



# The Solano Avenue Association

2009 Annual Newsletter - March 2009

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## Please Mark Your Calendars!

SAA Annual Mixer

Tuesday - March 17<sup>th</sup> (Saint Patrick's Day)  
5:30PM

King Tsin 1699 Solano Avenue

## We would like to acknowledge the 2008 Board of Directors:

President - Robert Cheasty  
Law Offices of Cheasty & Cheasty

Vice President - Harry Pruyn  
Solano Cleaning Center

Treasurer - Jason Alabanza  
Mechanics Bank - Albany

Secretary - Virginia Jones, Red Oak Realty

Immediate Past President - Dr. Jay Bunker  
Chiropractor

Ray H. Anderson, Estate Liquidation Services  
Gay Austin, Berkeley Hills Realty  
Jason Bellevue, RAF Investments  
John Cowee, Architectural Concepts  
Debbie Perkins - Kalama, KNA Copy Centre  
Susan Powning, By Hand  
Sang L. Rowand, Farmers Insurance - Albany  
Janet Snidow, The Powder Box Salon  
Tom Taylor, Art Thou Graphics

Allen Cain  
Executive Director and Events Manager

## 2009 Calendar of Events

March 17<sup>th</sup> Annual Mixer

August 13<sup>th</sup> Solano Stroll Kick-off Party

**September 13<sup>th</sup> Solano Avenue Stroll**

October 31<sup>st</sup> Halloween on Solano

First three weekends in December:

Santa on Solano and other winter season activities

## 2008 holiday season window store-front decoration contest winners:

First place: Five Little Monkeys (\$1000)

Second place: High Cotton Living (\$500)

Third place: Solano Kids (Free 2009 SAA Membership)

Special Thanks to the Albany YMCA and Xocolate who also get a free SAA Membership.

## The SAA E News Letter:

Twice a month the SAA produces an "E News Letter" putting people in touch with what is happening on Solano Avenue. We keep you posted on who is coming and going, current events, crime alerts, and much more!

This electronic method is a great way of keeping track of the Avenue while being environmentally conscious, and sending out a physical newsletter only annually.

We consider it imperative that we be able to communicate effectively with Solano Avenue Association members and non-members on the Avenue.

Please have your email address added to our E News Letter subscription list!

## Appearance counts!

Books are judged by their covers, houses are appraised by their curb appeal, and a business is initially evaluated on how it looks. We can control how we portray ourselves to the outer world.

You have just thirty seconds. Social psychologists studying the impact of image have determined that's how long it takes for someone meeting you to form a whole laundry list of impressions about your character, abilities, and your business. Thirty seconds doesn't give you time to showcase your business; it doesn't allow any time to explain that you have talent, skills, training, and a substantial list of truly satisfied customers. In thirty seconds, people form different impressions based almost entirely on what they see - so appearances DO count.

These quick impressions can be lasting; psychologists call it the halo effect. When your visual message is positive, your customer will tend to assume that other aspects about you are equally positive. But unfortunately, if your visual message is negative, that new customer or client may not spend the time and effort to discover the talented person inside.

Appearances also count in ongoing interactions. In his comprehensive research on communication, sociolinguist Albert Mehrabian found that in a face-to-face encounter, 7 percent of a verbal message comes from the words used; 38 percent comes from the vocal tone, pacing, and inflection; 55 percent of the message is transmitted by the speaker's appearance and body language.

## We would like to acknowledge those who helped make the 2008 "Stroll for Health" Solano Avenue Stroll one of the best:

First, our Major Sponsors: **Albany Ford, Albany Subaru, Fleet Feet Sports Berkeley**, KGO TV Channel 7, AC Transit, Alta Bates Medical Group, The Gertonson Institute, Acupuncture and Integrative Medicine College Berkeley, and the Cities of Albany and Berkeley. Our Media Partners include: Bay Area Rapid Transit (BART), Comcast, The East Bay Express and the Daily Californian.

**Thank you** to those who provided delicious food to the volunteers, and electricity to the performers: Andronico's Market, Cactus Taqueria, The Law Offices of Cheasty and Cheasty, China Village, Copy Central, Flowerland Nursery, Fonda, High Cotton Living, Ideas for Elements, Kirin, KNA Copy Centre, Longs Drugs, R.E. Mortgage, Schmidt's Tobacco Pub, Solano Cellars, Sushi Solano, Sweet Basil, Tannahill Realty, Tangerine Food Bar, The Church on the Corner, The Eunice Gourmet, Today's Rave, and Zand Market.

### President's Message

For the past two years it has been my honor to serve as President of the Solano Avenue Association. I will be stepping down this March but will stay on as Immediate Past President to help the new president.

This past year has been a momentous one for Solano Avenue and the Association.

#### **The Stroll – 300,000 strong!**

The Solano Stroll drew approximately 300,000 people, maintaining its reputation as the largest event of its kind in California. Dubbed "our region's unique local holiday" in the local newspapers, the Solano Stroll was again wildly successful – a mile long block party with hundreds of performers, gourmet food booths, peer-juried crafts booths and a gazillion people strolling the Avenue.

#### **Improving the local economy:**

The Association is working closely with the City of Albany and the City of Berkeley to promote the Shop Local Program and we have co-sponsored workshops on survival for local businesses in these challenging times.

The SAA has been urging the two cities of Albany and Berkeley to be more involved with the local commercial districts to help them thrive. The Albany City Council and the administration have stepped up this past year and retained consultants who are assisting the city with a full throated investigation and planning effort, including the core elements of the Main Street Program. We expect continued collaboration with Albany and Berkeley.

#### **Lunar New Year Celebration:**

Wow!! The SAA staged its third annual Lunar New Year Celebration this past February 7<sup>th</sup> to the delight of the kids in the parade, the singers and dancers and acrobats, their families and friends and the happy onlookers. Renowned Chinese dancer and teacher Ah-lan brought a fabulous array of talent for the three hours of culture and entertainment: Chinese Opera (Ms. SUN Wei and Ms. WANG Jacie); Emeryville Taiko Drummers; California Youth Chinese Symphony; brilliant Chinese dancers; martial artists of Golden Lion Marshal Arts School; Dr. WU Yuxiang's skilled flute performances; Animemyu's Japanese anime characters; the Happy Chef (Professor XIA Kemin) kept a restaurant's worth of plates spinning, knives flying; Zion Lee's Cornell School students performed the dragon drama in fabulous costumes.

#### **Halloween on Solano:**

*Boo!!!* This past Halloween the SAA staged its second Pumpkin Patch event replete with costume contest (fabulous prizes), a magician, free popcorn and a frightful blast for kids from one to ninety-two. Look for the next Halloween on Solano. (Check the website for photos and info.)

#### **Holiday Season:**

Meet Santa on Solano. The SAA puts on a roving set of performers (musical, choral) and hosts a Meet Santa on Solano on the weekends leading up to Dec. 25<sup>th</sup>. (Free photos with Santa.) The SAA also sponsors a contest for the best window and frontage decorations and works with the local Chambers of Commerce, the cities and organizations to deliver a fun and safe climate for people out strolling and shopping during the holiday season.

#### **Goals: The SAA aims to improve the urban core:**

The SAA works to improve the vitality of the urban core. Our goal is best understood as a commitment to sustainability in our community. We want to create a space to celebrate our urban center, to locally provide services and goods and to help create a jobs base for our community. We collaborate with anyone who will help reach these goals - other organizations, city and county government entities, and the general residents of the community. It is an honor to serve.

For a full list of the ways we serve, see the companion articles and check our website at [www.solanoavenue.org](http://www.solanoavenue.org).

Best wishes,

Robert Cheasty  
President, Solano Avenue Association