



## From the President

JEFFREY WRIGHT

**S**TARTING STRONG! As we begin a brand-new year in a new decade that's the feeling and the vibe that permeates for the Chamber and the city. I say this in part because of how last year closed out.

We had a great holiday luncheon at Los Moles with strong representation from our business community, city staff, public safety workers, and city council. The unity and "togetherness" was palpable. I'm reminded of the strength of one strand versus the strength of several strands tightly woven together. When we all come together and work towards a common goal, we can accomplish great things.

Having the El Cerrito Plaza as well as some of our streets illuminated during the holiday season was representative of the business community, city and Chamber working together. Yes, a small gesture, but representative of so much more.

El Cerrito is on the move, all you have to do is take a look around and observe the major construction projects rising from their foundations. As we move further into 2020 let's maintain that esprit de corps.

One of the benefits of having mixer type functions, lunches and other gatherings is meeting new people as well as

■ See *From the President*, page 7

## New Members

### Turnabout Thrift Shop

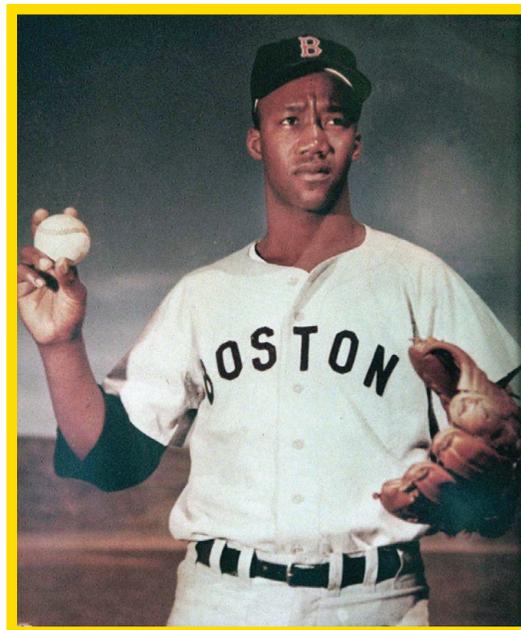
10052 San Pablo Ave.  
El Cerrito  
510-525-7844

### Jason Russell

### Edward Jones Investments

1329 Brewster Drive  
El Cerrito  
407-960-8255  
jason.russell@edwardjones.com

## ECHS Gaucho Made the Big Leagues



Courtesy of Chris Treadway

BY CHRIS TREADWAY

**E**LIJAH "PUMPSIE" GREEN, a native of Oklahoma who grew up in Richmond and excelled at sports while attending El Cerrito High School, gained considerable national attention when he died last July at age 85.

Green was one of the last living pioneers in the integration of Major League Baseball, the first black player on the Boston Red Sox when he made his debut in 1959. The Red Sox were the last major league team to integrate and Green was reluctantly thrust into the spotlight a full 12 years after Jackie Robinson first broke the sport's unofficial color barrier with the Brooklyn Dodgers.

*The life of Pumpsie Green will be the topic of a free El Cerrito Historical Society program at 3 p.m. on Sunday, January 26th, at the El Cerrito Community Center, 7007 Moeser Lane.*

Panelists at the tribute, titled "Pumpsie Green: The Man Who Integrated the Boston Red Sox," will be Pete Elman, Arif Khatib, and Nat Bates.

Elman is a longtime East Bay teacher, writer and musician who knew and researched Green.

Khatib is the founder of the Multi-Ethnic Sports Hall of Fame.

Bates, a longtime Richmond councilman and former mayor, was a friend of Pumpsie Green dating back to their days as teammates on the El Cerrito High baseball team.

Green lived in El Cerrito and worked for the Berkeley school district after retiring from baseball in 1963, coaching players — including several future major leaguers — at Berkeley High.

Green came back into prominence in later years as new attention was focused on the integration of baseball.

The Red Sox, the team that once dragged its feet the longest on integration, brought him back for on-field recognition in Boston and funded a batting cage at Cerrito Vista Park in El Cerrito as a tribute. On his death this past July the team held a pre-game moment of silence in his memory.

Green was the oldest of four brothers who attended El Cerrito High School in the 1950s.

■ See *The Story of El Cerrito's Pumpsie Green*, page 5



## Past Prez Palaver

JOHN C. STASHIK

**H**APPY NEW YEAR! Let me again thank the San Pablo Avenue businesses that supported the holiday lighting idea by providing electricity. They are: **Pic-n-Pac Liquors, Turn-about Thrift Shop, Elevation 66 Brewing Company, and Pastime Ace Hardware.** They'll be receiving checks soon from the Chamber to at least partially reimburse them for the power. The holiday lights were a big hit with the public.

□



**RIP.** One of the principals at long time Chamber member **Olivero Plumbing** passed away last month. **Jerry Giacomo Olivero,** El Cerrito resident and life long journeyman plumber at the family business, died on December 7, 2019, at the age of 79.

□

**Just Bidness.** Weight loss specialists **San Franskinny** at Bank of the West Plaza (11100 San Pablo Ave.) is now known as **Brightbody.**

The ever popular **El Mono Fresh Flavors of Peru** will be relocating to the former **Strings** restaurant site at Del Norte Place in a month or two. Bring your **El Cerrito Marketing Program** coupon for a discount on great food.

□

**Message received.** *“Nicht geschlossen aber offen! on Sundays in December 11 a.m.-4 p.m.”* Now you can come to **The Junket** everyday as that means they are now open on Sunday. The deli is located at El Cerrito Plaza near Trader Joe's.

## Official Matters

**T**HREE people have maintained their seats on our Board of Directors. They are: **Sil Addiego** (*Coldwell Banker Bartels*); **Nic Tang** (*Red Oak Realty*); and **Jeff Wright** (*Wright Realtors*). One additional seat on the board remains vacant awaiting a Chamber member who will accept the position. If interested, contact **Jeff Wright** at [j.wright@elcerritochamber.org](mailto:j.wright@elcerritochamber.org). It is important to have a full complement of directors on the board and the job takes a commitment of less than two hours a month.

### Dues Rates Effective January 1, 2020

1 to 5 employees	\$184	26 to 50 employees	\$427
6 to 10 employees	\$249	51 to 100 employees	\$476
11 to 15 employees	\$314	Over 100 employees	\$525
16 to 25 employees	\$379	Associate members	\$113

### Chamber Officers (Effective January 21, 2020)

The President is again **Jeff Wright** (*Wright Realtors*). Vice President is now **Russell Doi** (*Retirement Funding Solutions*). Treasurer continues to be **John C. Stashik** (*Premier Graphics*). Secretary is **Assia Ashoori** (*City of El Cerrito*).

□

**Hello AB 5.** This is now law effective New Year's Day and will determine whether workers are *employees* or *independent contractors*. Uber, Lyft, and their ilk brought this on by using thousands of people to drive for the firms at starvation wages. Gig workers don't get benefits; they cannot even unionize. Such is life for the independent contractor.

Now Uber, Lyft, DoorDash, and all the other companies hiring part time, low wage, no benefit workers are feeling a pinch as the new law based on the *Dynamex* decision [see September and October 2019 *Bylines*] presumes most workers are employees and subject to applicable labor laws.

Let's face it, *gig work* is not serious work. No gig worker will be able to pay for housing in El Cerrito on what they earn driving for Uber or delivering food. We have labor laws for a reason and these unscrupulous corporations have found a way to circumvent existing laws. I welcome this new law.

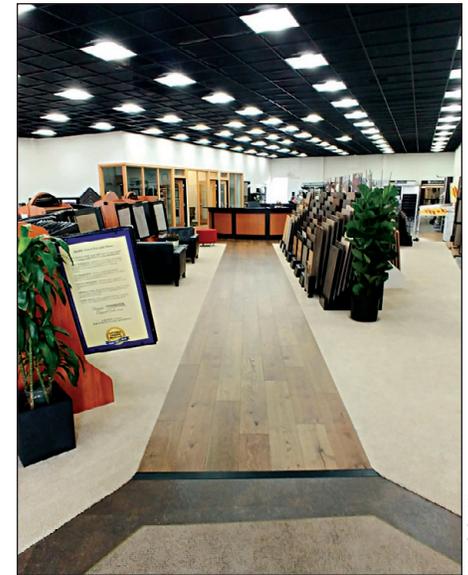
Legitimate businesses have nothing to fear. Nor do legitimate independent contractors, *e.g.*, a Realtor, who are exempt.

Uber, *et al.*, will have a proposition on the November ballot to overturn *Dynamex*. I hope that effort fails. In the meantime, score a win for the independent contractors stuck in a dead end driving job working at sub-minimum wages. Using and abusing labor is not a good business model. Just my opinion.

□

**New hotel.** Per the City Manager's Update, the city received a building permit application for **Hampton Inn & Suites** at Cutting and San Pablo. Good news there. However, the actual hotel could be two years away. Still, it's progress.

□



John C. Stashik

**New showroom.** Look right at the announcement of a mixer this month at **Abbey Carpet & Floor**. Look above for a picture of the remodeled store. Put this on your calendar and meet the new owner, **Kevin Bohm.**

□

**Crab & raffle.** Get your tickets for the crab feed on Friday, January 24th. Sponsored by **El Cerrito Recreation**. Buy them at the Community Center.

# What Will the New Decade Bring to El Cerrito?

(Think The 12 Days of Christmas, with a wink)

In the town of El Cerrito I would like to see,  
a home for the library.

In the town of El Cerrito I would like to see,  
two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
three bakeries, two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
new police station, three bakeries, two ice cream shops  
and a home for the library.

In the town of El Cerrito I would like to see,  
more...low-cost...housing, new police station, three bakeries,  
two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
six cafe delis, more...low-cost...housing, new police station,  
three bakeries, two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
seven pocket parks, six cafe delis, more...low-cost...housing,  
new police station, three bakeries, two ice cream shops  
and a home for the library.

In the town of El Cerrito I would like to see,  
real shoe stores, seven pocket parks, six cafe delis, more...  
low-cost... housing, new police station, three bakeries,  
two ice cream shops and a home for the library.



## Manager's Musings

LISA MARTINENGO

In the town of El Cerrito I would like to see,  
nine hillside trails, real shoe stores, seven pocket parks, six  
cafe delis, more...low-cost...housing, new police station, three  
bakeries, two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
brighter street lighting, nine hillside trails, real shoe stores,  
seven pocket parks, six cafe delis, more...low-cost...housing,  
new police station, three bakeries, two ice cream shops  
and a home for the library.

In the town of El Cerrito I would like to see,  
dedicated bike lanes, brighter street lighting, nine hillside  
trails, real shoe stores, seven pocket parks, six cafe delis,  
more...low-cost...housing, new police station, three bakeries,  
two ice cream shops and a home for the library.

In the town of El Cerrito I would like to see,  
streamlined permit process, dedicated bike lanes, brighter  
street lighting, nine hillside trails, real shoe stores,  
seven pocket parks, six cafe delis, more...low-cost...housing,  
new police station, three bakeries, two ice cream shops  
and...a...home...for...the...library.

*The views expressed here are the author's and do not necessarily represent those of the Chamber board. Email: l.martinengo@elcerritochamber.org; cell: 510-778-5883.*

## 1<sup>ST</sup> MIXER OF THE NEW YEAR AND YOU ARE INVITED!



### Abbey Carpet & Floor® Of El Cerrito

*See Our Newly Updated Showroom  
Learn About New Products and Services  
Enjoy Networking & Refreshments*

**Thursday, January 30 • 5:30-7:30 p.m.  
10351 San Pablo Ave., El Cerrito**

## Catch up to CATCHFOOT + RUN!

BY LISA MARTINENGO

ONE OF THE Chamber's newest members is Rachel Lightfoot, an El Cerrito resident, and principal of CATCHFOOT + RUN, a branding and marketing consultancy. In our recent interview, questioning the unusual company moniker came right away. "Catch foot" is wordplay incorporating her last name and the idea of running full steam ahead with your passion. After over a decade serving huge high-tech companies and their celebrity clients, Rachel launched CATCHFOOT + RUN to help enhance the success of smaller business owners with their burning business goals or plans.

Rachel's expertise began with a degree in Visual Communications, which she used immediately after college working in the magazine department at VIZ Media. Social media was fairly nascent at the time and Rachel was eager to jump on creating content for the old school publisher on newer social channels, Twitter, and Facebook. She moonlit as a social media strategist at the publishing company, while maintaining her magazine work.

After a few months of seeing the power of social media has to transform a community, Rachel decided to pursue social media marketing full-time and took a job at a social start-up. She was able to apply her experience at the start-up at Google less than a year after that, where she was given free rein to design social apps and help the communities that would love them. After launching a couple of community-driven products, Rachel then pivoted. She sensed the fundamental need for community and human interaction as a key motivator for purchasing and found a new opportunity within Google's brand division.

Here, Rachel coached some of the company's biggest advertisers on how to harness the power of digital marketing by creating content by and for their fans and not just "talking-to them."

Having jumped on the social media bandwagon so early, Rachel was ahead of the curve on what we now know as "influencer marketing." She started a team at Google's YouTube dedicated to connecting with the most popular

online personalities and building their brand across numerous online channels.

In 2017, Rachel and her husband bought their second (and permanent) home in El Cerrito, and soon after moving in, she didn't want to leave. She had a self-proclaimed epiphany around continuing her work from the comfort of her home and visiting clients as needed. Work and life didn't have to be at odds. She realized she could be of enormous

service to the small and mid-sized businesses that might be getting by but could be doing a lot better if they had strategic help with image, messaging, and marketing.

Rather than spending an excessive amount of time commuting, she could be at home in the mornings to help get her two small children ready



for school and pick them up as needed, not to mention, find the time to get more involved in the local business community.

So, CATCHFOOT + RUN, LLC was launched, and the first two years have been great. With over a decade of experience, Rachel is eager to use her skills and expertise for small and mid-sized local businesses needing to define or refine their brand image and the marketing of that brand. She's passionate about helping our community of El Cerrito continue to be a great place to live and do business. She offers various packages and a sliding scale for those business owners going through a rough patch. If you're wondering how much better your business could be marketed, contact Rachel. We are thrilled to have CATCHFOOT + RUN on the roster and look forward to working together in the coming years.



**CATCHFOOT + RUN**

Digital Marketing & Branding Consultancy

1529 Norvell St., El Cerrito 94530 • 415-939-4114

rachel@catchfootandrun

www.catchfootandrun.com

## THE STORY OF EL CERRITO'S PUMPSIE GREEN

■ Continued from page 1

Elijah (1952), Credell (1953) Travis (1956) and Cornell (1957) excelled playing multiple sports for the Gauchos and all were inducted into El Cerrito High School sports Hall of Fame in April 2009.



Elijah "Pumpsie" Green

Some say Credell, who went on to play football at the University of Washington and was drafted by the Green Bay

Packers, was the most talented of the quartet.

Cornell Green had a long career in the National Football League as an All Pro defensive back for the Dallas Cowboys.

Pumpsie Green had his own place in history at a time of social change.

In 2012 the El Cerrito City Council presented him with a city proclamation as "the first African-American ever to play for the Boston Red Sox, the last team in the major leagues to integrate."

The proclamation, presented by Mayor Bill Jones, came during Black



Pumpsie Green is shown front, center (with catcher's mitt), in this 1951 photo of the El Cerrito High School baseball team.

History Month and the start of baseball spring training.

Jones noted that the major leagues had only 16 teams and 400 roster spots when Green made his debut. "In 1959, if you were an African-American player, you had to be exceptionally good," he said.

"He came back home and for the next 25 years he devoted himself to his community, the greater community," Jones said. "We are honoring more than

a baseball player tonight."

An anonymous donor, a member of the Historical Society, has donated funds to refurbish a bench at the El Cerrito Library with a bronze plaque in honor of Pumpsie Green.

The historical society talk will start after a brief business meeting. Refreshments will be served afterward.

For information, Dave Weinstein, 510-524-1737, [davidsweinstein@yahoo.com](mailto:davidsweinstein@yahoo.com).

*Thank You  
to these generous  
donors who  
contributed to the  
Chamber holiday  
luncheon and raffle*

Abbey Carpet & Floor  
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Catchfoot + Run  
Coast Architecture & Design  
Contra Costa Civic Theatre  
Copy Central  
Doherty's Truck Rental  
Down Home Music Store  
East Bay Judo Institute  
East Bay Sanitary Co., Inc.  
El Cerrito Art Association  
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Premier Graphics  
Quad Republic Skate Co.  
Rialto Cinemas Cerrito  
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# Holiday Luncheon December 18th

Photos by Chris Treadway

## FROM THE PRESIDENT

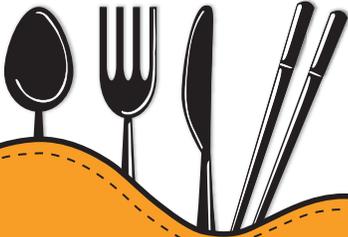
■ Continued from page 1

interacting with familiar faces. Speaking of a familiar face, I had the opportunity to talk with Larry Seidell at our holiday luncheon. As many of you know he and his wife operated Seidell's Chevron at Potrero and San Pablo Avenue for many years as well as being contract road service providers for AAA.

Mr. and Mrs. Seidell are well known fixtures in the community and great Chamber supporters. I really enjoy talking to Larry because he's a car guy and he has some great cars. At the holiday luncheon the subject of my President's column came up and Larry said he enjoyed reading it and then went on to say, "you have to be retired to read it." We both got a chuckle out of that.

Now inasmuch that I know that I can be somewhat verbose and loquacious, I want to make sure that the *working people* have an opportunity to read my column and not have to stop due to length. I'm making a concerted effort to exercise brevity with this January 2020 column. Besides that, I'm past deadline and have already received an inquiry as to the status of my column. Thank you for all that you've done in 2019 and let's have a fantastic 2020!

## It's Time to Eat!



**El Cerrito  
Restaurant Week  
January 16-26, 2020**



**THE CITY OF  
EL CERRITO**

[www.el-cerrito.org/RestaurantWeek](http://www.el-cerrito.org/RestaurantWeek)

## MLK Day: An Invitation to a Free Lunch

THE CITY OF EL CERRITO will sponsor the 31st annual Martin Luther King, Jr., parade and rally on Monday, January 20th. Gather at City Hall plaza at 9 o'clock and begin the march to El Cerrito High School at 10 a.m.

El Cerrito Royale is inviting one and all to enjoy a complimentary lunch on Martin Luther King, Jr. Day. Dine on Dr. King's favorites after the parade. The location is 6510 Gladys Avenue in El Cerrito.

### ON THE MENU

*Southern Mixed Green Salad*  
*BBQ Spare Ribs Atlanta*  
*Deep Southern Black Eyed Peas*  
*Baked Sweet Potato*  
*Corn Bread*  
*Pecan Pie*

Three seatings are available: 11 a.m., 12 noon, and 1 p.m.

RSVP is essential.

Call 510-234-5200 to sign up for lunch.

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# ANNUAL INSTALLATION LUNCHEON

**Tuesday, Jan. 21st at noon**

No speaker scheduled  
Extended networking  
Lightning Round of El Cerrito Trivia

**El Cerrito Royale**  
6510 Gladys Ave., El Cerrito

**\$20 includes lunch (\$22 credit or PayPal)**

**RSVP: [info@elcerritochamber.org](mailto:info@elcerritochamber.org)**



Lunch prepared by  
**FRESH FLAVORS OF PERU**

## The Calendar

- Jan. 9 Cerrito Classics: "Rear Window" (1954). 7 p.m. Rialto Cinemas Cerrito.
- 16 El Cerrito Restaurant Week begins. (Through Jan. 26.)
- 20 MLK Day parade and free lunch. See page 7.
- 21 Chamber installation luncheon. See above.
- 21 City Council meets, City Hall, 7 p.m.
- 30 Deadline for ad copy to appear on the El Cerrito Marketing Program card. [ads@elcerritochamber.org](mailto:ads@elcerritochamber.org)
- 30 Mixer at Abbey Carpet & Floor. See page 3.

## Farmers Market

AT EL CERRITO PLAZA  
Open Tuesday & Saturday 9 a.m. to 1 p.m.



**Chamber Officers & Staff** Effective January 21, 2020

President	Jeffrey Wright, Wright Realtors
Vice President	Russell Doi, Retirement Funding Solutions
Secretary	Aissia Ashoori, City of El Cerrito
Treasurer, <i>Byline</i> Editor	John C. Stashik, Premier Graphics
Manager	Lisa Martinengo
<i>Byline</i> Correspondent	Chris Treadway

**Deadline for next mailing: January 30**

## Byline

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