



Up Front

Back Story: Beyl's paper memories 6

Food & Wine

Critical Crass: Female critics hurting their own 14



A&E

Michael Snyder: Top 10 fright films 20

Real Estate

RE Investor: Local residential and commercial news 34



Calendar

October Events: With America's Cup over, it's time to find other things to do for yourself, your family, and your out-of-town visitors. Check out our complete list of concerts, nightlife, galas, films, activities, and more. 24

MarinaTimes

WWW.MARINATIMES.COM :: CELEBRATING OUR 29TH YEAR :: VOLUME 29 :: ISSUE 10 :: OCTOBER 2013

Three plans vie for Crissy Field go-ahead

George Lucas among hopefuls seeking to build cultural institutions on old Sports Basement site

by marilyn damon diamond

CONTROVERSY IS NOTHING new when it comes to planning major additions or changes to the Presidio of San Francisco's military base-turned-national park. Promoters of several new plans have found that to be the case as they try to convince the public and city officials of the benefits of selecting their plan.

The beautiful site of this current transformation is the area facing the bay at Crissy Field, where a new building will replace the Sports Basement, which was a commissary during military days.

Sports Basement is relocating to Mason Street, and at press time the Presidio Trust was reviewing the environmental assessment for that move.

Those vying to be selected to develop the spot near Crissy Field have been narrowed to three: the Lucas Cultural Arts Museum, proposed by filmmaker George Lucas; the Golden Gate National Parks Conservancy, called The Presidio Exchange; and the Bridge/Sustainability Institute.

THE PROPOSALS

Golden Gate National Parks Conservancy — The Presidio Exchange. The PX would be a



The Lucas Cultural Arts Museum design IMAGE: DAVID PERRY & ASSOCIATES

new civic space that curates and creates unique visitor experiences at the Presidio, according to Greg Moore, Parks Conservancy president and CEO. The PX would be a 97,000-square-foot multi-use facility offering a set of interconnected indoor and outdoor spaces designed to accommodate a wide range of

interactive public programs and activities, including installations, art exhibits, workshops, a forum, demonstrations, concerts, performances, and more. As envisioned, the PX would serve as a program hub and gathering place for the public and a gateway to the remarkable assets of the Presidio.

Lucas Cultural Arts Museum. This museum would bring to the community a state-of-the-art facility to nurture curiosity, ignite imaginations, and broaden the spirit of adventure for children and families, schools, educators and visitors. Lucas's collection ranges from fine

CRISSY FIELD, continued on 4



At the opening press conference for the Cup's Final Match, Oracle skipper James Spithill (left) and Emirates skipper Dean Barker meet before the America's Cup Trophy PHOTO: © ACEA / PHOTO GILLES MARTIN-RAGET

America's Cup half full?

A postmortem on the City's experience hosting the world's oldest sporting competition

by john zipperer

NOT SINCE MITT Romney traveled to Britain to tell our closest allies that they were going to screw up the London Olympics has a major sporting event been linked so closely to a city and its leaders as the recently completed America's Cup. The promises from politicians and sailing enthusiasts and civic

leaders was that the high-profile event would be a publicity bonanza and produce a financial windfall for the city. With audiences from 170 countries last month watching the two finalists zoom across the bay in front of the spectacular backdrop of the city, it is finally time to take stock of how well the Cup and the city did in living up to the promises and hopes for this major event.

After months of preliminary races, and even more months of drama in the press and on the water and in the courtroom, the 34th America's Cup came down to defender Oracle Team USA (based at Golden Gate Yacht Club) and challenger Emirates Team New Zealand (based at Royal New Zealand Yacht Squadron) in the finals. For sailing fans, it was a time to

AMERICA'S CUP, continued on 13

THE COASTAL COMMUTER :: Who does it best?

Halloween S.F. vs. L.A.

by michael snyder

UH-OH. IT'S THAT special time of year again, when things go bump in the night — and I don't mean drunken one-night stands (although there will be quite a few of them before Nov. 1 rolls around). The days grow shorter, and a chill creeps into the air. Soon it will be Halloween!

Now everyone knows that Halloweentown isn't just a fanciful, fictional setting in Tim Burton's *A Nightmare Before Christmas*. It's a real place, albeit one that mystically materializes every October in a geographical space bordered by the Pacific Ocean, the San Francisco Bay and Daly City. If there's any doubt about the town

in question, let me remind you that the team colors of the San Francisco Giants are orange and black.

As I write this, I'm in Los Angeles, but you can bet that I'll be back home in San Francisco by mid-October — and the big reason is just how Halloweenie things get in our big little city: scary,

COMMUTER, continued on 4

David Hockney: The de Young's largest exhibition yet

by sharon anderson

In the end nobody knows how it's done — how art is made. It can't be explained. Optical devices are just tools. Understanding a tool doesn't explain the magic of creation. Nothing can.

—David Hockney

FROM OCT. 26, 2013 THROUGH JAN. 20, 2014, the de Young will present the largest exhibition in its history. More than 300 works in 18,000 square feet of the gallery will be devoted to the first

HOCKNEY, continued on 21



A Bigger Matelot Kevin Druetz 2, 2009 DIGITAL PAINTING: © DAVID HOCKNEY

AMERICA'S TOP STEAKHOUSES

Osso Steakhouse — 1177 California Street, San Francisco, CA
Bobo's — 1450 Lombard, San Francisco, CA
Peter Luger Steakhouse — 178 Broadway, Brooklyn, NY
Bern's Steakhouse — 1208 South Howard Avenue, Tampa, FL
CUT — 9500 Wilshire Boulevard, Beverly Hills, CA
Emeril's Delmonico — 3355 South Las Vegas Boulevard, Las Vegas, NV
Mario Batali's Carnevino — 3325 S. Las Vegas Blvd., Las Vegas, NV
Chicago Cut — 300 North LaSalle, Chicago, IL
The Precinct — 311 Delta Avenue, Cincinnati, OH
Elway's Cherry Creek — 2500 East First Avenue, Denver, CO



PHOTOS: MISHA BRUK

Osso Steakhouse

OSSO STEAKHOUSE is the latest creation from the people who brought you The Stinking Rose, Calzone's and Bobo's, which was listed as one of the top ten steakhouses in America by USA Today in 2012, alongside such notable restaurants as Peter Luger, Bern's, Emeril Lagasse's Delmonico, Mario Batali's Carnevino and

Wolfgang Puck's CUT. The steakhouse is located in the landmark Gramercy Towers, next door to the Masonic Auditorium on prestigious Nob Hill, near the Fairmont, Mark Hopkins and Huntington Hotel.

The stylish Art-Deco-inspired design provides an elegant yet relaxed ambiance. The New York Steak is dry-aged 4-6 weeks for a fla-

vor that is nothing short of a revelation.

For the truly hardy, try the three-inch thick Bone-in New York New York Empire Steak Building Cut. It's the juiciest, most perfectly marbled beef that has ever been set before you. "It's osso good!!"

Valet Parking

1177 California at Jones
415.771.6776

www.ossosteakhouse.com



ADVERTISEMENT.

CONTENTS

IN THIS ISSUE

13



6



20



News

Around the Marina

News Briefs reports on Sweepy, underground-ing, TEP, Sharktoberfest, and remembers Evelyn Wilson. **4**

Up Front

The City's newspaper past

The conclusion of Ernest Beyl's three-part look at the characters who created our local press. **6**

Street Beat

Around the Northside

Some Simply Chic Finds; Northsider rounds up the latest from the neighborhoods; and Ernest Beyl says this 'hood knows how to party. **10**

Business & Finance

Values count

Kenneth Majer says successful companies have successful core values. **12**

Food & Wine

Dining and dishing

Susan Dyer Reynolds checks out the female food "critics" who are critically harming female food critics; Jeanine Sano looks at celebration wines; Reynolds and Tony Ching offer up some Short Bites; Julie Mitchell visits Palmer's Tavern; the Tablehopper has all the new openings, and Reynolds gives us her recipe for cute and edible ghosts. **14**

Arts & Entertainment

Life and art

Maryann LoRusso tells us where to find adult fright fun on Halloween; Sandy Fertman Ryan gives dress-up tips; Michael Snyder tips the 10 terror films to watch; Marilyn Damon Diamond meets the people who lived in the really scary place — Alcatraz; plus the Marina's best sellers. **20**

Calendar

October events

Take a Union Street Wine Walk, find out if James Franco is as talented as he thinks he is, listen to Boz Scaggs, and much more in an action-packed month of fun. **24**

At Home

Health and home

Thalia Farshchian gives you good sleep advice; Liz Farrell offers tips for getting your children reading; and Julia Strzesieski says it's fun to slice up a pumpkin. **26**

Real Estate

Renting, buying, and selling

The Mystery Housebuyer reminds you of what you need to remember when you visit a house; Stephanie Saunders Ahlberg looks at market sticker shock; Carole Isaacs says bears and buyers are sort of the same; and John Zipperer gives a local residential and commercial property update. **30**

Travel

Stretch out

Garrick Ramirez suggests you indulge yourself in West Marin, with pastoral scenes of rolling hills. **36**

Pets

The pittie teacher

It's orientation time, and kindergarten breed ambassador Skylar Grey is gearing up to teach her own class on not fearing what you don't know. **38**

ONLINE SPECIALS

Evalyn Baron's Academy of Sciences visit (spoiler alert: it includes alligator Claude, and screaming children); Patty Burness visits Kenwood, plus our complete event listings, and don't forget to like us on Facebook: **on www.marinatimes.com**

MarinaTimes

A division of Northside Publications, Inc.

www.marinatimes.com | 3053 Fillmore Street, Ste. 238, San Francisco, CA 94123
 Editorial: (415) 931-0515 | Fax: (415) 931-0987 | Letters to the Editor: letters@marinatimes.com
 Advertising: (415) 815-8081 advertising@marinatimes.com
 Calendar submissions due by the 15th of the month to calendar@marinatimes.com

Publisher
Earl Adkins
publisher@marinatimes.com

Editor in Chief
Susan Dyer Reynolds
susan@marinatimes.com

Managing Editor
John Zipperer
john@marinatimes.com

Editor, Arts & Entertainment
Lynette Majer
lynette@marinatimes.com

Social Media
Shelia Fox
shelia@marinatimes.com

Designer Steven Fromtling
Web Designer Joe Bachman

THE MARINA TIMES IS DISTRIBUTED FREE IN SAN FRANCISCO'S NORTHERN NEIGHBORHOODS (THE MARINA, COW HOLLOW, PACIFIC HEIGHTS, RUSSIAN HILL, AND NORTH BEACH). MEMBER OF THE SAN FRANCISCO NEIGHBORHOOD NEWSPAPER ASSOCIATION. THE VIEWS EXPRESSED HEREIN DO NOT NECESSARILY REFLECT THE VIEWS OF THE MARINA TIMES OR NORTHSIDE PUBLICATIONS. PLEASE SEND COMMENTS TO LETTERS@MARINATIMES.COM OR TO THE ADDRESS ABOVE. COMMENTS OF 200 WORDS OR LESS HAVE THE BEST CHANCE FOR PUBLICATION. PLEASE INCLUDE NAME, ADDRESS AND DAYTIME PHONE NUMBER FOR CONSIDERATION. WE RESERVE THE RIGHT TO ABRIDGE FOR SPACE, CLARITY AND CIVILITY.

INSIDER :: A little haunted history

The scary truth about Halloween

by john zipperer

AT THE END OF THIS MONTH, PEOPLE young and old will dress up and go to parties, or stay at home and hand out treats to visitors, or pull the shades and watch TV with the lights down so trick or treaters think no one's home. It's Halloween, a weird and wonderful holiday with ancient roots.

At some point early in my elementary school years, my church had a haunted house in its basement. We walked through shrouded, darkened rooms where someone would occasionally try to scare us, there was eerie music, and sets were designed to look like some dilapidated old house and not a collection of Sunday school classrooms in a modern church in Green Bay, Wisc. The effect that had the biggest impact was a room in which we reached behind a curtain to put our hands on objects described by the tour guide: the brains of a monster (a bowl of wet cauliflower), a pile of hungry insects (a bowl of mixed nuts and fruit), the head of a wild beast (a shag carpet remnant), and so on. I was in second grade, so my standards weren't high, and the sham proved pretty disgustingly effective for me and probably was a fun laughter for older students.

That was a moderate Methodist church in the North, so it was just a fun event for families. Some more-conservative churches have taken to having haunted houses that take the "scared straight" approach, attempting to show what hell is like for those who stray from their creed. Visitors see sinners being barbecued in hell or otherwise suffering for opposing the fundamentalists' views on abortion, homosexuality, pornography, listening to heavy-metal music, and so on. That doesn't sound like much fun, but neither does attending that church on a normal Sunday.

Halloween takes place on Oct. 31, the day before the 1st of November, which in Christian lands is celebrated as All Saints Day or All Hallows — thus we got Hallows Eve and eventually Halloween. Its roots also spread to pagan festivals, likely including the Celtic day Samhain. This was an important day in the Gaelic calendar, when the harvest ended and preparation for the cold winter took place. Bonfires were lit and possible human sacrifices added to the fun. The souls of the dead were thought to come back during this time; costumes were thought to be a way of avoiding these spirits or not being recognized by them.

Ninth-century Roman Catholic Pope Gregory IV promoted All Saints Day, though the practice of remembering

those who have recently died goes back centuries in the church. In Protestant churches, All Saints Day is still a time to note members of the congregation who have passed away. And no country throws a Halloween/All Saints' Day celebration like über-Catholic Mexico, where November 1–2 give way to the Day of the Dead, which is like a Tim Burton movie come to life, with deceased family members remembered via cemetery visits, elaborate skeleton mannequins in awesome costumes, altars laden with items commemorating the dead, and much more.

But where did the tradition of trick or treating come from? Door-to-door costumed visits for treats have various roots in Europe, and in North America are apparently traced back to 1911 in Ontario. It seems to have spread across the New World pretty rapidly after that.

To return to stories of my childhood, it was also a time when America was just making the shift on trick or treating. In my earliest years, our mother would bring us around the neighborhood, and we'd go to every door to get some candy (or the occasional healthful alternative from someone officially known as "Skip that house next Halloween"). But within a few

years, stories real or apocryphal of needles or poison in candy began to reduce the extent of trick or treating, and today people often don't take their kids to anyone's homes, or they restrict their visits to friends and family.

Despite that, Halloween continues to be celebrated near and far.

Did you know that people celebrate Halloween even in the ultra-fundamentalist Muslim kingdom of Saudi Arabia? Not openly, of course, unless they want to lose parts of their bodies they might like to hold onto, such as their heads. But there are websites where Saudis offer tips on where to get costumes, how to celebrate so as not to attract attention or create offense, and how to explain it to your children who rather like these weird Christian holidays. One mother wrote that she is planning to introduce costume celebrations to traditional Islamic holidays to ease her Halloween-obsessed child into more locally acceptable traditions. But the comments you see on such websites show that a Halloween gathering in Riyadh is much the same as what you'll find at such a gathering of families in the Marina or in Dallas or in Baltimore: costumes, food, treats, and fun all around.

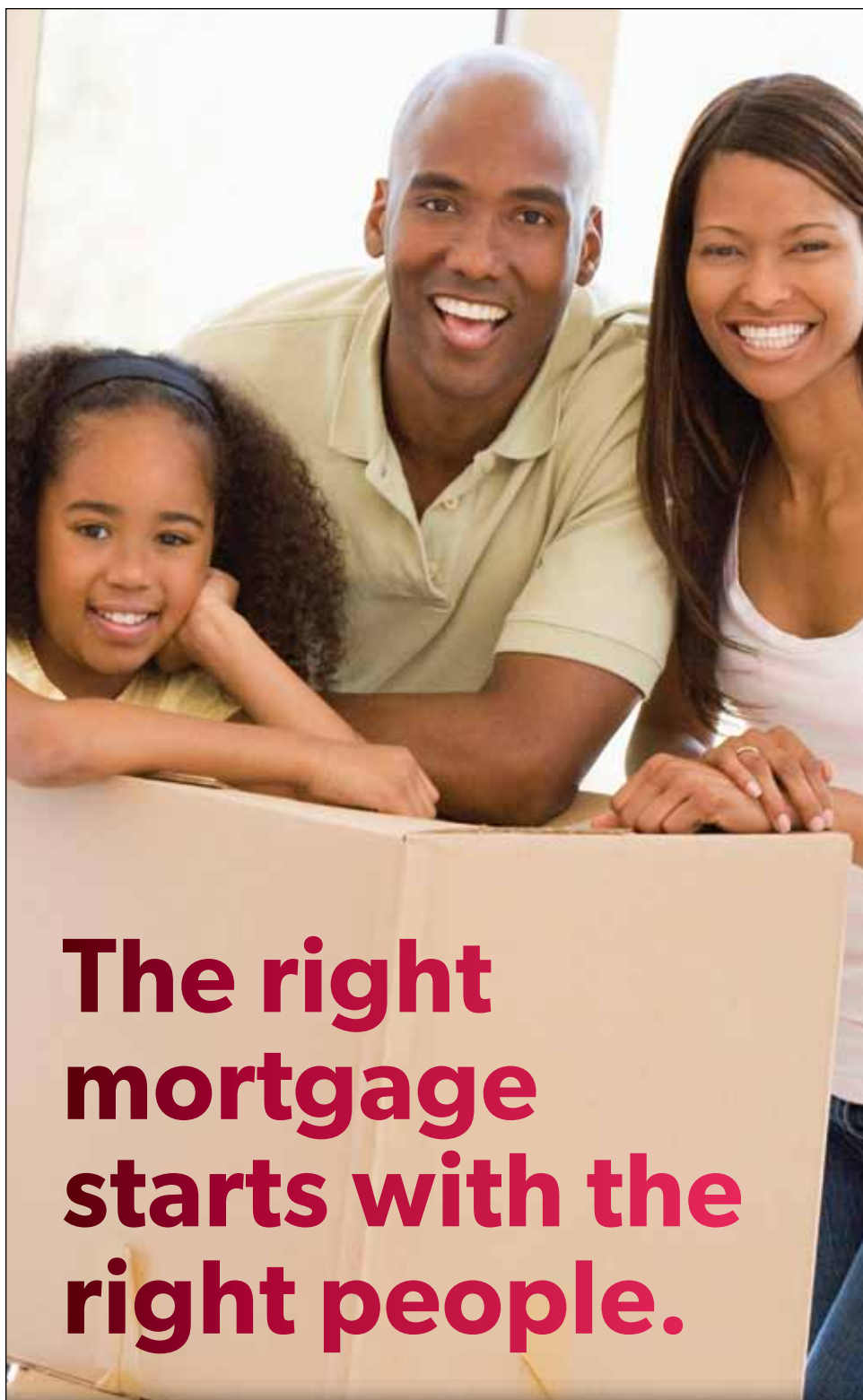
It's a little different in the Castro, of course.

E-mail: john@marinatimes.com



Creating jack-o'-lanterns from pumpkins makes the end-of-harvest festivals a bit scarier — and fun. PHOTO: CINDY

That doesn't sound like much fun, but neither does being at that church on a normal Sunday.



The right mortgage starts with the right people.

At First National Bank of Northern California, we're committed to providing home mortgage solutions that are:

PERSONALIZED	We get to know your needs and goals to best fulfill them.
PROFESSIONAL	Our mortgage experts will guide you through the entire process.
PROMPT	We understand your time is valuable and work with urgency and efficiency.

Discover how we can help you get the right mortgage for your home. Visit our Marina Branch and talk to Reina Ceja, Branch manager. Or call 415-287-8800.

Your neighborhood bank

2197 Chestnut Street
San Francisco, CA 94123

MEMBER
FDIC



fbnorcal.com



FIRST NATIONAL BANK
OF NORTHERN CALIFORNIA

NEWS BRIEFS : Giant Sweep, TEP update, Farrell and Chiu above-ground, Sharktoberfest, Evelyn Wilson

THE STORY OF SWEEPY

San Francisco Mayor Edwin Lee wants people to take note of the City's Giant Sweep campaign, which his administration launched in February in a partnership with the San Francisco Giants. The mayor claims that the anti litter effort has already drawn on 18,000 people who have taken a pledge to keep the City clean, with more than 45,000 hours logged by Giant Sweep volunteers cleaning parks and streets.

"We work very hard to engage our younger generation and help them create a culture of clean," said the mayor. To attract younger supporters, the campaign has created Sweepy, an orange-and-black mascot armed with a broom who makes appearances at schools and street fairs. So if you have spotted a large Halloween-colored creature sporting a broom, it was not a flashback to the '60s. It's just part of the mayor's effort "to convey messages about the importance of being a responsible member of our community." For more information, see www.sfgiantsweep.org.

TRANSIT EFFECTIVENESS PROJECT

As reported last issue, the environmental review process for the

City's Transit Effectiveness Project (TEP) is gathering public comments. Northside resident Herbert J. Weiner submitted his reaction to the project, which he worries "will provide less services to neighborhood communities and severely impact the most physically vulnerable our community, i.e., senior citizens, critically ill, and the handicapped."

TEP is the City's wide-ranging project to improve the speed and effectiveness of its transit services. Weiner fears that "the market system laws of supply and demand are being applied to public transportation services" when "the criteria should be based on need." With possible changes to the system, for example, "severely impaired individuals will be required to walk a long distance between Divisadero and Presidio Avenue to catch a bus," he writes.

The public comment period for the TEP's draft environmental impact report was extended a month to Sept. 17. It has now ended. For the latest information on the project, visit www.sfmta.com.

FARRELL, CHUI UNDERGROUNDING

The San Francisco Coalition to Underground Utilities (see News Briefs, last issue) met with Supervisors Mark Farrell and David Chiu, plus their aides, on Sept. 9 to discuss efforts to complete the half-done job of moving the City's mesh of overhead utility lines underground. According to the Coalition, Farrell "made very clear" that the advocates of undergrounding would need to show support from residents throughout the City before he would approach his colleagues on the Board of Supervisors. The Coalition is therefore making an effort to "get into the neighborhoods and rouse awareness and support, which is something we have already begun," the Coalition reports.

The Coalition will next meet at 2215 Leavenworth Street, on Thursday, Oct. 24, 7-8:30 p.m. For more information, see www.sfundergrounding.org.

SHARKTOBERFEST

If Washington, D.C., can have Sharknado, then San Francisco can observe Sharktoberfest, an effort by Shark Stewards and the Gulf of the Farallones National Marine Sanctuary

to draw attention to their efforts to end the killing of sharks for use in shark fin food. The event will be held Saturday, Oct. 5, 1-4 p.m., at Vessel Outer Limits (10 Marina Blvd).

Shark Stewards also used the occasion of the America's Cup off the Marina's shoreline to call on New Zealand, home to the challenging team, to end shark finning in its waters. "It is a senseless waste to be killing sharks just for their fins and dumping their bodies," said marine advocate Milena Palka.

CARMIGNANI QUILTS FIRE COMMISSION

Donald Carmignani resigned his post on the San Francisco Fire Commission on September 24, the day after he was arrested on suspicion of domestic violence and threats, resulting from an incident with his estranged wife. Carmignani, a member of the Marina Community Association's Board of Directors, had only recently joined the commission, attending his first meeting on April 25, 2013. He was appointed to the commission by Mayor Ed Lee, whose office told the Chronicle that Lee had accepted Carmignani's resignation so the former commissioner could focus on his "personal issues."



Top to bottom: The Presidio Exchange design, looking west; The Bridge/Sustainability Institute

IMAGES: STEELBLUE; WRNS STUDIO

CRISSY FIELD

CONTINUED from page 1

art to animation, and is comprised of works of the great masters of the Golden Age of illustration through today's digital artists. Lucas would bring a wealth of strong affiliations with other significant arts and education institutions from around the world to help enhance the unique place that is the Presidio. At meetings in mid-October, Lucas's project was criticized by some architects who were disappointed by the traditional design of his project; for his part, Lucas has suggested that he would develop the museum in Chicago if he didn't get approval for the Crissy Field spot.

Bridge/Sustainability Institute.

This plan would create a space to explore the critical social, economic and environmental issues of our time. Rotating exhibits would display today's challenges, from water conservation to labor practices, and a café would offer food that was sustainably and equitably sourced. The Sustainability Marketplace would highlight each product's environmental and social rating. It would be a place for poets to scientists, activists to CEOs, and friends and neighbors to each other. Lectures and public forums can give people the chance to work with local politicians, academics, and corporate leaders, and parents could show their children how the wetlands restoration trans-

formed this site back to its natural state. The building itself and its surrounding landscape would be the bridge between all of these parties.

But aside from debates over the merits of each plan, any significant modification to a historic federal property must follow a defined procedure.

THE PROCESS

In November 2012, the Presidio Trust issued a Request for Concept Proposals (RFCP). The 16 proposals submitted were whittled down to the three in May 2013 and submitted on Sept. 16, 2013. One week later, the three teams offered presentations in a public meeting that included a question and answer period. A public meeting of the Presidio Trust Board of Directors is scheduled for Oct. 24.

December 2011: Trust completed Mid-Crissy Area Design Guidelines

November 2012: Call for RFCPs; 16 responses were received

March 2013: The 16 teams submitted proposals

April 2013: Presidio Trust Board of Directors invited comments on the 16 teams

May 2013: Three finalists chosen after public meeting comments and the Trust's interaction with the teams; Trust requested RFCPs from the three

June 17, 2013: Public meeting where the three finalists presented ideas

July 29-31, 2013: Informational open houses

Sept. 16, 2013: Final proposals submitted to the Trust

Sept. 23, 2013: Public meeting with presentations and questions and answers

Oct. 24, 2013: Public meeting for public comments on final proposals

Beyond that, according to the Presidio Trust, there is no timeline available at this time.

COMMUTER

CONTINUED from page 1

seductive, and splendid. My L.A. friends are lobbying for me to stay in the Southland with promises of tickets to the Playboy Mansion Halloween party, and an insistence that the West Hollywood Halloween parade on Santa Monica Boulevard — a fabulous de facto gay pride event — is more than a match for the annual Castro Street festivities. Truth be told, I don't bother with the Castro on Halloween since the occasional spurts of violence began a few years ago, and the

SFPD was compelled to clamp down on the revelry. And it's true that there are more silicon-infused pinups in L.A. than S.F., and that L.A.'s mega-glamorous drag queens have the advantage of Hollywood make-up and special effects artists.

But nay I say! I don't have hard statistics on this, but I would bet that San Francisco has, per capita, more Halloween parties for fun-loving grown-ups than any other city in North America. (New Orleans and New York City might come close.) And the holiday-themed events in the Bay Area are beyond compare, from the arty, sexy elegance of the **Masquerotica Ball** (Saturday, Oct. 19 at the Sound Factory, First and Harrison,) to the most creative and hilarious drag show/costume party in the known universe, **Trannyshack Halloween** (Friday, Oct. 25 at the DNA, 11th and Harrison), to the blithe/spectacular mash-up madness of **Bootie S.F. Halloween Booootie!** (Saturday, Oct. 26 at the DNA, aka the Bootie Mothership — although Bootie L.A. is doing its

own Holly-ween thing that same night at the Echoplex).

And you can be sure that there are oh-so-many more soirees in the offing. Some friends of mine and I even did a little costumes-mandatory party at the Chinatown dive-bar Li-Po every Halloween for a couple of years. Which does bring up an issue. If you're gonna go whole-hog and really do Halloween in San Francisco, there's the hassle of coming up with multiple costumes. It's not just Oct. 31,

I bet that San Francisco has, per capita, more Halloween parties.

people. Going by the schedule of events, it's also the two weekends before Oct. 31. Plus, there's the almost-shamanistic transformation of becoming someone or something else through disguise. It's a major part of Halloween magic.

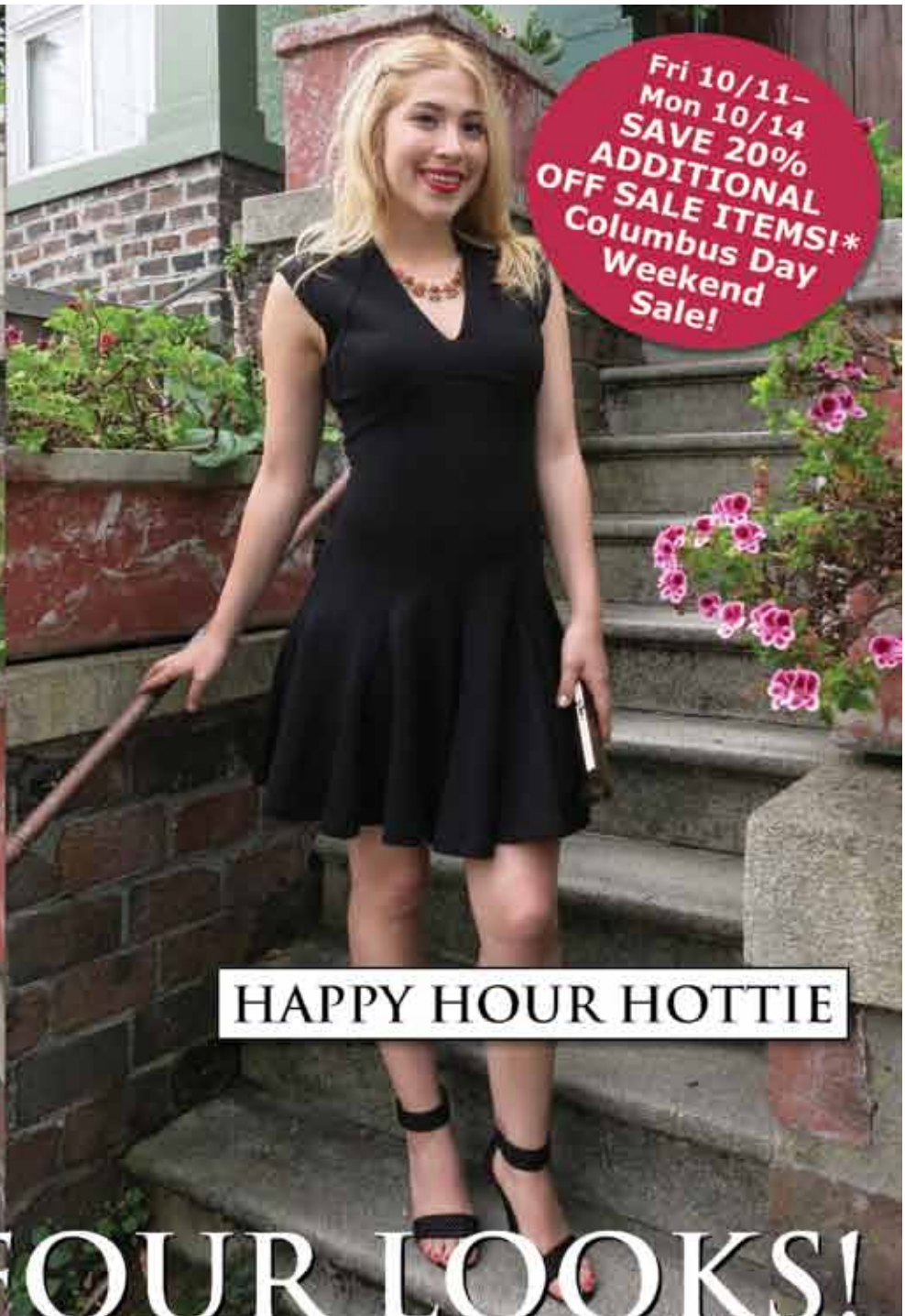
Regarding the costume conundrum, real San Franciscans know that you can't just put on a Lone Ranger mask and leave it at that. Sure, I've donned a fedora with a press card in the hatband and passed myself off as Clark Kent. Then, there was the year I painted my fingernails black and went as Marilyn Manson's hands. But I apologize for my laziness.

So what to do? There's that old Charlie Brown standby, a sheet with holes for the eyes, although you never know when a ghost might be mistaken for a member of the KKK. You can make a costume or buy one. You can be a furry or a superhero or a president or a monster. As for the plethora of sexy maids, sexy cops, sexy nurses, and sexy witches, I'm all for it — whether they're gals or guys.

In any event, break out the candy for the kids, and get ready for more fun than humans should be allowed to have. It's Halloween in San Francisco!



CUBICLE CUTIE



HAPPY HOUR HOTTIE

Fri 10/11-
Mon 10/14
SAVE 20%
ADDITIONAL
OFF SALE ITEMS! *
Columbus Day
Weekend
Sale!

ONE DRESS FOUR LOOKS!

AMBIANCE



DINNER DATE DIVA



PARTY PRINCESS

Remember,
at Ambiance
we really
like you!

Marina District
1858 & 1864 Union St.
OUR OTHER LOCATIONS
Inner Sunset • 756 Irving St.
Noe Valley • 3985 & 3989 24th St.
Haight Ashbury • 1458 Haight St.

f t p i AmbianceSF ♥ www.AmbianceSF.com

* Discount cannot be combined with other discounts.

THE BACK STORY : What happened back then set the stage for all that followed

The evolution of San Francisco newspapers from 1846 until today

Part 3 of a three-part series

by ernest beyl

Correction: Before launching into Part 3 of this series, let me correct an error in Part 2. Harry Rabin, a San Francisco City Guide called it to my attention. I confused Commodore John D. Sloat with Capt. John B. Montgomery. Montgomery raised the flag in what was to become Portsmouth Square. — E.B.

THE NEWSPAPER SCENE in San Francisco became really interesting when William Randolph Hearst came to town to take over the *Examiner*. Competition was fierce. Here's how the newspaper wars played out.

CITIZEN HEARST

William Randolph Hearst, an only child, was a wayward student, and was expelled from Harvard for sending engraved silver chamber pots to his professors. He landed a job as a reporter on the *New York World*. Then in 1877 when he was 23, his father gave him a birthday present, the *San Francisco Examiner*. Not a bad present for a 23-year-old kid. Hearst plunged into the *Examiner* like a kid into a swimming hole. He was inspired by the journalism style he saw at Joseph Pulitzer's *New York World* — personal, vindictive, frequently lurid, and above all, powerful. He began hiring the best journalists he could find, among them Samuel Langhorne Clemens,

Ambrose Bierce, Stephen Hart Crane, Richard Harding Davis, and even Jack London. A fierce competitor, Hearst was the inspiration for the Orson Welles classic film, *Citizen Kane*, which Hearst had tried to stop.

"WR," as he was called in staff memos, built a formidable publishing empire. At its peak, there were 28 newspapers, 18 magazines, and several radio stations and movie companies. Hearst was known for showmanship and style that incorporated an

"William Randolph Hearst was the kind of man who would call upon the north wind to snuff out a candle."

iron hand in a not-necessarily velvet glove. In a book of reminiscences, *Skyline*, journalist biographer Gene Fowler said, "William Randolph Hearst was the kind of man who would call upon the north wind to snuff out a candle."

Hearst died Aug. 14, 1951 at age 88 in the Beverly Hills home he shared with his mistress, actress Marion Davies.

A SIX-NEWSPAPER TOWN

From 1923 to 1926, there were six daily newspapers in San Francisco — the *Chronicle*, *Call*, *News*, *Examiner*, *Bulletin*, and *Daily Illustrated Herald*. It was a great newspaper town with fierce competition among their staffs. In 1926 the



Left to right: William Randolph Hearst, publisher of the *Examiner*; Scott Newhall, editor of the *Chronicle*, in his San Francisco office in 1968 PHOTOS: LIBRARY OF CONGRESS / WIKIMEDIA COMMONS; COURTESY TONY NEWHALL

Daily Illustrated Herald, which had been a venture of New York society figure Cornelius Vanderbilt Jr., dropped out. Vanderbilt had attempted to sell a daily, one-penny tabloid, but it didn't work. In 1929 the *Bulletin*, whose editor was the highly regarded Fremont Older, was purchased by Hearst and merged with the *Call*. Older, under the Hearst banner, continued his fearless, muck-raking style of journalism. From 1934 until the early

1950s, there were four daily newspapers in San Francisco — *Call-Bulletin*, *News*, *Examiner*, and the *Chronicle*.

SMITH'S WHIZ KIDS

Meanwhile, the strong morning papers — the *Chronicle* and the *Examiner* — were slugging it out for circulation. The *Chronicle* under Paul C. Smith was emphasizing international news and opinion. When the U.S. entered World War II, high-profile Smith received a commission as a Navy lieutenant commander. He resigned the commission and enlisted in the Marine Corps as a private, was later recommissioned as a Marine second lieutenant and saw considerable combat in the Pacific. When he returned to the *Chronicle* at war's end he loaded the paper's editorial staff with former Marines. Copyboys came from Harvard, Yale, Brown, and Stanford and were on a fast track to becoming big-time reporters and editors. Some of them did and became known to those on other San Francisco newspapers as "Smith's Whiz Kids." The *Chronicle* was solidly (some said boringly) "responsible and Republican" but bitter circulation rivalry with the *Examiner* eventually did Smith

in with the ownership — de Young heirs — and he left in December 1952.

NEWHALL'S FIGHTING STANCE

The Scott Newhall era at the *Chronicle* was a wild one. Newhall, who followed Smith as editor, set out to bury the *Examiner*. The *Chronicle* became audacious and pugnacious — sometimes even ridiculous. A major front-page story complained about the coffee served in San Francisco restaurants. "A Great City Forced to Drink Swill" trumpeted the big, bold headline. Herb Caen, who in 1950 had defected to the *Examiner*, returned to the *Chronicle* in 1958, and brought many loyal readers back into the *Chronicle* fold. Top columnists abounded. Art Hoppe wrote short satirical columns on politics, government and readers he termed "just plain folks." Charles McCabe wrote idiosyncratic, highly opinionated columns under the heading *The Fearless Spectator*. And there was Stanton Delaplane and his punchy, carefully crafted sentences. When the *Examiner* began a personal advice column by Ann Landers,

on the doorsteps of suburban households (many had members working in San Francisco) first thing in the morning. And, there was Herb Caen telling them how they should feel about "their" city. It worked, and the *Chronicle* took off and never looked back until it was purchased by — you guessed it — the cash-heavy Hearst Corporation in 1999. When Hearst took over the *Chronicle*, the *Examiner* was sold to the prominent San Francisco Fang family. And it began publishing a bright afternoon paper in November 2000. It's still around but under different ownership. It is Hearst's overwhelming *Chronicle* that falls with a dominant thud on San Francisco doorsteps these days. But, as we know, all is not well with the *Chronicle* — or for that matter, newspapers in general in these Internet times we all love and a few love to hate.

Meanwhile, special interest publications are rolling along here in the wake of the *Chronicle*. The *Gazette* purports to address itself to Society with a capital S. There are also single-focus publications for a gay and lesbian readership, for the legal profession, for maritime interests, and so forth. Neighborhood publications like the *Marina Times* — now celebrating its 29th year — are active and some are thriving in spite of the Internet. Latinos, Afro-Americans are well represented, and there are Chinese, Japanese, Russian, Irish, French, German, Korean, Filipino, and Jewish publications, not to mention in Northern California satellite communities. All of this comprises a rich mix for San Francisco, and it has since the early days of the City.

When the *Examiner* began a personal advice column by Ann Landers, Newhall engaged her twin sister and called her ... Dear Abby.

Newhall engaged her twin sister and called her Abigail Van Buren. She became Dear Abby. Although Newhall filled the *Chronicle* with highly entertaining copy, he was also quick to lead the paper into dissent against the Vietnam War.

NEWSPAPERS AND THE INTERNET

At the same time, the *Chronicle* was reaching out greedily to the suburbs for circulation. The paper was

E-mail: ernest@marinatimes.com



Left to right: Esther Pauline Friedman Lederer, better known as Ann Landers, newspaper advice columnist for the *Examiner*; her sister Pauline Esther Phillips, better known as Abigail Van Buren or Dear Abby, the advice columnist for the *Chronicle*

PHOTOS: EASTER SEALS / WIKIMEDIA COMMONS; LIBRARY OF CONGRESS / WIKIMEDIA COMMONS

Find your place in the city.

BURNINGHEART yoga is creating a beautiful new yoga studio right here in the Marina! **Be one of the first to join and receive a Founding Member rate of only \$99/month for life!**

Please call or email to secure your place.

Burning Heart Yoga SF and Yoga Rocks the Park SF
is sponsoring

A Free Day of Yoga & Music in the Park
Saturday, October 5 from 9:00AM-11:00AM

on

The Great Meadow at Fort Mason

Please call 415.345.YOGA for registration information.

 BURNINGHEART | yoga

3741 Buchanan Street
(near Fort Mason & Safeway)
San Francisco, CA 94123
tel 415.345.YOGA (9642)
info@burningheartyogasf.com



The best one hour workout in the country

- Affordable Personalized Training
- Burn up to 800 Calories
- Results are Guaranteed
- Look & Feel Your Best

Special Rates Available! Mention This Ad

3741 Buchanan St.
San Francisco, CA 94123
415.292.3668

orangetheoryfitness.com

  @orangetheorysf
@orangetheorysj

Special rates are available to Marina Times readers until October 30th. **Call 415.292.3668 today!**

 **Orangetheory**
FITNESS

North Beach Restaurant Since 1970 in San Francisco



North Beach Restaurant has served the finest Cucina Toscana in the Bay Area. Famous for its home-cured prosciutto and extra virgin olive oil from owner Lorenzo Petroni's Sonoma olive groves, the restaurant is a dining destination with great food, award-winning wine list, relaxed atmosphere and superb service.

Lunch in North Beach Although open seven days a week for lunch and dinner, our lunch offers a unique opportunity to try some new dishes in a relaxed setting and at lower prices. Many offerings are unique to our restaurant and not available elsewhere.

Some suggestions: Calamari Vinegarette, Pappa al Pomodoro, Frittata Lucchese, Farro, Cold Fresh Pickled Halibut with Onions, Burrata Pugliese, Osso Buco. And all of the fish we offer is both fresh and wild caught.



Petroni Vineyards Since 1992 North Beach Restaurant owner, Lorenzo Petroni, has produced award-winning wines in Sonoma: estate grown and organically farmed Brunello di Sonoma, Cabernet, Syrah, Chardonnay and Sauvignon Blanc.

Now at North Beach Restaurant you will sample Brunello di Sonoma – America's first Brunello – when you dine at North

Beach Restaurant. And you can save 20% on all Petroni award-winning wines when you join the Petroni Vineyards VIP Wine Club. For a Wine Club application, please call (707) 935-8311 or e-mail wine@petronivineyards.com



A Creation of Lorenzo Petroni and Bruno Orsi
Serving Continuously From 11:30am - 11:45pm.
Banquet Room 12 - 100

1512 Stockton Street, San Francisco • (415) 392-1700
www.northbeachrestaurant.com www.petronivineyards.com

VALET PARKING

POLICE BLOTTER : From S.F.'s Northern Station

Crime on the beat

The crimes below are a small snapshot of what the officers of Northern Station are doing. For a more comprehensive list, visit www.sf-police.org; under Compstat, there is a link to CrimeMAPS.

A LUNCH BREAK

Thursday, July 18, 12:48 a.m.
Laguna at McAllister Streets

Theft on an empty stomach helped law enforcement nab a smartphone thief. When police responded to a report of a crime, the victim told them someone had snuck into the store behind some other customers, stolen her iPhone from the front counter area, and run out the door. The victim called 911, described the male perpetrator, and gave his direction of travel. Officers tracked the subject to a nearby location where he had stopped to have lunch. The officers detained the male and recovered the stolen phone. The victim identified the subject, who was booked at Northern Station.

GIMME A BREAK

Sunday, July 21, 8:40 p.m.
Van Ness Avenue at Ellis Street

Yet another iPhone theft victim contacted police to report that her phone had been stolen right out of her hand. The male subject then sped away on a bike. The victim described the subject's clothing and direction of travel. When the victim and the police used a GPS tracking system on the phone, the officers were able to quickly detain the subject, who was booked at Northern Station.

MAGICAL TOOLS

Sunday, July 28, 1:50 a.m.
1500 Block of Pacific Avenue

A caller notified police that a burglary was in progress at a building that was under construction; no one was supposed to be inside the unfinished building at that hour. After noticing a flashlight illuminating the interior, he continued to watch the building and eventually saw the subject exit through a broken side window carrying a large garbage bag.

The caller watched the subject walk away from the building, and gave a description of the subject to officers. The police were able to detain the subject, who was identified by the caller, and police discovered several power tools and construction materials in the subject's possession. He was read his Miranda rights, and he said he wanted to answer the officer's question. He told the officer that he had just woken up and the tools were at his feet; he didn't know where they came from.

He was transported to Northern Station for booking.

STREET TOUGHS

Monday, July 29, 6:10 p.m.
Sutter at Polk Streets

A man sustained injuries to his face and head and complained of back pain as the result of an assault. Officers responding to a report of a fight found the man who said he had parked his van in the area only to have one of the

young adults nearby kick the van for no apparent reason. When the victim asked him why he kicked the vehicle, the subject told him to get back into the van and go away. The victim said he had work to do in the area, and when he tried to leave, the subject followed him and spat on him. When the victim turned around, he was punched in the face. The two fought and wrestled on the ground, and the victim was kicked in the back by another unknown subject. The subjects then fled the area.

Officers were able to locate the subject who started the fight; he was identified by the victim, and the subject was booked at Northern Station.

VIDEO STAR

Tuesday, July 30, 6:41 p.m.
Webster at McAllister Streets

By viewing video footage of an auto burglary, Northern Station investigators were able to identify the subject, and they knew his usual hangouts. When uniformed officers on patrol saw the subject, they stopped their patrol car, got out, and attempted to talk to the subject, who immediately ran from them. The officers were able to capture him after a short pursuit on foot, and he was taken into custody. They found on the subject commonly used items for breaking auto glass. He was booked at Northern Station.

PHONE HOME

Thursday, August 1, 5:45 p.m.
Van Ness Avenue at Turk Street

Officers responding to a request for help found a man chasing another, yelling, "He stole my phone" and trying to get other people to help him apprehend the subject. The victim told officers that he was using his phone on the bus when the subject grabbed the phone and exited the bus at the Van Ness Avenue and Turk Street stop. Tenderloin Station detained the subject, who was identified by the victim. The phone was not located, but officers were able to pull the video from the bus. The subject was booked at Northern Station.

LEAVE NO PHONE BEHIND

Sunday, September 1, 1:10 a.m.
200 block of Lombard Street

When officers responded to a call for service, they found a male holding another male subject to the ground. Numerous witnesses said that the subject had stolen a cell phone from a female victim.

The male who had held down the subject told police he had been walking down the street when the subject ran past him and he heard a female yelling that she had been robbed. He chased the subject, caught him, and returned the phone.

The victim told police she had been on the sidewalk in front of a bar, talking on her phone, when the subject ran past her, grabbing the phone from her hands as he ran away.

The victim identified the thief, and the subject was booked at Northern Station on charges of robbery with force and possession of stolen property.

Proposition A

A solution to San Francisco's \$4.4 billion unfunded retiree health care liability

by supervisor mark farrell

WE HAVE AN OPPORTUNITY this November to solve one of San Francisco's last structural financial issues through the passage of Proposition A, a charter amendment I introduced to solve San Francisco's \$4.4 billion unfunded retiree health care liability.

As we're all acutely aware, rising health care costs and the ability for individuals and employers to pay for these costs has been a growing issue across our country and here in San Francisco for decades. Health care spending in the United States alone is over \$3 trillion a year and rising. These rising costs affect the private sector and public sector alike, because we are all consumers of health care.

In November of 2012, our controller's office issued a report that benchmarked San Francisco's current unfunded retiree health care liability at \$4.4 billion. Like many major cities, San Francisco's liability, which breaks down to \$13,487 per household, is funded on a pay-as-you-go basis, much like federal Social Security, and

less than 1 percent of the \$4.4 billion tab has been saved.

The crux of Proposition A deals with the Retiree Health Care Trust Fund (RHCTF), which was established when San Francisco voters overwhelmingly supported Proposition B in 2008, to create a long-term funding model for retiree health care costs. Proposition B in 2008 not only established the RHCTF, but also mandated new city employees contribute 2 percent of their salaries into the RHCTF to save for future health care liabilities.

However, for no apparent reason, Proposition B in 2008 also allowed the RHCTF to be completely drained beginning in the year 2020. If we allowed this to happen, not only would the RHCTF savings be depleted, but we would lose any hope of establishing a long-term funding model for retiree health care.

To provide some context on what San Francisco currently pays for retiree health care costs: The city contributed \$151 million out of our General Fund in 2013, and that number is set to rise to

over \$500 million a year within 20 years if no action is taken by the city.

We have a growing problem – both financially as a city, and also within our retiree community, where many retirees live in fear the city of San Francisco will not be able to afford to pay for their health care down the road.

The goals of Proposition A are simple and straightforward. First, Proposition A keeps the city's commitment to its workers, including our police officers, firefighters, and nurses by putting the RHCTF in a "lock box," so the assets of the fund continue to grow over time and will completely cover annual retiree health care costs in 30 years. Second, Proposition A provides greater certainty in the city's budgeting process by capping employer expenses to cover health care costs at no more than 10 percent of the city's payroll. More certainty in the city's budgeting process provides for greater flexibility to enhance and potentially expand city services that we all care about. Last, Proposition A uses an independent expert panel to over-

see the withdrawals and assets in the fund that is comprised of the controller, the treasurer, the executive director of the Employee's Retirement System, and one current and one former city employee.

The passage of Proposition A has multiple positive implications for our city and our taxpayers. With its passage, we will successfully transition the way we pay for retiree health care costs from a pay-as-you-go system to a fully funded model that wipes out the \$4.4 billion liability within 30 years. The passage of Proposition A will result in major cost savings for San Francisco, current and future taxpayers, and employees, as prefunded assets earn investment income over time that will be used to pay for health care costs. As an added benefit, the city's ability to effectively manage this liability is a major factor in credit rating agencies' reviews of a city's bond rating. Strong bond ratings mean low borrowing costs, which saves taxpayers millions on voter-approved debt.

We are able to accomplish all of this through the passage of

Proposition A without requiring any additional concessions from employees, without requiring any reduction in benefits — we're simply requiring strict fiscal discipline at city Hall, so that we responsibly manage and plan for our city's financial future.

I'm extremely proud to report that Proposition A has garnered the full support of Mayor Ed Lee, all 11 members of our city's Board of Supervisors, and a diverse mix of labor, business, retiree, and community organizations, as well as both the Democratic and Republican parties here in San Francisco. Prop A is a win-win for everyone. For a full list of endorsements, please visit Proposition A's website at www.yesonaforsretirees.com.

With your help at the ballot this November, we can solve one of San Francisco's last structural financial issues and put our city on further stable financial ground for years to come. Please vote Yes on Prop A on Nov. 5.

Mark Farrell is the District 2 supervisor and can be reached at 415-554-7752 or mark.farrell@sfgov.org

Grand Opening!

Free Tastings Daily!

October 17-20, 2013

OILS
VINEGARS
SPICES

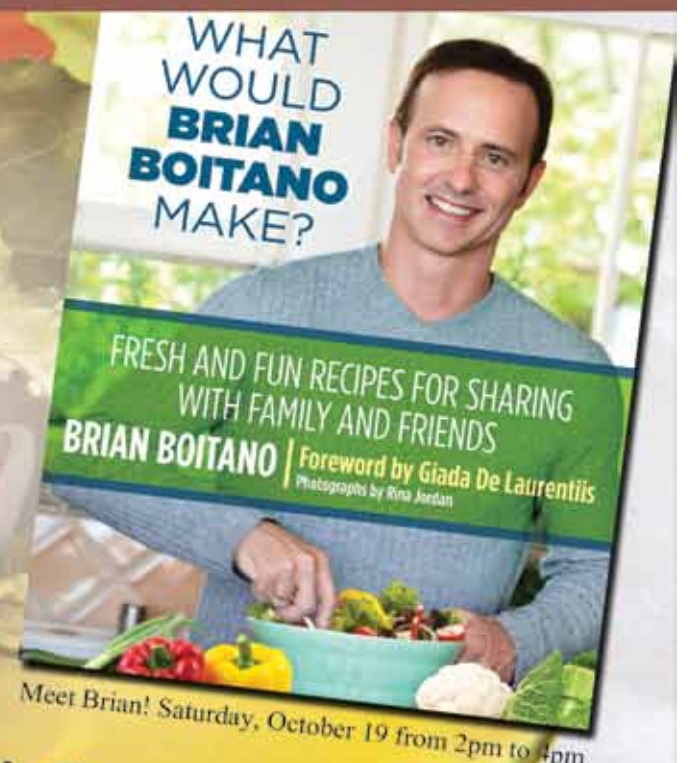


Fun and tasty
events each day!

CELEBRITY GUEST

You're Invited! Join us as we celebrate
our Grand Opening with our guest,
Olympic Gold Medalist and chef
Brian Boitano.

Stop in VOM FASS Saturday October 5, 12, and 19
for your chance to win a free copy of
"What would Brian Boitano Make?"
Bring your book in on Saturday, October 19
to meet Brian and get your book signed.



Meet Brian! Saturday, October 19 from 2pm to 4pm

VOM FASS Ghirardelli Square

900 North Point St. Ste. E205 • (415) 404-6980 • Sun-Thurs 10a to 7p Fri-Sat 10a to 9p

Come on Over for Free Checking

Say goodbye to monthly service charges on your current checking account and say hello to Free Checking from Golden 1. With our Free Checking Account, you'll pay no monthly service charge—and you'll get all of the features you need to manage your money for **FREE**, including:

- **Free Mobile Deposit**
- **Free Mobile and Text Banking**
- **Free Online Banking with Budget Tools**
- **Free Bill Payment Service* and Popmoney® personal payment service**
- **Free access to more than 270 Golden 1 ATMs and 30,000 CO-OP Network ATMs nationwide.**



Stop paying for something that should be free!

It's easy to join Golden 1 and open an account. Apply today at our **Marina Branch** located at **2298 Lombard Street.**

Golden 1
Credit Union



Federally insured by NCUA.
* Fees apply for expedited payments.

FINDS :: Sexy in the City



"I've spent \$40,000 on shoes, and I have no place to live? I will literally be the old woman who lived in her shoes!" — *Sex & the City* is a girl's Sunday morning cartoon. So naturally, we all remember the episode when Carrie Bradshaw realizes that she had spent tens of thousands of dollars on her stiletto addiction. Carrie could have avoided her financial grief had she known about a little consignment shop called Simply Chic on Fillmore Street. The walls are lined with designer goods from Louis Vuitton, Celine and Chanel (to name a few) that are priced at a fraction of what they retail for in the department stores. But what separates Simply Chic from the rest is its friendly knowledgeable, honest and fashionable staff. It's like shopping in your best friend's closet, if your BF was Rachel Zoe. Carrie B could have also consigned some of her designer digs at Simply Chic, which offers a competitive 50-50 split. With a store like Simply Chic, your money doesn't need to be hanging in your closet. It can be in your wallet where you can see it.

Simply Chic: 3038 Fillmore. 415-775-2888. Mon-Sat 11 a.m. to 7 p.m., Sun 12 p.m.-5 p.m. Consignments are accepted everyday with no appointment necessary. House calls are available by appointment. PHOTOS: SIMPLY CHIC

YOU HAD ME AT "FUN"



At *Week to Week: The Political Roundtable at The Commonwealth Club*, we think people should be able to talk about the issues that concern us all — and have fun doing it, with intelligence, good grace, and a sense of humor.

Agree? Then join us for our lively political panel, news quiz, plus a little wine, snacks, and fellowship.



Monday, October 14, 6:30 p.m.
Friday, November 8, 12 noon
Monday, December 9, 12 noon

595 Market St., San Francisco; for details and to purchase tickets: commonwealthclub.org/events

The Commonwealth Club
putting you face-to-face with today's thought leaders

NORTHSIDER :: Secret prizes, Ghirardelli oils & more

What not to miss

TREASURE HUNT: If you missed the 49th annual Big Book Sale last month at Fort Mason Center, then you missed your chance to leave with even more than you planned. Hidden among the 500,000 books, DVDs, and CDs were prizes from some major City institutions, such as tickets to the San Francisco Ballet and the Opera, VIP passes to the deYoung Museum, \$100 gift certificates to Delfina and Nopa restaurants, tickets to the Castro or the Roxie theaters, \$50 gift certificates for Bi-Rite Market, and more. Proceeds from the sale went to the library's literacy program.

Friends of the San Francisco Public Library, which holds the sale, sent out daily clues about the prizes to their members via Twitter and Facebook. But don't worry; when the Friends hold the 50th sale next year, it's sure to be even bigger and better.

OIL BET YOU DIDN'T KNOW

Ghirardelli Square is the site of the new home for Vom Fass Oils, Vinegars, Spices. The store, from husband-and-wife entrepreneurs Adelaide and Mike Pollastro, features its signature products ready for sampling "from the cask." Justin Gibson, president of Madison, Wis.-based Vom Fass USA, said of the Pollastros: "Given their drive, we're confident they will be helping everyone in San Francisco and in surrounding communities make the tastiest, healthiest decisions for years to come." The shop opened this past summer and is located at 900 North Point Street, Suite E. 205. Validated parking is available with purchases of \$20 and up.

OPEN TABLE

If you are one of the legion of foodies waiting for the Sur La Table store

due to open at 2224 Union Street in Cow Hollow, the magic date is Nov. 20. The 7,000-square-foot store will employ more than 30 employees. A store spokeswoman tells us the resident chef is still to-be-decided and the opening date is, alas, subject to change.

CALLING SALLY BOWLES

Alfred's Steakhouse (659 Merchant Street) is touting the launch of its new cabaret in the space that was once the home of the Blue Fox. The monthly effort launched at the tail-end of September with a one-man show by jazz singer Mark Robinson. The next will take place Oct. 26.

OVERHEARD AT BETELNUT

Waiter: I'll bring you the check right away. Customer: Please don't.

Got any tips for Northsider? E-mail: john@marinatimes.com

SKETCHES FROM A NORTH BEACH JOURNAL

People, places and pleasures in the neighborhood

by ernest byel

ANGELA'S BASHES

Angela Alioto announced an on-again-off-again bash recently — a press conference to make an announcement about the Piazza St. Francis. You will remember that this is poet Lawrence Ferlinghetti's vision for an Italianate pedestrian walkway and public park planned for the short block of Vallejo between Grant and Columbus here in North Beach. I first heard about it eight years ago when it was reported in the *North Beach Aquarium* — a perceptive neighborhood newspaper I still miss. Alioto was in the picture then as she is now — a mover and shaker and a money person. I wrote about the project in 2008 in the *Nob Hill Gazette*, and then in 2010 I did a front-page story in *Northside San Francisco* based on an interview with Ferlinghetti, who was eager to get the project started. During all of this time, Alioto said she could raise the money — or she had the money in the can.

The original date for her press conference (presumably the final go-ahead for the project) was Aug. 3 this year. That morphed into Sept. 3, and now her office advises us that the new date is Oct. 3, and is set for her neighborhood hangout, Caffè Trieste, which anchors one end of the project. The other end is the Church of St. Francis of Assisi and its re-creation of the saint's Porziuncola — the chapel in Assisi where he took refuge in 1226.

I'm hoping if the press conference bash comes off in October that Alioto is prepared to show us the money — and that a cadre of donors will be on hand with their checkbooks. Total cost of the Piazza St. Francis-Poets' Plaza is said to be about \$2 million and change.

How long do we have to wait for Lawrence Ferlinghetti's dream to be realized? I'd like to see this happen in my lifetime — not to mention Ferlinghetti's. One of his finest poems — *I Am Waiting* — has a line that reads: "And I am perpetually waiting for a rebirth of wonder." Let's hope he doesn't have to wait much longer. I'll keep you posted.

OUT ON A WHIM

Speaking of bashes, a few days ago the Telegraph Hill Dwellers Association held one advertised as Behind the Plank: A Bartender's Tour of North Beach. I'm sorry to say I missed it. But it was for a good reason — I was out on my own bartender's tour of North Beach. Actually, the powerhouse Telegraph Hill Dwellers frequently go out on a whim rather than on the studied vim and vigor one would expect from this feisty group. Its news release about Behind the Plank was headed "Local Barkeeps to Tell Tales," and it promised four savvy veterans. And indeed, I'm told that the four there were — Janet Clyde of Vesuvio; Flicka McGurrin of Pier 23; Ward Dunham, once of Enrico's; and Adam Richey, bar manager for Original Joe's.

I happen to like bartenders, know many of them, and believe bartending to be a noble calling. They add style and verve to the San Francisco scene. Perhaps I quibble here, but the Telegraph Hill Dwellers would have done better to gather a quorum of our many superstar publicans. Let's honor more of the honorable. I refer to Michael McCourt and Michael Fraser, both at Original Joe's; Bob Mulcrevy of the eponymous Mulcrevy's; Ray Boatright, a Capp's Corner veteran; Denise Sabella, Washington Square Bar & Grill; Deirdre Black, formerly of O'Reilly's and now at Sydney Town Tavern; George McCarthy, Capp's Corner; Seamus Coyle and Frank

Rossi, Gino & Carlo; Michael English, Perry's; Bobby McCambridge, Amante; Bobby Fregoli, old timer from Washington Square Bar & Grill; Romano Marcucci of the sorely-missed La Felce, Richard "Specs" Simmons of Specs' Twelve Adler Place; and Jonny Raglin of the Comstock Saloon. Just a few who come to mind.

THE HEAVENLY PANTHEON

And we haven't even gotten to the pantheon of great bartenders in the sky like Neil Riofski, Dennis O'Connor, and Cyril Boyce from the heyday of the Washington Square Bar & Grill; Donato Rossi of Gino & Carlo; Sean Mooney of Mooney's Irish Pub; and Rose "Pistola" Evangelisti of the old Pistola's Saloon. But I filter these remembrances through a hazy memory. Each bartender — both the quick and the unquick — is worth a fulsome profile. In North Beach if you can't talk learnedly about a dozen or more bartenders and their dispensaries, you're considered an arriviste or an outlier of dubious taste not worthy of having a drink with.

LOWER CASE RUTH WEISS

Ms. weiss chooses to present her name in lower case. So I'm trying to get my word processing system to do that. She made the lower case decision long ago as a protest against Hitler's Third Reich. And it should be noted that in the German language all nouns are capitalized. So who is ruth weiss you may ask? She's a green-haired or magenta-haired Beat poet, depending on her mood or the season. Now 85, weiss has lived in Mendocino for many years. She comes down to North Beach frequently to appear in John Perino's Focus Gallery on upper Grant.

Along with her parents, weiss fled Nazi Germany in 1933. She began writing poetry at about that time, and as a young adult wound up in San Francisco (who didn't?) and hung out with the Beats. In December, she'll give a reading of her poetry at City Lights.

BUM RAP

My buddy Bernardo Quintana, man about North Beach, appears in a new short film called *Bum Rap: A Noir Fantasy*. Bernardo plays the heavy who does in a couple of neighborhood citizens, stuffs them in a clothes dryer, and around and around they go. It's a helluva plot. Go to YouTube and type in the title.

BIG EYES

Recently a movie company swarmed through North Beach shooting *Big Eyes*, a Tim Burton film starring Amy Adams and Christoph Waltz. It's the story of kitsch painter Walter Keane who sold those big bug-eyed waifs for big bucks back in the fifties. He hung around Enrico's, and at one point compared himself to Rembrandt and El Greco. Jon Polito, a favorite of the Coen brothers, plays Enrico Banducci. The plot details the acrimonious divorce of Walter and his wife, Margaret, when both claimed they had created the kiddies' big-eye concept. They battled it out in court at side-by-side easels. But that's enough for now. The movie is due for release in August 2014.

ON TOP OF THE GRASS

At Original Joe's recently I ran into a friend from my Washington Square Bar & Grill days. "How are you?" I asked him. He responded "Well, when I wake up in the morning I'm just happy I'm on top of the grass."

E-mail: ernest@marinatimes.com



Mega 3 Day Event

Oct 4, 5 & 6 7:30 am - 5:30 pm

Biggest Tire Sale of the Year!

TIRE DEALS!

3 DAYS ONLY!

All 13" Tires an EXTRA \$5.00 OFF
 All 14" Tires an EXTRA \$7.50 OFF
 All 15" Tires an EXTRA \$10.00 OFF
 All 16" Tires an EXTRA \$12.50 OFF
 All 17" Tires and Larger an EXTRA \$15.00 OFF

No extra discounts apply to Toyos

TOYO TIRES

FREE Toyo Tire! 3 Days Only!

Buy Any 3 Toyo Tires, Get the 4th Tire FREE!

For the 3 day event only 10/4, 10/5 & 10/6
Good for all toyos in stock. No other discounts apply.

TRACTION TO GO

GET MAIL-IN REBATES UP TO

\$160

Goodyear Visa Prepaid Card by Mail-In Rebate with the purchase of a set of four select Goodyear or Dunlop tires on the Goodyear Credit Card. Hurry in! Offers valid October 1 through December 31, 2013.

Super Service Specials!

<p style="color: green; font-weight: bold;">INTERSTATE BATTERY SPECIAL</p> <p style="font-size: 0.8em;">Free Charging & Electrical System Analysis with Interstate Battery Purchase</p>	<p style="color: red; font-weight: bold; font-size: 1.5em;">FREE</p> <p style="font-weight: bold;">Oil Change & Filter</p> <p style="font-size: 0.8em;">with \$25 Purchase of 39-Point Maintenance</p>	<p style="color: blue; font-weight: bold;">THRUST ANGLE ALIGNMENT</p> <p style="color: red; font-weight: bold; font-size: 1.2em;">\$64.95</p> <p style="font-size: 0.8em;">Protect Your Tire Investment (Most Cars and Light Trucks)</p>
<p style="color: orange; font-weight: bold;">Any Flush \$15 OFF Each</p> <p style="font-size: 0.8em;">Your choice: Cooling System Fuel System Transmission Power Steering Brake Fluid</p>	<p style="color: blue; font-weight: bold; font-size: 1.2em;">SHOCK & STRUTS</p> <p style="color: red; font-weight: bold; font-size: 1.5em;">\$60 OFF</p> <p style="font-size: 0.8em;">any pair of Shock or Struts in stock (at regular price) (Applies to most vehicles. No other discounts.)</p> <p style="font-size: 0.8em; color: blue;">TOSCALITO</p>	<p style="color: green; font-weight: bold;">FRONT/REAR BRAKE SERVICE</p> <p style="color: green; font-weight: bold; font-size: 1.5em;">\$60 OFF</p> <p style="font-size: 0.8em;">Get \$30 off Front Brake Replacement and/or \$30 Off Rear Brake Replacement (Most cars)</p>

Be sure to ask our store staff for the details on these Great Tire and Service Specials! All Tire Offers are 3 days only 10/4, 10/5 & 10/6. All Service Offers expire 10/31/13.

42 Years of More Than Just Tires - Visit us at: www.toscalito.com

All stores will be open on Sunday (except San Francisco)

2342 Lombard St.
San Francisco 922-2808

San Rafael 456-2324
San Rafael 479-3300
Corte Madera 924-8810

Vallejo 707-643-8271
Novato 883-8473

Alfred's

STEAKHOUSE

Since 1928




MEMORIAL DAY – LABOR DAY MIDWEEK WINE HAPPY HOUR

TUES • WED • THURS • 5 – 6 PM
Wines up to \$80 are HALF OFF! Includes wine by the glass.

659 Merchant Street (by Kearny & Washington)
415.781.7058 • www.alfredssteakhouse.com

Complimentary 3-hour Parking at the Hilton Hotel's SELF PARK GARAGE on Washington Street.

VETERAN'S DAY PARADE

Honor and Remember



Sunday, Nov. 10, 2013

**Parade 11:00 AM
Market Street**

Second to McAllister to City Hall

415-861-4920 • sfveteransdayparade@gmail.com

Uniquely *You!*

Dr. Evan Ransom is a specialist in cosmetic and reconstructive surgery of the nose, eyelids, ears, face, and neck. His philosophy is to preserve the individual identity of his patients while helping them look and feel better, more vibrant and more confident. Dr. Ransom works closely with his patients to achieve the results they desire without changing the features they love. Working together as a team, he helps each person remain *Uniquely You!*

BEFORE AFTER

ACTUAL RESULTS



Facelift and
Fractional CO2 Laser

BEFORE AFTER

ACTUAL RESULTS



Rhinoplasty

How can we help you look and feel better?

Schedule a consultation today!

Mention this ad and receive

10% OFF

any service performed.
(limit one per new patient only)

SAN FRANCISCO

CENTER for FACIAL PLASTIC,
RECONSTRUCTIVE & LASER SURGERY

415-550-1077

SanFranciscoFacialPlasticSurgery.com



facebook.com/SFplasticsurgery

450 Sutter St., Suite 2200
San Francisco, CA 94108

Want more profits? Create a values-driven culture for your company

by kenneth majer

THE KEY TO PROFITABILITY IS TO have an aligned workforce, one where each employee has a clear sense of the company's vision and direction and where everyone is "rowing the boat in the same direction." One way to achieve this common purpose is to create a set of core values for your company and then select and reward employees who believe in those values.

to select the values, define them, translate them into behaviors, and create an innovative communication and implementation plan to ensure the new values-driven culture will sustain over time.

Step 1: Create a set of common values. Values are principles or beliefs that determine our actions. Honest people, for example, do honest things. Where do company values come from? They come from everyone in the company. While the final decision about the

core values is up to the owner, the CEO, or the key principals in the company, they must consider input from everyone through surveys, focus groups, town hall meetings, etc., to ensure "buy-in" and acceptance of the final set of values.

Having people who fit into your organization is far more important than talent or skill.

Having people who fit into your organization is far more important than talent or skill. Many people are talented and most people can learn new skills. Having people who believe in the organization and the company values will go a long way toward building a company that will please your customers and outperform your competition. It's all about culture: *the way we do things around here.*

Step 2: Define each value for your company. Each company is unique. Integrity, for example, may be defined differently for a software company ("we only use licensed software") than it is for a building contractor ("we do what we say").

Step 3: Translate the values into appropriate expected behaviors (actions). This step is to "take the values off the wall and put them into the halls." Having a set of values defined and posted without setting behavior expectations is a waste of time. Posted values become wallpaper and unnoticed in a few short days. The values must be converted into behaviors that are expected of everyone in the organization. For example, for the value of *respect*, there may be two expected behaviors: (1) We reply to voicemails and e-mails within 24 hours to both internal and external customers, (2) We take care of company tools as if they were our own.

Step 4: Create and implement a communications/sustainability program. Warning: Changing a company culture is time consuming. To ensure the new values-driven culture sticks, you will need to be diligent. People don't like change. To overcome resistance requires a campaign to keep the new values and expected behaviors at the forefront of everyone's mind. Events, reward pro-

THE EVIDENCE

An article in the *Harvard Management Update* in 2008 reported that 91 percent of 1,200 senior executives at global companies surveyed agreed that culture is as important as strategy for business success. And consider what Scott Kingdom, the global managing director of Korn/Ferry International, has to say about the importance of culture: "If executives fail, they don't fail because of business skills, but soft skills and cultural skills." Tony Hsieh, CEO of Zappos, now owned by Amazon, puts it this way, "We believe your company culture and your company brand are just two sides of the same coin ... your culture is your brand."

Renown university researchers Kotter, Heskett, Ulrich, Zenger, and Smallwood report that employees "buy into" the company's corporate culture, and companies that align and manage their cultures increase revenue by four times and increase stock prices by 12 times over those companies that don't manage their cultures.

Leading world-class organizations have cultures that are driven by core values. The Blue Angels, the world's No. 1 flight demonstration team, has a culture driven by five core values: trust, respect, accountability, integrity, and commitment. And consider the driving values of these winning companies: Southwest Airlines — fun, Nordstrom — customer service, Ben & Jerry's — giving back to the community. And consider the many other successful companies that have strong values-driven cultures: Starbucks, Harley-Davidson, IKEA, Trader Joe's, and many more.

HOW TO BUILD A VALUES-DRIVEN CULTURE

There is a four-step process you can follow to align your workforce around a set of core values. In each step, small teams of employees are empowered to gather information from other employees

Leading world-class organizations have cultures that are driven by core values.

grams for "catching people doing things right," visuals, newsletters, e-mail blasts, blogs, etc., are all communications methods that can help to sustain any new program requiring people to do things in new ways.

THE BENEFITS

A values-driven company culture will help you select and keep good employees, achieve higher morale, increase productivity, and gain greater customer satisfaction. The bottom line will be greater profits.

Kenneth Majer, Ph.D. is an executive coach and management consultant specializing in values-driven corporate culture. He is a co-founder of Culture Integration International. E-mail: ken@cultureii.com

AMERICA'S CUP

CONTINUED from page 1

see their sport at its highest level of competition up close and in their own front yard, and even many critics of the series (including people who have no love or understanding of sailing) have commented about the thrilling spectacle of the races, the super speed of the 72-foot catamarans chosen for this year's race, and the skill and courage of the crews.

But there were disappointments, too, that have added to complaints from people who were never thrilled to host the Cup in the first place. Instead of the expected 15 competing teams, only four teams took part; the others were reportedly dissuaded by the estimated \$50-\$120 million cost. "Sure, we wanted more challengers," Stephen Barclay, CEO of the America's Cup Event Authority, announced on the competition's official website, "but like all America's Cup editions, what we remember, what captures our imagination, is the Finals, the actual competition for the America's Cup."

Barclay also complained about "the cynicism several columnists and reporters displayed" toward the race and the "deafening" silence from San Francisco's elected officials, countering that "[n]othing is 100% perfect."

Perhaps related to the presence of fewer competitors, estimates for audiences declined from about 2 million to fewer than half that. Fewer people in the San Francisco

shoreline stands translated into less money for area businesses and the city itself. Back in 2011 in these very pages, District 2 Supervisor Mark Farrell wrote "Next to the Olympics and World Cup, it is considered the largest sporting event in the world, and aside from being an exciting event for San Franciscans, the America's Cup also comes with the promise of an estimated 9,000 jobs and approximately \$1.4 billion in direct economic worth for our city."

Former San Francisco Mayor Gavin Newsom, who pledged the City would use "creative financing" to make sure it wasn't forced to pony up from the General Fund, said the waterfront upgrades the city needed to undertake to host the races were "one of the best investments the city can make."

Recently, *Mother Jones* magazine's Maggie Caldwell compiled a list of financial disappointments from sources including the America's Cup Event Authority and the Bay Area Council Economic Institute. She noted that the positive impact on the local economy was originally estimated to be \$1.3 billion, but toward the end of the Cup, it was revised to a not inconsiderable \$900 million; the downsized Cup meant the city needed to spend \$10 million less than it had expected to spend, but it would reap \$11 million less in tax receipts.

It will be a while before final numbers will be available for the financial results of the Cup. But in late-September, Reuters reported that about

\$16 million of the estimated \$20 million for police, public transport, and other city expenses had been raised; and though fewer than one million spectators had been counted in San Francisco, there were also many fans who viewed the races from boats, Alcatraz Island, and other locations in the bay, according to officials from the America's Cup and the America's Cup organizing committee.

Estimates for the shortfall due from the city range from \$4 to \$7 million, which are negligible figures in a town with a budget of nearly \$8 billion. And those figures don't take into account the increased (albeit less than originally hoped) tax receipts. Finally, investments made in bayside piers and other infrastructure do not just pay off for the wealthy people behind the America's Cup; those improvements remain even after the Cup is over, and *San Francisco* magazine contributor Melissa Griffin Caen has stressed that they let the city build momentum behind long-standing plans to improve the shoreline.

If the Cup underperformed for the city in terms of attracting in-person viewers and even very many contestants, the Cup still delivered in a number of ways. The most obvious way — the high profile the City got in extensive media coverage around the world — is less a boon for San Francisco than it would be for other communities that are not already among the most famous and beloved tourist towns



Racing sailors showed off their skills during an early-September Final Match race PHOTO: © ACEA / PHOTO GILLES MARTIN-RAGET

on the planet. That said, it doesn't hurt. As for the controversies that bedeviled the teams before the races began, the lawsuits that struck as the competition was underway, and the cheating that was uncovered near their climax — it all might have embarrassed some people, but it also kept the race in a high media profile. And, finally, having fewer teams in the races had a paradoxical benefit in making a sometimes complex sport filled with unfamiliar terms and players a bit simpler to understand, to follow on TV and YouTube or in written reports.

Taking into account the controversies and challenges — not to mention the uneven performance of Oracle chief Larry Ellison's own team — in the 34th America's Cup, *The Los Angeles Times*' Susan Brennehan sums it up, "Epic failure, right? It's easy, even satisfying, to boo Ellison and his grand-

iose America's Cup vision. Yes, he ordered up the outrageous, expensive AC 72s. Yes, he craved risk and speed, and Simpson died. And yes, his team 'mistakenly' attached extra baggies of resin and lead weights to their AC 45s. ... Truth is, it may be impossible for overreach, ego or even tragedy to kill the America's Cup. Its long history is replete with danger, plutocrats, weasel moves, finger-pointing and controversy."

As much as many people would like to take Ellison to task for his actions and the under-fulfilled expectations for the Cup, the reality is that San Francisco and Silicon Valley and much of America was built by people dreaming big and planning big and boasting big and annoying big; sometimes it works out, sometimes it doesn't. But it's familiar to everyone.

E-mail: john@marinatimes.com




SOUND ADVICE • SUCCESSFUL RESULTS SINCE 1952

We are proud to celebrate our one year anniversary on Chestnut Street!
Specializing in homes, condos, TICs, rentals, and investment properties.
Stop by our Buyer Expos, Sun., October 6th and 13th, 10:30 a.m. - 4:00 p.m.



FOR LEASE

3112 PIERCE
\$7,400/month



FOR LEASE

3217 BRODERICK
\$5,400/month



FOR LEASE

2566 GREENWICH
\$5,500/month



LEASED!

2274 GREENWICH



SOLD

1905 LAGUNA
Buyer Representation



SOLD

166 ARGUELLO
Buyer Representation



SOLD

560 PRESIDIO



SOLD

3825 SCOTT



SOLD

2596 CHESTNUT

- "The Barbagelata Team was extraordinary!" ~ Cory W.
- "Having interacted with many real estate agents, I believe that Barbagelata is one of the most professional and effective companies in SF." ~ Fred X.
- "We're so happy that we chose them to sell our house. I highly recommend them!" ~ Eleanor W.

2381 Chestnut Street | 415.580.1112 | RealEstateSF.com

Across the Bay...



SALITO'S CRAB HOUSE & Prime Rib—Long a part of the local “scene”, Salito's in Sausalito is fresh, bright and full of casual ambience. Large, multi-leveled decks overlook the water and the beauty of the area is absolutely breathtaking.

The versatility of the food offerings allows you to have anything from a selection of cheeses and salumi with house made kettle bread and a bot-

tle of wine to a full-blown feast of Dungeness crab and succulent prime rib. The menu is accessible. It's simple food, well-sourced, abundant and comforting yet sumptuous.

You can craft your dining experience by beginning with oysters or sizzling iron-skillet roasted mussels, shrimp and crab and move to specialties such as a crab enchilada, fresh fish or prime rib. Sweets have their own category with

freshly made beignets, Tortuga Caribbean rum cake and salted caramel vanilla crunch cake.

It's the perfect getaway on a foggy city day. You can take a ferry and pretend you're on vacation in a faraway village. At least for one day! Sitting on beautiful

The large covered, heated patio and twinkling lights set the stage for dining under the stars with the possibility of romance a foregone conclusion.

Richardson Bay, the blue sky and sparkling water are the perfect setting for an afternoon or evening of cocktails and dining *al fresco*.

The large covered, heated patio and twinkling lights set the stage for dining under the stars with the possibility of romance a foregone conclusion.

They serve breakfast on the weekends beginning at 10:00 am. Crab benedict, hot buttered rum pancakes and open face skillet omelets are but a sampling of the weekend menu.

1200 Bridgeway, Sausalito
415.331.3226
salitoscrabhouse.com



ADVERTISEMENT.

Sexism and unprofessional behavior could set women food critics back decades

by susan dyer reynolds

IN 1992, RUTH REICHL LEFT HER POST as restaurant critic for the *Los Angeles Times* and headed East. She had been offered the job at the *New York Times*, a move she was unsure of at first. Her husband, however, was not: “... that job would make you the most powerful restaurant critic in the world,” he said. And he was right.

Perhaps no review defines Reichl's career more than her legendary takedown of the snobbish Le Cirque, where on her first visit, disguised as her “regular person” alter ego Molly, she was treated like dirt, but on her second visit, when she dined sans disguise, she got VIP treatment from owner Sirio Maccioni, causing her to knock the renowned eatery down from four stars to three. Reichl spent six

years outperforming all her male predecessors with aplomb; her reviews were smart yet entertaining with a distinct point of view, showing off not only her incredible knowledge of food and dining but also her witty, lively style of prose.

Reichl established the gold standard for women food critics, but with the advent of the Internet, which allows virtually everyone to call themselves a food critic, a couple of women — Kat Odell, editor of the food news and gossip site *Eater Los Angeles*, and Anna Roth, restaurant writer for *SF Weekly* — are working hard to set women back decades with their sexist attitudes and unprofessional behavior.

I'm not the only one taking note. Tom Colicchio, restaurateur, chef and head judge on Bravo TV's *Top Chef* series, got into a Twitter battle with *Eater's* founder, Lockhart Steele, about the world of restaurant criticism, the star rating system, and adhering to journalistic standards. Steele professed that *Eater* was “doing some of the best food journalism anywhere.” You could almost see Colicchio's famous smirk as he disagreed, pointing out that *Eater* had never come to him to check a single fact.

Colicchio is more than vindicated as we watch Odell make one journalistic error after another on Bravo's new reality show *Eat Drink Love*, which follows a group of women with jobs in the L.A. food scene. In one sequence, pastry chef Waylynn Lucas is furious over an article Odell pens for *Eater* about the anniversary of *fönuts*, a bakery she co-owns. She accuses Odell of misquoting her, which Odell denies — but we are shown flashbacks of the interview where she clearly did just that.

Odell, who is heard boasting in the opening credits that she “can make or break a restaurant,” displays an embarrassing level of arrogance for the editor of a website that gets little respect from professional food journalists or established chefs.

In a scene clearly engineered by Bravo at Thomas Keller's Bouchon Beverly Hills (Keller has guest hosted on *Top Chef*), an awkward Keller appears at the table where

Odell is dining with publicist Brenda Urban and “mixologist” Lindsay Nadar to make sure they're enjoying their meal. Odell can barely speak, and after Keller exits stage right, she high fives the other women for maintaining her composure. (Having interviewed Keller several times, I can honestly say that, while I admire his work, I was never star struck.) When the waiter brings the next course — duck breast from Liberty Farms



Michael Chiarello is a chef, not a model
PHOTO: MICHAEL CHIARELLO

— Odell (who clearly doesn't do her homework) asks where Liberty Farms is located. As her food grows cold, she goes on a mad texting spree with L.A. chef Chris Crary (a former *Top Chef* “cheftestant”), batting her eyes as she shows Urban how many texts he's sent over the past few days.

It is Odell's portrayal as a man hungry, star-struck chef chaser who, according to Urban, dates four or five chefs at a time and “has a reputation for sleeping with everyone she writes about and writing about everyone she sleeps with,” that is perhaps the most disturbing part of the series, especially because Odell does nothing to prove her wrong (she has since blamed “editing” for making her look bad). Not that Urban is a saint — she is also seen flirting mercilessly with Crary in another scene, and nearly passing out when meeting Keller, which she says is “like meeting the Pope in the food world.”

CRUSHING ON CHIARELLO

Closer to home, *SF Weekly's* Anna Roth (whose online bio includes eHow, Citysearch, and her own Tumblr account) has been doing her part to make women food critics look foolish with her curious Coqueta vendetta. “I popped into Michael Chiarello's new Spanish tapas endeavor, Coqueta, the other night, seeking libations after a trippy lightshow at the new Exploratorium,” Roth says in an April 2013 blog post; but rather than discuss what most readers care about (food, drinks, ambiance), she launches into a tirade about something that is “nagging” her — “the cluster of Zagat and Michelin recommendation stickers on the restaurant's front door.” The problem, Roth says, is that Coqueta had only been open a week and therefore couldn't have been reviewed. “Zagat stickers are fairly ubiquitous ... but the Michelin name carries some weight. It seemed disingenuous and more than a little shady,” Roth says. It turns out the stickers were left from the previous restaurant, Lafitte, because the folks at Coqueta — having only been open a week — were still waiting for their new door. Roth gets to that at the end of the post, but I don't understand why she wrote about it in the first place, and I especially don't understand why she would casually throw around words like “disingenuous” and “shady” in reference to a chef, who, in my experience, has never been anything but upstanding and gracious.

WOMEN CRITICS, continued on 15

WOMEN CRITICS
CONTINUED from page 14

The post foreshadows Roth's even more bizarre review of Coqueta for *SF Weekly* in June, where, while dining anonymously, she became upset when Chiarello didn't visit her table. Roth writes, "All through the meal, the chef returns to the same two or three tables several times — drinking punch with them out of a traditional Spanish pitcher, bringing them little treats from the kitchen, generally having what appears to be a great time — and ignores everyone else. If I'd come to bask in the glow of Chiarello's celebrity, I would have been left out in the cold." But she clearly *did* come to bask in his "glow," gushing earlier that Chiarello is "as handsome in person as he is on the Food Network, tanned and trim with closely cropped salt-and-pepper hair," and noting that, while she's seated just two feet away, her view during most of the evening is limited to "Chiarello's (admittedly well-toned) backside."

Contrast this with *San Francisco Chronicle* food critic Michael Bauer's description of Chiarello as he illustrates the dichotomy between the chef's celebrated Italian cookery and Coqueta's decidedly Spanish inspiration: "... when Michael Chiarello comes out of the kitchen in his chocolate brown chef jacket with the flag of Spain on its sleeve, you might be totally confused about Coqueta."

If a male critic discussed a female chef's "well-toned backside" in a review, it might have knocked Paula Deen out of the headlines. Worse yet, Roth is clearly so blinded by Chiarello's snub that she takes it out on his food. After spending the first half of the review coming off like a celebrity chef stalker, Roth says dismissively, "And his food here isn't much of a consolation prize." Having eaten at Coqueta (a full review is coming soon), I couldn't believe Roth and I were at the same restaurant as she bashed dish after dish. She says that the Marcona almonds "had a texture and astringent flavor that brought paint primer to mind." Having never eaten paint primer, I can't attest to its attributes, but I can say that the Marcona almond gazpacho, made with almonds, grapes and a drizzle of Syrah

reduction, was rich and satisfying. Roth also says the grilled octopus, one of the highlights of my meal (and I don't usually like octopus), was "gritty and acrid;" the meatballs were "so salty they were inedible;" and the paella (another highlight) was just "fine." Outside of the paella and a "decent" open-faced sandwich featuring lardo, jambon iberico, and sea urchin, Roth concludes that her meal at Coqueta was "a bust."

Bauer, on the other hand (who apparently ate at the same restaurant I did), raves about the food. He says the grilled whole branzino is "one of the best fish preparations" he's ever had; the Gaucho ribeye steak for four "... should make the management of even the best steak house head back to the aging room to see what's missing;" and the Iberico Secreto (considered the "Spanish butchers' secret cut of pork"), "truly is, and worth the price." Bauer's takeaway from Chiarello's Embarcadero jewel mirrors that of other food critics, including mine: "Coqueta channels the best of Spain, and mixes it with the best of Northern California. It's an alluring combination that competes with — and beats — the water views." He gave it 3.5 out of 4 stars.

For her conclusion, Roth once again turns to stalker talk: "I went in ready to be seduced. But the affair fizzled soon into my first visit as the food revealed itself to be a lot of show without much substance ... Flash and style might be enough to fuel a first attraction, but there needs to be more behind the initial excitement or a flirtation will inevitably fizzle."

It seems Roth wanted to be seduced by a lot more than Chiarello's food. As with Odell flaunting her ability to seduce information out of chefs for *Eater LA*, I find it offensive that sexist attitudes and unprofessional behavior could set woman food critics back decades, cluttering the path carved through a male dominated profession by pioneers like Ruth Reichl. Too bad people aren't as up in arms when a woman is sexist as they are when it's a man — if they were, Roth and Odell would likely be apologizing on Twitter and uploading their résumés to Linked In.

E-mail: susan@marinatimes.com

Fisherman's Wharf is calling your name



THE FRANCISCAN CRAB Restaurant- Don't let the name fool you—

this Fisherman's Wharf mainstay serves food that goes well beyond steamed crab on a platter. The menu includes delightful artisanal salumi and burrata, specialties that include the best fish and chips you've ever tasted, a barbecue shredded short rib sandwich and flavorful pastas like seafood linguine.

But oh, the crabs: what a delight they are. You can start with a Dungeness crab cocktail or an order of crab cakes, move on to a crab Louie salad, and make your entrée a whole roast-

ed crab, crab Alfredo pasta, or the crab Enchilada—my favorite. No matter which way you order, it is guaranteed to be fresh, flavorful and masterfully prepared.

The Franciscan's other seafood options are also stellar, from the garlic-steamed clams, the fresh fish prepared in four signature styles, to the hearty seafood cioppino, perfect for a cold day by the bay. And if you can find room, try a decadent dessert made with their house made frozen custard ice cream.

Pier 43 1/2, 415.362.7733, franciscan crabrestaurant.com. Open daily at 11:30 am.

WINE NOTES ∴ Time to sparkle

Celebration Wines



by jeannine sano

ARE YOU CELEBRATING something?" I am asked this question quite frequently in restaurants because I like to order sparkling wine quite frequently (in addition to drinking it at home quite frequently). Few wines are more food friendly than sparkling wine. Indeed, Jeff Bareilles, the beverage director of Manresa restaurant in Los Gatos, once told me that he considers pairing a dish with sparkling wine cheat-

ing because it pairs with almost anything. Given his ridiculously refined palate and encyclopedic expertise, he may not need to cheat, but I certainly do.

Anything with eggs (whether fish, chicken, quail, or duck), anything fried, and anything salty pairs magnificently with sparkling wine. My favorite sparklers are from Champagne, but I also love Cremant, Cava, Franciacorta, Prosecco, Sekt, and even a couple of domestic sparkling wines notwithstanding my per-

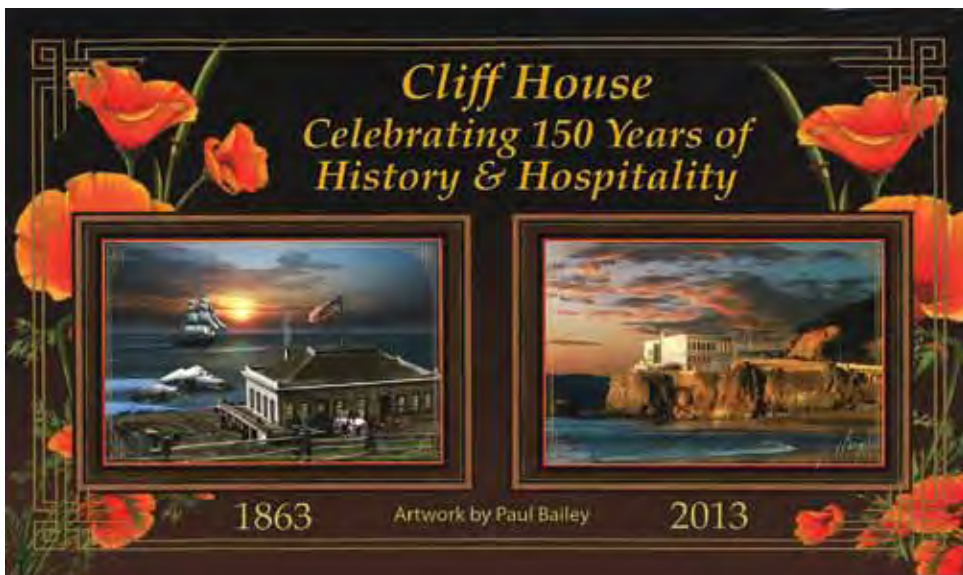
sonal preference for Old World wines, such as Roederer Estate l'Ermitage (\$40), Schramsberg (\$30), or Domaine Carneros (\$30). Among Champagnes, I generally opt for grower-producer Champagnes (search the sides of the label for a series of letters and numbers that look like code and start with RM-, which stands for Récoltant-Manipulant), meaning that the estate that grows the grapes produce the wine, such as those from Chartogne-Taillet (\$40-\$70) or Cédric Bouchard (\$50-\$140), as opposed to the larger, more industrial Champagne houses (NM-, which stands for Négociant-Manipulant). But I have my favorites among those, too, such as Ruinart (\$60) and Philipponnat (\$39).

Indulge yourself in some bubbles, and even the dreariest day can become celebratory.



"Hands down the best food you'll find on Fisherman's Wharf." *Sunset Magazine*

ADVERTISEMENT.



Cliff House and Beyond!
Guided Historical Walks

Spend a memorable Saturday morning exploring Lands End. Start with a continental breakfast at the historic Cliff House then walk through Adolph Sutro's magical 'kingdom by the sea' with historian guide John A. Martini.

John's final walk in 2013 will be on Saturday, October 12.

For more information and to purchase tickets please visit www.cliffhouse.com/store or call the Cliff House Gift Shop at 415-666-4006.

Cliff House Weekly Favorites

- Wine Lovers' Tuesday – Half Priced Bottled Wines
- Friday Night Jazz in the Balcony Lounge
- Sunday Champagne Brunch Buffet

1090 Point Lobos San Francisco 415-386-3330 www.CliffHouse.com
Private Events Direct 415-666-4027 virginia@cliffhouse.com



Spectacular Bay Views



World Famous Restaurant

NO. 9 FISHERMEN'S GROTTO

415.673.7025

Free Validated Parking

No. 9 Fisherman's Wharf at the foot of Taylor

fishermensgrotto.com Banquet Facilities Available

The place where locals eat seafood!



SHORT BITES :: Where to go tonight?



Lampredotto sandwich at Elmira PHOTO: SUSAN DYER REYNOLDS

Good eats nearby

by susan dyer reynolds & tony ching

OssO Steakhouse
1177 California Street (at Jones), 415-771-6776, www.ossosteakhouse.com

I was the first critic to review Bobo's (back when they still went by Boboquivari's), and throughout the years, I have given their bone-in filet mignon high marks, naming it my "Best Hunk of Meat" in several "Best of Food and Wine" issues. But original owner Jerry Dal Bozzo sold his interest earlier this year, and unfortunately, without his meticulous quality control, the bone-in filet has fallen off its carnivorous pedestal. Here's the good news: Dal Bozzo has resurfaced with OssO Steakhouse on Nob Hill. The interior is Art Deco inspired and classier than the funky-fun vibe at Bobo's, but the "big-bone-in (Osso) filet mignon" will bring you back to Bobo's glory days. While the leanness of a filet can produce a spongy, tasteless cut of beef, its less common bone-in brethren has more marbling, better texture, and, because of the bone, additional flavor (it rivals a topnotch rib eye). This is an impressive steak, standing four to five inches high and seared with garlic and rosemary for a crisp, aromatic, caramelized crust, while the interior is cooked to rosy medium-rare perfection (and you shouldn't eat it any other way). The size and quality justify the \$43.95 price tag — you'll pay a lot more for a lot less elsewhere. If you're dating an NFL linebacker and the "big" isn't big enough, there's also the "bigger bone-in filet" for \$79.95 (when available). And if you're with a group, the "New York, New York Bone-in Empire Steak Building" cut (89.95) is a must.

There's much more to like about OssO's (a full review is coming soon), but even if you just go for a perfect steak

washed down with a perfect martini (shaken not stirred), it's well worth the trip.

Tip: Street parking is non-existent so Uber it, cab it, or use OssO's \$10 valet service.

Not to Miss: Bone-in filet, bone-in New York (dry-aged four to six weeks), Porterhouse OssO style (New York and filet cooked separately for even doneness), "New York, New York Bone-in Empire Steak Building" cut, shoestring zucchini fries, iron skillet-roasted mussels, garlic-roasted crab feast, caviar trio.

◆◆◆

Keiko à Nob Hill
1250 Jones (at Clay), 415-829-7141, www.keikoanobhill.com

Also on Nob Hill, Keiko is one of the few restaurants left in the City offering that truly romantic fine-dining experience. The \$95 tasting menu (wine pairings additional) changes frequently, but over a half dozen visits, every course was memorable. The most memorable is the caramelized onion mousse with Osetra caviar, sea urchin, scallop tartare, and dashi gelee served in a clear glass vessel filled with cherry blossom smoke. It's a dish that will take you back to Ron Siegel's creative zenith at the Ritz-Carlton, and the kind of elaborate, elegant presentation you find less and less of in this era of bacon-obsessed rustic comfort food and purposeful minimalism. While the staid interior hasn't changed much since Charles of Nob Hill, the food definitely has. There are no cocktails, but the international wine list is extensive with bottles ranging from \$40 to \$2,100 (and beware the sommelier's attempt to upsell).

Tip: Even with a Michelin star, there's no valet, so best to Uber or cab it.

Not to Miss: The menu changes often, but standouts include caramelized onion mousse, king crab and lily bulb

soup, lobster ravioli, Wagyu beef (\$65 supplement), and salad l'extravagance.

◆◆◆

Golden Lotus
631 Larkin Street (at Eddy), 415-345-1355

The trendy Vietnamese favorite Turtle Tower has moved down the street, and it seems they left their quality ingredients behind with the new occupant, Golden Lotus. Not only is the food better at Golden Lotus, the prices are far more reasonable, the place is clean, and the service is fast and friendly. Northern-style pho uses a slightly wider rice noodle, and while Turtle Tower's broth lately seems watered down, the broth for both the beef and chicken versions at Golden Lotus are rich and redolent with spices such as clove and star anise. Pho gets much of its flavor from the bones, and because the owner is a butcher, he uses the best cuts of rib eye, which is unusual for most hole-in-the-wall Vietnamese spots. The lotus root salad with pig ears and shrimp is also a must-try on the small menu.

Tip: It's family run and open until 7:30 p.m. (Turtle Tower closes at 5 p.m.).

Not to Miss: Beef pho, chicken pho, lotus root salad.

◆◆

China First
336 Clement Street (at Fifth), 415-387-8370

This may look like one of the many generic Chinese restaurants in the Richmond District, but they have some unusual seafood in their live tanks, like longneck clam and Alaskan king crab along with Dungeness crab, Maine lobster, and various kinds of fish. The live spot prawns are the stars here — you'll find them at popular places like Koi Palace in Daly City and or Great Eastern in San Francisco's Chinatown, but at China First the price is

SHORT BITES, continued on 17

SHORT BITES

CONTINUED from page 16

far more reasonable. The best preparation is steamed whole; suck the juices from the head and dip the body in jalapeño soy sauce. Other Chinese staples like walnut prawns, salt-and-pepper chicken wings, sweet-and-sour spareribs, and Peking duck, are also good.

Tip: Look for lobster and crab specials starting at \$15 in handwritten signs on the wall.

Not to Miss: Steamed spot prawns, longneck clam two ways (choose from sashimi, soup with bitter greens, salt and pepper, or stir fry), snails in black bean sauce (seasonal), deep-fried sand dabs, rock cod two ways, beef tendon clay pot.

♦♦

Elmira Rosticceria

154 McAllister Street
(at Hyde), 415-551-7332

Elmira has quickly become my go-to lunch

spot. Former Fairmont Hotel chef Marc Passetti serves up an elevated twist on the humble Italian food he grew up with (the restaurant is named for the street where both his parents and grandparents grew up). Passetti buys a whole pig each week, which is spit roasted and used to make, among other things, his signature porchetta sandwich — unctuous loin and belly rolled around herbs with a golden brown, caramelized exterior on a light, airy Acme ciabatta roll topped with a citrusy salsa verde. (If you're lucky, you'll be there on a day when he tops it with crunchy chicharrones.)

The menu changes daily, but other favorites include lampredotto, a Florentine peasant dish made from the fourth and final stomach of a cow, which is slow cooked until meltingly tender in a tangy tomato sauce that soaks through the bottom of the roll; a

crispy pork salad with grilled nectarines (try it before stone fruit is out of season); tripe salad; roasted red potatoes; and lightly battered and fried fresh calamari replete with the best part — the tentacles. The daily pasta is also a winner, especially the squid ink fettuccine with calamari and clams in tomato sauce. It's in a rough part of town near City Hall, but once you're inside, it feels fresh and bright and the counter service is friendly and efficient.

Tip: The weekend brunch includes luscious eggs Benedict and \$2 mimosas.

Not to Miss: Porchetta sandwich, lampredotto sandwich, fried calamari, crispy pork and grilled nectarine salad, tripe salad, roasted potatoes, daily pasta (especially squid ink fettuccine).

♦♦½

E-mail: susan@marinatimes.com;
www.tony1andonly.com

NEW AND NOTABLE : Date nighter

Palmer's Tavern: Fillmore Street's newest hot spot

by julie mitchell

NEIGHBORHOOD RESIDENTS LOOKING for a new watering hole and place to grab dinner on Fillmore can rejoice! The long-vacant space that most recently housed the short-lived Long Bar is now home to Palmer's Tavern. And from the looks of it, Palmer's is well on its way to becoming a Fillmore Street institution.

Located right across the street from the Clay movie theater, Palmer's is the latest addition from restaurateur Albert Ranier, co-owner of the popular Leopold's on Polk Street. Designed in classic tavern fashion, Palmer's features a spacious bar crafted from richly polished mahogany. Mirrors, flattering wall lamps, and a wealth of cozy leather booths and banquettes comprise the restaurant's interior. Twin antelope heads surround a bison's head above



Palmer's interior has a cozy, clubby ambiance
PHOTO: JULIE MITCHELL

The current menu features pork cheeks, cornmeal-crusted chicken and fried squash blossoms.

the bar, and a giant wall-mounted swordfish graces a center wall. All of this makes for a warm, clubby, retro feel. Don Draper would feel right at home.

While executive chef Raymond Tamayo and Ranier were still polishing the menu at press time, you can be certain that Palmer's Tavern will feature a variety of dishes designed to win the hearts of both

carnivores and vegetarians alike, with fresh, seasonal ingredients. Standards like a hamburger, steak frites, and a chicken breast with mashed potatoes and cream sauce will flank lighter fare like an heirloom tomato salad (as long as the tomatoes are available), chilled corn soup, and grilled king salmon. Risotto and pasta dishes will certainly be listed, and the current menu features fried oysters, pork cheeks, cornmeal-crusted chicken, and fried squash blossoms.

While Palmer's is built for dining, plenty of patrons will stop in pre- or post-movie for a drink. And there are plenty to choose from. In addition to a lengthy, global wine and beer list, Palmer's focuses on cocktails, with 10 specials for under \$10, like a Fillmore Fizz with gin, Fernet (a bitter digestif), pineapple gum, citrus, and egg white; or an Adonis with sherry, Italian vermouth and bitters.

With cooler nights just ahead, Palmer's Tavern is the perfect date-night destination for a classic cocktail or dinner for two in an urban and happening locale.

Palmer's Tavern: 2298 Fillmore Street, 415-732-7777; Monday-Thursday 5:30-10 p.m., Friday-Saturday 5:30-11 p.m., Sunday 5:30-10 p.m.

E-mail: julie@marinatimes.com

UNION STREET WINE WALK

THURSDAY
OCTOBER 10TH
4:00-8:00PM

\$20 ADVANCE ONLINE WINE SAMPLING TICKET
\$25 DAY OF PURCHASE TICKET ~ 2040 UNION ST (ACROSS FROM METRO)
SRESPRODUCTIONS.COM • UNIONSTREETSF.COM • 1-800-310-6563

Real Food Company | LASERAWAY HAIR REMOVAL & AESTHETICS EXPERTS | STEVEN RESTIVO EVENT SERVICES, LLC

Crack.

Hip pain?

Don't suffer another day.

Our fellowship-trained orthopedic surgeons specialize in:

- Anterior Approach Hip Replacement
- Partial and Total Knee Replacement
- Total Joint Replacement

The Orthopedic Leaders in San Francisco.

Our comprehensive orthopedic programs offer the most advanced techniques and treatments for joint replacement, allowing for **RAPID RECOVERY** so that you can get back to the life you enjoy quickly and pain free.

Call 866-466-1401 to schedule an appointment.

Saint Francis Memorial Hospital

Bush at Hyde
Downtown

St. Mary's Medical Center

Stanyan at Fulton
Across from Golden Gate Park

Dignity Health.

www.saintfrancismemorial.org
www.stmarysmedicalcenter.org

A fall full of openings

by marcia gagliardi

BY THE TIME THIS COLUMN IS IN your hands (or on your computer screen), the reborn **Fog City Diner** will be open, but now as **Fog City** (1300 Battery Street, 415-982-2000). The brand-spanking-new 145-seat digs are from chef-owner Bruce Hill (Bix, Picco, Pizzeria Picco, and Zero Zero) and founders Bill Higgins and Bill Upson (Real Restaurants). The place hadn't been updated since it opened in 1985, so expect some ch-ch-changes. The 4,334-square-foot space has been completely redone by architect Michael Guthrie, and is now much more open, with a V-shaped onyx-hued 30-seat bar and an open kitchen. There will also be outdoor seating along Battery Street.

The menu is "San Franciscan cuisine," with a strong focus on items from the monster wood-fired grill, like wood-grilled tomato soup and mesquite-grilled local albacore or lamb skewers. The burger will be made with Bruce Hill's special technique using his patented Chef's Press. The wood oven will also be blazing full time, cooking up clams and chicken. Erik Lowe (Bix) is the chef. Many items are house made, from the hamburger buns to the American cheese (even the hot sauce on the chilled oysters is barrel-aged). Dessert includes frozen custard (from Straus Family Creamery milk) and French crullers made fresh to order. The cocktail menu includes classics, plus newer-school creations, like barrel-aged and on-tap cocktails. Look for primarily local wines on the 16 taps; there are also 7 beer taps. Cheers to a new era for the iconic restaurant.

Over at the Ferry Building, **Ferry Plaza Seafood** is leaving the Marketplace and plans to reopen in the former **Pasta Pomodoro** (655 Union Street) in North Beach near Washington Square. **Hog Island Oyster Bar** will move into the Ferry Building space, which will more than double the current size of the restaurant. Construction will begin in January 2014 (Cass Calder Smith is behind the design); look for a full bar, expanded menu, communal tables, and, of course, a killer view.

COW HOLLOW

Some new projects in the infamous Triangle: Open now is Franck LeClerc's second location of **Café Claude** (2120 Greenwich Street, 415-375-9550). The space is definitely opulent and over the top, with damask wallpaper, gilded mirrors, burgundy leather, and shiny, dark wood surfaces (the swank design is from Elmer Lin of Consortium). There is bar seating (with a bar menu), and the secluded booth in the back is great for a large party. On nice days, there will be six tables outside, plus windowed doors that open.

On the bar menu, look for aperitifs like the Bitter Grin with Bonal, lemon juice, and soda, and bites like charcuterie and cheese plates, escargot and a brandade. On the regular menu, from chef Doug Degeeter, you'll find a rotating daily special, including short ribs on Sunday and loup de mer on Friday. The menu is classic bistro fare, with small plates like a smoked trout salad and steak tartare.

Larger dishes include a burger, roasted chicken, and Niçoise salad.

And just next door, Adam Snyder, Hugo Gamboa, and Andy Wasserman (The Brixton) will be turning the former **City Tavern** space into **Sabrosa** (3200 Fillmore Street), a Mexican restaurant and bar. Jose Ramos (Nopalito and Nido in Oakland) will be the chef, who will offer a menu highlighting regional Mexican cuisine. And of course there will be a lively bar. Look for an opening later this year.

FINANCIAL DISTRICT

Another new project: Ken Tominaga (Hana in Rohnert Park) is partnering with Michael Mina on another restaurant. Coming in spring 2014 will be the second location of **Pabu** and the launch of **Ramen Market**, both in 101 California Street (a Platinum LEED-certified green building with a glass and atrium area focused on plants). Pabu is the modern izakaya concept the duo launched at the Four Seasons in Baltimore — this iteration will include a sushi bar (with local seafood and fish sourced via Japan's Tsukiji Market), izakaya dishes, a robata grill, shabu-shabu, noodle, and soup dishes.

Ramen Market will be open breakfast through dinner, with the busy FiDi customer in mind (who can order take-out or dine in). There are five ramen choices or guests can make their own bowl, choosing from five or six broths, proteins like duck confit, plus a variety of vegetables (there will also be gluten-free Japanese sweet potato noodles and low-carb vegetable noodles). Many of the greens, vegetables, and herbs will be grown in the residents' garden (remember, there's that atrium).

RUSSIAN HILL AND NOB HILL

Residents have been wondering what was opening in the former **Pasha** (and short-lived Cossu) space on Broadway. Owner Giovanni Toracca, a name many North Beach longtimers know well, is opening **Taps** (1516 Broadway Street), a 170-seat restaurant that will have chef Michael Lamina (Leopold's and Cav) at the helm. The menu will be gastropubby by nature, with an extensive selection of elevated bar food, like terrines and pâtés (there are also plans for an in-house salumi program; stand by). There will be a wood grill and a rotisserie with different meats each day (lamb, pig, chicken). The menu will have plenty of apps for large parties to share, and main dishes will be offered à la carte with sides listed separately, like a duck breast, chicken, steak off the grill, and, of course, a burger.

Jesse Ostroski (Bigfoot Lodge) is running the bar program, which will feature 28 beers on

draft, and will highlight many local craft beers (Lagunitas, Pine Street, Magnolia), plus two ciders and a range of bottle choices, including Belgians, sours, and some Mikkeller beers. There are also eight wines on tap. Cocktails will feature six classics to start (with more drinks to be added later), and fresh juices and seasonal ingredients will be a focus.

TABLEHOPPER, continued on 19

The menu is San Franciscan with a strong focus on items from the monster wood-fired grill.



Tuesday, October 8 | S.F.
FREE WEIGHT LOSS SEMINAR
sutterpacific.org/bariatrics



ANOTHER BIG PLUS ONLINE CONVENIENCE

Personal primary and specialty care at 50+ neighborhood doctor locations. Plus, you're connected directly to medical records, prescription renewals, lab results, physician messaging and online appointments — even same day office visits. It's another way we plus you.



FIND A LOCAL SUTTER DOCTOR
1-888-699-DOCS (3627)
sutterpacific.org

COMET CLUB

COMEDY NIGHT

EVERY THURSDAY
8 P.M. TO 10 P.M.
FOLLOWED BY
DJ DANCING
TILL 2:00 A.M.

DJ DANCING

EVERY THURSDAY,
FRIDAY & SATURDAY
UNTIL 2 A.M.

3111 Fillmore St. San Francisco 94123 415-567-5589

FREDERICKSEN HARDWARE & PAINT

A GENERAL STORE
Since 1896

San Francisco, CA 94123
415.292.2950

TABLEHOPPER

CONTINUED from page 18

The front room features a long 35-seat bar, a stand-up table, several high seating areas, a communal table, and an open kitchen with more counter seating, plus a chef's table for 10 in its own alcove. There's also a back room with a separate bar that will open a month later as a quieter raw-bar space. The look is simple and rustic — and a little industrial — with banquettes in leather and warm-toned fabric upholstery. After some inspections, they should be open this month.

Luella has closed after nine years on Russian Hill, and the new takers are Jason Kirmse and Cyrick Hia (Fat Angel), who are partnering with Ryan Cole (Michael Mina). The new project will be called **Stones Throw** (1896 Hyde Street), with Jason Halverson as chef (Michael Mina). The team plans to offer a neighborhood vibe and good value, but with all the Mina training, you know many details will be dialed in. And with Fat Angel's involvement, you know the beer will be good. The project will open this fall.

CHEF SHUFFLES

Chef **Jan Birnbaum** has left Epic Roasthouse (369 The Embarcadero, 415-369-9955) after six years for some much-needed rest and a travel break. While he is no longer handling day-to-day kitchen operations, he remains a partner. Chef de cuisine **Eric Hollis** is running day-to-day operations at the restaurant in the interim. Take good care of yourself, Jan.

Meanwhile, over in the Presidio, chef-partner **Joseph Humphrey** has left Dixie (1 Letterman Drive, 415-829-3363), taking part of his kitchen crew with him. Managing partner Dean Tinney has brought on **Erik Hopfinger** (Spoon, Circa, *Top Chef*) as a consulting/interim chef, who will make the menu more casual.

Marcia Gagliardi is the founder of the weekly tablehopper e-column; subscribe and get more food news and gossip at www.tablehopper.com. Follow her on Twitter: @tablehopper. E-mail: marcia@marinatimes.com

LA VITA DELIZIOSO ∴ Recipe



Ghostly meringues make boo-tiful Halloween treats

by susan dyer reynolds

MERINGUES ARE something people rarely think of making, but they're actually a quite simple, no-fat way to satisfy a sweet tooth. The flavor is similar to marshmallows, but you get that fun, crunchy texture. Best of all, they're a blank canvas, which makes them perfect for Halloween. You can add food coloring for a festive mood: orange and black (which you can also do for your next San Francisco Giants party) or purple and black and shaped as witches' hats. You can also leave them white and make little ghosts by adding chocolate chip or candy eyes. The ghosts look adorable as a centerpiece on a glass cake stand layered with candy corn or Good & Plenty (fun trivia: Good & Plenty is the oldest branded candy

in the United States, first made in Hershey, Penn. in 1893).

BOO-TIFUL GHOSTLY MERINGUES

Makes approximately 24 ghosts

- 4 large organic egg whites, room temperature
- ¼ teaspoon cream of tartar
- 1 cup superfine sugar (or put sugar in food processor for 30 seconds)
- ½ teaspoon pure white vanilla extract
- Miniature chocolate chips or edible confetti (for the eyes)

Preheat oven to 200 degrees. Place rack in center of oven. Line a baking sheet with parchment paper (or use nonstick cooking spray). Prepare a pastry bag with large round tip.

In a mixing bowl using the whisk attachment of a mixer, beat egg whites on low-medium speed until foamy. Add cream of tartar

and continue to beat until the egg whites form very stiff peaks. Beat in vanilla extract. Add sugar, a little at a time, and continue to beat until meringue holds very stiff peaks, is glossy, and no longer feels gritty from the sugar.

Transfer meringue to pastry bag. Holding the bag perpendicular to the baking sheet, pipe 2-inch high mounds of meringue. Carefully press miniature chocolate chips or edible confetti into each meringue ghost using two for the eyes and a third for the mouth.


Bake meringues for approximately 1¼-1½ hours or until dry and crisp to the touch, and they separate easily from the parchment paper. Turn off oven, open door slightly, and leave meringues in oven to finish drying several hours, or even better, overnight.

E-mail: recipes@marinatimes.com



Coming soon: Weekend wine tasting at We Olive

Check our Facebook page and watch for more details!



- California Olive Oils you won't find anywhere else!
- Daily Oil Olive, Balsamic, Tapenades, Pesto Tastings
- CUSTOM LABELS for corporate gifts, weddings, parties, et al.
- Ask about our free shipping

Cooking classes for groups | Call ahead for information

2379 Chestnut Street | San Francisco, CA 94123 | (415) 673-3669
www.weolive.com | weolivesf@weolive.com

Like us on Facebook. Follow us on Twitter. We Olive you.


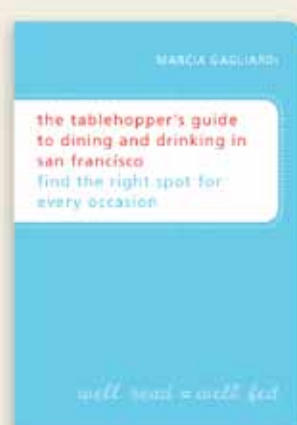


THIRD GENERATION

SINCE 1929

LUCCA *delicatessen*

2120 CHESTNUT STREET • 415.921.7873 • WWW.LUCCADELI.COM

A groundbreaking dining guide to help you find the right place for the right time.

www.tablehopper.com

well read = well fed

MICHAEL SNYDER ON FILM : Make your own fright-film fest

A terrifying top 10 for Halloween

by michael snyder

WITH HALLOWEEN shambling toward us, October is an ideal time for movie-lovers to seek cinematic encounters of the frightening kind, whether supernatural or science-fictional.

Let me be frank about this — or, better yet, let me be Dr. Frankenstein, and build you a monstrous selection of classic horror films that you and your ghoulfriends can watch in the comfort of your own home entertainment room ... or dungeon. I've put together a Terrifying Top 10, any one of which will bring chills around the witching hour on a late October night. They'll also work quite well as Halloween party entertainment or as a diversion when you're waiting for trick-or-treaters to ring your doorbell on All Hallow's Eve.

In making my selections, I decided to avoid anything done in a foreign tongue (so no pesky subtitles); shunned most of the usual horror franchises (sorry, Freddy and Jason); tried to keep gobs of gore to a minimum (as in chainsaw massacres); eschewed found-footage horror; and said, "Go suck it, vampires!" (The wimpy *Twilight* films and the wacky *True Blood* TV series have pretty much defanged vamps in my mind.)

So without further ado, in alphabetical order, here we go:

Alien (1979), directed by Ridley Scott
Essentially, *Alien* is a haunted-house tale set in outer space. This mega-tense science-fiction corker unleashes a slimy, vicious, elusive extraterrestrial biohazard with teeth against a crew from Earth in a creaking, dimly lit, rust bucket of a space ship. Tough gal Sigourney Weaver, crusty Harry Dean Stanton, and the ever-versatile John Hurt are standouts in a fine cast, while the creature, designed by fantasy artist H. R. Giger, and the various sets were beyond influential for much of the sci-fi that followed.

Bride of Frankenstein (1935), directed by James Whale

Truly a quintessential monster movie, this continues the immortal tale told in Mary Shelley's Gothic novel *Frankenstein* (and the eponymous film it spawned) about what can happen when man tries to play god. In this case, a scientist wants to animate a body comprised of parts of various corpses then build a mate for the creature. Starring Boris Karloff as the monster and Elsa Lancaster as the bride, it features some of the most iconic scenes and art direction in Hollywood history — and surely was the core inspiration for Mel Brooks's hilarious homage/parody *Young Frankenstein*.

Curse of the Demon (1957), directed by Jacques Tourneur

Sometimes it's what you don't see that frightens you the most. In the case of *Curse of the Demon*, the forces of evil lurk in the shadows, but an escalating sense of dread is inescapable. Dana Andrews plays an American psychologist visiting London to reveal the leader of a devil-worship cult as a fraud. When the cult leader attempts to curse the psychologist, the film becomes a case of who's cursing whom. The atmosphere is unsettling throughout — and the accompanying anxiety is brutal.

The Exorcist (1973), directed by William Friedkin

A priest who doubts his faith must save a young girl from what appears to be demonic possession in this adaptation of William Peter Blatty's best seller. With its deeply resonant religious imagery, its innovative, precomputer-animated practical effects, its award-winning sound design, and a stunningly precocious performance by then-pubescent actress Linda Blair, it can still get the skin crawling and the stomach churning — 30 years after its release.

The Haunting (1963), directed by Robert Wise

How amazing that the director of *The Sound of Music* (a high watermark in saccharine, family-

friendly big-screen musicals) helmed this near-perfect predecessor to the likes of *The Amityville Horror*, *Poltergeist*, and even the *Insidious* features of recent vintage. Based on Shirley Jackson's novel *The Haunting of Hill House*, this extremely effective flick focuses on a ghost hunter who, accompanied by a skeptic, a clairvoyant and a timid psychic, investigates an old mansion with a history of violence. Otherworldly chaos ensues.

Invasion of the Body Snatchers (1956), directed by Don Siegel

A model of 1950s Cold-War paranoia in sci-fi form, this fear-fraught film shows what happens when an alien force begins replacing normal people in a small town with emotionless duplicates. Those who have yet to be changed are targeted by the body-snatched who look exactly like their family, friends and neighbors, but have a sinister agenda. A local doctor knows the awful truth, but can he escape assimilation/duplication? The fine 1978 remake with the same title is also worth catching.

Night of the Living Dead (1968), directed by George A. Romero

The granddaddy of zombie apocalypse movies was also the first full-length effort from a young George Romero who went on to be recognized as one of the groundbreaking horror masters in the business. Made on a shoestring in black-and-white and utilizing a small cast of fledgling actors in an intimate milieu, the original *Night of the Living Dead* is still scarier than most of the zombie films that followed in its wake. A renowned siege sequence, with the uninfected trying to save themselves from the undead onslaught, has been imitated repeatedly. This is where it all began.

Psycho (1960), directed by Alfred Hitchcock

Anointed the master of suspense after years of success in Hollywood, Hitchcock put his rep on the line by making this low-budget, now-archetypal horror film about a disturbed young man with some unpleasant

obsessions and a very creepy secret. *Psycho*, which gave Anthony Perkins a career-defining role as the twisted Norman Bates, is another case where so many scenes and situations have become so essential to the language of genre filmmaking that they come off in retrospect as clichés. Yet, they're the real deal — and as shocking today as when they first rattled audiences in 1960.

Rosemary's Baby (1968), directed by Roman Polanski

Say what you will about Roman Polanski, but he's a hell of a director — and one of his greatest works is this hellish tale based on Ira Levin's blood-curdling book about a very, very difficult pregnancy. Mia Farrow and John Cassavetes portray a young husband and wife who move into a posh Manhattan apartment building. When she unexpectedly gets pregnant, her husband and her new neighbors are extremely excited about the impending birth, but she's worried. Needless to say, no Lamaze class could possibly prepare Rosemary for what's about to happen to her.

The Thing (1982), directed by John Carpenter

Here's a case where a remake of a classic is as good in its own way as the first version. One of my favorite science-fiction films is the 1951 thriller *The Thing from Another World*, inspired by the short story, *Who Goes There?* The plot involves a discovery at a remote Arctic research station that endangers everyone there, and potentially threatens the rest of the world. The 1982 update, starring Kurt Russell as a helicopter pilot at an Antarctic outpost, uses latter-day special effects to bring an extra dimension to the title antagonist, ratcheting up the tension to the white-knuckle level.

Michael Snyder is a print and broadcast journalist who covers pop culture every week on KPFF/Pacific Radio's David Feldman Show, and on Michael Snyder's Culture Blast, available online at YouTube and Digidive TV. You can follow Michael on Twitter: @cultureblaster



PHOTOS LEFT TO RIGHT: © TWENTIETH CENTURY FOX FILM CORPORATION; © UNIVERSAL PICTURES; © COLUMBIA PICTURES; © WARNER BROS.

THE BEST OF BOOKS

What you're reading

Best sellers and recommendations

compiled by sandy mullin

BOOKS INC. HARDCOVER BEST-SELLER LIST

- The Violet Hour:** A Novel, by Katherine Hill
- City of Thieves:** A Novel, by David Benioff
- Beautiful Ruins:** A Novel, by Jess Walter
- The Billionaire & the Mechanic:** How Larry Ellison and a Car Mechanic Teamed Up to Win Sailing's Greatest Race, The

- America's Cup,** by Julian Guthrie
- Cool Gray City of Love: 49 Views of San Francisco,** by Gary Kamiya
- It's All Good: Delicious, Easy Recipes That Will Make You Look Good and Feel Great,** by Gwyneth Paltrow
- Orange is the New Black: My Year in a Women's Prison,** by Piper Kerman
- Season of the Witch: Enchantment, Terror,**

- and Deliverance in the City of Love,** by David Talbot
- Strengths Finder 2.0,** by Tom Rath
- The Alchemist,** by Paulo Coelho and Alan R. Clarke

STAFF PICKS FOR ADULTS

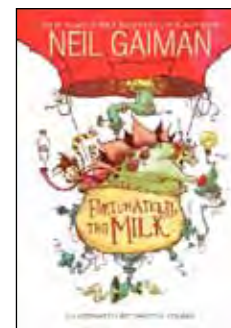
Christian Nation: A Novel, by Frderic C. Rich
Frightening, plausible alternate history. And a cracking good read!
— Bob Deloria



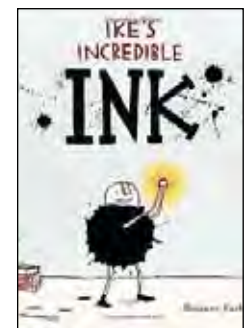
The Skull and the Nightingale, by Michael Irwin
Sex and dark doings in 1760s London — thoroughly engaging!
— Bob Deloria



STAFF PICKS FOR KIDS
Fortunately, the Milk by Neil Gaiman and Skottie Young
Neil Gaiman brings his singular brand of magic to a whimsical account of



a hyper-competent father, a time-traveling stegosaurus, thirsty wumpires, piranhas, a god of people with short and funny names, aliens, pirates, buttons, and a quest to get a bottle of milk home in time for breakfast. The story comes to life with fantastical illustrations by Skottie Young.
— Marie Siegenthaler



Ike's Incredible Ink, by Brianne Farley
Ike wants to write a story, but it has to be the best story ever. And what should he write about? Follow our intrepid protagonist on his quest to find the perfect ink for his epic tale.
— Sandy Mullin
Sandy Mullin is the manager at Books Inc. in the Marina.

HOCKNEY

CONTINUED from page 1

comprehensive survey of David Hockney's work since 2002, arguably the most prolific and acclaimed period of the artist's 50-plus year career.

One of the top contemporary British artists, Hockney's bright pop art paintings of vividly colored swimming pools and landscapes portrayed his life in Southern California, his home for many years. Portraits of friends, relatives, and lovers — some rendered life-size on large canvases — serve to document his personal and professional relationships over time.

Hockney was also one of the first painters of his generation to embrace technology as an art form. He utilizes the iPhone Brushes application, once admitting, "I draw flowers every day on my iPhone and send them to my friends, so they get fresh flowers every morning." Other popular Hockney mediums include stage design, photo collage, and printmaking.

In recent years, Hockney returned to his native Yorkshire, England to embark on a series of landscapes made from multiple canvases depicting nature imagery on a colossal scale. The execution of these monumental paintings was

documented in the 2009 film *David Hockney: A Bigger Picture*. The artist is shown in his studio and in the countryside, painting and discussing his methodologies. The subjects are given the typical Hockney treatment. Trees are rendered in rich, seemingly non-naturalistic pop colors, yet Hockney shows the camera that the trees' shadow really is purple. He returns to the same locales at different times of the day creating radically different paintings out of the same bare trees. Like Monet's series of haystack paintings, the trees are transformed as shadows shift in the changing sunlight.

The film may serve as a helpful introduction for museumgoers as these same immense multicanvas landscapes will be a prominent feature in the de Young exhibition. The survey will include Hockney's more traditional paintings as well as his Photoshop portraits, digital videos tracking the changing seasons, and his iPad landscapes.

In his 76th year, David Hockney continues to seek out new territory instead of revisiting his celebrated past. His art is happening now.

Sharon Anderson is an artist and writer in Southern California. She can be reached at www.mindtheimage.com.

@NITE :: Halloween

Ghouls just wanna have fun

by maryann lorusso

SURE, ONE OF THE most charming aspects of Halloween is watching pint-size Power Rangers and princesses trick-or-treat up and down Avila Street. But in San Francisco, the holiday is just as fun, if not more so, for the 21-and-over crowd. Here, the revelry of Halloween rivals that of Mardi Gras, with many hotels and bars hosting big bashes complete with scary decorations, D.J.s and dancing. As a grownup you get to enjoy drinks specials and costume contest prizes — on this eeriest of evenings.

Halloween Pub Crawl San Francisco: Every year locals put on their coolest costumes and head to Union Street to embark on this massive Halloween Pub Crawl. On both Saturday, Oct. 26 (from 3 p.m. to 2 a.m.) and Thursday, Oct. 31, (from 5 p.m. to 2 a.m.), participating bars throughout the neighborhood are offering drink specials to help get people in the Halloween spirit. The crawl begins at

Extreme Pizza (1980 Union Street), where partiers register before heading out to some of Cow Hollow and the Marina's hottest nightspots. Drink specials before 10 p.m. include \$2 domestic drafts and \$4 well shots (415-573-0740, www.ournightlife.com).

Titanic Masquerade Halloween Party Cruise: Setting sail on Saturday, Oct. 26, for a four-hour excursion, the Fume Blanc Commodore yacht is transformed into the doomed Titanic cruise ship, with an open bar, D.J.s, snacks, and three decks filled with more than 300 roaming ghosts and ghouls. Check-in begins at 7:30 p.m. at Pier 40, (the foot of Townsend Street near AT&T Park), and passengers board the ship at 8:30 p.m. During the cruise, costume-clad guests can party until 1 a.m. while enjoying great views of Treasure Island, the Golden Gate and Bay Bridges, and the magnificent San Francisco skyline (415-573-0740, www.ournightlife.com).

A Nightmare on Van Ness: Costumes are required



at this fifth annual event at the Regency Center, the recently restored landmark theater (1300 Van Ness Avenue). On Saturday, Oct. 26, partiers can enjoy three levels of D.J.s and live entertainment, including Top 40, hip-hop and EDM. The costume ball will also feature go-go dancers, several cash bars, a costume contest, and a VIP mezzanine overlooking the main floor (888-929-7849, www.theregencyballroom.com).

Halloween International Ball: The annual bash at the historic Fairmont Hotel (950 Mason Street) takes

place on Saturday, Oct. 26, from 9 p.m. to 2 a.m. The party includes three separate rooms with D.J.s spinning Euro, Top 40 and international house music, and a Latin room featuring salsa band Julio Bravo. Samba dancers, costume contests, live drummers, and a complimentary salsa class from 9 p.m. to 9:45 p.m. round out the festivities (415-260-9920, www.aykutevents.com).

Maryann LoRusso is a San Francisco-based journalist who also writes a blog for women at www.redtypewriter.com.

LB

La Bijouterie

Jewelry Boutique

FROM DREAM TO SPLENDOR

From Concept to Exquisite Craftsmanship
From Knowledge and Quality to Refinement
From Service to Partnership

THE ART OF FULFILLING YOUR DREAM

Unique custom Engagement rings
GIA Certified conflict-free loose diamonds
Inquire about our special financing options from GE Capital



1931 UNION STREET, SAN FRANCISCO, CALIFORNIA 94123 TEL: (415) 775-6622 WEB: WWW.LB-SF.COM

San Francisco's STICKLEY Source



NORIEGA FURNITURE

1455 TARAVAL ST (AT 25TH AVE) SF 94116 (415) 564-4110
 NORIEGAFURNITURE.COM

STICKLEY
AUTHORIZED DEALER

Find us on facebook @NoriegaFurnitureSanFrancisco



There are a lot of stories about life behind bars at Alcatraz PHOTO: ALISON TAGGART-BARONE / NPS

Alcatraz: Life on the Rock

by marilyn damon diamond

I 'VE NEVER CHATTED WITH A CAREER criminal before," I said, smiling at the soft-spoken 80-year-old man who was talking to me while eating scrumptious appetizers at San Francisco's elegant Hyatt Regency Hotel. Bill Baker said he considers himself a "career convict," not a criminal. The difference? "The career criminal is successful," he grinned.

The Hyatt reception was the first event of a two-day annual weekend reunion of former guards and inmates of Alcatraz. Additionally, a never-before-seen Alcatraz photo collection, "Alcatraz: Life on the Rock" by renowned photographer Leigh Warner, adorned the enormous walls throughout the hotel's massive atrium lobby.

The 79th anniversary in 2009 of Alcatraz Island's opening as a federal penitentiary, a collaboration among Alcatraz Cruises, the Hyatt Regency and the National Park Service created a memorable event.

Baker described his life in Alcatraz in his book, *Alcatraz 1959AZ* (his prisoner number). "I wasn't a great kid. I didn't get along with family members, and I ran away a lot," he said. In the end, it was his predilection for escape that landed him on Alcatraz. His first serious run-in with the law came when he stole a car and drove it from McNeil Island Federal Prison in Washington State to Portland, Ore., making it a federal crime. As an inmate at McNeil Island, he was being transferred to Leavenworth Penitentiary in Kansas. "I cut the link of the handcuff hooking me to the next guy, and got caught." He was, therefore, a candidate for "the hole" in Leavenworth.

The hole is a dark, dank cell with no bed, no covers and no light. He was stripped naked and kept there for several months. "Two or three times a week I got an onion, a pea and some watery soup. The other days it was bread and water," Baker said.

When prisoners were released from the hole in any Federal prison, they were put in segregation. It was a regular cell (though not the prisoner's own), with three meals a day, a bed, light, and time to walk around but isolated from everyone else. No yard time. The prisoners had to demonstrate their rehabilitation before being allowed back to their own cells.

Robert Luke, another Alcatraz inmate, also described his life in his book, *Entombed in Alcatraz #1118AZ*, along with a DVD. A perennial runaway, Luke made his first real money by serving as lookout for a friend who was burglarizing St. Louis hotel rooms. Both eventually were caught, and because Luke was only 15, his captors put him on a bus for Los Angeles and told him never to come back to their city. "I never did," he chuckled.

Luke had a hair-trigger temper, which usually led to physical confrontations. In addition to being extremely violent, he continued to rob banks and committed enough crimes to send him to San Quentin and other prisons before Alcatraz. For Luke, one of the biggest negatives about his time at Alcatraz was boredom. The hour in the yard, meals and voracious reading in his cell helped, but the rest of the day was dictated by the guards' morning wakeups, meals, yard times, and lights out. One thing Luke particularly missed was the smell of freshly mowed lawn, and after his release, he would simply lie on a lawn and appreciate the aroma.

In some respects, as Luke pointed out, Alcatraz was a better place to be than some

Warden Johnson made sure that Alcatraz food was of high quality, which characterized the menu until the prison closed.

of the other prisons. It was smaller, for one. Alexandra Picavet, public affairs specialist with the National Parks Service, estimates that the prison population never reached

its capacity of approximately 350, whereas Leavenworth and others held 2,500 men who were forced to share small cells.

Also, Luke said, the food at Alcatraz was excellent. Warden Johnson attributed some of the prison rioting at the turn of the 20th century not only to crowded conditions but also to bad food. He made sure that Alcatraz food was of high quality, which characterized the menu until the prison closed.

While Baker continued to practice his talent for forgery after his release from Alcatraz in 1963, Luke took a different path. Through contacts, he managed to get a job in Los Angeles with a company that gave him an opportunity to work. He nearly lost this opportunity when another employee taunted him, mainly to irritate him as the new guy. Luke responded by bashing the employee in his face. Fortunately, his employers were pleased with Luke's work and kept him on.

Ashamed of his past, Luke told only his family and his first employers that he had been in Alcatraz. When he met the love of his life, Ida Marie, his background did not deter her and the two were married in 1973. Days for Bob and Ida Marie Luke are spent golfing, fishing and traveling. In the dedication to his book, Luke thanks Ida, his "best buddy," for encouraging him to write about his past. He has had no legal trouble for 50 years.

Baker continued to ply his trade — forgery — after leaving Alcatraz. Currently on parole in Ohio, he required permission from Ohio officials to make the trip to the reunion. He had wanted to sleep in his old cell, which is what he did, and experience the thrill of walking out the next morning.



So much to see. For free.

San Francisco Neighborhood Free Days at the Academy!



SF ZIP CODE	FALL FREE DAYS
94110, 94114, 94117, 94127, 94131, 94132	October 4, 5, 6
94116, 94122	October 11, 12, 13
94108, 94109, 94115, 94118, 94121, 94123, 94126, 94129, 94133	October 18, 19, 20
94102, 94103, 94104, 94105, 94107, 94111, 94112, 94124, 94130, 94134, 94158	November 1, 2, 3

Come see how all life is connected at the world's only aquarium-planetarium-rainforest-living museum. We invite San Francisco residents to enjoy free admission on the dates designated by their zip code. Full schedule and info at calacademy.org.

Generously sponsored by

Free adult admission with valid photo ID and proof of residency. Up to 6 children free per adult.

How to be yourself ... in a costume

by sandy fertman ryan

EVER SINCE CHILDHOOD, YOU were told to “be yourself.” And love yourself just as you are. Of course, you first have to look for yourself to *find* yourself to actually be yourself and then love yourself, but that’s another story. Just ask Oprah. She has an entire TV network based on that very premise. So doesn’t it seem like a no-brainer that to “be yourself,” you should at the very least dress like yourself — well, except on Halloween? Not so in San Francisco!

Yes, Oct. 31 is just days away, and while everyone is busy conjuring up their inner twerking Miley Cyrus, bearded *Duck Dynasty* star, or Anthony Weiner (I’ll spare you the description), I had a revelation: In San Francisco, dressing up isn’t just for Halloween anymore!

For instance, last July (as in summer), while walking down Chestnut Street, I was besieged by about 15 San Franciscans in the midst of a pub crawl wearing pirate, alien, and superhero costumes. And these get-ups weren’t just your flimsy, childhood, tie-on Halloween costumes with

those plastic masks that smell like old cheese and make you sweat like Richard Simmons, but amazingly authentic looking attire (although I can’t recall having seen a real pirate, alien, or superhero in the flesh). But for a fleeting moment, I really was terrified that I would be forced to walk the plank in my four-inch heels. Totally shivered my timbers.

A couple of weeks later, my husband and I were on a walk when we witnessed a bunch of Japanese anime characters lounging on blankets, snacking on Fritos and beer on the lawn at Fort Mason. Other than the fact that I didn’t think animes could drink (don’t they lose their virtual powers?), it was a spectacular site with all the elaborate, otherworldly, pastel-colored costumes dotting the green. And dare I say, all those cartoonish figures looked nightmarishly REAL. Yet oddly cute.

Then on a warm September night on Union Street, we ran into a gaggle of twenty-something guys heading to a football party wearing women’s profes-

sional cheerleading outfits. I mean, these guys were not kidding around: Their pompoms were ginormous!

San Franciscans have a history of dressing up for no reason. Take Burning Man, which started on Baker Beach in the 80s with just a handful of costume-clad (and not-so-clad) revelers. Then there is our annual, costume-crazed Bay to Breakers race. The first person

group of goofballs — er, people — to wear them via a single tweet. Still, if this is the era of being yourself, why do so many people feel the need to dress up as *somebody* else when it isn’t even Halloween?!

First, it’s fun! Why not change up the routine of having your friends over for a simple, meat-and-potato dinner and instead slip into your Colonel Mustard garb for a Clue-themed picnic?

Also, stress at work is seriously off the charts these days, and there isn’t much of an opportunity to let your inhibitions down without, say, losing your job. So put on a rabbit head and tweet your friends to meet you for an *Alice In Wonderland* “tea” party. Then proceed to go down the rabbit hole. That’ll blow off some steam.

Last year, a study by scientists of a phenomenon called “enclothed cognition” was reported in *The Journal of Experimental Social Psychology*. This study found that what you wear affects your cognitive processes. For example, some participants were asked to wear what they were told were white

doctors’ coats, and others were asked to don the same coats, but were told that they were painters’ coats. The ones wearing the doctors’ coats showed an enormous improvement in attention, but those in the painters’ coats did not (and believe me, they weren’t Picassos either). The point is that when you take on another persona, you really do get to “be” someone else, i.e., not yourself. Maybe you won’t be able to leap tall buildings in a single bound dressed as Superman, but you probably could gather enough strength to lug that enormous keg to the roof deck. That’s gotta count for something!

So I guess you don’t have to dress like yourself — or even like a human being for that matter — to be yourself. In fact, wearing a costume on any non-Halloween day may be the best way to express who you *truly* are. Hey, I think I’m having an Oprah aha moment: Maybe you really don’t have to be you to *be you!*

Sandy Fertman Ryan has written for numerous national magazines, including Cosmogirl, Seventeen and TEEN. She is dressing as a middle-aged pussy cat doll this Halloween. E-mail: yipee633@yahoo.com

San Franciscans have a history of dressing up for no reason. These days, it’s a snap to get fantastic costumes.

to run that race in costume was dressed, for no apparent reason, as Captain Kidd, in 1940. Aside from the fact that Kidd was executed for piracy and the guy in the race placed last, a great tradition had begun for all of you wanna-be Jamaican bobsled-ders, walking Porta-Potties, Dr. Seuss characters, and salmon swimming upstream.

These days, it’s a snap to get fantastic costumes on the Internet while rounding up a

City and County of San Francisco ★ Department of Elections

Be A Voter

November 5 Municipal Election

Register to Vote by October 21

Request to Vote by Mail by October 29

Vote early at City Hall October 7 – November 5

Vote at your Polling Place on Election Day 7AM – 8PM

MANY POLLING PLACES HAVE CHANGED!

Check your Voter Information Pamphlet or
sfelections.org/toolkit for your Polling Place address



(415) 554-4375 sfelections.org



OCTOBER EVENTS

WHAT NOT TO MISS THIS MONTH

MAJOR EVENTS



Hardly Strictly Bluegrass Festival 13

Fri-Sun, Oct 4-6
Golden Gate Park

Over 75 bands including Dwight Yoakam, Elvin Bishop, The Time Jumpers, Laurie Lewis & the Right Hands, Moonalice, Boz Scaggs, Emmylou Harris, MC Hammer, and Bonnie Raitt, will perform on six stages at this annual three-day event. *Free*, www.strictlybluegrass.com

Pier 39's 35th Anniversary Celebration

Saturdays thru Oct, 8:30 p.m.
Pier 39

Enjoy live music, fun, special surprises, and fireworks at 8:30 p.m. Make it an evening with dinner at any of the 14 restaurants and receive a free dessert. Visit www.pier39.com for details.

145th Italian Heritage Parade

Sunday, Oct 13, 12:30 p.m.

Fisherman's Wharf to Washington Square

Established in 1868, this year's parade promises to be bigger, better and more colorful than ever. Highlights include handcrafted parade floats, marching bands, festive open-air dining with Italian wine and food from North Beach restaurants, and traditional Italian musicians and performance artists. *Free*, 415-703-9888, www.sfcolumbusday.org

Union Street Wine Walk

Thursday, Oct 10, 4-8 p.m.

Union St. (btw Gough & Steiner) & Fillmore St. (btw Union & Lombard)

Take your happy hour to the streets, and stroll through Cow Hollow tasting wine and food samples offered by local merchants. \$20-\$25, www.sresproductions.com, 800-310-6563

Litquake 2013

Daily, Oct 11-19

Venues throughout San Francisco

Featuring more than 800 authors and journalists in more than 160 events in nine days of readings, discussions and literary happenings. The event culminates with a Lit Crawl through bars and cafes, galleries, a bowling alley, and even a police station. 415-750-1497, www.litquake.org



S.F. Fall Antiques Show

Preview Party Benefit Gala: Wednesday, Oct 23
Show: Thu-Sun, Oct 24-27

Festival Pavilion, Fort Mason Center
Benefiting Enterprise for High School Students, this show features approximately 60 dealers from across the U.S. and Europe offering all styles and periods of decorative and fine arts from American and English to Continental and Asian. \$15 & up, 415-989-9019, www.sffas.org

Wharf Fest 2013

Sat-Sun, Oct 26-27, 11 a.m.-6 p.m.

Fisherman's Wharf

This inaugural event celebrates the legacy of the historic waterfront with music, food and wine, a chowder competition, children's rides, ship tours, classic cars, street performers, art, fireworks, and more. 800-810-6563, www.sresproductions.com

LAST CHANCE

Butterflies & Blooms

Tuesday-Sunday thru Oct 20, 10 a.m.-4 p.m.

Conservatory of Flowers, Golden Gate Park

Don't miss this special exhibition about plant pollination featuring hundreds of living butterflies. *Free*-\$7, 415-831-2090, www.conservatoryofflowers.org

Beautiful: The Carole King Musical

Tue-Sun thru Oct 20

Curran Theatre (445 Geary St.)

Set to the music that made her one of the recording industry's most enduring icons, this musical tells the inspiring true story of King's rise to stardom. \$78-\$495, 415-551-2000, www.shnsf.com

Impressionists on the Water

Tue-Sun thru Oct 13, 9:30 a.m.-5:15 p.m.

See another side of nautical life through over 80 paintings and works on paper by Impressionists Monet, Caillebotte, Renoir, and Pissarro and Post-Impressionists Denis and Signac whose artistry reflects their own understanding and engagement with pleasure boating and competition. *Free*-\$20, 415-750-3500, www.famsf.org

Macbeth

Thu-Sun thru Oct 13, 6 p.m.

Fort Point

Wind through the dark stone corridors and narrow passageways of Fort Point accompanied by the wind and fog as you follow the actors in this engaging participatory theater production of the Bard's suspenseful tale of ambition for power. \$45-\$60, 415-547-0189, www.weplayers.org



Next to Normal

Thu-Sun thru Oct 13

Gough Street Playhouse (1622 Gough St.)

This Tony and Pulitzer-winning rock musical is about a suburban mother's attempts to cope with her mental illness and its effect on her family. \$37-\$43, 415-798-2682, www.custommade.org

COMMUNITY CORNER

S.F. Lawn Bowling Club Open House

Saturday, Oct 5, 10 a.m.-4 p.m.

SFLBC Clubhouse (Bowling Green Dr., Golden Gate Park)

Looking for a new low-impact activity you can play year-round? Come to the SFLBC open house, learn about this fun sport, and take a lesson (wear flat shoes). *Free*, 415-753-9298, www.sflbc.org

Disaster Preparedness Training

Thursday, Oct 10, 17, 24, 31; Nov 7 & 14, 6:30-9:30 p.m.

Missionary Temple CME Church (1455 Golden Gate Ave.)

Topics include basic disaster skills, light search and rescue, earthquake awareness, and hazard mitigation. Attendance at all sessions required for certification. 415-970-2024, www.sfgov.org/sffdnert

94th Annual Columbus Day Bazaar

Sat-Sun, Oct 12-13, 10 a.m.-7 p.m.

Ss. Peter & Paul School (660 Filbert St.)

This North Beach family festival of entertainment, food and games, includes the salami toss and pumpkin bowling. Benefits Saints Peter and Paul School, serving North Beach since 1919. *Free*, 415-421-0809, www.sspeterpaulsf.org

Neighborhood Free Days

Fri-Sun, Oct 18-20

Academy of Sciences

Here's a reason to like a big-box chain store: Thanks to a grant from Target, residents in zip codes 94108, 94109, 94115, 94118, 94121, 94123, 94126, 94129, and 94133 can enjoy free admission to the museum. Other neighborhoods are eligible throughout the month. *Free*, www.calacademy.org

Carriage House Rummage Sale

Fri-Sat, Oct 25-26, 9 a.m.-3 p.m.

Saint Anne's Home Little Sisters of the Poor (300 Lake St.)

This sale of clothing, jewelry, books, toys, art, furniture, and more is one of the home's largest fundraisers and the proceeds greatly assist the nuns in providing necessities for their elderly residents. *Free*, 415-751-6510

GALAS & BENEFITS

TNDC Celebrity Pool Toss

Tuesday, Oct 8, 6-9:30 p.m.

Phoenix Hotel (601 Eddy St.)

Celebrity hosts will introduce the celebrated toss-ees, while partygoers bid on the opportunity to toss their favorite celebs into the pool to benefit Tenderloin Neighborhood Development Corporation's youth and family programs. \$125 & up, www.tndc.org, 415-358-3906

7th Annual YMCA Golf Invitational

Thursday, Oct 17, 10 a.m.-6 p.m.

Presidio Golf Course

Play golf and support the Y's youth programs, serving more than 8,500 urban youths per year. Includes 19th-hole reception and silent auction. \$250 & up, 415-447-9611, www.ymcasf.org

Sharing the Harvest Gala Reception

Friday, Oct 18, 6-10 p.m.

Golden Gate Club, the Presidio (135 Fisher Loop)

Featuring a VIP reception, artisan appetizers, wine and gourmet food tastings, cocktails, a silent auction, and more to benefit the Hamilton Family Center, celebrating 28 years of ending homelessness. \$90-\$150, 415-409-2100, www.hamiltonfamilycenter.org

Root Division's 12th Annual Art Auction

Thursday, Oct 24, 7:30-10 p.m.

Root Division (3175 17th St.)

Come support art, artists, and arts education in this fundraising event presenting an eclectic mix of quality artwork from over 100 established and emerging local artists. Proceeds benefit local emerging artists, and Root Division's free after-school art classes for Bay Area youth. \$25-\$80, 415-863-7668, www.rootdivision.org

Art for AIDS

Friday, Oct 25, 5:30-9:30 p.m.

City View at Metreon (135 Fourth St.)

This premier art event features 170 modern and contemporary art pieces for auction via silent, live and online bidding (until Oct 20), and some of the finest S.F. food and drink purveyors in support of UCSF Alliance Health Project. \$50-\$175, 415-502-7276, www.artforaids.org

Global Fund for Women 25th Anniversary Gala

Wednesday, Oct 30, 7-11 p.m.

Festival Pavilion, Fort Mason Center

Celebrate 25 successful years of advancing human rights for women and girls with a dinner, VIP reception, after-dinner musical performance, and dance party. \$100 & up, 415-248-4813, www.globalfundforwomen.org

ARTS & CULTURE

Stand up for Art Comedy Show

Thursday, Oct 31, 7-10 a.m.

Firehouse 8 (1648 Pacific Ave.)

Stand-up comedians/artists Anita Drieseberg, Michael Capozzola, Kurt Weitzmann, and Ed Attanasio close their art exhibition with a comedy show featuring special guests to benefit art programs at S.F. Skate Club. \$20, 415-890-4800, www.brownpapertickets.com

38th Annual S.F. Open Studios

Sat-Sun, Oct 19-Nov 10, 11 a.m.-6 p.m.

Various S.F. venues

Visit over 900 artists in their studios during this citywide event, which is the oldest and largest open studios event in the country. 415-861-9838, www.sfoopenstudios.com

PERFORMANCES



Writers Who Paint/Drawers Who Write Gallery Exhibition

Saturday, Oct 12, 7:30 p.m.

Emerald Tablet (80 Fresno Street)

Literature meets cartoon musings, relational line drawings and social satire in oil and acrylic. Join Don Asmussen (The Bad Reporter); Shannon Wheeler (New Yorker illustrator); Paul Madonna (All Over Coffee); Lisa Brown, best-selling graphic novelist; Alan Kaufman, outlaw author and painter; and Nancy Calef, "Peoplescapes" creator and talented new memoirist. *Free*, <http://emeraldtablet.org>

BATS Improv: Horror Super Scene

Fridays thru October

Bayfront Theater, Bldg B, Fort Mason Center

Don't miss one of BATS's most popular shows where stories unfold one scene at a time, round by round, and the audience chooses which stories continue until only one story remains. \$17-\$20, 4150474-6776, www.improv.org

ACT: Underneath the Lintel

Tue-Sun, Oct 23-Nov 17

405 Geary St.

In this riveting ghost story, an eccentric librarian finds a weather-beaten book in a return bin, discovers that it is 113 years overdue, and sets off on a quest to unravel the secrets of the book and the person who borrowed it. \$20-\$140, 415-749-2228, www.act-sf.org



Smuin Ballet: XXtremes

Daily, Oct 4-12

Palace of Fine Arts Theatre

The company celebrates its 20th season with Dear Miss Cline performed to the music of Patsy Cline; Return to a Strange Land, a tribute to Stuttgart Ballet's John Cranko; and Carmina Burana, Michael Smuin's intensely physical piece. \$25-\$72, 415-912-1899, www.smuinballet.org

NIGHTLIFE

After Dark: Fog

Thursday, Oct 3

Exploratorium (Pier 15)

Learn foggy facts, see antique foghorns, dance in a "fog pour," be enveloped in the mist on the Fog Bridge installation, and view the world premier of Fog City, a meditation on the beauty and mystery of our beloved fog. Ages 18+, \$10-\$15, 415-548-4444, www.exploratorium.edu

Startup and Tech Mixer

Friday, October 4, 5–11 p.m.

W San Francisco (181 Third St.)

Mingle and network with technology and startup hopefuls. Free, <https://stmixerwhotel.eventbrite.com>

Oh Land

Wednesday, Oct 23, 8 p.m.

The Independent (628 Divisadero)

Singer and producer Nanna Øland Fabricius brings her unique background (a trained ballet dancer with an opera-singer mother and church-organist father) to a performance that feels “like 2050 meets something really classic, like meeting a stranger that feels as familiar as an old friend.” Ages 21 and up, \$15, 415-771-1421, www.theindependentsf.com

FILMS & LECTURES

The 36th Chamber of Shaolin

Saturday, Oct 5, 4 p.m.

Vogue Theatre (3290 Sacramento St.)

Catch astonishing fight choreography in this 1977 classic kung-fu epic directed by martial arts legend Lau Kar-leung, about a Shaolin student who trains to get vengeance on the people who have occupied his village. \$10–\$14, www.sffs.org



Christopher Guest

Tuesday, Oct 8, 7:30 p.m.

Nourse Theatre (201–299 Hayes St)

The genius from *This Is Spinal Tap*, *Waiting for Guffman*, *Best in Show*, and more comes to town for a discussion with Adam Savage. \$20–\$27, www.cityarts.net

The Commons for Art & Social Change: Wounds into Blessings

Wednesday, Oct 9, 7–9 p.m.

Building B, Room B-301, Fort Mason Center

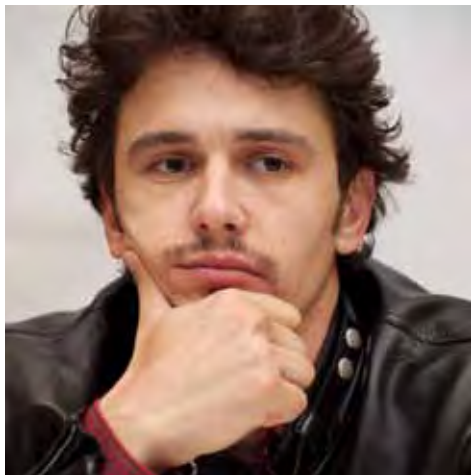
Fred Mitouer, Ph.D., reads excerpts from his book *Wounds into Blessings*, chronicling his efforts to create transformational bodywork. Free, 707-884-3138, www.bodyworkmassage.com

Lunafest

Thursday, Oct 10, 6 p.m. reception; 7:30 p.m. show

Nob Hill Masonic Center (1111 California St.)

Join a screening of the best short films by, for, and about women. Nine films are part of this year's festival, which will be seen in more than 150 cities across the country. \$20–\$30, www.lunafest.org/sanfrancisco



James of All Trades: An Evening with James Franco

Sunday, Oct 27, 6:30 p.m.

Castro Theatre (429 Castro St.)

The locally born Franco returns to the Bay Area to talk about his life of celebrity and his renaissance man life of acting, writing, directing, and teaching. \$15–\$95, 415-597-6705, www.commonwealthclub.org



The Lodger: Silent Film with Organ

Thursday, Oct 31, 7:30 p.m.

Davies Symphony Hall

Spend an appropriately spooky Halloween night with Alfred Hitchcock's 1927 silent thriller *The Lodger*. Live organ accompaniment and the Hitch's trademark ominous touches could have you squirming in your seat. \$20–\$60, www.sfsymphony.org

SCIENCE & TECHNOLOGY

The Kepler Story

Sunday, Oct 6, 13, 20, & 27, 6:30 p.m.

Morrison Planetarium

(California Academy of Sciences)

This immersive performance work designed for planetarium domes about 17th Century astronomer Johannes Kepler features spectacular visuals, haunting music by avant cellist Zoë Keating, and sound design by multiple Emmy Award-winner Christopher Hedge. \$12–\$15, 877-227-1831, www.calacademy.org

Cosmic Evolution:

A Scientific Creation Myth Like No Other

Saturday, Oct 12, 9–10:30 a.m.

California Academy of Sciences

A panel discussion of extraterrestrial explorers moderated by Jill Tarter of the SETI Institute (she's the woman on whom Jodie Foster's character is based in the film *Contact*) explores the current standard scientific model for how the universe works and looks at how the public can add its ideas into the mix. \$25–\$35, 877-227-1831, www.calacademy.org/brilliantscience

VERGE

Mon–Thu, Oct 14–17

Palace Hotel (2 New Montgomery St.)

VERGE gathers innovators, entrepreneurs and public officials to find ways for tech to create advancements in energy, buildings, and transportation. \$795–\$1,975, www.greenbiz.com

OPEC Embargo + 50

Friday, Oct 18, 12:30 p.m.

The Commonwealth Club (595 Market St.)

Former Secretary of State George Shultz and former CIA Director Jim Woolsey team up to discuss the lessons learned from the 1973 oil embargo, new technological approaches to producing energy, and how to get cleaner energy. \$15–\$40, 415-597-6705, www.commonwealthclub.org

POTABLES & EDIBLES

Taste San Francisco

Friday, Oct 4, 5:30 p.m.

The St. Regis (125 Third St.)

Molecular gastronomy pioneer and James Beard Award winner Wylie Dufresne joins Stuart Brioza and Nicole Krasinski of State Bird Provisions, Daniel Patterson of Coi, Lisa Lu of Boulevard, and many more distinguished chefs to create the menu for this dinner. \$65 & up, jbftaste@bowenandco.com, www.jbftasteamerica.org

San Francisco Magazine's FallFest 2013

Saturday, Oct 12, noon–4 p.m.

Justin Herman Plaza, Embarcadero Center

Leading local restaurateurs, winemakers and artisans join for an inspiring day of premier wine and food, tasting, chef demonstrations, cocktail competitions, live music, and panel discussions that celebrate eating and living locally. Benefits Meals on Wheels. \$110, www.sffallfest.com

GACC Oktoberfest 2013

Thursday, Oct 17, 5–10 p.m.

Conference Center, Bldg A, Fort Mason Center

Join the German American Chamber of Commerce for an authentic evening of delicious German traditional food, beer and music. \$50, 415-248-1249, www.gaccwest.com

10th Annual Brews on the Bay

Saturday, Oct 19, 2–5 p.m.

S.S. Jeremiah O'Brien (Pier 45)

Come thirsty and enjoy over 50 handcrafted beers, live music, spectacular views, and delicious food. \$55, 415-939-1943, www.sfbrewersguild.org

CUESA 11th Annual Sunday Supper

Sunday, Oct 20, 6–10 p.m.

Ferry Building

Enjoy a champagne reception, four-course family-style feast prepared by supreme culinary talent showcasing produce offered at the Ferry Plaza Farmers Market, and more to benefit Schoolyard to Market, a youth development and entrepreneurship program. \$225, 415-291-3276, www.cuesa.org

SPORTS & HEALTH

Orthodontic Evaluations

Mon–Fri thru Oct

University of the Pacific (2155 Webster)

The Arthur A. Dugoni School of Dentistry invites children and adults to receive a complimentary orthodontic evaluation to learn about treatment options and cost. Free, appointments required at 415-929-6555 or dental.pacific.edu

Yoga on the Great Meadow

Saturday, Oct 5, 9 a.m.–11 a.m.

Great Meadow, Fort Mason

Start your morning with a sun salutation facing the Golden Gate Bridge in these sessions hosted by Burning Heart Yoga and Yoga Rocks the Park. Free, 925-437-0615, www.facebook.com/burningheartyyogaf

37th Annual Oral-B Glide Floss Bridge to Bridge Run & Expo

Sunday, Oct 6, 9 a.m.–11:30 a.m.

Ferry Building to Crissy Field

Whether you run or walk a 7K or 10K, you'll enjoy beautiful vistas in this rain-or-shine race benefiting the Special Olympics. \$25–\$50, 415-759-2690, www.bridgetobridge.com

Advance Health Care Directives

Monday, Oct 7, noon–1:30 p.m.

Board Room, Community Health Resource Center (2100 Webster St.)

Advance Health Care Directives are important for everyone over the age of 18 to ensure a person's wishes will be followed if unable to make decisions. Take the time now to understand and determine choices for end-of-life care. \$10, registration required at 415-923-3155 or cpmchrc@sutterhealth.org, www.chrcsf.org

Life Line Screening

Wednesday, Oct 9, 9 a.m.

Room 362, Bldg C, Fort Mason Center

Be more proactive about your health and register for these safe, painless, noninvasive preventative health screenings not normally part of a routine physical. \$60/test (package rates available), 800-324-1851 & www.lifelinescreening.com

CHILD'S PLAY

Goblin Jamboree

Sat–Sun, Oct 19–20, 10–4 p.m.

Bay Area Discovery Museum (557 McReynolds Dr., Fort Baker, Sausalito)

This haunted wonderland is complete with games, attractions, and live entertainment. Enroll in the witches' school, take a train or pony ride, visit the petting zoo and enjoy a full brew of games and activities. \$13–\$15, 415-339-3900, www.baykidsmuseum.org

Family Halloween Day

Saturday, Oct 26, 10 a.m.–2 p.m.

Randall Museum (199 Museum Way)

This Halloween haunt will include ghoulish games, creepy crafts, tricks, treats and more! Costumed revelers can explore the Twilight Forest, take a stab at pumpkin carving, and enjoy live entertainment. There will be two special Halloween performances by magician Brian Scott. Free, \$3 donation suggested, \$50 activities, 415-554-9600, www.randallmuseum.org

8th Annual Children's Halloween Hootenanny in the Haight

Saturday, Oct 26, 11 a.m.–3 p.m.

Waller Street Cul-de-Sac near Kezar Pavilion

Sponsored by the Haight-Ashbury Street Fair, this year's theme is “Day of the Dead” and will include a costume contest, performers, raffles, and creative, hands-on activities designed to entertain children of all ages. Free, www.facebook.com/groups/59256907498/

Supernatural Halloween Party

Saturday, Oct 26, 5–9 p.m.

California Academy of Sciences

Come in costume and trick-or-treat your way through the Academy among spook-tacular animals, creepy specimens, and more. Have fun with face painting, photo booths, and much more. Proceeds support the Academy's educational outreach activities. All ages, \$35–\$50, 415-379-5411, www.calacademy.org/halloween

Howlin' Moon 5K and Fun Run

Sunday, Oct 27, 10 a.m. & 10:45 a.m.

Little Marina Green

Put on your sneaks, pack up the kids, and run to support public education at Claire Lilienthal Alternative School. \$15–\$25, www.active.com

13th Annual Halloween Hoopla

Sunday, Oct 27, noon–1:30 p.m.

Yerba Buena Gardens

Featuring interactive performances and games for kids under 10 and their adults, this program culminates in the Halloween Costume Parade, where everyone shows off their Halloween finery! Free, 415-543-1718, www.ybgfestival.org



Tiny Tot Halloween Parade

Thursday, Oct 31, 10 a.m.

Starts: Moscone Park (1800 Chestnut St.)

Create spooky art projects and play carnival games before heading down Chestnut Street for trick or treating. Neighbors and merchants will provide free trick or treat bags. Free, 415-831-2700, www.sfreepark.org

JUST FOR FUN

Madonna del Lume Celebration

Sat–Sun, Oct 5–6

Fishermen's and Seamen's Memorial Chapel

(Across from Pier 45, Fisherman's Wharf)

Parade: Sts. Peter and Paul Church to Fisherman's Wharf

Join the Italian American community as it celebrates its ties to the ocean beginning with a service at the chapel, followed by a parade of boats and memorial, and culminating with a parade and blessing of the fishing boats on Sunday. www.sfcolumbusday.org

Castro Street Fair: 40th Anniversary

Sunday, Oct 6, 11 a.m.–6 p.m.

Castro Street (at Market)

S.F.'s longest-running street fair features colorful spectators, music and lots of dancing as well as food, beverages and arts and crafts booths. Free, 415-841-1824, www.castrostreetfair.org

41st Annual Victorian Alliance House Tour

Sunday, Oct 20, 1–5 p.m.

Mission District

Tour seven homes along South Van Ness Avenue, including an antique farmhouse, a popular inn, and a designer flat. Proceeds benefit the Preservation Grant Fund of The Victorian Alliance, S.F.'s oldest all-volunteer, not-for-profit architectural preservation and education organization. \$45–\$50, 415-824-2666, www.victorianalliance.org

Sunday Streets: Richmond District

Sunday, Oct 27, 11 a.m.–4 p.m.

Clement St (btw Arguello & Funston) & Arguello St (btw Clement & Fulton)

Sunday Streets creates a car-free route to get out and get active and explore neighborhoods and encourages health, community and fun. Stroll, bike or skate and enjoy people watching and other activities. Free, www.sundaystreetsf.com

E-mail: calendar@marinatimes.com

the Y YMCA

THE GREAT PUMPKIN RACE & HALLOWEEN CARNIVAL

Friday
October 25th
5:00pm-8:00pm

Presidio Community YMCA | 415 · 447 · 9622 | www.ymcasf.org/presidio

OPEN HOUSE

SUNDAY, OCTOBER 20, 2013



9:00 am

NDV FAMILY MASS

Notre Dame des Victoires Church
566 Bush Street, San Francisco
(between Stockton & Grant)

10:00 am to 12:30 pm

SCHOOL TOURS AND RECEPTION

Notre Dame des Victoires School
659 Pine Street, San Francisco
(between Stockton & Grant)

All teachers and staff members will be in attendance, and the Student Council will conduct tours.

A wonderful reception will be offered and prepared by the NDV Parents' Association hospitality committee.

(415) 421-0069 | www.ndvsf.org

INVITATION

YOU ARE INVITED
TO MEET DR. FARAH



NEW PATIENT SPECIAL \$200

- Comprehensive Initial Exam
 - Oral Cancer Screening
 - Necessary X-rays
 - Routine Dental Cleaning
- (\$350 value)

(Does not apply to patients with gum disease)

Smile SF: Dr Farah Sefidvash

The Art & Science of Beautiful Smiles

Call Today: 415-922-2990

THE HEALTHFUL LIFE :: The power of sleep

Are you getting good zzz's?

by dr. thalia farshchian

WITH THE DEMANDS of a busy life, sleep tends to fall to the bottom of our priority list. Sleep deprivation is a growing issue — studies show the average hours of sleep in the 1950s was eight hours per night. Today the average American is sleeping six-and-a-half hours per night. Insufficient sleep can have profound affects on our health and quality of life.

THE IMPORTANCE OF SLEEP

Poor sleep quantity and quality can contribute to mental illness, weight gain and obesity, diabetes, elevated blood pressure, poor immunity, and impaired memory. Though we are at rest during sleep, neuroscientists have proven our brain is still incredibly active. Two important functions of sleep include restoration and memory consolidation.

While at rest, particular genes associated with restoration are turned on to repair tissue. The human growth hormone (HGH), associated with repair, is highest around 10 p.m. It behooves us to rest during this time, so energy can be efficiently expended.

During the night, our brains are processing and consolidating memories from the day by strengthening important neuronal links. Sleep deprivation impairs our ability to remember learned tasks and causes decreases in creativity. Good quality sleep increases our ability to develop creative solutions to complex problems.

UNDERSTANDING INSOMNIA

I frequently treat insomnia without the use of pharmaceutical medications, and to do so successfully, it is important to identify the cause. Sleep disturbances are commonly caused by sleep apnea, hormone imbalances, neurotransmitter imbalances, and diet and lifestyle choices.

SLEEP APNEA

Sleep apnea is a condition where a person ceases to breathe while sleeping. People with sleep apnea may not wake up due to the disruption, but it still affects their sleep. It is common that a partner will notice the cessation of breathing.

Those affected by sleep apnea will complain they wake up feeling unrested, and they have a greater incidence of high blood pressure and obesity. Sleep apnea can contribute to obesity, but obese individuals have a higher likelihood of being affected by sleep apnea.

To diagnose the condition, one must complete a sleep study, and treatment includes a C-PAP machine that regulates breathing.

STRESS

It is impossible to discuss sleep without discussing stress. Stress is the root of many of our modern-day issues, and sleep is no exception. When we are under stress, our body releases the hormone cortisol from the adrenal glands. Cortisol is responsible for our fight or flight response and raises alertness.

After testing my patients for their cortisol levels throughout the day, it is common that those with difficulty sleeping release higher amounts of cortisol at night. People with elevated evening cortisol levels will commonly report a second wind in the evening, being night owls, or increased productivity at night. Over time, these people deplete their cortisol levels, and will have a difficult time waking in the morning.

Elevated cortisol is necessary in the morning to awake, and lower levels throughout the day allow us to sleep at night. Cortisol rhythm can be rebalanced by a combination of herbs like rhodiola, nutrients, and diet and lifestyle changes.

PERI-MENOPAUSE AND MENOPAUSE

For women, the onset of insomnia can occur with the hormonal fluctuations of peri-menopause and menopause. As sex hormones begin to drop, insomnia is common, and many women benefit from hormone support. Hormone support can range from herbs with hormonal indications like black cohosh and Vitex to bioidentical hormone therapy.

NEUROTRANSMITTER IMBALANCES

Sleep is affected by the neurotransmitters released in the brain and their ability to excite and inhibit neuron pathways. The three neurotransmitters most commonly involved in sleep are serotonin, GABA, and melatonin. These neurotransmitter levels can be tested via urine.

Serotonin is most widely known for its connection with mood disorders like depression, but also plays a significant role in the sleep-wake cycle. People with low levels of serotonin often have difficulty sleeping.

GABA is an inhibitory neurotransmitter that affects sleep and anxiousness. This neurotransmitter “pumps the breaks” to balance excitatory neurotransmitters. When GABA levels are low,

the “breaks are out,” and the excitatory neurotransmitters can increase, making it difficult to sleep.

Melatonin is a common supplement people suffering from insomnia turn to as a natural solution. Unfortunately, it is often used in the wrong scenarios. Melatonin is affected by light to regulate the sleep-wake cycle. When the sun is shining, melatonin is low, and as it grows dark, levels increase to help one sleep. As a supplement, it can be helpful for short-term jet lag but not for chronic insomnia.

DIET AND LIFESTYLE CHANGES FOR IMPROVED SLEEP

Avoid drinking alcohol four hours before bed. Alcohol does not provide sleep, but it provides sedation. Drinking alcohol can inhibit your ability to get into the sleep stages where repair and memory consolidation occur.

Avoid drinking caffeine at least six hours before bed. Stimulants like sugar, caffeine, drugs, energy drinks, and nicotine temporarily fuel cortisol and serotonin, but the temporary rise eventually leaves you with a sudden drop. These sudden drops often leave you craving that energetic euphoric feeling that can make all the above stimulants quite addictive.

Eat regular balanced meals. Blood sugar fluctuations can affect your cortisol and energy levels. The best way to manage blood sugar changes is to eat before you hit your low point and to eat meals balanced in protein, fat, and complex carbohydrates. Eating sugar even from fruit too close to bedtime can cause enough stimulation to affect your sleep.

Wind down at least 30 minutes before bed. Turn down the lights as the night comes to a close to stimulate natural melatonin and engage in low stimulation activities like take a nice bath, drink herbal tea, or read leisurely. Avoid using your phone, computer or television as the light emitted from the screens suppresses melatonin levels.

Following these tips will help you get the restful night's sleep you need.

Thalia Farshchian is a naturopathic doctor at Discover Health. Her background includes both conventional and alternative modalities, and her practice is primarily focused on weight management, hormone imbalances and gastrointestinal conditions. E-mail: drthalia@discoverhealthmd.com



Book clubs for kids are becoming very popular

Raising readers

by liz farrell

GETTING OUR CHILDREN TO LOVE reading is one of the most important things we can do as parents. At school, they learn the basics of how to read, but inspiring a love for reading happens at home, and it requires some time and patience on our part. I remember my dad read to us every night, and this is something that I feel strongly about passing down to my children. It's hard sometimes after a long day — it may be the last thing I feel like doing, but then as they snuggle in next to me, negotiating how many stories we can read, I know it's all worth it. Here are some tips that our family is using to build an early love for books and reading.

START EARLY

It's never too early to start reading with your child — even babies enjoy looking at pictures, hearing your voice, and eventually turning the pages. Establishing a regular reading routine from the start is beneficial, that way books will become a natural part of your child's day, and one he or she will associate with fun. Also, the good news is most babies and young children can hear the same story repeatedly and still be amused by it. The book may be chewed on or have ripped pages before the story gets old. For older children who may be just learning how to read, reading to them and having them identify words and talking about sequencing or characters is a good start.

CHOOSE WISELY

Finding books about topics your children are interested in is a good first step. If you are like our family, a trip to the bookstore or library can be quite exciting, but it can also be a bit daunting. For boys, I look for books that are not too violent or aren't completely awash with potty humor. For girls, I look for books with strong independent girls as the lead characters. Don't get me wrong — there is a time and place for fairies and princesses, but I also like to balance that out with active, smart, adventurous characters.

Part of choosing wisely for both you and your child is to be prepared. Just

as it is easier to get through a grocery store with a list, the same can be true for book shopping. We usually sit down and make a list of books, oftentimes relying on the resources of a few great websites. For girls, I highly recommend A Mighty Girl (www.mightygirl.com); they have great book lists for all ages and subject areas that focus on strong, courageous female characters. Another great website is Common Sense Media (www.common.sensmedia.com); they have nearly 3,000 reviews of books for all ages and interests. This month they have a great feature with wonderful picks just for boys.

FORM A BOOK CLUB

Another great way to get your school-aged children excited about reading — and one that is quickly gaining in popularity — is to form a book club. My daughter and I have been part of a book club since she was in kindergarten. We meet monthly with a moderator who picks the book and leads the discussion. He does not have a child in the group, which seems to work well, but there are books clubs where parents take turns as the moderator.

It is never too early to start reading with your children.

We read the book together, and then the discussion is for the girls. They are asked about vocabulary in the book, themes and characters, and there is always time for each child to read aloud. This has been a wonderful way to keep my daughter engaged. She knows this is something special that just she and I do, and she loves talking about the books with her friends.

One of my favorite things to do is to get lost in a great book. To now see my daughter reading on her own and begging for a few more minutes each night of "quiet" reading is very rewarding. One of our favorite things is listening to her read my son to sleep, which is a wonderful way for all of us to end the day. There are so many great books that I can't wait to share with them. I can only hope that whatever device they read from in the future, they will always treasure the feeling of diving into a good book.

Liz Farrell is the mother of three young children. She was formerly a television producer in Washington, D.C. and San Francisco. E-mail: liz@marinatimes.com

THE BEST OF TWO WORLDS
LEARNING IN GERMAN AND ENGLISH



Open Houses @ San Francisco Campus
Saturday, October 26, 2013, 11am - 1pm
Saturday, December 7, 2013, 11am - 1pm



GISSV German International School of Silicon Valley
MOUNTAIN VIEW • BERKELEY • SAN FRANCISCO

- Growing German-English bilingual K-8 campus in the Presidio
- Now accepting applications for children entering Kindergarten and Grades 1 to 3
- High-standard bilingual educational concept that fosters holistic and individual development
- Safe and nurturing learning environment

GISSV San Francisco Campus, Funston Ave. (Bldgs. 4 & 8), San Francisco
Phone: 650 254 0748 | Web: www.gissv.org | Email: office@gissv.org



Vote November 5th for a Better Economic Future!

The November local election ballot contains three critical initiatives that will impact San Francisco residents and businesses for years to come. Join your neighbors, local merchants and SF Forward in voting for jobs and a better economic future.

VOTE YES

- Prop A** Solve San Francisco's Retiree Healthcare Liability
- Prop B** Open Up the Waterfront
- Prop C** Housing, Jobs, Open Space



SF Forward – the Political Action Committee (PAC) of the San Francisco Chamber of Commerce – is the political voice for businesses and residents who support sound economic policy and an exceptional quality of life for all San Franciscans. www.SFChamber.com/sfforward

Online Ordering Free Same-Day Delivery Free Pickup We Clean



RentGear



Rent Great Camping Gear www.RentGear.us 415-729-GEAR

Phil's Electric Vacuum Center

SAN FRANCISCO'S OLDEST

Family Owned Since 1941

SALES • SERVICE • PARTS

All Makes - Commercial & Household

Miele Specialist • Eureka
Royal • Oreck • SEBO • Panasonic
Electolux • Kenmore • Dirt Devil

Lamp Rewiring & Repairs
Electric Shaver Sales
Allergy Control Products



Check out Sebo Upright and Canister Vacuum Cleaners!

Designed and Manufactured in Germany. Legendary quality and performance. They are excellent for users with allergies and Asthma.

415.921.3776

www.philselectric.com

We can make a lamp out of almost anything!

2701 Lombard St. @ Baker

Open Mon - Sat 9:00am-5:30pm

1 Block from Presidio Gate • Convenient Parking

THE URBAN HOME & GARDEN

The great pumpkin

Educational and playful

by julia strzesieski

OCTOBER IS A MONTH OF GOBLINS, ghouls, jack-o'-lanterns, and other scary things Halloween — what plants could be creepier than carnivorous ones? Fascinating and fun for children, these plants serve as an excellent science lesson. Pick up one of these deadly (but not to people) plants along with your pumpkin for carving into a jack o' lantern.

- X-Acto knives in varying blade sizes
- Petroleum jelly
- Bleach

1. Gather your tools, and spread newspapers before you begin.

2. Using a large knife, carve out an opening at the top of the pumpkin, making the opening large enough to scoop out the insides — generally about two-thirds of the pumpkin's diameter. Cut the top at an angle

so it doesn't fall into the pumpkin.

3. Scoop out the pumpkin's insides with a large spoon or ice cream scoop.

4. Use cookie cutters as templates: Place on the pumpkin and

Fascinating and fun for children, carnivorous plants serve as an excellent science lesson.

CARNIVOROUS PLANTS

Venus flytraps: One of the few plants that has the ability to move rapidly, its trapping mechanism is triggered when an insect or spider crawling along the leaves comes into contact with one or more of the plant hairs twice in succession. The redundant triggering serves as a safeguard, so the plant doesn't use energy closing when nonliving objects that don't provide nutrition fall into its crosshairs.

Pitcher plants: Don't let these dainty little plants fool you! The cup-shaped pitcher plant stores a sweet-smelling juice that lures its insect victims in and then eats them up. The nectar contains enzymes that dissolve the insect. Large pitcher plants can even trap frogs, birds and snakes.

Sundews: The sundew gets its name from the gel on the ends of its exploding tentacles, which resembles morning dew. Insects that fly too close to the plant get stuck in the gel, much like flypaper, and are then devoured as the plant senses movement and wraps its tentacles around the bug.

hammer in slightly. Remove cookie cutter and cut out the shape.

5. Drill different-sized holes to form patterns by pressing the tip of the bit into the pumpkin and drilling gradually. Easy does it on the drill trigger; otherwise, you'll rip the skin right off your pumpkin.

6. Use X-Acto knives for detail work

on faces. They are also useful to shave off bits of pumpkin skin, enabling you to create spooky layered effects.

7. Help your pumpkin keep its moisture by coating it inside and out with petroleum jelly immediately after carving.

8. Mix a little bit of bleach with some water in a spray bottle, and mist the inside of your carved pump-

kins to prolong their freshness and prevent mold from growing.

Roasted pumpkin seeds: After all of your hard work carving pumpkins, you need a treat! Rinse and drain the pumpkin seeds. In a mixing bowl, combine seeds, enough olive oil to lightly coat the seeds, and salt. Mix in some garlic powder, rosemary, or your favorite spice. (For a sweet and spicy treat, mix in chili powder, cinna-



JACK-O'-LANTERNS

Try something a little different and experiment with some creative designer pumpkin ideas in addition to or instead of your traditional jack-o'-lanterns this year. Painted pumpkins, polka-dot pumpkins, and hardware-adorned pumpkins create opportunities for playful, interesting and even elegant Halloween displays. You'll need these supplies:

- Newspapers
- Thin-bladed knife
- Large spoon or ice cream scoop
- Cookie cutters
- Hammer
- Drill and various-sized boring bits

Roasted pumpkin seeds are great for snacks, or toss them into a salad.

mon, and sugar. For a hot, spicy snack, toss with pepper flakes, paprika, and cayenne pepper.) Spread mixture on a baking pan and roast at 325 degrees for 30 to 40 minutes, stirring once or twice, until golden brown. Great for snacks or toss them in a salad.

Julia Strzesieski is the marketing coordinator for Cole Hardware and can be reached at julia@marinatimes.com.

LADIES' NIGHT RETURNS!

Wednesday, October 9
4:00 pm - Closing

Please join us for this exciting evening and bring the family!

A fun evening of activities - raffle prizes, appetizers, wine, music, product demonstrations, and more! With any \$5 purchase, you will receive a special edition Ladies' Night pink 5-gallon bucket.

DRESS FOR SUCCESS
SAN FRANCISCO

Donate women's work-appropriate clothing, accessories, shoes and jewelry.

Donate \$10 to Dress for Success or any appropriate clothing and accessories and receive a \$5 Cole Hardware gift card good on your next visit.

COLE HARDWARE
Cole. Hardware for the soul.
San Francisco's Favorite Hardware Store

Create a Planter from a Salvaged Item

Bring in a small salvaged item suitable to hold dirt. We'll supply the soil and succulents to turn your treasure into a planter on the spot! (Limit 5 free plants)

Four locations to serve you:

2254 Polk Street
San Francisco, CA 94109-1820
(at Green Street on Russian Hill)
415/674-8913
Weekdays 8:00 am-8:00 pm
Weekends 9:00 am-7:00 pm

3312 Mission Street
San Francisco, CA 94110-5009
(at 29th Street—near Safeway)
415/647-8700
Every day 8:00 am-8:00 pm

956 Cole Street
San Francisco, CA 94117-4316
(at Parnassus—near U.C. Medical Center)
415/753-2653
Weekdays 7:00 am-7:30 pm
Weekends 8:00 am-7:00 pm

70 4th Street
San Francisco, CA 94103-3124
(downtown bet. Market and Mission)
415/777-4400
Weekdays 8:00 am-7:30 pm
Weekends 9:00 am-5:30 pm

Visit colehardware.com for more information!

BONUS LADIES' NIGHT COUPON

\$10 OFF
ANY \$20+ PURCHASE DURING LADIES' NIGHT

Valid Wednesday, October 9, 4:00 pm-closing. Offer does not apply to gift cards, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with other coupons or offers. One redemption per person.

GRATEFUL DOGS RESCUE

ANNOUNCEMENT: We need foster homes! Grateful Dogs Rescue partners with the San Francisco city shelter to save dogs from euthanasia. Make your home a short term or long term safe haven and help save a dog's life. Vet bills for foster dogs are paid by GDR. Volunteers and donations are always welcome! Our website features more dogs, events, training resources, etc. *Apply today to foster, adopt, or foster-to-adopt!* GDR is an all volunteer, 501(c)(3) non-profit. **Make your year-end tax-deductible donation today!**



BATES

Meet Bates. He is a tri-color handsome, talkative gentleman in his middle years. Bates is fully house and crate trained. He is happy relaxing in a sunny spot all day but also loves going for long walks. His leash manners are excellent. He loves to run and romp with other dogs. Bates is around 8 years old and a trim 12 pounds. He is looking for a quiet home with mellow human companionship with whom to enjoy life's low-key pleasures. Careful, once you meet Bates you will be batty for him! He is your perfect companion.



CHLOE

Chloe, an extremely sweet honey-colored Chihuahua mix is looking for someone to share her life. This gentle girl weighs 9.5 pounds and is 6 to 7 years old. She is healthy, loves her walks and loves to play. She is always pleasant company and best of all – she's not a yapper! She is a great cuddler and looks forward to a warm lap to curl up in. Chloe gets along great with kids, cats, and other dogs. Chloe's previous adopter had to return her due to moving, so stability is key to her new home. Are you ready to enjoy this friendly little goblin?



CLEO

Miss Cleopatra is beautiful inside and out. She is sweet, energetic, and eager to do anything for a treat. Cleo is 50 pounds and a year old. She is currently living with two small children and a pack of dogs. Cleo's perfect home will have someone to exercise with her. Someone interested in agility or dog sports would help work out her puppy energy. Cleo requires 1 to 2 hours of daily exercise. Training classes will be required for adopting this young lady. Cleo's new home needs to be one that understands how to train a dog in a positive, upbeat way. Cleo has never met a human she doesn't like but may be a bit too much for young children. This is the perfect season to adopt this pumpkin-colored beauty.



JACKSON

Sweet Jackson is a great guy. This 30-pound puppy is nine months old. He has fun all day and cuddles all night. Jackson is currently living happily with two kids and multiple dogs. This Australian Cattle Dog mix loves his exercise. His ideal home would have someone to love him and make sure he gets his daily exercise. Jackson is your basic young pup that will need basic training. He puts on a whole act of hysterics when he sees another dog on leash so the training class will help teach him manners. Adopting young Jack 'O' Lantern will bring a year-round glow to you life.



SUMMER

Sweet Summer time! She is about a year and a half old and 55 pounds of love and fun. Summer favors running on the beach with her K9 pals where she feels free and easy. Summer can get very scared of new people. She has improved dramatically over the last month. Summer is not the gal to hang out at the local coffee shop, but would rather be jogging or hiking with her person. She has wonderful play skills with dogs and loves play time. Summer's ideal home would be with female(s) that are sight-hound experienced. Summer is crate trained, potty trained, currently lives with dog savvy kids and a very patient man who is helping her learn that men aren't bad. She is good with cats too! Enjoy Summer in every season of the year.



MAMA

Mama needs a home and a new name. This loving, lightly brindled Staffie mix has done her stint as a doting, loving mother to her two pups and is ready to receive love and attention on her own. Her maternal instincts are still evident. Mama will check in on dogs around her to make sure they are fine and not in distress. Once the other dogs have checked out, she is content to play and have some fun for herself. And does she have fun playing with any toy she can get her paws on! Mama is house trained and great with other dogs. Meet Mama and 'fall' in love with her.

GDR'S MESSAGE: Are you looking to adopt a dog in the San Francisco Bay Area? Visit us at the next Grateful Dogs Rescue adoption event: **October 26** / 12:00 – 3:00pm Pet Pride Day | SF Animal Care and Control | Sharon Meadow, Golden Gate Park



FOR MORE INFORMATION ON THESE AND OTHER DOGS:

415-587-1121 • www.gratefuldogsrescue.org

info@gratefuldogsrescue.org



This page is sponsored by



Locally owned and operated by Michael & Mark

REAL ESTATE UPDATE :: Don't pass up — or out

House hunting sticker shock

by stephanie saunders ahlberg

TALK ABOUT STICKER SHOCK. Have you watched as someone from middle America sees San Francisco home prices for the first time? They about pass out. The people who already live here, and those from New York, are more accustomed to these prices. It's the same with today's foreign investors. Yes, San Francisco is a very expensive city in which to live and buy real estate, but there are many

because we have come through it, while other areas and regions are still in recovery. Our home values are already at or above the height we experienced in 2006 and 2007. How can that be? We have very little land in San Francisco (remember, only seven miles wide by seven miles long), high demand (ours is a world-class city), and a number of strong industries that support our local economy (high tech, genetics, financial, tourism, and so forth).

San Francisco home values are already at or above the height we experienced in 2006 and 2007.

These combined factors generally make us "last in and first out" of any real estate downturns. I have personally seen this about a half dozen times.

Here are some encouraging facts: In 1993, the average single-family home price in San Francisco was \$323,112.

In 2003 it was \$810,000. At

other cities that are just as expensive, if not more so.

Chinese investors generally think San Francisco is a good value and a great place to buy real estate. Londoners are used to much higher prices than here. New Yorkers experience prices as high and higher. But those coming from most of the rest of the United States are often taken aback.

Many times I have received calls from people planning to move here from elsewhere in America. They will describe their beautiful large home on several acres with a swimming pool and other amenities. I'll ask what they expect to sell their home for, and they proudly reply, for example, \$800,000 (large sums where they live). Then I will ask what they are looking for here. Often they want a large home, but understand they can't have the acreage in the City. They want to spend what their house is worth in their home state, and when I tell them what they can get for that sum in San Francisco, they experience — you guessed it — sticker shock.

You may ask, why put such large amounts of money into a single home or asset? Well, history would suggest that it's worth it. We just came through a terrible real estate downturn, experienced throughout the United States and abroad. When I say "we," I mean San Franciscans,

the height of the market in 2007 it was \$1,204,167. As of mid-2013, the average single-family home price is already up to \$1,222,028.

This means if you purchased a home in 1993 for \$323,112, that home is now likely worth \$1,222,028, and that's a *profit* of \$899,916. I think any investor would consider that an excellent return on an investment *and* in the meantime you have had a home to live in — you can't do that with stocks. So I think we can see that historically real estate has been a great investment in San Francisco, and all indications are that it will continue to be so.

Why put such large amounts of money into a single home or asset? Well, history suggests that it is worth it.

Don't let sticker shock be a deterrent to buying a home or investment property here. Examine the facts and decide for yourself.

Happy house hunting!

Stephanie Saunders Ahlberg has been a real estate agent for over 30 years and joined Hill & Co. in 1983, where she has consistently been among the top 10 salespeople. She can be reached at www.realtyinsanfrancisco.com.



My life here

Margaret Handelman, resident since 2011

Living By DESIGN

The wonderfully fashionable mix of a life well lived is right here at San Francisco Towers. Margaret finds time to help organize both our fundraiser fashion show and our annual holiday trunk show. Be our guest, come by and meet people like Margaret who still pursue their passions and are writing their next, best chapter right here. To learn more, or for your personal visit, please call 415.447.5527.



San Francisco Towers

The life you want, in the city you love.

1661 Pine Street San Francisco, CA 94109 sanfranciscotowers-esc.org

Service is our 2nd language



Quality First

A not-for-profit community owned and operated by Episcopal Senior Communities. License No. 380540292 COA #177 EPSF651-01RE 100112

Advertise in the MarinaTimes

Reach over 30,000 readers in San Francisco's northern neighborhoods.

To inquire about our advertising rates and for more information, contact us at advertising@marinatimes.com or call our offices at (415) 815-8081



THINK STRATEGIC & PROACTIVE

Think Zephyr.



ZEPHYR
REAL ESTATE

Highly competitive and famously complex, the San Francisco real estate market can be both challenging and rewarding. Zephyr turns savvy, informed Bay Area urbanites into successful homeowners, investors and sellers. ZephyrSF.com

The Marina Times Real Estate Market Report: August 2013

By Hill & Co.

SINGLE FAMILY HOME SALES

NEIGHBORHOOD	ADDRESS	BEDROOMS/ BATHROOMS	SALE PRICE	ABOVE/AT/BELOW ASKING PRICE	DAYS ON MARKET
Cow Hollow	2374 Greenwich Street	4BD/4.5BA	\$4,050,000	Below	77
Lake	6115 California Street	3BD/2BA	\$1,250,000	Above	15
	155 25th Avenue	4BD/3.5BA	\$2,350,000	Below	56
	1421 Lake Street	4BD/3.5BA	\$2,805,000	Above	16
Laurel Heights	15 Emerson Street	3BD/2BA	\$1,350,000	Above	21
Lone Mountain	225 Ewing Terrace	2BD/1BA	\$1,330,225	Above	14
Marina	2146 Bay Street	2BD/2.25BA	\$2,030,000	Above	8
	134 Alhambra Way	3BD/3BA	\$2,407,700	Above	20
	75 Rico Way	4BD/3BA	\$3,150,000	Below	32
	3625 Baker Street	5BD/4BA	\$5,375,000	Below	12
Nob Hill	51 Bernard Street	2BD/1BA	\$925,000	Above	18
North Beach (no sales)					
Pacific Heights	1945 Franklin Street	6BD/6.5BA	\$2,525,000	Below	137
	2714 Steiner Street	6BD/4.5BA	\$5,250,000	Below	111
	2500 Divisadero Street	6BD/5.75BA	\$8,800,000	Below	56
Presidio Heights	3310 Clay Street	4BD/4.5BA	\$4,250,000	Above	0
	3935 Washington Street	5BD/5.5BA	\$4,900,000	Below	6
Russian Hill	725 Bay Street	2BD/1.5BA	\$1,500,000	Above	25
	1050 Filbert Street	3BD/3.5BA	\$3,500,000	Below	141
	1055 Green Street	3BD/3.5BA	\$6,800,000	Below	208
Sea Cliff (no sales)					
Telegraph Hill (no sales)					

CONDOS

NEIGHBORHOOD	ADDRESS	BEDROOMS/ BATHROOMS	SALE PRICE	ABOVE/AT/BELOW ASKING PRICE	DAYS ON MARKET
Cow Hollow	2701 Van Ness Avenue #602	1BD/1BA	\$715,000	Above	21
	1633 Lombard Street	2BD/2BA	\$865,000	Above	15
	3030 Octavia Street	2BD/2BA	\$1,160,000	Above	55
	1844 Greenwich Street	3BD/3BA	\$2,200,000	Above	14
Lake	144 Lake Street	2BD/1BA	\$1,120,000	Below	87
	225 26th Avenue #1	4BD/4BA	\$1,360,000	Above	41
Laurel Heights (no sales)					
Lone Mountain	117 Masonic Avenue	2BD/1BA	\$870,000	Above	41
	2276 Fulton Street	2BD/2BA	\$885,000	Above	9
	2686 McAllister Street #1	3BD/2.5BA	\$1,250,000	Above	18
Marina	7 Casa Way #2	1BD/1BA	\$665,000	Above	40
	190 Cervantes Boulevard #304	1BD/1BA	\$800,000	Above	7
	1111 Bay Street #207	2BD/2BA	\$1,105,000	At	13
	21 Retiro Way	2BD/1BA	\$1,360,000	Above	26
	40 Toledo Way	3BD/1.25BA	\$1,600,000	Below	42
Nob Hill	1615 Jones Street #1	0BD/1BA	\$445,000	Below	144
	1350 California Street #402	1BD/1BA	\$649,900	At	10
	1177 California Street #923	0BD/1BA	\$665,000	Below	46
	1650 Jackson Street #305	1BD/1BA	\$669,000	At	62
	1650 Jackson Street #609	1BD/1BA	\$743,000	Below	18
	1540 Jones Street	2BD/2BA	\$795,000	At	49
	1560 Jones Street	2BD/2BA	\$830,000	Above	54
	1454 California Street #3	2BD/1BA	\$865,000	Above	42
	1810 Polk Street #510	2BD/2BA	\$955,000	Above	25
	1550 Jones Street	2BD/2BA	\$1,050,000	Above	70
	850 Powell Street #602	2BD/2.5BA	\$1,100,000	At	54
	1129 Leavenworth Street	3BD/2BA	\$1,715,000	Below	70
1200 California Street #4D	2BD/2BA	\$1,800,000	Below	134	
North Beach	530 Chestnut Street #C105	2BD/2.5BA	\$1,275,000	Above	37
Pacific Heights	1817 California Street #112	1BD/1BA	\$485,000	Below	37
	2999 California Street #603	0BD/1BA	\$505,000	Above	5
	2040 Franklin Street #502	1BD/1BA	\$537,500	At	1
	2121 Laguna Street #5	1BD/1BA	\$635,000	Above	31
	2949 Jackson Street #A	1BD/1BA	\$810,000	Below	28
	2200 Sacramento Street #701	2BD/2BA	\$880,000	Above	10
	1701 Jackson Street #508	2BD/2BA	\$1,020,000	Above	28
	1869 California Street #1	2BD/2BA	\$1,071,869	Above	19
	2200 Pacific Avenue #2A	2BD/2BA	\$1,200,000	At	27
	1998 Broadway Street #804	2BD/2BA	\$1,210,000	Above	20
	2604 Buchanan Street	2BD/2BA	\$1,228,000	Above	13
	1990 Green Street #601	2BD/2BA	\$1,230,000	Above	14
	2268 Jackson Street	3BD/2.5BA	\$1,368,000	Below	28
	2345 Green Street	3BD/2BA	\$1,670,000	Above	25
	2551 Clay Street	2BD/2BA	\$1,782,000	Above	28
	Presidio Heights	112 Arguello Boulevard #4	2BD/1BA	\$700,000	Above
432-436A Laurel Street #436A		3BD/3BA	\$1,349,000	At	27
3583 Sacramento Street		3BD/2BA	\$1,399,000	At	81
3581 Sacramento Street		3BD/2BA	\$1,575,000	Above	35
3330 California Street #1		3BD/3.5BA	\$1,850,000	Above	22
Russian Hill	1050 North Point Street #505	0BD/1BA	\$378,500	At	126
	1463 Green Street	2BD/1.5BA	\$725,000	Above	57
	929 Greenwich Street	2BD/1BA	\$870,000	Above	26
	1438 Filbert Street #301	2BD/2BA	\$1,000,000	Above	22
	2550 Polk Street #2550	2BD/1BA	\$1,020,000	Above	59
	907 Union Street	3BD/2BA	\$1,600,000	Above	12
	947 Green Street #5	3BD/2.5BA	\$3,400,000	At	35
Sea Cliff (no sales)					
Telegraph Hill	1250 Kearny Street	2BD/1BA	\$580,000	Above	81
	1360 Montgomery Street #7	1BD/1BA	\$1,350,000	At	0
	186 Francisco Street #3	3BD/2.5BA	\$2,050,000	Below	26
	268 Lombard Street #1	3BD/2BA	\$4,900,000	At	0

The data presented in this report is based on the San Francisco Multiple Listing Service and is accurate to the best of our knowledge, but cannot be guaranteed as such. For additional information, contact Hill & Co., 1880 Lombard Street (at Buchanan), 415-321-4362, www.hill-co.com.

REAL ESTATE TODAY :: Show and tell



Finding exactly the right scratching tree is not unlike finding the right home
PHOTO: SAAJAJA

Bears, tech humans and primal instincts

by carole isaacs

THIS MORNING I NEEDED A BIT OF amusement, and fortunately my daughter sent me a YouTube video to brighten my spirits: *Bear Hoe Down: What Goes On When You Are Not There* (<http://ow.ly/nxtvK>). Two minutes of bears in the wild rubbing up against a tree (30 seconds may be enough for you). Who could imagine such a thing, or better yet that here sitting at my computer in San Francisco I could watch the action in Alberta, Canada, thanks to YouTube? As a certified city dweller who feels anxious if I am not walking distance to coffee, I found the bears scratching their backs on a tree amazing.

There were thousands of trees in the forest, but for some reason the bears scratched their back on the same tree. So what has this got to do with San Francisco real estate?

Because I know more about teddy bears than real bears, I will do a bit of free association here.

BEARS

1. Walking in the forest a bear found a great tree for scratching its back.
2. Another bear watched or the first bear went back to the den and told another bear. Here it looks like Papa bear told Momma bear.
3. The Momma bear tried the scratching tree and liked it, too.
4. Momma bear showed the tree to the baby bears and taught them how to scratch their backs.
5. One thing led to another and word spread throughout the forest that there was a special scratching tree.
6. The strong scent of bears caused other animals to investigate the area and the scratching tree.
7. Once the word got out among the bears, more bears came to the tree to happily scratch their backs.

NOW TO REAL ESTATE AND HUMANS IN SAN FRANCISCO

1. Educated humans found high-paying tech jobs in the Bay Area.
2. They told their friends about their great jobs and more tech humans moved here.
3. They came to San Francisco for entertainment (maybe a bit of back scratching) and found Dolores Park, moved to Noe Valley, the Mission, Bernal Heights, Glen Park, and other neighborhoods.
4. One thing led to another and word spread about how much fun it was to live in San Francisco.
5. Once the word got out among the tech humans, they were coming in droves to San Francisco to live and to enjoy city life (a lot of back scratching going on now).
6. There were so many tech humans living in San Francisco who worked on

the Peninsula that corporate shuttles were invented to take them back and forth to work in comfort.

It looks to me like powerful primal behavior is going on here that may be common to all living things. If one member of a species likes something and it feels good, they will pass the information on to other members of their species.

WHAT WILL THE FUTURE BRING AS MORE TECH HUMANS MOVE TO SAN FRANCISCO?

San Francisco has been a destination to seek your fortune and find the good life since the gold rush, but the tech revolution seems to have opened the flood gates, and the City is swarming with new arrivals looking for homes.

The forecast is that job growth is strong and all signs point to the human flood continuing. Interest rates have gone up a bit, but not so dramatically relative to incomes to reduce the number of buyers actively looking for homes. If anything, the rise in interest rates has caused fence sitters to jump into the market, worrying they would be eventually priced out of a home in San Francisco.

Now that Dolores Park, Noe Valley and the Mission, Bernal Heights, Glen Park, and neighborhoods along the corporate shuttle routes have been discovered by the tech humans, real estate in these areas have exploded to life. Today sellers can expect a premium of 20 percent or more if they are lucky enough to own a home within walking distance to a shuttle stop. Oh, to be a fly on the wall when the transportation engineers at Apple, Genentech and Google meet to discuss adding additional shuttle stops or routes. Note to tech companies: Call me and I will make suggestions on where to extend current routes or add new ones.

As far as the bears go, the question is: What will they do when the scratching tree is worn down and used up? Where will they go next? Will it be the closest tree near the one they clearly enjoyed, or will it be at the other side of the forest? In the case of tech humans, they have special brain power that causes employers to cater to their needs. From all accounts, the tech industry is doing everything humanly possible, from corporate shuttles to fabulous food in their cafeterias to mention only a few, to keep their employees happy.

The outlook is positive! As long as the tech humans are happy and loving San Francisco, it looks as if the price of homes will continue to go up and buying a home will be a solid investment for the future.

Carole Isaacs is a Realtor with McGuire Real Estate. Visit her online at www.caroleisaacs.com or call 415-608-1267.

All that you can't leave behind

What to look for when you look at a potential new home

by anonymous

YOU'RE HEADING INTO A for-sale house or condo to tour. You're mentally armed with all of the questions you want to ask the listing agent about the seller, timing, other offers pending, etc. You've boned up on all of your own information that you might need to offer up in response to agent questions about your financing, your top needs, etc. The tour goes well, you race home to talk to your family or significant other or random neighbor. And very soon you realize something: You have no idea if the living room has enough outlets to handle your beloved big-screen television. Nor do you remember if the stove had four burners or five. Wait, was it gas or electric?

You can put this in the category of First World Problems, but it is a problem nonetheless, and it is exacerbated by the speed with which many people feel they must evaluate and bid on a property in today's hot market. In that process, they sometimes forget to note the little things that will actually make the home pleasant to live in.

Here are some good reminders of what to make sure you file away in your memory during your initial property visit.

Outlets. You might not be obsessive enough to count and record the number of electrical outlets in every room, but you might want to do that for the living room, major bedrooms, perhaps the office and the garage, if any. And after having lived in an apartment with absolutely no outlet in the bathroom, I am always careful to note the existence of a handy outlet there for hair dryers, electric razors, and hair clippers.

Carpets. How many times have you tried to describe a place to someone, only to find you can't remember the details? Often what will have stuck in your mind is that there were carpets throughout most of the house. So sure, the bedrooms have carpet, but do you remember if the hallway is carpeted? And just what color were the carpets? Assuming you would like to keep those carpets, you might want to start think-

ing if they will match your furniture. Assuming you don't want to keep the carpets, you should be sure to inquire about the flooring underneath; some older homes have perfectly wonderful original hardwood floors that were covered up some years back by wood floor-hating property owners, but those hardwood floors might be just what you wanted.

hardwood. But it still would have been good information to take in during my initial visit.

Measurements. Some open houses will have available sheets with all of the home specs, including room sizes and dimensions. Many, however, do not provide that information. Try to remember to bring along a tape measure. You probably don't want to measure

every room, but you might want to figure out if certain pieces of furniture will fit where you desire them to be.

Rods. Make note of whether there are curtain rods in

rooms in which you would like to hang curtains. Were there curtain rods you would actually want to keep? Be sure to ask the agent or the seller if the existing rod and hardware will remain; owners sometimes take them with them when they move. If there were no curtain rods, was there enough wood or strong wall space near the tops of the windows that would support the hardware for curtain rods?

Directions. Did the living room face north or east? Will the sun be beating on the office most of the afternoon? Make note of which directions the rooms face and how that might affect your use and comfort in those rooms.

Stairs. Do the stairs squeak loudly while you're walking on them? How is your traction on the steps? Could you or a family member in socks slip on the uncarpeted stairs? Is there plenty of headroom in the stairway, or will six-foot-five Uncle Barry have to stoop to climb them?

Consumer technology makes it easy to revisit a property virtually once you're back at home. Just about every smartphone has a pretty decent camera and even video capability. Take photos of every room; make a video of yourself or your house hunting partner walking through the space. Or you could use the voice-recorder capabilities of your phone to make verbal notes to yourself about all of the above features. Then, once at home, you can evaluate the property better, with fewer question marks about the home.

Anonymous likes to remain anonymous.

Consumer technology makes it easy to revisit a property virtually once you're back home.

Real wood? Speaking of wood floors, the first time I saw the home we would eventually buy, I was aware enough of the medium-dark wood-grained flooring in the living and dining rooms, but my attention was really focused on other things. On subsequent visits, I realized my mistake: The floor was actually Pergo, a laminate flooring that looks like wood but isn't. It wasn't a deal-breaker for us; we'll eventually replace it with



Russian Hill
Offered at \$1,950,000
Amazing View Condo!
Located on the top two floors of a well-maintained, professionally managed building, this condominium is unlike any other! The top floor boasts a great entertaining area with direct access to a spectacular, private rooftop deck with panoramic Bay views! 1BD/2.5BA + bonus room and parking.
757NorthPoint.com
Brooke Krohn, MA
(415) 321-4298



SOMA
Offered at \$1,595,000
Hip, Urban SOMA 3BD/3BA Penthouse Work/Live Loft.
This unique state-of-the-art loft with two decks (one secluded and panoramic), was designed to capture a feeling of space and light. Very convenient location near freeway entrances (North and South), shops & chic restaurants of SOMA. 2 car parking.
45JuniperPentLoft.com
Paula Pagano
(415) 860-4209



Nob Hill
Offered at \$1,395,000
Beautiful 2BD/2BA Beaux Art Condominium.
Rarely available home in the St. Elizabeth, an elegant Beaux Art building. Beautiful detailing both in the unit and the building. Spacious rooms, great flow and wonderful light. 1 car parking. Elevator to all levels. Common view roof deck.
901Powell.com
Sandra Bagnatori
(415) 518-4865
Scott Brittain
(415) 385-6657



Pacific Heights
Offered at \$895,000
Gorgeous Corner 3BD/2BA Property. In the back of a sophisticated building, this home features natural light throughout. The beautifully remodeled chef's kitchen with stainless steel appliances and granite counters opens to the dining room and living room, a wonderful layout for entertaining and everyday living. 1 car parking.
1856FranklinStreet.com
Missy Wyant Smit
(415) 321-4315



Marina
Offered at \$725,000
Great Location!
Pleasantly located between the Marina Green and Chestnut Street, this attractive 1BD condo is roomy and bright. Updated appliances, nice finishes and good storage make for an easy move-in experience. Common roof deck with an amazing view. Common washer/dryer. Parking.
190Cervantes102.com
Elaine Larkin
(415) 321-4223



Russian Hill
Offered at \$699,000
Sophisticated Condominium in Premium Location.
Lovely 1BD/1BA Polk Street Corridor condo in courtyard building with spacious living/dining room/office area. Amenities include garage, storage unit, wood flooring, fireplace and pleasant outlooks. Special end unit.
1425Vallejo-106.com
Paula Pagano
(415) 860-4209



NOPA
Offered at \$599,000
Sophisticated Condo in the Heart of the Neighborhood. Unique private entrance on ground level. Pet friendly and close to USF, cafes, parks and transportation. Kitchen with granite and stainless steel with open living room/dining; bedroom includes walk-in shown as office nook. In-unit washer/dryer, 1 car deeded garage parking.
2001McAllister13.com
Cathy Devito
(415) 652-2902



Nob Hill
Offered at \$599,000
Stylish Urban Retreat.
Located just steps from the world renowned attractions of Nob Hill, including cable cars, hotels, restaurants, Huntington Park and Grace Cathedral, this 1BD/1BA condo is also close to Union Square, theaters and the Financial District. Includes distinctive private balcony and a 1 car deeded parking space.
930PineQuietCondo.com
Cindi Kass
(415) 515-5026

The City's Best

To see homes for sale in your neighborhood, make your smartphone smarter using our mobile App. Text: HILLCO To: 87778

Hill & Co. is a proud member of the Who's Who In Luxury Real Estate international network.

HILL & CO.
REAL ESTATE

(415) 921-6000 • www.hill-co.com

TOBONI & CO.
SAN FRANCISCO

DID YOU KNOW?

A city built on 43 hills is bound to have steep, curvy streets. While many people flock to Lombard Street's curves, despite popular belief it is not the "crookedest" street in San Francisco. Vermont Avenue between 22nd and 23rd is the "crookedest," and Filbert between Hyde and Leavenworth is the steepest at 31.5 degrees.

For a Custom Designed Market Analysis and Opinion of Value on your Property (at no cost of obligation), or if you are interested in buying property, please call 415.345.3131 or email gillian@pacunion.com



Mary D. Toboni
Toboni & Co.
Luxury Property Specialist
c. 415.317.4255
d. 415.345.3002
mdtoboni@aol.com
BRE# 00625243



Gillian Silver
Toboni & Co.
c. 415.297.5572
d. 415.345.3131
gillian@pacunion.com
BRE# 01523027



REAL ESTATE INVESTOR :: Leading the recovery

How are we doing?

A residential and commercial real estate report for the Bay Area

by john zipperer

THERE HAS BEEN A 96 PERCENT increase in home prices from the trough of the recession until today in the San Francisco-Oakland area. That, according to a study from RealtyTrac, puts this region among the best-performing areas in the country in terms of the housing market recovery.

That means good times for home sellers and big challenges for home buyers, but there is data in the study to please nonsellers, too: The numbers of local homeowners who are underwater with their mortgages has gone down; in this area, 17 percent were underwater, and foreclosure activity has dropped 88 percent from its peak. Those are good numbers, and they are especially so when you consider that the Cape Coral-Fort Myers, Fla. area, which ranks a couple slots higher on the list of top-performing metropolitan areas in the RealtyTrac study, still has 42 percent of its mortgages underwater.

The southern end of the Bay Area also performed well — in fact, the San Jose area did a bit better than the San Francisco portion in terms of underwater mortgages (only 9 percent) while underperforming in terms of price recovery from the trough (70 percent). Both regions were in the top five nationwide in terms of housing rebound.

Fueling the Bay Area's housing recovery is a number of factors, but one of the biggest reasons is the strong performance of the technology industry. It has provided a steady influx of homebuyers with the means to complete the purchase, and that ends up helping others, as well: cities and the state get higher tax revenues, and stores and restaurants get more customers. But for all of the talk about locals

being outbid by cash-paying buyers, the truth is, that RealtyTrac study says 24 percent of San Francisco/Oakland sales are for cash (19 percent in San Jose); it's a mind-boggling (and frankly suspicious) 70 percent in Cape Coral-Fort Myers.

Put all of those numbers together and you get a picture of the San Francisco market as pretty solid. Add in another bit of information and things look even more interesting: Prices may be beginning to moderate. Trulia.com's market analysis for the City shows that the average listing price dropped 2.3 percent from late July to mid-August. (The median sales price did increase during that same timeframe, however, which suggests that the upward pressure remains, however moderated it might be.)

Redfin also reports a slight slowing in the local market — and, all things being relative, "slowing" continues to mean in this context a slowing in the rate of rapid growth, not an actual

decline in purchase prices. In Redfin's listing, San Jose and San Francisco were numbers 1 and 2 respectively in its estimates of "fastest-moving" markets, i.e., where houses are under contract the soonest after being listed. But here, too, Redfin sees the length of time increasing ever so slightly.

WHO IS BUYING AND WHERE IS THE BUYING

Trulia reports that the Marina District had an average listing price of \$1,157,059 over the summer, a decline of 36 percent. Keep in mind that there still is a constrained inventory for San Francisco residential real estate, so a small number of sales can have an outsized effect on the averages.

Nationwide, there are similar reports that the housing recovery continues, albeit at a less-frenetic pace. Rising interest rates are likely playing a role, according to various experts, even though they are still quite low by historical standards.

One type of buyer that is not jumping in with both feet is foreign buyers. With home prices spiking in San Francisco and foreign currency fluctuations playing parts, foreign buyers looking to pick up U.S. real estate as an investment have backed off — significantly in our area. Keller Williams Realty broker Kevin Kieffer told Thomson Reuters that purchases by foreign buyers in this area have dropped 30 percent in the past few months.

That makes those tech buyers even more important to sustaining the strong San Francisco market.

If this trend of a moderation in a continued housing rebound continues, it

could be the best thing to happen to the real estate market and the economy. It will stop pushing everything out of the reach of only the wealthiest (or cashiest) buyers, and it will reduce

the likelihood of an overheated market leading to another crash.

WHO CAN SELL — BIG

In September, RealtyTrac released another interesting report, the "RealtyTrac Home Equity & Underwater Report." It features a color-coded map of the entire country on a county-by-county basis, showing how high a percentage of homeowners in each county has reached at least 50 percent equity in their homes.

For perspective, about 7.4 million homeowners nationwide have a minimum of 50 percent equity in their homes; that is about 16 percent of homeowners with mortgages. On the RealtyTrac color-coded map of counties, green represents the counties with a high percentage of equity-rich homeowners; red is for those with a low percentage (and other colors for gradations of in-between amounts). The Bay Area, including San Francisco, is almost solid green. In San Francisco, 41 percent of the homeowners have at least

INVESTOR, continued on 35

One buyer that is not jumping in is the foreign buyer. That makes tech buyers even more crucial.

**City and County of San Francisco
Outreach Advertising
August 2013 #2
Assessment Appeals Board (AAB)**

Notice is hereby given of 8 vacancies on the AAB. Applicants must have at least 5 years experience as one of the following: Certified Public Accountant or Public Accountant; licensed Real Estate Broker; Property Appraiser accredited by a nationally recognized organization, or Property Appraiser certified by the California Office of Real Estate Appraisers. For additional information or to obtain an application, please call 415-554-6778 OR visit the Board of Supervisor's website at www.sfbos.org.

Department of Public Health

Healthy Foods and WIC Nutrition Services at No Cost to You

Eating well during pregnancy is important. The Women, Infants, and Children (WIC) Nutrition Program can help. WIC serves pregnant women, new mothers, infants and young children under five years old who meet 185% or below of the federal poverty income level. WIC benefits include nutrition and breastfeeding education and support, checks to buy-healthy foods (such as fresh fruits and vegetables) and referrals to low cost or free health care and other community services.

Enrolling in WIC early in your pregnancy will give your baby a healthy start. Also, WIC staff can show you how you and your family can eat healthier. Migrants are welcome to apply as well.

San Francisco WIC has six offices throughout the City. For more information, call (415) 575-5788. This institution is an equal opportunity provider.

Health Benefits!

For recently granted Asylees, Refugees, and Victims of Human Trafficking

Newcomers Health Program works to promote the health and well-being of newly arrived refugees, asylees and immigrants throughout San Francisco by providing access to excellent medical services and community referrals.

We offer health assessment services, and access to, in-person medical interpretation, referrals and ongoing health services for new refugees, asylees and victims of trafficking (VOTs). Our health workers are professionally trained medical interpreters who speak more than 8 languages and we have access to interpreter services for many other languages.

These services are FREE to you if you have Medi-Cal (public health insurance). You must apply for Medi-Cal within the first 8 months of your legal status as a refugee, asylee, or VOT.

Call us at 415-206-8608 for help with Medi-Cal or for any other questions about the program.

Newspaper Outreach Advertising Survey

The Board of Supervisors is evaluating the effectiveness of Outreach advertising. Was the information in this ad helpful and/or interesting to you? What types of articles would you like to see? Please provide your comments at 415-554-7710 or email board_of_supervisors@sfgov.org. Please include the publication name and date.

Board of Supervisors Regular Meetings

Open to the Public; Tuesdays at 2:00pm at City Hall - Room 200

September 3, 10, 17, 24
October 1, 8, 22, 29

The City and County of San Francisco encourage public outreach. Articles are translated into several languages to provide better public access. The newspaper makes every effort to translate the articles of general interest correctly. No liability is assumed by the City and County of San Francisco or the newspapers for errors and omissions.

CNS#2521731

INVESTOR

CONTINUED from page 34

half of the value of their home in equity; the rate is 37 percent in nearby San Mateo County; 35 percent in Santa Clara County; 32 percent in Marin County; and 20 percent in Contra Costa County.

By comparison, a grand total of 0 percent of the homeowners in Berrien County, Mich., have reached the 50 percent Club. The same in Orange, Vermont. RealtyTrac notes that 10.7 million residential homeowners in the nation owe at least 25 percent more on their mortgages than their properties are actually worth, and another 8.3 million are slightly underwater or slightly above water.

So what do these numbers mean to homebuyers and sellers here in San Francisco? Despite the large amount of red on the map, RealtyTrac quotes Laffey

Fine Homes International CEO Emmet Laffey as saying that the number of homeowners with negative equity is declining, and that's good for the housing

recovery, because "negative equity will always hamper the housing market from making a strong recovery."

Further, RealtyTrac Vice President Daren Blomquist said, "Steadily rising home prices are lifting all boats in this housing market and should spill over into more inventory for homes for sale in the coming months. Homeowners who already have ample equity are quickly building on that equity, while the 8.3 million homeowners on the fence are on track to regain enough equity to sell before 2015 if home prices continue to increase at the rate of 1.33 percent per month that they have since bottoming out in March 2012."

So here in (relatively) equity-rich and plain old rich San Francisco, that means we have a relatively

NAR is forecasting retail vacancy rates to decline nationally from 10.6% to 10% in Q4 2014.

higher percentage of people who can, if they choose to cash in in this market and take equity with them, add their properties to the for-sale inventory.

THE COMMERCIAL SCENE

On the commercial real estate side, San Francisco stands out nationally with a very tight retail scene. According to the Commercial Real Estate Outlook from the National Association of Realtors (NAR), San Francisco

retail vacancy in the third quarter was a miniscule 3.9 percent; its multifamily vacancy rate was even lower at 3.1 percent; office was 13.3 per-

cent; and industrial was 11.2 percent.

NAR is forecasting retail vacancy rates to decline nationally from an average of 10.6 percent now to 10 percent in the third quarter of 2014; that can only mean a continued increase in retail rents and good times for retail real estate investors. Vacancy rates in the other categories of commercial property are also expected to stay strong, decreasing slightly for office and industrial, and a very slight increase for multifamily.

Office leasing will certainly be helped by the

forementioned booming tech industry in the Bay Area. CBRE Group, a major commercial real estate services and investment firm, recently identified San Francisco — along with San Jose, Boston, Seattle, and Washington, D.C. — as having the highest "tech talent" ratings in the country.

"Live-work-play environments," particularly like our South of Market district, were said by CBRE to be playing a big role in attracting company sitings. "Mixed-use strategies in that market were executed before the submarket was 'priced-in' and many early

real estate investors in SoMa outperformed the overall market," according to CBRE.

All of the info here pretty much sums up why San Francisco remains such a strong real estate performer: Lots of high-earner buyers for private homes, booming local business climate for commercial leasing, and an equity-rich set of homeowners.

John Zipperer is the former senior editor for Apartment Finance Today and Affordable Housing Finance magazines. E-mail: john@marinatimes.com



PHOTO: LUCASFOXBCN / FLICKR

Introducing a Fresh Way to Sell San Francisco Homes

Prime

• Realty Group

Pay only 3.98% total commission

Our sellers receive premium service, top dollar for their homes
AND SAVE an average of \$25,000 in selling costs.

- FULL 2.5% BUYER BROKER COOPERATION
- Input into Multiple Listing Service
- Catered Open Houses & Brokers Tour
- Professional Home Staging, Photography, Virtual Tour and Brochures
- Custom Web Address & Landing Page

- Premium placement on Realtor.com, Facebook, Trulia and All Social Media Outlets
- Newspaper Marketing and Open House Ads in SF Chronicle and Marina Times

why pay more?

Scan to be instantly connected to our Special Offer ▶



Steve Mogavero

Broker/Owner

D. 415.888.2850
BRE #00992473

Michael Greenberg

Realtor®

D. 415.305.4193
BRE #01280308



www.mgreenberg.net

WEEKEND TRAVELER ∴ An indulgent fall getaway

Falling for West Marin

by garrick ramirez

YOU WON'T HEAR many San Franciscans complaining about our lack of seasons in the dead of winter. Having to don an extra layer while a good portion of the country shovels their way out of snow banks is certainly California privilege. But come fall, we may feel left out. It's such a romantic season when the air turns crisp, the light shines golden, and day-to-day life slows just a tad. For me,

the hallmarks of autumn are being comforted by food and nature. If no one were looking, I'd cozy up in a cabin in the country and eat homemade pie all day. How lucky then to have West Marin in our proverbial backyard. With its pastoral scene of rolling hills, quaint 19th century towns and exceptional food, it provides an indulgent fall getaway.

STAY

Realize your farmstead fantasies at **Olema**

Cottages. A handful of humble yet carefully curated cottages rest on a bucolic acre of land in rural Olema Valley. Relaxed gardens filled with year-round blossoms and eclectic objects offer peaceful corners to unwind. Hens roam the grounds hoping that you'll feed them from a bucket filled with scratch. Cottages are homey and stocked with essentials: a comfy bed, wood stove, and lots of books (415-663-1288, www.olemacottages.com).

PLAY

West Marin is filled with areas of natural splendor, but none more dramatic than **Point Reyes National Seashore**. Try the picturesque **Abbotts Lagoon** trail for an easy introduction. It's a level stroll through meadows kept vibrant green from the constant spray of coastal fog. You'll end up at an expansive, windswept beach where said fog lends an otherworldly aura. You know you're somewhere special when every other person has a photojournalist's camera. Sibley fans take note: It's a birding mecca this time of year.

To hasten your heart rate, consider the **Mt. Wittenberg** trail. My wife and I refer to it affectionately as The Butt Burner. It climbs a steep 1,300 feet to the park's highest peak before leisurely winding back down through forest and meadows. The less ambitious can concentrate on the muscles in their right foot by driving the scenic Mt. Vision Road to its namesake peak. You'll enjoy top-of-the-world views of Tomales Bay, the Point Reyes seashore, and its twisty, sculpted estuaries (415-464-5100, www.nps.gov/pore).

Urban pumpkin patches make the Halloween spirits cry. **Nicasio Valley Farms** offers redemption for townies with a prototype patch in a picturesque rural setting. It's the kind of patch Charles Schultz would send Linus to (415-662-9100, www.nicasiovalleyfarms.com).

EAT

Join the morning buzz of activity at **Toby's Coffee Bar** in Point Reyes Station. Plop down in a chair with your paper or get the real scoop by chatting up a local. Just across the street, a line forms outside **Bovine Bakery** for a pick of their organic baked goods. Snag a loaf of Brickmaiden bread for a taste of local manna (415-663-1223, www.tobyscoffeebar.com; 415-663-9420, www.thebovinebakery.com).

If you closed your eyes and pictured what brunch heaven might look like, you'd probably envision **Saltwater**. It's a modern seafood shack in Inverness with a sunny — and heated — deck that peeks over Tomales Bay. Raw oysters are like precious art forms so pristine you almost feel bad devouring them. Cooked oysters raise the bar with bacon, basil, and brown butter. Add a vibrant panzanella salad and a glass of rosé and call it a very good day (415-669-1244, www.saltwateroysterdepot.com).



Top right: A contemplative spot near Abbotts Lagoon; Above: Overlooking Tomales Bay

PHOTOS: GARRICK RAMIREZ



“You
can't live
a day
without me.”

— San Francisco Sewer System



Working for you 24/7
sfwater.org/sewers



San Francisco
Water
Power
Sewer
Services of the San Francisco
Public Utilities Commission

Marin Sun Farms needs no introduction to Bay Area foodies who tout their high-quality, pasture-raised meats. In a stroke of genius, the shop took an adjacent lot and propped up tables, plunked down hay bales, and created the perfect country setting for their meat-heavy menu. Try the lamb burger topped with manchego, chimichurri, and a glorious lamb bacon. They also pour flights of cult wines from Bolinas-based Sean Thackrey. If you made this your only stop, your trip would be a success (415-663-8997, www.marinsunfarms.com).

The cozy **Farm House Bar** at Point Reyes Seashore Lodge is a good spot for a predinner cocktail. The ruggedly charming interior feels backwoods, but the craft beer and artisanal spirits selection says otherwise. Salute the setting with St. George's aromatic Terroir Gin made from botanicals collected from nearby Mt. Tam (415-663-1264, www.pointreyes-seashore.com).

For a casual meal, try **Café Reyes** for delicious wood-fired pizza. Skip the sparse dining room for a seat on the back patio, and enjoy a gorgeous background of Point Reyes' forested ridge-line and moody, shape-shifting clouds (415-663-9493).

You'll love **Osteria Stellina** for its well-executed Italian fare and easygoing vibe. The food speaks to its surroundings with hearty dishes like braised meats and pastas. The wine list shuns the locavore gods and goes boldly overseas. Servers are relaxed, knowledgeable, and friendly. You'll have a difficult time not being happy here (415-663-9988, <http://osteriastellina.com>).

The newly opened **Sir and Star** should be a highlight of your trip. Housed in an 1870s inn painted a dramatic gray, it features a min-

imal interior of plank floors, artful taxidermy, and tree branches that cast shadows from freestanding chandelabras. It feels like the home of some particularly hip Shakers. Dishes are a refined version of rustic comfort. A thick cut of local smoked salmon is topped with salt-cured marsh greens (yep, as in what you hiked by earlier), and a quail over rich, savory dressing is possibly the best poultry dish you've eaten. Special occasion or regular Sunday night, dining here is a treat (415-663-1034, <http://sirandstar.com>).

SHOP

Point Reyes Station is a pleasant place to window shop, peeking in and out of the storefronts that line its main drag. Pop into **Point Reyes Books** to find something to while away your weekend. Or take home a memento with one of the numerous photography or history books of the local area (415-663-1542, www.ptreyesbooks.com).

The center of activity is at **Toby's**, an upscale general store and working feed barn. Both yuppies and horsies are well taken care of here. Gourmet foods, various gift items, and an art gallery encourage idle browsing. It's also the site of a Saturday farmers' market, which runs through Nov. 2 (415-663-1223, www.tobysfeedbarn.com).

Source the picnic of your dreams at **Tomales Bay Foods**. All manner of cheese, wine, bread, and spreadables fill this former hay barn. It's also the original home of beloved Cowgirl Creamery. Picture windows display future deliciousness in the form of resting Red Hawk rounds, a cheese unique to Point Reyes, thanks to native bacteria (415-663-9335, www.cowgirlcreamery.com).

Garrick Ramirez can be reached on Twitter at @WeekendDelSol or at garrick@weekenddelsol.com.

**ADOPTION EVENTS EVERY SUNDAY AT PET FOOD EXPRESS:
3160 20TH AVENUE, SAN FRANCISCO FROM NOON TO 5 P.M.**

Can't have a pet but still want to help save lives? Consider volunteering, donating, or fostering! Visit www.rocketdogrescue.org for more information.



BLAKE

Blake is an adorable purebred toy fox terrier puppy, around 7 months old. He has a docked tail (which is typical for the breed) and is cute as a button with a personality to match! He's a total lover and joy to have around. He loves other dogs, and would love a doggie friend in his new home. He's super smart, alert, and spunky, too. He does like to eat paper, so he will of course need training – and he's a still a baby and learning the ropes. He is doing wonderful in foster care, and would make a great apartment dog.



KODA BEAR

Koda Bear is an extremely beautiful 3 1/2 to 4 year old American Bull Terrier who needs a loving home. He's tawny with matching exotic eyes and weighs approximately 55 pounds. He was rescued off of a highway three years ago and he's been living on ranches since. He is extremely affectionate, fun loving and athletic. Koda just wants to be with you; he would be a lap dog if you let him and he'd love to join you on your daily jogs along the Marina Green! Koda enjoys riding in the car; he is toy driven and enjoys cooling off in any small body of water, so he'd love swimming and fetching at Crissy Field! He gets along very well with his Staffordshire terrier foster brother. Koda would ideally like to be with an athletic person or a family that has slightly older children with whom he can play. He loves kids and is wonderful with the 22-month-old toddler he has been living with. He's working with respected Bay Area dog trainer Dan Perata and learns quickly. Koda is a fantastic dog looking for a fantastic person!



SHEENA

Meet Sheena, a four-year-old Pomeranian mix. Rocket Dog Rescue is assisting Sheena in finding a new home, as her elderly owner is unable to keep her due to a change in her living situation. Sheena is a lovely girl, 14 pounds, house trained, and up to date on vaccines. Her owner took her to a basic obedience class, but we think Sheena

would benefit from training with her new owners. She likes other dogs, but needs work on her manners when meeting new dogs while on leash. Sheena would be a great companion for an older person and would love to hang out in the garden or snuggle on the couch during a good reading session!



HONEY BEAR

Honey is a Staffordshire terrier/Rhodesian ridgeback mix who is around 4 years old and a lean, around 75 pounds, and in great shape. Honey is healthy, lively, and beyond sweet! Darling Honey loves dogs and all people; she is super friendly and beyond affectionate and snuggly. Honey has lived near Ocean Beach her

whole life and is very well behaved off-leash at the beach, Fort Funston and Stern Grove. Honey is house trained, knows how to ask to go out, and thoroughly understands basic commands like "sit, lie down, off," and "go to your bed." Honey is a little dog in a big dog's body just waiting for the perfect person to bond with at the beach!

**COME MEET THE DOGS YOU SEE HERE AS WELL AS OTHER AVAILABLE ROCKET DOGS
EVERY SUNDAY AT PET FOOD EXPRESS (3160 20TH AVENUE, SAN FRANCISCO)
FROM 12 TO 5 P.M.! PLEASE VISIT WWW.ROCKETDOGRESCUE.ORG TO SEE ALL OF OUR
ADOPTABLE DOGS AND FOR INFORMATION ABOUT VOLUNTEERING OR FOSTERING WITH US!**

**ROCKET DOG RESCUE | 415.756.8188 | P.O. BOX 460826, SAN FRANCISCO, CA 94146
WWW.ROCKETDOGRESCUE.ORG | INFO@ROCKETDOGRESCUE.ORG**

This page is sponsored by  **pet food express**
Express your love for pets!

Bay Area Pet Fair & Adoptathon!

10 a.m. to 5 p.m. Oct. 5 & 6
Marin Center, San Rafael, CA
www.bayareapetfair.org

FREE admission

- Hundreds of dogs, cats & small animals for adoption
- Live shows under the big top!
- Dock diving (for your dog to try!)
- Free stuff for kids & pets and lots more!

Every adopting family gets a \$25 Pet Food Express gift card!

The most adoptable pets EVER in one spot in the Bay Area!

SPONSORED IN PART BY



Home alone

by susan dyer reynolds

*Is that a shadow — or a hole in the floor?
And what's that noise outside my door??
Home alone. On my own ... and all alone ...*
— "Home Alone 4," by D-A-D

THE FIRST TIME I WENT TO SF PUPPY Prep was also the first time I left the Itty Bitty Pittie home alone. It was time for puppy parent orientation, and our furry children weren't invited.

A day after adopting Skylar Grey, we went to Pet Food Express to get all things puppy, including a crate — because I know, in theory, it's good to crate train your dog. I did the same thing with Jazzy, but the crate became an extra end table where we rested pizza boxes during movie nights. It was eventually relegated to the garage until we donated it to Rocket Dog Rescue. Six years later, here was another brand-new crate in the bedroom.

As I got dressed for orientation, Skylar followed me back and forth. When I brushed my teeth, I could see her staring back at me in the mirror with those big green bug eyes, her ears pressed back tightly against her head. Every few seconds she would emit a hoarse, guttural whine, soft yet pointed. Before leaving, I opened the crate door, put a treat inside, and closed the bedroom door. "I guess we can think of the bedroom as one big crate," I said, trying to justify my actions as I looked down at Itty Bitty, seated in front of me with her eyes fixed on mine. She tentatively wagged her tail and let out another raspy whine, this one longer and more dramatic; synchronized to the time it took to lower her body to the floor and rest her chin on my foot. I grabbed my keys and headed toward the garage, Skylar right at my heels. "Stay," I said, directing my finger at her tiny grey nose. As I slipped out the door, I heard the whining grow louder.

When I arrived at orientation, seven other parents were already seated in a half circle around SF Puppy Prep owner and director Aishe Berger. We introduced ourselves and talked a little about our new family members. Except for a black Lab mix named Hunter, I knew that Skylar's classmates — who included a Norwich terrier named Zoe, a Corgi named Cole, and a poodle mix named Itsy — were going to weigh considerably less than her 19

pounds. As I told the class that Skylar was a two-month-old blue nose pit bull, Aishe scanned the room for reactions. "I had a pit bull in my last class," she said. "They're wonderful, smart, sweet dogs who love to learn and always excel here."

After orientation, I stayed to give Aishe a check, and to thank her for giving the class a pit bull pup talk. "Well, people tend to be afraid of what they don't know," she said. "But once they get around a pittie and see how sweet they are when they're treated well and get good homes like their puppies, it's really a great learning experience."

Zoe's parents, also waiting to hand over a check, smiled and nodded in agreement. "We've never met a pit bull," Zoe's mom said. "We're looking forward to meeting

Skylar." I left that day feeling great about kindergarten.

Pulling into the driveway, I was thinking about all the things Sky might have done while I was gone. My mind flashed

back to the first time Bill and I left Jazzy home alone. "She'll be fine," he said, and took me to a nerve-wracking three-hour lunch. When we opened the door, she greeted us in her usual cool, collected fashion with her favorite stuffed toy, Mr. Froggy, in her mouth, and her entire butt wagging. "I told you she'd be fine," Bill said, and indeed, all of Bill's low hanging fruit — from rolled up vintage Fillmore posters in one corner to his laundry on the floor — was intact.

After the cancer, Jazzy's greetings lessened, and toward the end she waited on the sofa, though I could always hear the telltale *thump-thump-thump* of her tail as I came down the hall.

The minute I put the key in the lock I heard Skylar Grey whining, and when the door opened, she acted as if I'd left her for a week. "No jumping!" I said, checking for accidents and destruction, but there were none. I lay down on the bed and she was right there, showering me with sweet puppy breath kisses. She flopped beside me, resting her head on my chest and her paw on my hand as we simultaneously let out a sigh of relief. "Good girl, Sky," I said, and I softly stroked her velvety ear until the whining faded into that familiar, comforting pit-tie snoring as she drifted off to sleep.

E-mail: susan@marinatimes.com

Your Man Friday

HOUSECLEANING & SERVICES

- ★ HOUSECLEANING
- ★ HOUSE AND PET SITTING
- ★ LIGHT MOVING AND PACKING
- ★ GARDENING
- ★ ERRANDS
- ★ APPOINTMENTS
- ★ ORGANIZING



Excellent local references, including *Marina Times* editor-in-chief, Susan Dyer Reynolds!

Please call Steve Russell: 415-373-2610



LOVE ME?
CHIP ME!



*When Fluffy got lost I was inconsolable...but thanks to mom and dad getting us microchipped with VIP PetCare, he made it home safely. Now it's just like old times right buddy?.....
.....Fluffy?*



ZZZZZZZZZZ...

NOW OFFERING
\$10 Microchip Pet ID
Includes Lifetime Registration

Love Me Chip Me Campaign

Every two seconds a family companion is lost, and one in three pets will become lost at some point during their life. VIP PetCare is on a mission to microchip every dog and cat in the United States by offering microchipping and registration at an extremely affordable **\$10 per pet** (absolutely no hidden fees). It may take us many years to accomplish our goal, but hopefully we can continue to help thousands more lost pets find their way home along the way.

Non-Emergency Veterinary Clinics

No Appointment Necessary

vaccinations 🐾 microchipping 🐾 Rx flea & tick control
heartworm prevention 🐾 testing & deworming

Find Us Inside pet food express®

Pet Food Express
3150 California St.
San Francisco, CA 94115
Every Saturday
3:30PM - 5:00PM

Pet Food Express
1975 Market St.
San Francisco, CA 94103
Every Saturday
9:00AM - 10:30AM

Pet Food Express
3160 20th Avenue
San Francisco, CA 94132
Every Sunday
10:00AM - 11:30AM

For a Complete List of Convenient Veterinary Clinics Near You:
VipPetCare.com 🐾 1.800.427.7973

Photo from Pet Pride Day 2012 by Josh Norem www.THEFURRTOGRAPHER.com.

this page is sponsored by
pet food express[®]
Express your love for pets!



Show Us Your Pet Pride!

Join in and celebrate with Animal Care & Control.

www.animalshelter.sfgov.org

**Animal
Care &
Control**



CITY AND COUNTY OF SAN FRANCISCO
1200 15th Street
San Francisco, CA 94103
(415) 554-6364

SAN FRANCISCO ANIMAL CARE & CONTROL presents...
THE 20TH ANNIVERSARY OF

Pet Pride Day 2013

Sunday October 27th 11-3pm Sharon Meadow,
Golden Gate Park

brought to you by **pet food express**[®]



Sydney (A343888) is a peach of a pittie pup. This 4 mo cutie pie is very active & confident; she likes playing but also loves a good cuddle.



Nancy & Nikki (A343846 & 845) are a pair of awesome rats. These friendly, curious, & easy to handle rats are 2 of the many available.



Fillie (A343215) is one FAB kitten. She is super friendly & affectionate & playful & engaging & super cute. Come meet all the great cats & kits.