



# Chamber CHATTER

355 Gellert Boulevard, Suite 138, Daly City, CA 94015 | 650.755.3900 | [dalycity-colmachamber.org](http://dalycity-colmachamber.org)

SECOND QUARTER 2011

## A Message From Our Chamber President/CEO

As we embrace the warm, bright days of summer, with barbeques, picnics, camp outs and well awaited, vacations, we happily place many activities on hold for a future time. It is during this time of the year, that we take to re-organize our office and storage, to re-group and contemplate new ideas, plans and events, and many other ongoing items, that have been on hold.

These exciting new innovations, such as updating our website with beneficial changes, plans for our new and different Directory, working on the Daly City Centennial Projects, moving our storage, planning and calendaring new ideas, and the developing of an introduction for all new and changed innovations on our website, as they readily unfold and are paramount to us.

Throughout this particular time of restructuring some things and integrating other

new concepts, we will be hard at work on advertising, exploring new opportunities to bring information in "hot topics" to our business community, as well as collaborating with our city partners on current events and related issues.

While we move through this segment of time, we remain steadily focused on "What more we can do for our members." At this point, we will endeavor to produce an updated calendar and plans with something for anyone and everyone. Our Chamber will evolve as the forevermore, awesome hub for business, community and fellowship, that it has become.

If you are not a member, but would like to join our Chamber, please call or come by the office.

If you are a member, get involved, join a committee, attend our many functions or find out more about your chamber.



Georgette Sarles  
*President/CEO*

*Thank you for your participation and support of the Daly City/Colma Chamber of Commerce.*

*Here is to a happy and healthy summertime for all!*

Daly City/Colma Chamber of Commerce 355 Gellert Blvd. Ste.138 Daly City, CA.  
Email- [staff@dalycity-colmachamber.org](mailto:staff@dalycity-colmachamber.org) Website-[www.dalycity-colmachamber.org](http://www.dalycity-colmachamber.org)



## 14th Annual Business to Consumers Showcase

**Saturday September 10, 2011**

10am - 4pm at the Serramonte Shopping Center

*You can make a difference in your community by shopping and doing business locally. Come to the Showcase to find out what local businesses have to offer.*



For more information, please call 650.755.3900 or visit [www.dalycity-colmachamber.org](http://www.dalycity-colmachamber.org)

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## ANNIVERSARIES

### 50 YEARS

Georgette's of Westlake

### 35 YEARS

Markovich Insurance

Century 21 Alliance

Cow Palace

### 28 YEARS

Rudolph's Interiors

### 25 YEARS

Latchkey Alternative Center, The

### 22 YEARS

Hills of Eternity Memorial Park

### 21 YEARS

Charlene Haight Johnson

Serramonte Ridge Apartments

### 19 YEARS

John Mangini, Attorney at Law

### 18 YEARS

Bank of The West

### 17 YEARS

San Francisco Examiner

### 15 YEARS

ABC Locksmith

### 13 YEARS

Paul's Flowers

Lucky Chances Casino

### 12 YEARS

Jefferson Elementary School District

Molloy's Tavern

RREEF Management Company

US Postmaster, Daly City

### 11 YEARS

Jump for Joy Music

Bon Vivant

Outback Steakhouse

### 10 YEARS

Law Office of Aubrey Weldon

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Safeway, Inc.

### 9 YEARS

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### 8 YEARS

Costco Wholesale

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### 6 YEARS

Provident Credit Union-DC

### 5 YEARS

California State Assembly

In-N-Out Burger

### 4 YEARS

Achievers Real Estate & Loans  
Serra Commons Apartments  
Seton Health Services Foundation

### 3 YEARS

American Laser Centers

Inquirer.Net

Honda of Serramonte

### 2 YEARS

Arbonne International

State Farm

Bay Area Parents

Comcast Spotlight

## NEW MEMBERS

Gama Trophies

Fed Ex Office-Colma

Air Lollipops

CVS Pharmacy

Family Care

Northern California Nursing Academy

Spinal Diagnostics & Treatment Center

Yashi Okita Design

Crunch

Coldwell Banker Ernest Alzar

Serramonte Kia

Halogen Lighting

World Financial

Monarch Village

Comcast Cable-West Bay Area

## MISSION STATEMENT

### DALY CITY-COLMA CHAMBER OF COMMERCE

The role of the Daly City-Colma Chamber of Commerce shall be to encourage business development and networking, providing members with useful information and services. The Chamber shall take a leadership role in promoting economic, professional, commercial and civic vitality for our communities, while seeking to preserve the unique qualities that are good for business and make Daly City and Colma very special places to live, work and do business.



## CHAIRMAN CIRCLE

### PLATINUM



*Georgette's  
of Westlake*

### GOLD



Westlake Village Apartments

### SILVER



serramonte



### COPPER

Jonathan Cano.....Comcast Spotlight  
John Hui.....Brisbane Printing  
Rebecca Husted .....Better Homes and  
Garden Real Estate  
Mike Joseph .....Walgreens  
Will Minnich .....De Vry University  
Owen Molloy.....Molloy's Tavern  
Manny Reburiano.....Allstate Insurance  
Ross Sit.....ACHIEVERS Real  
Estate & Loans

## NEW MEMBER SPOT LIGHT!



**Jennifer Duarte, CSM**  
*General Manager  
Serramonte Center*

I recently have had the honor of being nominated to the Chamber of Commerce Board of Directors. I am very excited to join this dynamic group of individuals who all share the common goal of furthering business and economic development in Daly City and Colma.

I moved to San Mateo County nine months ago to assume the position of General Manager of Serramonte Center. I have been very fortunate to join a thriving shopping center with a great mix of exciting stores and restaurants.

If you haven't visited us recently at Serramonte, you will be surprised by the many new stores. Some of our recent additions include an 18,000 square foot H&M store which carries women's, men's and children's wear and a new, 75,000 square foot, JCPenney flagship store. In addition, a 26,000 square foot, modern, Crunch Fitness facility opened in April and Burgermeister, a gourmet burger restaurant opened the beginning of July.

Along with over 120 great stores and restaurants, we have an ongoing array of exciting events and activities taking place. Don't miss our Green Living Fair July 16th, our monthly Kids Club event July 19th, the Back to School Fashion Show scheduled for August 6th or the Radio Disney "Shake It Up" event August 20th. Whether it be for dining, shopping, gift ideas or special events, we invite you and your family to join us at Serramonte Center. For more information on our stores, restaurants and events, please check out our website at [www.serramontecenter.com](http://www.serramontecenter.com).



**Steve House**  
*Proprietor  
Outback Steakhouse*

The Outback Steakhouse in Daly City opened in May of 1999 in the Serramonte Plaza. Since that time, Outback has been involved in numerous charities and community events, including the Daly City Police Athletic League, Operation Santa Claus, Daly City Food Pantry, Daly City Youth Health Center, Tip-a-cop, and many others. Outback is now open for lunch every day, and business has continued to grow over the last 12 years.

Steven House has been the proprietor of the Outback since September of 2006. In that time, he has continued to be involved in the community. Mr. House sits on the President's council for Skyline College, is on the board of directors for the Mid-peninsula Boys and Girls Club, and is the newest member of the Daly City/Colma Chamber of Commerce board of directors. Steven and his wife, Tami have a four year old son, Elijah, and are expecting a girl in September. [www.outback.com](http://www.outback.com)



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*Warm Regards,*

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IN-N-OUT is located kitty corner to *DARROW CHIROPRACTIC*

# Westlake Shopping Center – Shop. Dine. Unwind.

One of the first malls in America, Westlake Shopping Center has emerged as a new shopping destination that's more than just a place to shop. Stroll our wide, tree-lined promenades, experience our many stores, unique eateries, and diverse community.

**Shop!** We have a variety of shops to choose from. Our Home Depot Design Center has 2 floors and connects with our 6-level parking garage on Lake Merced Blvd. If you come looking for shoes, DSW is the place to go. For apparel and accessories, visit Burlington Coat Factory, TJ Maxx or Ross which connects to our 2-level parking garage located at Park Plaza Drive. Walgreens is open 24 hours and we look forward to a bigger and better Safeway. Don't forget to check out Trader Joe's & Cost Plus World Market. And for your pets, discover Unleashed by Petco.

**Dine!** Starbucks is the place to be for your morning coffee or grab breakfast at the historic Westlake Coffee Shop. For an Asian flavor, try Banana Island, Bangkok Garden, Hong Kong Café, King Wah Restaurant or the newly opened Tandoori Oven. Get creative with Little Fire Pot! For a refreshing treat check out Yogurt Circle, Baskin Robbins, or Jamba Juice. Craving chicken? Try Broaster Chicken or Wingstop. And for a late night snack, Nations Giant Hamburgers is open 24/7.

**Unwind!** Slip out of your day, pamper yourself & find the perfect gift of experience at Massage Envy Spa, European Wax Center, and Westlake Nail Spa. Explore and find beauty products at our specialty stores, Avon, eCosway, & Georgette's of Westlake. Find the perfect gift at Lobella and Color Me Mine. And for the health enthusiast, look forward to Fitness 19 & Bikram Hot Yoga coming soon.

**Westlake Shopping Center, it's everything you are looking for, all in one amazing place!**




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# FedEx Office <sup>SM</sup>

## Print & Ship Services



On June 21, 2011 we launched FedEx Office-Colma's Grand Re-Opening/ Customer Appreciation day with a big bang and roar! We remodeled our store and added more staff. Our goal is to make everyone aware that FedEx is more than about being the world's biggest shipping and delivery company but your business partner. We will work with you to help grow and enhance your businesses. FedEx Office is excellent when it comes to making business cards, posters, banners, flyers, and just about anything related to quality printing needs. We even offer a Direct Mail service, and we're your pack and ship headquarters. We are very proud of our very fast service turn around and our impressive accessibility all over USA. We are open 7 days a week with long hours.

At FedEx we lead the way in technology, communication and computer access therefore making it easy for the business traveller to get the job done immediately.

We started that day with the arrival of our FedEx NASCAR racing car #11 on exhibit. It certainly woke up the neighborhood with its thunderous roar! Our Colma police squad car was present as well. We had morning snacks followed by an array of various foods from local restaurants nearby. Namely, Moonstar, Mama Maria's Pizza, Manila Eatery, Al Fin Latin Cuisine, American Sushi House, Nora's Patisserie, Honey Baked Ham, Pampang's Bakery, and Simply Calamansi Juice beverage. We thank our food sponsors for their participation and encourage you to please patronize them.

Our Senior Manager is Mr. Karl Figenshu who keeps the Colma office in tip top shape along with the most dedicated team members. Cora C. Mandapat is the store's center consultant whom you can contact regarding your printing service needs and any special arrangements we can discuss. Our priority is to take care of our customers and live the Purple Promise, which is to make every FedEx experience an outstanding one!



*Thank you for your attention and we look forward to serving you.*

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## Classic Bowling Center

Classic Bowling Center has been a family run business for over 26 years. We pride ourselves on providing the best customer service possible. We are the largest bowling center in Northern California featuring 60 lanes, Club KO, DeVo's Café, & Ohana Pro Shop.

Over the last few years, we have updated our scoring system to QuibicaAMF, as well as installing sixty 42" LCD overhead monitors. The lanes have also been resurfaced within the last year. Another awesome feature is bumper capability on all 60 lanes. As a thank you to our league bowlers we allow them to bowl for \$1/ game 7 days a week from 9 am – 5 pm.

Our newly remodeled Club KO is a full service bar serving liquor and beer. There are also three 46" LCD's and four 42" plasmas. If you're lucky, you may catch DJ Keith O in the mix.

DeVo's Café, known for its signature fried calamari is open seven days a week and serves breakfast all day. Some of our other popular items are Shanghai lumpia, Angus beef sliders, and garlic fries. Please stop in for a bite, as you will be in for a treat.

Also, keep us in mind for your next birthday or corporate event. **Contact [lisa@classicbowling.com](mailto:lisa@classicbowling.com) with any questions.**

Please contact [Rob@classicbowling.com](mailto:Rob@classicbowling.com) for more details.

We appreciate your business and look forward to seeing you soon. **PLEASE BRING IN THIS NEWSLETTER FOR ONE FREE GAME.**  
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# Daly City-Colma Chamber of Commerce Photo Gallery



**Lucky Chances Casino**  
Small Business Week Breakfast  
April 20th



**Al Fin Restaurant**  
Small Business Week  
April 18th



**T-Mobile**  
Small Business Expo  
Small Business Week - April 19th



**Wells Fargo**  
Bank Mixer  
May 24th



**Business to Business**  
Small Business Week  
April 21st



**2011 Educational  
Foundation Scholarships**  
May 5th



See More Photos at [www.dalycity-colmachamber.org](http://www.dalycity-colmachamber.org)

# Daly City, California

*(Then & Now Series)*

by Bunny Gillespie, Dave Crimmen

**BOOK SIGNING**  
Thursday, August 25  
4:00 to 6:00 p.m.

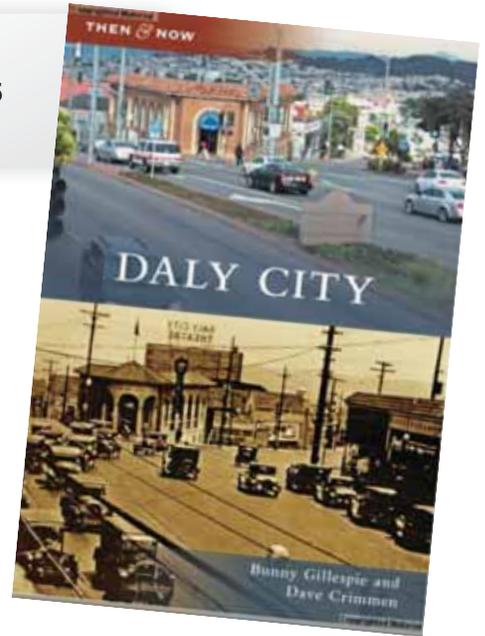
Daly City Historian Bunny Gillespie to Discuss New Book, Lead Centennial History Walk  
In celebration of Daly City's centennial, authors Bunny Gillespie and Dave Crimmen will discuss their new book, **Then & Now Daly City, at a book signing event at City Hall, 333 90th Street, from 4:00 to 6:00 p.m. on Thursday, August 25.** The book is available at all four Daly City branch libraries, the Daly City History Museum, and several online retailers, including Amazon.com and Powell's Books.

The book celebrates Daly City's rich history, and presents vintage and contemporary views of some of the City's most recognizable landmarks. Gillespie scoured the History Guild of Daly City/Colma's archives for the historic photos that appear in the book, while Crimmen served as the primary photographer for the present-day images. The collaboration between Gillespie and Crimmen produced an invaluable look at Daly City's growth and development with insightful context provided by Gillespie.

Gillespie has written three other books about Daly City, *The Great Daly City Historical Trivia Book* (1986, illustrated by her husband Ken Gillespie), *Daly City* (2003), and *Westlake* (2008). Crimmen wrote *Broadmoor Village* (2010, with a foreword by Quentin Kopp).

Never one to rest on her laurels, Gillespie is busy working on her latest project - a walking map of Daly City's historic points of interest. She will lead a guided walking tour of the Top of the Hill area on September 10, 2011 as part of Daly City's ongoing centennial commemorations. The guided walk is scheduled to start at 2:00 p.m. at the municipal parking lot on Bepler Street, continuing through oldest commercial area of Daly City. The walk will conclude at the Daly City History Museum approximately 1 hour later.

When completed, the map will be available at City Hall, the Daly City History Museum, and Daly City libraries. The map will serve as a template for self-guided tours while generating interest in the City's colorful history.



## Crunch of Daly City

Conveniently located in the Serramonte Center, Crunch Daly City offer members the opportunity to go shopping and get a great workout – all without ever having to change parking spaces. This brand spankin' new gym is packed with 27,000 square feet of fun, with everything necessary to get some top-notch exercise: loads of incredible equipment, a group fitness studio, sauna, Kid's Crunch, Ride room, dedicated stretch area, full-service locker room and a team of personal trainers that are like PhDs in kicking butt. Over 50 classes are offered weekly, including Crunch's signature classes like Zumba, AntiGravity Yoga, BodyWeb w/TRX and LaBlast, just to name a few.



Crunch Daly City is open Mon – Thurs from 5am – 11pm, Friday from 5am – 9pm and Sat & Sun from 7am – 8pm. For more information please stop in and speak to a membership advisor or call (650) 684-1234. Crunch, the gym that believes in making serious exercise fun by fusing fitness and entertainment and pioneering a philosophy of No Judgments, has 8 other locations in the SF/Bay Area. Go to [www.crunch.com](http://www.crunch.com) for more information and to download a free guest pass.

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*Save the Date*

## Daly City's Centennial Dinner



Daly City is celebrating its centennial with a formal dinner at the **Lake Merced Golf and Country Club on Saturday, September 24.** This is sure to be the social event of 2011 and the highlight of Daly City's year-long centennial celebration.

For more information or to make reservations, call (650) 991-8127



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# What is the Heart Associations stance on Salt?

**HEALTH MATTERS:** *By Jim Comstock*

In January of 2011, the American Heart Association issued a public call to action on salt consumption in the United States. The dangers of too much salt are well documented. Salt increases blood pressure, and it is now estimated that about 90 percent of all Americans will develop high blood pressure at some point in their lives. Excessive salt consumption also has an adverse effect on the kidneys, heart, and blood vessels.

The Heart Association recommends a maximum limit of no more than 1,500 milligrams of salt per day. Currently, Americans consume an average of 3,436 milligrams of salt per day. About 75 percent of salt in the American diet comes from foods that are processed, packaged, or eaten in restaurants. But even fresh meat is often injected with extra salt.

Foods high in potassium—such as bananas, oranges, berries, apricots, avocados, broccoli, spinach, and tomatoes—can help to counteract the effects of salt and bring down blood pressure. However, most Americans do not eat enough of these foods. For example, it is estimated that less than 3 percent of American youth eat the recommended amount of fruits and vegetables.



According to the Heart Association, the benefits of reducing salt consumption would be enormous both to our national health and our national economy, with a projected 25.6 percent decrease in the incidence of high blood pressure, 32,000 to 66,000 fewer strokes and 54,000 to 99,000 fewer heart attacks every year, and an annual savings of up to \$26 billion in health care costs. “Even a modest decline in [salt] intake—say 400 mg per day—would produce benefits that are substantial and warrant implementation,” says the Heart Association advisory statement.



**QUESTION:** What are the specific actions concerning salt, that the Heart Association is implementing this year?

To achieve its goals, the Heart Association is collaborating with a number of different agencies, including the U.S. Food and Drug Administration, the U.S. Department of Agriculture, the Centers for Disease Control, and several others at the state and national levels. Among the specific actions that the Heart Association is calling for are:

- Lower salt levels in the general food supply, particularly in processed foods, along with creation of economic incentives for food manufacturers to reduce the amount of salt in their products
- Improved food labeling so that consumers can easily see how much salt their food contains
- Reduction of salt levels in food served in schools, and foods and beverages marketed specifically to children
- Reduction of salt levels in food purchased by government programs
- Mandatory nutrition information in restaurants
- Creation of incentives for health care providers and insurers to educate patients and consumers about the risks of too much salt

The Heart Association notes that other countries, including Finland, Japan, and the United Kingdom, have successfully reduced salt consumption among their populations with similar nationwide efforts.

## Habitat for Humanity Greater San Francisco Seeks Volunteers



Habitat for Humanity Great San Francisco needs volunteers to help build 36 homes at 7555 Mission Street in Daly City. Volunteers are needed Wednesday through Saturday, from 8:30 a.m. to 4:15 p.m. To schedule a group build day, **Call the Volunteer Services Team at (415) 625-1029.**

# Fiscal Sustainability at the Town of Colma

## *Working Both Sides of the Equation*

by *Laura Allen*

City Manager of the Town of Colma

The news is full of stories questioning the fiscal health of California cities these days. Clearly cities are suffering in these tough economic times, with many of them laying off employees and reducing services.

At the Town of Colma, we are working both sides of the fiscal sustainability equation by focusing on reducing our expenditures as well as using economic development to increase revenues to enhance city services.

To reduce expenditures over the past several years, the Town has left some positions vacant, suspended major roadway and building improvement projects, capped medical benefits for new employees, reduced employee sick leave accrual, required employees to contribute to their pension, consolidated the Planning and

Public Works Departments, and improved the efficiency of internal administrative processes, including the Business License process, by providing more services and information online.

On the revenue side, the Colma City Council adopted the Short-Term Economic Development Strategy in May 2010 which set out the economic development actions that the Town will undertake in the next two years. Implementation activities are well underway and include continuing to partner with the Colma-Daly City Chamber of Commerce to promote business activity, improving resources available for business on the Town's website, and increasing staff's interaction with business owners.

Colma's economic circumstances continue to be promising given the new businesses coming to Town and new development along Serramonte Boulevard. Within the past 18 months the Town welcomed Volkswagen

and Kia dealerships as well as a new Dollar Tree store. Target completed an expansion of their existing store, offering groceries to their customers. Lexus also expanded by constructing a new 233,000 square foot auto dealership building making it one of the largest indoor facilities for luxury cars in the Bay Area. Development of 990 Serramonte was completed with a new 6,650 square foot building which brought several businesses including a Starbucks, Chipotle and Popeye's Chicken.

Economic development is important to Colma because a thriving business community is needed to provide stable and sufficient revenue so Colma can continue providing high quality services to both residents and members of the business community. The Town recently hired economic development consultants to help us plan for the future and we look forward to continuing to partner with the Chamber and our businesses as we develop that plan.

## REBECCA SAYS.....

Regular Real Estate Tips, Tidbits & Resources *provided by Rebecca C. Husted*

As of 7/1/11 – Home Sellers, Landlords and Home Owners must be made aware of and comply with **The Carbon Monoxide Poisoning Prevention Act of 2010** (Cal. Health & Safety Code §§ 13260 et seq.) which was signed into law. It requires carbon monoxide detectors to be installed in every “dwelling unit intended for human occupancy.” The California legislature also modified both the Transfer Disclosure Statement (TDS-for residential one-to-four unit real property) and MHTDS (for manufactured homes and mobilehomes) to include a reference to carbon monoxide detector devices.

**What is a carbon monoxide detector?** It is a relatively inexpensive device similar to a smoke detector that signals detection of carbon monoxide in the air. Under the law, a carbon monoxide device is “designed to detect carbon monoxide and produce a distinct audible alarm.” It can be battery powered, a plug-in device with battery backup, or a device installed as recommended by Standard 720 of the National Fire Protection Association.

**How does a homeowner comply with this law?** Every owner of a “dwelling unit intended for human occupancy” must install an approved carbon monoxide device in each existing dwelling unit having a fossil fuel burning heater or appliance, fireplace, or an attached garage. The applicable time periods are as follows: (1) For all existing single-family dwelling units on or before July 1, 2011. (2) For all other existing dwelling units on or before Jan. 1, 2013. (Cal. Health & Safety Code § 17926(a).)

**Are there any penalties for noncompliance with this law regarding installation of carbon monoxide detector devices?** Yes. A violation is an infraction punishable by a maximum fine of \$200 for each offense. However, a property owner must receive a 30-day notice to correct first. If an owner who receives such a notice fails to correct the problem within the 30-day period, then the owner may be assessed the fine. (Cal. Health & Safety Code § 17926(c).)

For more Info or Links to additional resources: Contact Rebecca Husted: 415-706-4722 or email @ [rebecca.husted@bhghome.com](mailto:rebecca.husted@bhghome.com)



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