



From the President

JEFFREY WRIGHT

AS BOTH a consumer and a businessman providing a service, I asked myself what kind of experience am I looking for in both roles? I decided to compile a list for both categories.

As a consumer seeking goods and services, I want the following:

1. Friendly, personable interactions
2. Competence
3. Honesty
4. Competitive pricing
5. Accommodation/flexibility
6. Timeliness

As a service provider what I want from the customer is the following:

1. Friendly, personable interactions
2. Honesty
3. Respect for my skills and abilities
4. Competitive compensation commensurate with my skills and abilities
5. Accommodation/flexibility
6. Timeliness

You will note that in both categories friendly, personable interactions is at the top of the list. How we relate to people sets the stage. If the stage is set properly at the outset, it's much easier for the other aspects to have an opportunity to come together. Most of us have had the occasion to interact with someone either providing or seeking goods and/

■ See From the President, page 7

The Junket Celebrates 40 Years



Courtesy of Schatzle Frisch

BY CHRIS TREADWAY

YOU MIGHT THINK Bruno and Cindy Frisch, now both in their late eighties, might want to take a step back after operating a delicatessen for the past 40 years. But the couple are quite comfortable at their second home on the south side of El Cerrito Plaza, where they opened The Junket in 1979.

In fact, they're now in the process of renewing their lease for another five years.

"It's a very long time, but it also passed very quickly," said Cindy Frisch.

The Junket opened on November 3, 1979, attracting more than 700 customers that first day and maintaining a loyal following ever since, even during the Plaza's renovation from 2000-02.

"When the center was remodeled this doorway was covered with a blue tarp," Frisch said. "We've always had a very good clientele. People would come under the tarp and come in."

The attraction is the family atmosphere and the somewhat unique offerings at the deli, which specializes in German and British food, including imported specialty items, and beer and wine.

The Junket stands out even more in an era of remote ownership and standardized stores at shopping centers, with little touches such as travel posters from the featured nations and wooden napkin holders handmade by Bruno Frisch on the tables, along with seasonal items like beer mugs on sale for Oktoberfest.

■ See The Junket Celebrates 40 Years, page 6

Welcome
NEW MEMBERS

Quad Republic
Skate Company
9925 San Pablo Ave., El Cerrito
415-960-QUAD
quadrepublicskateco.com

East Bay Judo Institute
11165 San Pablo Ave., El Cerrito
510-237-0607
ebji.org



11.09.1969 ~ 11.09.2019

Farmers Market
AT EL CERRITO PLAZA
Open Tuesday & Saturday 9 a.m. to 1 p.m.
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Past Prez Palaver

JOHN C. STASHIK

SORRY FOR THE DELAY. After nearly 12 years of producing this sheet in a timely manner, this issue, myself specifically, hit a snag. Yours truly had a very unexpected medical operation and spent a week in a hospital bed. Better late than never, right? Onward!

□

Rest in peace. Nash Aziz, owner of Armadillo Pizza and one of the hardest working small business operators in El Cerrito, passed away October 3rd. He was 63. Nash had a well deserved reputation for making exceptionally good pizzas. The store, at 10180 San Pablo Ave., reopened on October 23rd with Nash's daughter, Ashley, becoming the pizza maker. While future plans are undetermined at this time, there are still bills to pay. To enjoy a great pie, call Armadillo Pizza at 510-528-7777. Menu: armadillopizza.com. Support this family business by eating a pizza today.

□

Bigger. Early last month an expanded Yaoya-San Japanese grocery store opened at the Moeser and San Pablo Center. The popular store is now twice the size, achieved by knocking down a wall that once separated two businesses.

□

Holiday light update. Later this month look for some festive holiday lighting along the east side of San Pablo Avenue between Fairmount and Central. This will brighten up the theater block a bit and can always enhance business.

This brilliant idea began with council member Paul Fadelli who recalled the days when El Cerrito Plaza was decked out with holiday lights. Paul pitched the idea to the Chamber and we signed on immediately. Then Yvetteh Ortiz, the city's public works director, surveyed the trees and infrastructure on the block and her consultants have now installed lights on the street trees.

Electrical connections are complete, using power from various businesses along the block. Next month I'll acknowledge the specific merchants who helped. Kudos to Paul Fadelli and

Quad Republic Skate Company



Owner Stephani Mainey accepts a Chamber membership plaque from manager Lisa Martinengo. The store, which sells roller skates, is located at 9925 San Pablo Avenue in El Cerrito, near Carlson Boulevard.

the city administration for supporting this. Your Chamber of Commerce committed to kicking in some bucks to pay for the power. Happy holidays.

Regency Centers, has been repainting their own buildings at El Cerrito Plaza and sprucing up the property. The latest word is that Regency will be lighting up the Plaza for the holiday season.

□

Milestones x2. We have a nice story this month about The Junket at El Cerrito Plaza celebrating 40 years in business. As if that's not enough, Fat-apple's is celebrating their golden anniversary. Congratulations to both firms!

□

Vector Control. I heard an interesting presentation recently from Contra Costa County Vector Control. They've been around since 1927 and have a mission to control mosquitoes, rats and mice, skunks, yellowjackets, and ticks. Their services are free (your taxes at work) and serve both businesses and residents.

Get free *mosquitofish* to get rid of those little blood suckers quickly. I'm putting a note in the *suggestion box* to get a representative to speak at a future Chamber lunch. A very worthwhile service.



ANNUAL HOLIDAY LUNCHEON & FUNDRAISER

Wed., December 18 · noon

Los Moles Beer Garden

6120 Potrero Ave., El Cerrito

\$44

FAJITA BAR with Beef, Chicken, Veggies, and all the fixins'

Black Beans, Green Rice

Salad with Mango Dressing

Flan

Agua Fresca and non alcoholic drinks

TICKETS: www.elcerritochamber.org

Everybody Welcome!

The Political and Policy Tensions of AB 5

GUEST COLUMN BY CHRIS MICHELI

Chris Micheli is a Principal with the Sacramento governmental relations firm of Aprea & Micheli, Inc.

From *Fox & Hounds Daily*, October 25, 2019
(Used with permission, www.foxandhoundsdaily.com)

SOME HAVE questioned the business community advocating a “support, if amended” position on AB 5 (Gonzalez), the bill that seeks to codify last year’s California Supreme Court ruling in *Dynamex Operations West v. Superior Court of Los Angeles* regarding worker classification and impose the “ABC Test.”

The Supreme Court and subsequent appellate court decisions have ruled up to this point that the *Dynamex* decision applies only to the IWC’s Wage Orders governing meal breaks and rest periods, overtime, etc. AB 5 would expand the reach of the court’s decision.

However, for practical purposes, the California Supreme Court is unlikely to make a different determination than it did in *Dynamex* if other Labor Code claims (e.g., employee expense reimbursement) or a UI claim were brought forth and the business claimed that the “ABC Test” did not apply. Hence, while AB 5 does expand the scope of the court’s decision, it is probably just a matter of time before those expansions occur judicially.

In addition, AB 5 would apply to all industries even though the *Dynamex* decision only interpreted one of 17 Wage Orders (Wage Order #9, Transportation Industry). However, all of the IWC Wage Orders have the same language that was interpreted by the Supreme Court in *Dynamex*, so there is no reason to believe the Court would rule differently if cases were brought under the other Wage Orders.

AB 5 represents a tension between achieving some success (i.e., limiting the reach of the court decision) or possibly no success. Without a statute, the *Dynamex* decision is the “law of the land” in California. Hence, if there are to be any changes to the ABC Test, or if any industry or profession wants to be excluded from the ABC Test, it needs a statute to do so.

Other bills were introduced earlier this year to codify the previous test used for determining independent contractor status (the *Borello* case) or invoke the federal test, but those measures were unsuccessful. As such, the business community was left with AB 5.

There are essentially three issues that should have been addressed in AB 5: the ABC Test itself; the industries exempted (many professions received an exemption, while numerous ones did not); and, the effective date whether the law is prospective or retroactive (only addressed for those exempted from the ABC Test).

Unfortunately, AB 5 did not modify the ABC Test itself. The *Dynamex* decision’s application of the ABC Test is among the strictest of the states because it does not provide any flexibility. For example, other states allow two of the three prongs to be met; or they are less limiting in the B Prong dealing with workers in the “usual course of business” of the hiring entity.

The second issue concerns the “exemptions.” More than thirty occupations have been provided exemptions. However, there are dozens of professions that are licensed and regulated pursuant to the Business & Professions Code, for example, that are not included in AB 5. Moreover, there should be several generalized exemptions, such as a business-to-business agreement or workers who meet temporary staffing demands.

Finally, but certainly one of the most critical issues, is the effective date of the ABC Test. As a matter of public policy and fundamental fairness, it should be made prospective. While the Supreme Court’s decision was silent on the issue, changing the law really should ensure this new test is not applied retroactively. The only way to do so is with a statute.

In the end, while some of these core issues were only partially addressed, passing AB 5 was basically the only “game in town.” Hopefully, during the upcoming 2020 legislative session, there will be changes made to the ABC Test itself and additional exemptions added to the law.



Manager's Musings

LISA MARTINENGO

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.

Bring Your Smile and Make the Cut!



NOTE NEW DATE

Grand Opening & Ribbon Cutting

Wednesday, Nov. 6th • 3-5 p.m.

- ✓ Refreshments
- ✓ Prizes
- ✓ Tours
- ✓ The Big Scissors

11430 San Pablo Ave. (at Blake)
El Cerrito • Phone: 844-400-7645

\$15.37/hr. Minimum

EFFECTIVE January 1, 2020, the minimum wage for all workers within the city of El Cerrito will be \$15.37 per hour. This is an increase from the current \$15.00 hourly rate.

Employers are required to post the official El Cerrito Wage Bulletin at work sites. That document is available from the City of El Cerrito or the Chamber of Commerce.

For more information, contact the City of El Cerrito at (510) 215-4318 or email wages@ci.el-cerrito.ca.us. or call the Chamber office.

Tax Overwhelm? Investment or Retirement Advice? AYUDA means to HELP!

BY LISA MARTINENGO

THE OWNERSHIP team of Ayuda (Spanish for help) Financial Services consists of Iris Miranda and Jaime Quintero, both of whom I had the pleasure of meeting recently in the El Cerrito office. Serving primarily, but not only, the Spanish-speaking community, Ayuda Financial Services offers an extensive range of services, including individual tax planning and filing, tax reduction strategies, investment advising, life insurance, small business development, and much more. With their experienced and fully bilingual staff, Ayuda Financial Services is uniquely qualified to fill an ever growing need for virtually anyone wanting help with tax and financial issues.

Jaime and Iris are partners in both business and life, meeting in high school in the Echo Park area of Los Angeles and staying together after, eventually getting married and starting a family. They both attended Cal State Northridge, Iris studied Political Science and Chicano studies. Afterwards, she joined the political sphere and worked over 10 years for the California State Legislature, helping to stop the passage of Proposition 209 among other issues. Jaime began as a history major, changed to accounting then finally discovering his forte, business administration. After graduating, he entered the corporate world, quickly rising to regional vice president at Security Benefit Life.

In 2003, Jaime left the stability of the company to fulfill a deep need he saw in the Latino community; to provide comprehensive financial advice and tax assistance where and how it was needed, in Los Angeles, San Francisco and in Spanish. Fortunately, partly because of previous good relationships with labor union leaders, the new business struggled just a bit to find its initial customer base but did modestly well the first few years. Business picked up with consistently good referrals to the point they were processing close to a thousand tax returns by the third year of business. At this point, Iris and the children lived in Los Angeles and Jaime commuted to San Francisco. Eventually, the couple was tired of being divided and in order to keep the sanity in family life, they pulled up the roots in southern California and moved to the Bay Area permanently, settling in Albany. In addition to the San Francisco office, Ayuda Financial Services strategically opened an El Cerrito office a couple years ago in order to get close to a booming East Bay Latino community.

In 2009, in order to help their clients keep informed of the latest changes in state and federal regulations covering financial and tax issues, Jaime and Iris developed a weekly



Jaime Quintero and Iris Miranda, Principals of Ayuda Financial Services.

radio program discussing tax, insurance, and financial topics, and how it pertains to the Latino community. Ten years on, this show is still running and more relevant than ever! They compile the information, write the script, and Jaime does the live program in Spanish, at a San Francisco radio studio (KIQI 1010 AM SF and KATD 990 AM Sacramento) every Saturday morning at 10 o'clock.

Ayuda Financial Services has a following from Fresno to Redding! Jaime's even been noticed in restaurants when a server, for example, recognizes his voice from the radio.

Staying up-to-date with all local, state and federal regulations is an ongoing necessary task as is finding and holding on to a great staff of bilingual and financially savvy representatives, especially during tax season. We're now in November, and the Ayuda Financial Services team will have several meetings to strategize for the busy period of January through April. Jaime predicts they may prepare and file as many as 4000 tax returns!

But remember, Ayuda Financial Services can and does offer many more services. If you have questions about retirement, life insurance, investing in stocks, funds, etc., please give them a call and get the *ayuda* you need!

Ayuda Financial Services

11366 San Pablo Ave., 2nd floor · El Cerrito
877-298-8832

www.ayudafinancial.com



Congratulations!

11.09.1969 ~ 11.09.2019

We opened our doors in November 1969 in Jack London Square, Oakland, CA. Now, 50 years later, the same family still operates the business.

Recently, a long-time customer asked me, ***"Is it still as much fun running the business as it was when you started?"***

It is a simple question, but not one that is easy to answer.

Fifty years of business experience has taught us many things. We had our ups and downs, made mistakes, and learned lessons from each and every one. As time went on, we improved how we operate and what we offer.

Very quickly, we knew that the location in Oakland was not ideal. After three years of trying to establish a viable business, we closed the doors and moved to 1346 Grove Street (now Martin Luther King Jr. Way) in Berkeley. We settled in and started experimenting with different business hours and a wider variety of menu items.

At the corner of Rose and Grove, we developed many of FATAPPLE'S favorite menu items, some of which are still favorites with our many loyal, long-time customers. These include our juicy hamburgers, freshly brewed strong coffee served with heavy cream, crisp salads, hearty soups, our famous buttermilk waffles and pancakes, always served with 100% maple syrup, the multigrain rolls, our signature apple pie, the area's first olallieberry pie, and the ever-popular cheese puff.

In 1984, we added a second location at 7525 Fairmount Avenue in El Cerrito. We now had a larger bakery and could offer more daily bakery goods. For Christmas, we developed the "BIG BOY" gingerbread man and the candy-laden gingerbread houses, our traditional fruit cake, and a German Christmas Stollen.

It certainly was never boring, and it has never been a 40-hour workweek either. Operating FATAPPLE'S has taken commitment, and committed we are.

Therefore, to answer the question that I was asked, I have to say: ***"It was fun then, and it is even more fun today!"***

There is the great blessing of a wonderful community. We have met and served many outstanding customers. Some have frequented FATAPPLE'S for over forty years. Our customers are the largest part of our lasting success.

Many great employees have been working with us over the years. We have appreciated each and every one for their contributions to the consistency of FATAPPLE'S products. Quite a few of our employees have been with us for ten, twenty, twenty-five years. Six employees have worked with us for over thirty years!

Today, I express the biggest ***THANK YOU to our wonderful customers and our great employees!***

Would I repeat this business career? I most certainly would! Fifty years sounds like a long time, but to me, it is a profession I enjoy. I never feel like I am going to work. Every morning, I go to the place where I meet and interact with wonderful people.

Sincerely,

Hildegard Marshall

7525 Fairmount Avenue, El Cerrito • 510-528-3433 • fatapplesrestaurant.com

THE JUNKET CELEBRATES 40 YEARS

■ Continued from page 1

It's the only store at the Plaza with planter boxes and plants at the curb buffering the parking spaces. A water bowl for thirsty dogs is also outside, next to the outdoor dining tables.



Cindy and Bruno Frisch at their deli.

"Many people have been coming here for 40 years," Cindy Frisch said. "Some come back with their kids when they've grown up."

Some employees have been there for 30 years.

The deli is "old-school," said daughter Schatzie Frisch, noting that her mother "doesn't want people sitting on the computer too much. She wants them to converse."

The small town feel is a big part of what makes the low-key deli stand out.

"It's a community gathering place," Cindy Frisch said. "We have a German



The store front at 235 El Cerrito Plaza.

group that gets together, we have a French group, and an English group of people from Asia studying English."

Other than the exterior of the store — which was originally wood, but was changed to a layer of stucco when the center was remodeled — there have been few changes at The Junket.

That consistency is just what the Frisch's have wanted when they opened the deli.

Bruno Frisch (a German native) and Cindy met more than 60 years ago in Germany where Cindy was visiting after moving to England from her home in Jamaica. They emigrated to



Canada where they married, and then came to the Bay Area. Both were getting weary of working at corporate jobs in San Francisco and they decided to go into business for themselves.

"We actually wanted to open in Berkeley, but it's very difficult to get parking in Berkeley," Cindy Frisch said.

Instead they chose the Plaza, an easy commute from their home in

Kensington.

"It's their fountain of youth, their second home," said Schatzie Frisch, a graphic designer who handles the deli's website (thejunket.com) and marketing for her parents, and displays postcards and other items she creates.

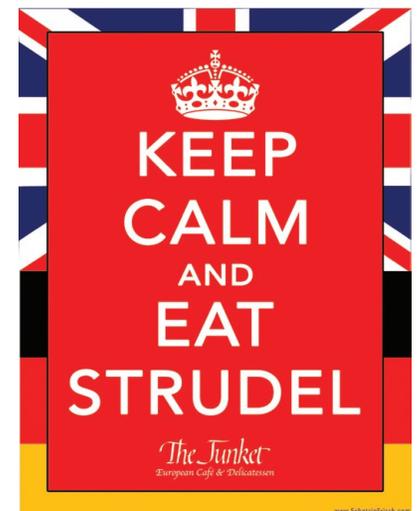
Schatzie, a vegetarian, calls herself "The Renegade Deli Heiress" but will always continue to help her parents behind the scenes in a business where the favorite offerings include Reuben and sausage sandwiches and, of course, *head cheese* (schatziefrisch.com). "Many people say they

hope we don't sell The Junket to a corporation," Cindy Frisch said.

Escaping the corporate world to run their own business was the reason the couple went into business in the first place and there are no regrets. "If you really enjoy something you should do it," Cindy Frisch said.

The Frisches do plan to keep the popular spot in the family, most likely in the hands of their son and a nephew. But that's down the line.

"I'm in my prime right now," Cindy Frisch said. "My heart is in the deli."



FROM THE PRESIDENT

■ Continued from page 1

or services who had a less than desirable attitude that turned us off to the extent that it foreclosed the opportunity to build an ongoing business relationship. With the proper attitude and a friendly personable demeanor, even amid problems or mistakes, it's much easier to end up with a positive outcome.

The six points that I have highlighted apply across the board regardless as to the type of business or enterprise. They are universal for me. If I go to a restaurant, I want friendly personable service along with competence from the wait staff as well as the kitchen staff. Take my order correctly and prepare the dish the way that it should be prepared and don't take forever to do it. If I request that the "ghost peppers" be excluded, then accommodate me if possible, by not putting them in the dish or at least pleasantly explain to me why it can't be done and then suggest something else on the menu.

Now granted, there are situations whereby some individual or company has a unique product or service that is not readily available elsewhere and the individual or company might not be friendly, personable or pleasant in the least bit and their prices might be high too! That's when we must make the determination, "how bad do I want it and how much do I need it?" Depending upon the answer, we may have to begrudgingly "bite the bullet" and do what we need to do.

□

Speaking of doing what we need to do, an article was published in the Friday, October 25, 2019, edition of the *San Francisco Chronicle* that ranked 471 California cities as to their fiscal health based on metrics outlined by the State Auditor's office. The great city of El Cerrito was ranked in a less than flattering position. The key issues outlined, pension liabilities and low reserves are commonplace for many municipalities.

So, what do we do? First, we need to be certain that all of our city council members are committed to having a laser focus on the nuts and bolts of municipal operations. Core city government business. It's not glamorous, generally not headline making news

nor does it offer the best springboard to energize the campaigns of those who may be seeking higher office at some point. Focus is what we need!

We have a very competent city manager with a great team who all want what is best for El Cerrito. The day-to-day responsibility for running the city rest with this team. However, the city council sets policy and gives

staff direction which impacts how city financial resources are used as well as how city manpower is deployed. Therefore, our city council must always be focused on the issues that have the greatest impact on the well being of the city and avoid issues that tie up city staff and interfere with their ability to stimulate positive economic development and focus on other pressing business.

Comments & Feedback

Contact us: byline@elcerritochamber.org

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Happening at Lunch this Month

Brief Chamber Business Update

Extended Networking

Lightning Round of El Cerrito History & Trivia

Plus Lunch from *The Junket*

Y'all come! Tuesday, November 19th, at noon

El Cerrito Royale

6510 Gladys Ave., El Cerrito

\$20 (or \$22 credit/PayPal)

RSVP: info@elcerritochamber.org 510-705-1202

The Calendar

- Nov. 14** Cerrito Classics: "Back to the Future." (1985).
7 p.m. Rialto Cinemas Cerrito.
- Nov. 16** Hillside Natural Area work party. Bring water; tools provided. 10 a.m.-12:30 p.m. Meet at north end of Regency Court. ecraltrekkers.org
- Nov. 19** Chamber lunch and Nominating Committee report. See above.
- Nov. 19** City Council meets, 7 p.m., City Hall.
- Nov. 29** Premiere: "It's a Wonderful Life"— A live radio play. Runs through December 15th. Contra Costa Civic Theatre. ccct.org
- Dec. 18** Chamber holiday luncheon. See page 2.

A complete directory of Chamber members can be printed from the website:
www.elcerritochamber.org

Chamber Officers & Staff

| | |
|---------------------------------|------------------------------------|
| President | Jeffrey Wright, Wright Realtors |
| Vice President | Nic Tang, Red Oak Realty |
| 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 |

NOVEMBER MEMBER MEETING & ELECTION NOTICE

The Nominating Committee was announced at the October meeting. President Jeffery Wright appointed directors Sil Addiego and Russell Doi.

At the member meeting on Tuesday, November 19th, the report of that committee will be presented per Article IX, Section 2, of the Bylaws. Further nominations may be made from the floor. The committee report and nominations, if any, is the sole business item on the agenda. When nominations are closed ballots will be mailed to all regular members if necessary.

Participation is encouraged on our Board of Directors by all members that can do so. It takes about 90 minutes each month and the work is important to the organization and, of course, member businesses. Consider becoming active.

Tuesday, November 19 • 12 noon
El Cerrito Royale (3rd floor meeting room)
6510 Gladys Ave., El Cerrito

Lunch prepared by The Junket. \$20 (or \$22 PayPal/credit).
RSVP to info@elcerritochamber.org

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