



May 2011

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

Airport Area News

Oakland Airport Connector

Project Update

from

Project Manager

Tom Dunscombe

Bay Area Rapid Transit

and



PARSONS

Everything you need to know about the
Oakland Airport Connector
when . where . how

**Executive Inn & Suites
May 25, 2011**

Airport Area Safety & Security

Quality of Life Issues Addressed with Ongoing Programs to Improve Area



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

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

Deputy Director of the City of Oakland's Community and Economic Development Agency Gregory Hunter recently provided an overview of how specific pockets of redevelopment funds have been allocated to serve the community's safety and security needs.

Approximately \$90,000 each year will be allocated for graffiti abatement throughout the area carried out by nonprofit crews in periodic blitzes. Last year's abatement program was successful in that it eliminated graffiti in specific areas throughout our commercial corridor. The Deputy Director has directed crews to be out on the streets again this year by June 1. He also noted that the City of Oakland has a stringent blight ordinance that requires business owners to be proactive in maintaining their own properties. The City of Oakland's goal is help business meet this obligation and provide abatement of blight where it can.

The City will continue to fund its Neighborhood Enforcement Team crime reduction program that designates a team of OPD officers charged with reducing crime in the

Redevelopment Area. Approximately \$900,000 a year has been allocated for this task. The focus of this collaborative program is to reduce robberies, prostitution and other crimes. Officers involved with the program have flexible schedules. Some are walking officers. The program has proven successful in the past and will be funded again this year.

The Coliseum area's 8L18 Enhanced Security program will continue, with \$175,000 in funding allocated to pay for OPD officers working special overtime shifts that seek to reduce crime on nights and weekends. This program is important in that it is a patrol meant exclusively for the streets within the Coliseum area. Officers are called away only if a major crime has occurred in another part of the city. Reports of criminal activity are provided to City staff on a regular basis. Last year's Enhanced Patrol was successful in making arrests, vehicle stops and walking stops that might not otherwise be made without the program.

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Wednesday, May 25, 2011

Oakland Airport Connector Project Update

featuring

Oakland Airport Connector Project Manager

Tom Dunscombe

Executive Inn & Suites ~ 1755 Embarcadero, Oakland

11:30 a.m. networking ~ Noon - 1:30 p.m. lunch

Advance reservation, members \$35

Non-members \$40 (must prepay in advance by Visa or MasterCard)

Corporate Sponsorship, including 8 seats, podium time, banner display, newsletter publicity \$500

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Reservations are Recommended ~ Reservation Deadline Monday, May 23, 2011

Fax your reservation now to (510) 261-4112

E-mail reservations also accepted at info@aaba.org

Please make reservations for the following individuals:

This is a buffet luncheon event.

Name(s) & Company

Credit cards are not accepted AT the luncheon. To use a credit card, please fill out the form below.

Visa or MasterCard No: _____ Exp: _____

Cardholder Name: _____

Authorizing Signature: _____

Your reservation is a financial commitment. If you make a reservation, but do not attend, send a replacement, or cancel by May 23, you will be billed.

Pothole Blitz

Four-Week Project Kicks Off

To keep Oakland's vehicular and pedestrian traffic safe, Oakland Public Works is conducting a four-week pothole blitz again this year. The first week-long blitz began April 25th in West Oakland. The week of May 2nd efforts are concentrated in Central Oakland. Look for pothole crews in East Oakland the week of May 9th. The week of May 16th will focus on repairing potholes in high-traffic areas citywide.

Business owners are encouraged to call (510) 615-5566 to report potholes, or email pwacallcenter@oaklandnet.com.

Eight Public Works crews – twice as many as regularly assigned – have the goal of filling more than 2,000 potholes during the blitz.

The City of Oakland reports that potholes are an ongoing and growing problem for all major cities, especially in the spring when moisture from rainy season causes the roadway surface and structure to erode.



"Streets generally last about 30 years," says Public Works Director Vitaly Troyan. "We have enough money to pave our streets every 85 years. Until additional resources are provided to repave streets, we'll continue to patch, patch and patch some more." The public's assistance in slowing down when it sees crews working on roadways is appreciated.

Safety & Security

- continued

The City's Tough on Blight program will continue to cite property owners who do not maintain their properties. Started three years ago, the program has proven successful in improving the appearance of hundreds of properties in the Coliseum Redevelopment area. \$75,000 will be allocated this year to operate this program that reduces blight.

AABA Membership Renewals

BayRisk Insurance

www.bayrisk.com



Metropolitan Golf Links

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Port of Oakland

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Oakland Audio Visual Service

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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.

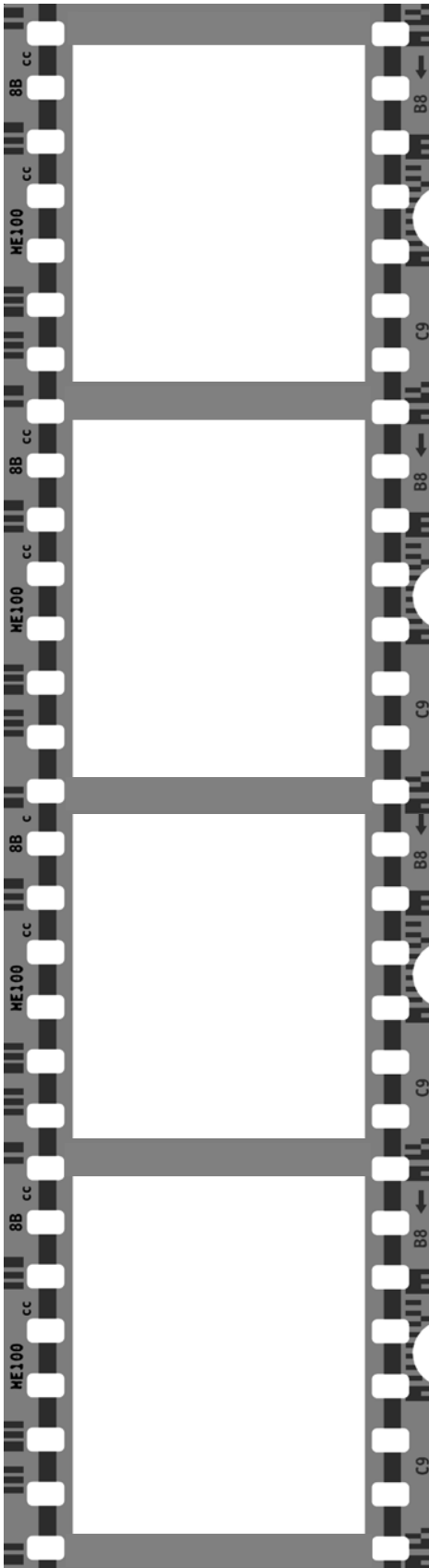
(510) 839-9000

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There One Second, Gone the Next



The last remaining Navy structure at the former Oak Knoll U.S. Naval Medical Center was demolished April 8th in a dramatic implosion witnessed by a crowd of neighbors, city officials, and former employees of the facility.

Invitees to the media event, hosted by housing developer SunCal, were shuttled to a secure viewing area on Keller Avenue to watch Councilmember Larry Reid lower the boom on the 11-story hospital built in 1968. Area homeowners lined Keller Avenue to witness the blast as it marked the close of one chapter in Oak Knoll's history and opened another.

The development at Oak Knoll has gained new momentum after the project ground to a halt in 2008 as a result of Lehman Brothers' bankruptcy. Lehman was both SunCal's partner and lender on the development. SunCal continues to work through the court to bring in a new source of funding. The company will eventually develop the 167-acre swath of land into a master-planned community that includes 960 homes, 82,000 square feet of commercial space, and 50 acres of parks and open space.



Councilmember Larry Reid gets ready to implode the 11-story Oak Knoll Hospital

Factoids:

- 800 lbs. of dynamite was used in the implosion
- The hospital was collapsed in 10-12 seconds
- The 600-bed medical facility served military personnel for 28 years
- The 167-acre Oak Knoll base was closed in 1996
- SunCal acquired the property in 2005
- Over 100 structures have been demolished there over the past two years
- The hospital implosion marks the final phase of demolition at Oak Knoll
- Hazardous materials were removed from the building under stringent conditions prior to the demolition
- Steel and concrete building materials will be recycled where possible to eliminate the need for transport from the site
- Oak Knoll was built during WW II to treat American military personnel wounded in the Pacific theatre
- The hospital also treated Korean and Vietnam war wounded
- The site was previously a golf course and country club, closed during the Great Depression

Oakland Airport Connector Event Sponsorship

May 25, 2011 at Executive Inn & Suites

Your Sponsorship of AABA will assist the organization in continuing its effort to improve the quality of life in our business community while keeping our members updated on area developments. It will also provide your business with positive advertising.

\$500 Corporate Sponsorship entitles your company to:

- Pre-event e-mail advertising of your Corporate Sponsorship to hundreds of businesses throughout Oakland, Alameda, San Leandro, and Emeryville
- 8 luncheon seats with Corporate sign at venue Executive Inn & Suites
- Two minutes of podium time to promote your company
- Display of your corporate banner
- Highlighted recognition & promotional photos in AABA's June 2011 newsletter
- Your company literature placed at each seat

\$400 Table Sponsorship entitles your company to:

- Pre-event e-mail advertising of your Sponsorship to hundreds of businesses throughout Oakland, Alameda, San Leandro, and Emeryville
- 8 luncheon seats with Sponsorship sign at venue Executive Inn & Suites
- Display of your corporate banner
- Recognition in AABA's June 2011 newsletter

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New Flights to Hawaiian Islands

Alaska and Hawaiian Airlines Launch New Service from OAK

Alaska Airlines has launched service to Lihue, on the island of Kauai, from Oakland International Airport, making it the fourth nonstop Hawaiian Island destination from OAK. The four weekly flights to Lihue complement Alaska Airlines' existing service to Kahului, Maui and Kona on the Big Island. Hawaiian Airlines flies daily nonstop service from OAK to Honolulu, on the island of Oahu.

Due to the tremendous demand for Hawaiian Island service and the success of existing flights, Alaska Airlines will expand to daily service to Kahului on June 5th. Currently, this flight is offered four times a week from Oakland.

Hawaiian Airlines, in addition to its daily nonstop service to Honolulu, will begin daily nonstop flights between OAK and Maui on June 17 for the peak summer season. For both of these flights, Hawaiian operates Boeing 767-300 wide-body, twin-aisle aircraft seating up to 264 passengers.

"Add it all up, there will be 836 seats leaving to the Hawaiian Islands from Oakland International each morning this summer," said Deborah Ale Flint, Director of Aviation for the Port of Oakland. "Alaska Airlines and Hawaiian Airlines are responding to Bay Area residents' pent-up demand for a vacation rather than a staycation. There's no better way to begin a Hawaiian vacation than from Oakland, where travelers will enjoy easy airport access, excellent customer service and on-time flights," she added.

The number of airline seats to Hawaii has rebounded from the recession and has more than doubled from the 264 daily seats offered in summer of 2008. Oakland International Airport has emerged as a major mainland gateway to the Hawaiian Islands, joining a select group of US airports with flights to the four major islands.

Passengers were welcomed aboard the first flights with Hawaiian-themed dance performance and music.



AABA Youth Outreach

Remember that person way back when who took the time to teach you something new? Maybe it was someone who taught you how to manage your check-book. Or it could have been the person who made you first believe it was possible to start your own business. Perhaps someone who made you realize working with people is what you wanted to do in life.

Now you can turn out to be that someone who students remember long after their high school years are over. With just a few minutes or hours of your time, you can make a significant impact on a young person's life.

The Airport Area Business Association is pleased to announce the launch of its first **Youth Outreach program**. In cooperation with local schools, AABA will serve as facilitator for:

- **Internships** at member businesses, opening the door to new experiences, ideas and training. Shadowing and mentoring sessions will help high schoolers figure out who they are and what they want to be in the world.
- **In-school brown bag talks** made by AABA members, that teach students new skills and concepts about the business world they might not have otherwise considered.

Specific details about our new program and a member survey will follow. In the meantime, consider what skills and talents you bring to the table to share with a youth. Join with other members who have already signed up to participate in the program.

If you have an idea for a brown bag topic, please contact the AABA office to share it! If you already know your business can accommodate a high school student in the near future, please let us know.

Students need mentors like YOU to expand their horizons.

Welcome New Member

PK Consultants, Inc.

2027-A Clement Avenue
Alameda, CA 94501
Contact Barbara Price
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Consulting services for public and private development projects. Local government relations, development and entitlement, community relations.

Save the Date

June 16

State of the Airport

featuring



Oakland International Airport
Director of Aviation
Deborah Ale Flint

Red Lion Mixer

Thank you to management and staff at Red Lion, at 150 Hegenberger Road, for hosting AABA's last mixer event.

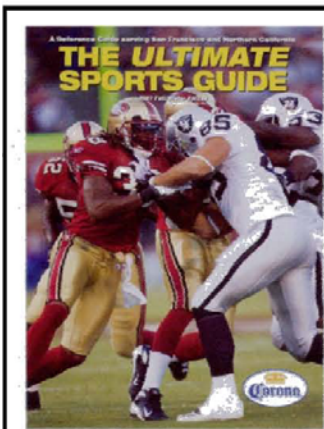
The hotel has recently undergone a name change from Park Plaza Hotel to Red Lion. More than the name has changed for the better. The hotel now features new promotions for frequent travelers, including it's Pick-A-Perk program that provides discounted rates at all Red Lions, on everything from room stays, meeting room rentals, parking, audio visual equipment, and catering.

The hotel has 189 guestrooms, a full-service restaurant, free hi-speed internet, heated outdoor pool, exercise facility with sauna, 4,400 square feet of meeting and banquet space, and a sundry of other sought-after perks. And as attendees at the mixer can attest, the Red Lion offers quality banquet service – the food is excellent and the staff attentive.

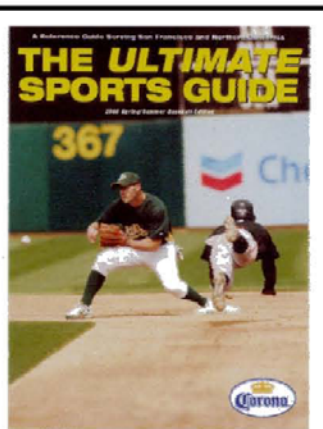
Consider Red Lion the next time you hold a business meeting or host out-of-town guests.

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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



AIRPORT AREA BUSINESS ASSOCIATION

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Oakland, CA 94614-2123

CINCO DE MAYO



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E-mail reservations also accepted at info@aaba.org

Attendee Name & Company
