frequently, so one should be careful walking around at night. Here are tips to help you avoid becoming a victim of a mugging and possibly other crimes. We've also included some things to keep in mind if you are being mugged and what to do afterwards.

Be a good neighbor and friend and pass these tips along so that we can all feel a little safer in our neighborhood.

Tips to avoid a mugging:

- Stay alert and cautious of your surroundings. It seems simple, but being distracted by your cell phone or MP3 player can put you in a vulnerable situation.
- Stay in the light. Avoid walking alone at night. If necessary, try to walk on well-lit main streets.
- Walk in pairs or groups. Even if you don't have anyone to walk with, consider walking close to a group of people, you are less of a target.
- Carry a small amount of cash.
- Have your keys ready. This will save you time getting into your car or home and leave less time for muggers to attack.
- Use your common sense and best judgment. If something doesn't seem right, assess the situation and find someone to help you or get away from the situation.

What to do when being mugged and what to do afterwards:

- Don't panic and stay calm.
- Cooperate with the mugger since the chances of injury is increased if you resist
- Remember the mugger's features (size, hair, tattoo, scar etc.) by comparing it to yours or to someone you know. Also remember the weapon used. The police needs to know the age, race, height, weight, type and color of clothes and build.
- Call police immediately and give the report

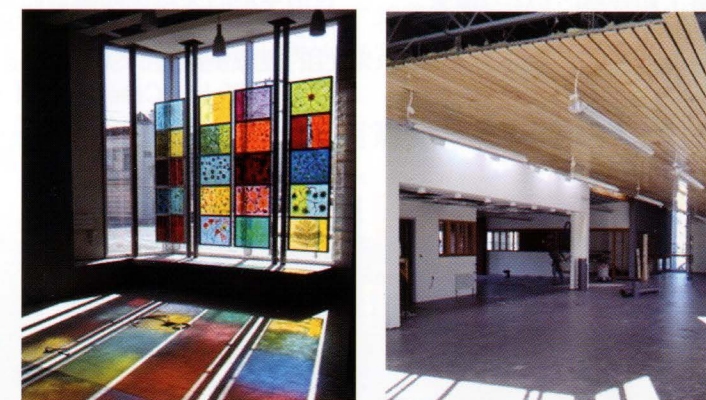
For more information you can check out these websites:

www.self-defender.net/article18.htm

www.ehow.com/how_2110903_avoid-muggers.html?a=flag

www.fumo.com/State_Services/crime%20prevention/Robberies.htm

Peek at the Library



Get copies of the Portola Progress!!!

There are a few different ways to get copies of the Portola Progress, the quarterly newsletter produced by the Portola Neighborhood Steering Committee.

First, you can send \$2 to the PNSC at 4702 Mission Street, San Francisco, CA 94112 and we will mail you all of the editions for 2008.

You can also pick up free copies all along San Bruno Avenue at the following locations:

Family Connections (2565 San Bruno Ave.)
Portola Library (2450 San Bruno Ave.)
Subway (2599 San Bruno Ave.)
Fat Belli Deli (2598 San Bruno Ave.) Copies are also available at Palega Park (500 Felton Street)

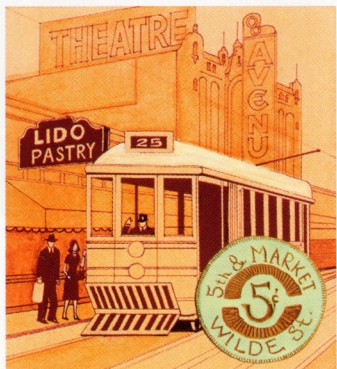
Volunteer for PNSC

If you are interested in volunteering for the PNSC, please contact Shirley. We are always looking for more volunteers to help write articles for the newsletter, volunteer at the annual festival, or start up new projects to improve San Bruno Avenue Corridor.

Portola區藝術項目

將Portola拍成電影如何？和你的朋友和家人一起坐下遊一個有關你的社區，它的英雄，歷史，地理，花朵，雀鳥等等的遊戲如何？很快你都可以做這些同時可以聽到描述你社區的創作音樂。當新的Portola圖書分館在2009年春天開幕時，你可以使用我們一個“Portola at Play”的多媒體來認識我們的社區，此多媒體包括電影，遊戲，和音樂CD/MP3檔案。

有四名Portola的藝術家正與Portola圖書分館合作製作此“Portola at Play”的多媒體。



佳節期內個人安全提示

在Portola節，我們設有一個安全攤位，問與會者：“你在Portola區最關心的安全項目是什麼？”答案有很多，例如與汽車有關的安全（即：開快車和危險駕駛），暴力，和盜竊，但一個最重要的關注項目是搶劫。現在佳節即臨，搶劫和盜竊將會更多發生，所以大家在晚上走路時應小心。以下是一些幫助你避免成為搶劫或其他犯罪受害者的提示。同時有一些你在被搶和被搶後應做的事項。請做一名好鄰居和朋友，和其他人分享這些提示，使我們的社區更安全一些。

避免被搶的提示：

- 對你的周圍保持警覺。看來簡單，但你可以被你的手機或MP3分散注意力，使你處於疏於防範的處境。

電影工作者Gustavo Vasquez目前正在訪問本地的居民，談談他們在本區的故事。他將結合部份這些居民的口述歷史和他們朋友與家庭的照片，在他的短片中呈現本區過去數十年的故事。

視覺藝術家Oscar Melara和Kate Connell正在製作一個“Porto-Loteria”的遊戲，類似實果遊戲，但用的是Portola的照片而不是數字。它是以墨西哥Loteria遊戲為藍本，包括本地的英雄例如圖書館員Roz Chang和Mike Goff，歷史性的圖像例如舊的San Bruno街車，和Islais Creek的地圖，來自McLaren Park的本地植物，和本地慶祝會包括農曆新

年和Maltese Festa馬爾他節。在E.R. Taylor School學校四年級和五年級的雙語（西班牙語和英語）的學生有份貢獻製作此遊戲，製造遊戲每一張圖片的“提示”或“謎語”。

音樂家和作曲家John Calloway目前正在創作和灌錄新的有關Portola的作品，反映出音樂對Portola大家庭的影響——從1900年初期的在San Bruno區的猶太社區音樂到今天的嘻哈音樂等。Calloway也是Portola一家學校的音樂總監，在他的作品中將包括學生作品的部份。

請在新圖書分館開幕時前來看這個呈現Portola肖像的製作！我們準備在春季時舉行一

個推出Portola at Play的特別活動。藝術家都感謝Portola圖書館館長Roz Chang。我們欽佩她推動新圖書館的辛勤工作。感謝所有對Portola at Play有貢獻的居民。我們同意感謝三藩市公立圖書館之友和三藩市藝術委員會的支持，以及財務代理Intersection for the Arts為我們管理財務的工作。

- 在燈光下走路。避免晚上獨自走路。
- 如有需要，嘗試在燈光充足的大街走路。
- 兩人一組或小組同行。即使你無人和你一起，可考慮靠近一堆人之間，這樣你較少被選為目標。
- 只帶少量的現款在身。
- 準備好鑰匙。這樣可在你到汽車或到家時節省找鑰匙的時間，使搶匪較少襲擊你的時間。
- 用常識和最好的判斷力。如有任何東西看來不對頭，評估情況，或他人幫助，或離開該處。

在被搶時或之後做什麼：

- 不要驚恐，保持鎮定。
- 與搶匪合作，因為如你反抗會增加受傷機會。
- 記住搶匪的特徵（大小，頭髮，紋身，疤痕等），和你熟悉的人比較。記住對方用的武器。警方需要知道其年齡，種族，高度，體重，衣物的類型和顏色和身型等。
- 立刻報警。

\$500—送給商人！

PNSC有一個服務San Bruno Avenue商人的加強產品視覺計劃。我們可以幫助你設計更清潔和更好的櫥窗。任何登記此免費計劃的商人，可以取得至\$500，用於改善櫥窗設計。

加強競爭力——在聖誕期內有更好的櫥窗擺設。

參加講座請電或電郵Ling (415) 375-2265，或ling.pnsc@gmail.

New City Bakery, 2495 San Bruno Avenue

注意：一名鄰居要求報導此故事，因為她發現此餅家十分熱情，顧客至上。“我不講粵語，但我可以寫下我想要些什麼，然後他們的女兒會打電話來確認我的訂單。我喜歡他們的綠茶蛋糕。”

這是一家夫妻檔生意，Steven和Lily Liu認為San Bruno Avenue應該是好的商業發展區，因為有既定的顧客基礎。他們在2005年九月開張，生意一直平穩，在佳節時尤其好。他們最受歡迎的食品是菠蘿包和叉燒包。菠蘿包是一種鬆軟的包，點帶甜，脆皮。餅家氣氛輕鬆和令人歡喜。“如果有人想整個早上坐在這裡嘆咖啡，對我們來說絕無問題。”電視經常轉到58號台的收看股市新聞，而他們每天出售一百多份的星島日報。在劉先生心目中，良好的商業鄰居鼓勵他的顧客亦光顧街道其他的生意。劉先生會高興認識本地的警察。他們曾前來買包點但未有介紹自己。他知道安全是街道的重要關注，認為大家都希望街上有警察。劉先生喜歡他所有的顧客，不論他們光顧多少。經常的顧客每天都來，如光顧四十以上，他會另給折扣。餅家亦專送和承接特別訂單。劉先生希望這條街道有更多不同類型的商業。

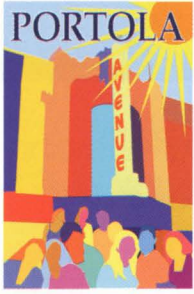


第六屆Portola街節今年再次得到成功！

街節於九月二十八日星期日上午十時至下午四時在San Bruno街從Bacon St.到Stilliman St.一段舉行。即使該天比平日較為大氣，整天仍有六千多人出席，享受各種兒童遊戲，現場表演，和其他節目。舞台前面經常擠滿人為出色的表演者例如梁氏白鶴獅舞，Let's Go Green Kinds（一個以兒童為對象的環保樂隊），Triple Threat（一組嘻哈舞蹈員）等等歡呼。

今年我們增加了幾個新的互動項目。其中之一是多名表演者主持的教學講座。課程包括線舞，切水果，SambaAsia的大鼓鼓樂，和Enzo Garcia的互動歌曲。另外兩個新活動是為青少年和成年人設的穿上厚墊衣物進行相撲摔角，與鬥士馬上槍術比賽。來自Fingersnap DJ Art Collective的唱片騎師Lam-ont整天在大會為任何想學習DJ的人士授課。

如常一樣，親昵動物和包括眾多有趣遊戲和騎乘的兒童專區，充滿了家庭之樂。節日場地到處是娛樂節目，人們經常走來走去，看看不同供應攤位的展覽，這包括很多非牟利機構，社區團體，贊助者，和商人的攤位。感謝每個使此節日得以推行的人士，感謝節日的設計者，表演者，供應商，非牟利機構，和出席者。



Portola Neighborhood Steering Committee

4702 Mission St., Suite A
San Francisco, CA 94112

2565 San Bruno Ave
San Francisco, CA 94134

Phone

Shirley 415-504-5675

Ling 415-574-9170

Fax

415-585-0170

E-mail

shirley.pnsc@gmail.com

ling.pnsc@gmail.com

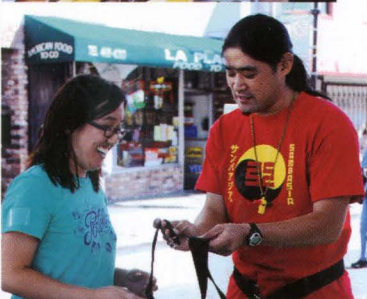
www.pnscsf.org

The Portola Neighborhood Steering Committee is a group of neighborhood merchants, property owners, and residents who have come together to coordinate efforts for improving San Bruno Avenue and the Portola neighborhood.

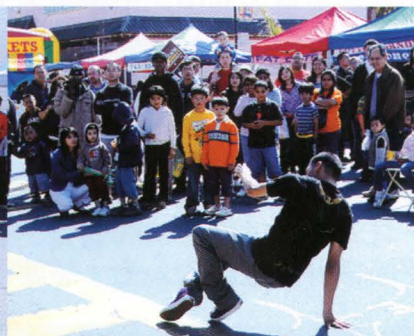
The PNSC's goal is to revitalize San Bruno Ave. by increasing cleanliness, working with property owners to fill vacancies, providing support to existing merchants, promoting the shopping district, and attracting resources for physical improvements. The PNSC also builds community pride through organizing special events such as the Portola Festival and collaborating with other community groups.

The PNSC is funded by Bay Area LISC and the Mayor's Office of Economic and Workforce Development.

To:



The 6th Annual Portola Festival was a great success this year with over 6,000 people in attendance on September 28th on San Bruno Avenue. This year we added a few new interactive components which included the instructional tent, sumo wrestling, gladiator jousting, and spinning lessons provided by Fingersnap Collective. And as usual the performances were incredible, and the petting zoo and children's area were filled with families having fun. Vendors included many nonprofits, neighborhood groups, sponsors, and merchants. Thank you to everyone who made this festival happen.



Photos by David Nguyen