



# February 2011

The Airport Area Business Association is a regional association of business and industry

Airport Area Meet & Mingle



AABA  
networking  
mixer

meet  
greet  
february 2

network  
eat



mingle

5:30 - 7:30

enjoy

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bring a  
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prize



# 81st Avenue East Oakland Community Library Opening Grand Opening Set for January 29



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**"Business exerts a more effective, influential voice when it speaks and acts in unison."**

AABA Newsletter published monthly by the Airport Area Business Association and distributed at no charge to its members. Contributions, comments and ideas are welcome. Send your information to Editor, AABA News, P. O. Box 14123, Oakland, CA 94614, fax to (510) 261-4112 or e-mail info@aaba.org.

For membership information, please call (510) 545-7773.

The new public library located at 1021 81st Avenue (at Rudsdale) brings new learning and technological resources to people who live and work in East Oakland, as well as the schoolchildren at the two public elementary schools (ACORN Woodland and EnCompass Academy) it serves. The opening of the state-of-the-art, 21,000 square foot library is cause for celebration for both youth and parents, local seniors, and just about anyone who wants to keep learning or access a variety of resources now at their disposal.

The new library features vibrant colors and architecture, with a decorative stained glass element that allows bright and warming sunlight to stream down between book stacks and onto computer workstations below. Designed by Group 4 Architecture, the space received a Leadership in Energy and Environmental Design (LEED) Silver Rating by the US Green Building Council.

Energy efficiency was carefully planned – 95% of the public areas receive natural sunlight, thereby reducing operating costs. Plumbing fixtures use 20% less water. And outside, drought-tolerant native plantings sip rather than gulp water.

Library programs and services were planned with up-to-date



technology, including free Wi-Fi access, modern computers and the latest in computerized self-check-out. See page 8 for photos and library fun facts. And then plan your visit to the new library.



# Snelling Celebrates 60

Snelling Staffing is 60 years old! Since 1951, Snelling Staffing Services has provided full-service staffing solutions to local businesses and has been recognized as an employment industry leader.

President of Snelling, Chris Puryear, says, "We are honored to participate in this incredible milestone. Our office is proud to join the nationwide Snelling system in celebrating 60 years of excellence."

"Snelling & Snelling" was established when Bob Snelling opened his first staffing office in Philadelphia. The company continuously expanded over the years and is now comprised of 130 offices throughout the US and Puerto Rico. Snelling Staffing Services now places an average of 6,000-plus candidates in available positions on a weekly basis.

Local businesses use Snelling Staffing to contract qualified individuals in a diverse range of occupational positions. Businesses from almost every industry use Snelling to find talented employees for both temporary and career positions.

Congratulations to Snelling Staffing as it celebrates its 60th birthday. For more information about AABA member Snelling Staffing Services, visit [www.snelling.com/alameda](http://www.snelling.com/alameda) or call (510) 769-4400.

## Under Construction

Phase I of the East Oakland Sports Complex is currently under construction (right).

A colorful mural now adorns the outside wall, and an entire wall of glass will allow in sunlight to the fun pool that will be enjoyed by local kids and their parents. Landscaping is also in place, as well as a new parking lot.

The 25,000 square foot facility will feature an indoor leisure swimming pool, dance and aerobics studio, multi-purpose room & learning center, a fitness center and locker rooms.

The Sports Center will provide a variety of year-round fitness opportunities for both adults and children when it opens this year.



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**ALAMEDA**

2203 Harbor Bay Parkway  
Alameda, CA 94502

[www.snelling.com/alameda](http://www.snelling.com/alameda)

[snelling27@aol.com](mailto:snelling27@aol.com)



# *Holiday Celebration Auction & Wine Tasting*

held Friday, December 10 & hosted by Holiday Inn & Suites

thank you to our generous contributors!

ABC Security Service, Inc.	McGuire and Hester
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A's Community Fund	Oakland Aviation Museum
Beau Wine Tours	Oakland International Airport
Berkeley Repertory Theatre	Oakland Marriott City Center
Blackhawk Museum	Oakland Raiders
Boulder Creek Golf & Country Club	Oakland Running Festival
Builders Exchange of Alameda County	Otis Spunkmeyer
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Claremont Resort	Peet's Coffee & Tea
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Infineon Raceway	U.S.S. Hornet Museum
Intercontinental San Francisco	Vella's Locker Room
JetBlue Airways	Visit Oakland
KaiserAir, Inc.	Waterfront Hotel
Kirkwood Mountain Resort	Westin Verasa Napa
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## A GOOD PLACE TO EAT



Oakland has long been a culinary hotbed that encourages the unconventional and the innovative. In Oakland, this pioneering spirit, combined with the diverse ethnic community, translates to restaurants that are one-of-a-kind in both ambience and culinary delights. Oakland offers more than a good place to eat. Here, dining is about the experience as well as the food. The best way to immerse yourself in Oakland's culture is to sample our cuisine.

Oakland's wineries offer deliciously fermented grapes harvested from the area's renowned vineyards. Then, of course there is the mix of fine chocolatiers, tea bars, fine bakeries and old fashioned ice cream parlors. On Oakland's waterfront visit Jack London Square, with some of the best outdoor dining overlooking the San Francisco Bay. Interested in buying some Oakland-made food products? Visit our [Made in Oakland](#) page on our website for inspirations about food and drink gifts unique to Oakland.

Oakland's restaurants cater to a local audience and we all know the best places to eat are where the locals go. We know the best food, best value and the best views. See "[Best of the Best](#)" for local favorites. Come and share a seat at our bountiful table and don't be surprised if it's the owner serving you him or herself. We're a large metropolis, yes, but we haven't forgotten our culinary roots.

(510) 839-9000

**OCVB**  
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Sign up: Oakland Food and Drink News — [www.oaklandcvb.com](http://www.oaklandcvb.com)

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## Oakland Running Festival Second Annual Event

The second annual Oakland Running Festival will be held March 26 & 27. Last year's event was a huge success for the city, as nearly \$2 million was generated for the local community. Runners from all over the country fell in love with Oakland, and the beauty of our city was showcased for each of the 8,000+ who participated. This year's Festival is anticipated to be an even bigger success, with even more runners expected to take to the street.

Merchants may get involved by 1) encouraging members of your staff to run or volunteer for one of the five different races – hundreds of volunteers will be needed; 2) manage one of 15 water stops along the course; 3) sponsor a mile on the course; 4) be a corporate sponsor.

For more information on how you can get involved with the Oakland Running Festival, call (510) 371-5273 or email [oaklandmarathon@gmail.com](mailto:oaklandmarathon@gmail.com). Visit [www.oaklandmarathon.com](http://www.oaklandmarathon.com) for information about the course and running schedules.

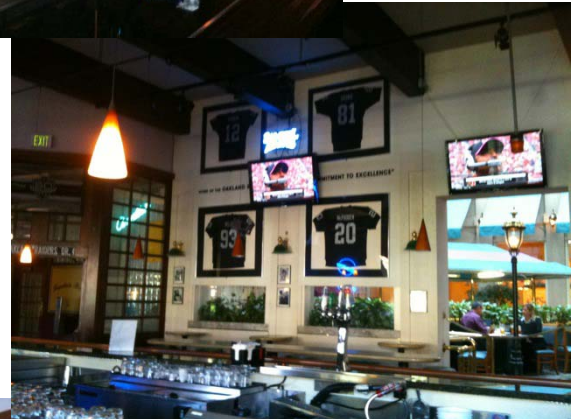


<p><b>THE ULTIMATE SPORTS GUIDE</b> A Reference Guide Serving San Francisco and Northern California 367 Corona</p>	<p><b>THE ULTIMATE SPORTS GUIDE</b> A Reference Guide Serving San Francisco and Northern California 367 Corona</p>
<p><b>The Ultimate Sports Guide</b> since 1998 P.O. Box 4520, Berkeley, CA 94704 Ph: (510) 845-2035 fax: (510) 444-6698 email: <a href="mailto:info@UltimateSportsGuide.net">info@UltimateSportsGuide.net</a> <a href="http://www.UltimateSportsGuide.net">www.UltimateSportsGuide.net</a></p>	<p><b>Ann Cooke</b> Advertising Sales Manager <a href="mailto:acooke3495@aol.com">acooke3495@aol.com</a> W: (510) 414-5394 F: (510) 865-5716</p>

## Sports Edition Bar & Grill Fresh New Look

“Are you ready for some football?? A Monday Night partaaaay?”

Whether it's the Superbowl, the Oakland A's, hockey, golf or just about any other sport, it's happening at the Hilton Oakland Airport's Sports Edition Bar & Grill, just outside Amelia's Restaurant. Be sure to stop by for a drink and some great



food next time you are in the mood to watch and share some company in a lively atmosphere.

The Sports Bar has new lighting & seating and other new amenities that give it a whole new look. Stop by Oakland Raiders Drive and see for yourself!

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# 81st Avenue East Oakland Community Library

## Library Fun Facts & Features

- Free computer use and internet access
- 30,000 books, magazines, CDs, DVDs, and more
- 58 computers, 54 with internet access
- Free Wi-Fi



clockwise from top:

students are excited!...

computer lab...

one of the self-check out areas...

view of the bright, sunny library...

TeenZone computer workstations...

one of 58 gigantic monitors that can be enjoyed by anyone doing research, while studying, while cruising the net...

- Children's storytime alcove
- 50% construction wood used was from sustainable managed forests
- Quiet reading area
- Spanish language collections for adults and kids
- Homework support materials for teens
- Community room
- Copy center
- Internet cafe
- Classroom
- Computer lab
- Modern self-check out
- Pre-school events
- Family activities
- Shared parking
- TeenZone
- Carpet tiles made from recycled materials



### Library Hours

Tuesday 11:30 am to 7 pm

Wednesday, Thursday 10 am to 5:30 pm

Friday 12 pm to 5:30 pm

Saturday 10 am to 5:30 pm

Sunday & Monday closed

## Welcome New Members!

### Edgewater Park Plaza

7700 Edgewater Drive, Suite 150  
Oakland, CA 94621  
Contact Janet Sloan, Property Manager  
(510) 569-7700

Commercial property management company.  
[www.edgewaterparkplaza.com](http://www.edgewaterparkplaza.com)

### HMS Host

7307 Edgewater Drive, Oakland 94621  
Contact Lynn Yazzolino, General Manager  
(650) 281-8896

HMS Host is the world's largest provider of food, beverage,  
and retail services for travelers –  
recognized as an industry leader in  
innovation & service

## The Spirit of Japan is at Yoshino

Experience the spirit of Japan through the cuisine served at Yoshino. The Hegenberger Road restaurant offers a wide variety of sushi and other Japanese dishes, sake, and a full cocktail lounge.

Attend AABA's February 2nd Networking Mixer, and find out for yourself why this restaurant is an area



## Park Free at OAK

### Limited Time Offer for SoCal Travel

Wow, what a deal! Oakland International Airport is picking up the parking tab for those air passengers traveling midweek to select Southern California cities now through February 10. Passengers departing OAK to Los Angeles (LAX), San Diego (SAN), Orange County (SNA) or Long Beach (LGB) airports on Tuesday, Wednesday or Thursday, between now and Feb. 10, can park free in the Daily Lot for up to 72 hours.

Visit [www.oaklandairport.com](http://www.oaklandairport.com) to get your coupon, valued at up to \$66 for parking in OAK's Daily Lot, across from terminals. Print the parking coupon along with the airline e-ticket receipt that shows a departure from OAK to LAX, SAN, SNA, or LGB on a Tuesday, Wednesday or Thursday between now and Feb. 10. Park in OAK's Daily Lot and pull a lot ticket when entering. Present the parking coupon, airline e-ticket receipt, driver's license and parking lot ticket to attendant upon exit.

## AABA Membership Renewals

AFCO Electronics  
Business Jet Center  
Malcolm Pirnie  
McNely Construction  
Snelling Staffing  
Southwest Airlines  
Summit Bank

favorite for so many. You will get to experience the warm, inviting atmosphere, some wonderful appetizers made by its expert chefs, and a get taste of Japan, right here in the Airport Area.

The restaurant features a Happy Hour from 3:30 to 7:00 pm, and can also help with that next party you have planned. Visit the Yoshino website at [www.yoshinosushi.com](http://www.yoshinosushi.com) for a complete menu of all the delectables, hours of operation and a primer on sake!



Great Deals on  
Great Meals!

## Oakland Restaurant Week | January 23 - 29



Prix Fixe Menus  
at \$20, \$30 & \$40



Taste the Bay Area's  
Hottest New  
Cuisine Scene



[visitoakland.org/restaurantweek](http://visitoakland.org/restaurantweek)

## Visit Oakland Presents Oakland Restaurant Week

Celebrate the new year by exploring Oakland's exciting culinary scene. More than a dozen of Oakland's top dining establishments will be offering prix fixe dinners at \$20, \$30 and \$40 as part of Oakland's first Restaurant Week, January 23-29.

Unlike some cities where restaurants are clustered in a specific area, Oakland's restaurant week are located in neighborhoods throughout the city. See a full list at [www.visitoakland.org/restaurantweek](http://www.visitoakland.org/restaurantweek).

Offers vary depending upon the restaurant. Some are offering four courses for \$40, three courses for \$30. Some prix fixe dinners include wine, Mimosa's or flavored champagne cocktail, appetizer and dessert.

This is a great time for visitors and locals to sample dishes at Oakland restaurants, which are becoming nationally known for using local ingredients to create fresh, seasonal dishes. Oakland's cuisine has been featured in *GQ*, *Travel & Leisure*, *The San Francisco Chronicle*, *The Wall Street*

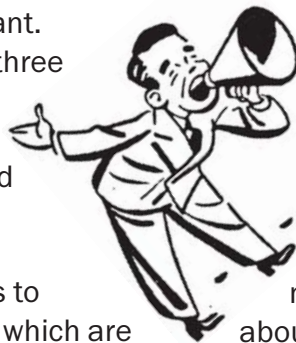
*Journal*, *The New York Times*, *National Geographic Traveller*, and several others.

For more information about Oakland Restaurant Week, contact Elisa Williams at Visit Oakland at [elisa@visitoakland.org](mailto:elisa@visitoakland.org).

## Calling All Members!

Members, the organization needs your assistance to help make AABA a more vibrant and active association. Can you help make a few calls? Can you recruit your business neighbor in becoming a member? If you haven't attended one of our events for several months, we want to invite you back...we have some outstanding programs planned for 2011, including new types of events where you will learn about what's happening in the area as well as meet new people. Look for more information soon on ways you can become more involved in AABA.

We look forward to making our 42nd year rock!



## Invite a Colleague to Join AABA!

### Our Mission

The Airport Area Business Association exists to promote and sustain commerce and industry in the Airport/ Coliseum area. We represent our membership by addressing and participating in the resolution of critical issues and enhancing the quality of life in our business community.

### Our Slogan

"Business exerts a more effective, influential voice when it speaks and acts in unison."

### Advocacy

Make *your* voice heard.

Bring to the attention of members special projects that you believe need the attention and support of your community.

Invite a business neighbor to attend a meeting with you. Perhaps they have the same issues you do.

### Application for Membership

Company Name

Address

City/Zip

Phone & Fax No.

Web site address

e-mail

Representative Name & Title

Type of Business

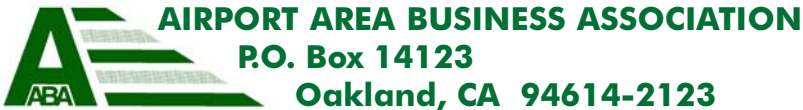
No. of Employees

Signature

Date

Annual Dues:	Company with 3 employees or less .....	\$200
	4 - 10 employees .....	\$250
	11 - 20 employees .....	\$350
	21 or more .....	\$400

Please mail this completed application to AABA, P.O. Box 14123, Oakland, CA 94614





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meet  
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eat

mingle  
5:30 - 7:30  
enjoy  
connect

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5:30 p.m. - 7:30 p.m.  
no-host bar • no-charge event  
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**E-mail reservations also accepted at [info@aabaa.org](mailto:info@aabaa.org)**

Please make reservations for the following individuals:

Name(s) & Company

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