**50 YEARS OF SERVICE**

By: Alison Wilson, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

Brisbane's Crocker Park is home to one of the healthiest companies to work for in Silicon Valley. This year both the Silicon Valley Business Bureau and San Francisco Business Times ranked BiRite Foodservice Distributors #35 “Healthiest Employers” in the Greater Bay Area. With sales of more than $310 million, BiRite Foodservice Distributors is, also, the 12th largest family owned Bay Area business.

Steve Barulich, President, opened the interview with a brief history of BiRite when cousins John and Victor Barulich purchased San Francisco's BiRite Restaurant Supply. Steve said, “The company started with 5 employees and has grown to 312 strong. Our associates all have a strong commitment to customer service, quality products and competitive pricing.” He continued, “From our inception, our business motto and values have stated that our customers, associates and suppliers are family.” Today the company is operated by second generation Barulich brothers Steve, president and Bill, CEO.

---

**PIPECES, FITTINGS, FUSION IN BRISBANE**

By: Alison Wilson, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

For three generations, the Papenhause family has focused on the sale of HDPE (High Density PolyEthylene) pipe, fittings and McElroy fusion equipment to contractors, water districts and plumbers in the eleven Western States, Mexico and Canada. Sandra Papenhause opened the interview saying, “In 1969, Bob and Shirley Papenhause ‘the F’ founded P&F Distributors with the mission of distributing tubing, safety cones and gas pipe to PG&E and eventually Southern California Gas. Their first location was just up the street at 501 Tunnel Road, San Francisco. In 1971, the company split with Mr. Fochman taking the tape line and founder Bob Papenhause keeping the P&F Distributors name and the

---

**Chairperson's Message**

By: Dilmohan Chadha, Brisbane Chamber Chairperson and President, Integrated Resources Group dilmohan@marblecompany.com

As the holiday season starts, we are fortunate to have the State of the City. Please take the time to attend the State of the City at the DoubleTree Hotel at 6:30pm on Thursday, November 10th. We will hear from our Mayor and the City of Brisbane on important matters that are vital to your business and our city. Our city leaders work hard to ensure that Brisbane remains an economic and vibrant community in which business flourishes.

---

**Your Voice Matters**

By: Alison Wilson, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

Recently, an editorial appeared in the San Francisco Chronicle regarding the Brisbane Baylands development. Contrary to the impression left by this editorial, no land use decision has been made regarding the Baylands project. While the Planning Commission has

---

**Letter to the SF Chronicle**

By: Mayor Cliff Lentz, City of Brisbane

Recently, an editorial appeared in the San Francisco Chronicle regarding the Brisbane Baylands development. Contrary to the impression left by this editorial, no land use decision has been made regarding the Baylands project. While the Planning Commission has
operate fusion equipment as well as provide certified fusion technicians to operate the McElroy Fusion equipment under the supervision and guidance of licensed contractors, our customers. Fusion is heat welding two separate pieces of HDPE and pressing them together to form a leak-free joint.

P&F Distributors moved from 501 Tunnel Avenue to another location in San Francisco at 909 Harrison Street. When the building at 511 Tunnel Avenue in Brisbane became available in 1978, the Papenhauses purchased it and moved to Brisbane. This location offered indoor and outdoor space for their extensive HDPE inventory. Sandy spoke about how Brisbane is the ideal location for both employees and clients, whether they are located to the north, east, Peninsula, or Silicon Valley. She continued, “Our employees enjoy working here because of the open space and small town atmosphere. And, they love Brisbane restaurants.” I learned the high value this company places on their workforce.

General Manager, Bob Ritter, who is also a Professional Engineer, commented, “When Bruce Papenhaus (Bob’s son) was in high school and landed a summer job working for PG&E, he was amazed that the HDPE pipe PG&E used could be coiled, rolled and stacked without losing its integrity. He learned first-hand the durability, strength and versatility of this building material. And how once the two pieces are fused together the pipe becomes one, with no leakage.” He ended saying that, “HDPE pipe is an environmentally sustainable option ideal for outdoors. It is non-toxic, chemical resistant, and tree roots cannot grow into it.”

I learned that HDPE is not brittle like the rigid plastic used for garden and irrigation piping. HDPE pipe is safe and durable. It was the only pipe system during the 1989 Loma Prieta, 1994 Northridge, 1995 Kobe, 2011 Christchurch and 2016 Chile earthquakes that did not fail. HDPE is a $2-billion-dollar North American industry providing a conduit for natural gas, potable water and wastewater. It is used worldwide because it does not leak. Today HDPE pipes are colored yellow for gas and black or gray for water and wastewater. Bob commented, “Today the majority of water distribution pipelines in the United States utilize HDPE pipe.” Paid employees enjoy fishing during a pipe’s lifetime. This results in pipelines with an expected and routine 10% leak rate. HDPE does not leak because the pipe and fittings are fused into one single piece, i.e. the molecules combine and integrate into one piece. It has a projected 100-year life expectancy and removes the 10% water leakage factor.” The use of HDPE has grown, and among its benefits are ease of installation, environmentally friendly footprint, and seismic safety. HDPE’s protection of potable water is recognized by more municipal water districts and public agencies every day.

P&F Distributors provide answers, technical expertise and input for projects not only at the inception of the project but while the project is in process. With a full line of HDPE inventory, fusion equipment and fusion technicians, P&F is able to assist their clients in completing projects successfully. P&F has experienced and knowledgeable staff available to its customers for the planning, ordering and problem solving stages of their project’s HDPE needs. Sandy added that they offer outstanding customer service with four locations; three in California – Brisbane, Bakersfield and San Bernardino and one in Reno, Nevada. The Papenhause’s son, David, manages the Reno Branch; with daughter, Susan, and son, Robert, working at the Brisbane Branch. It definitely is a family-owned and operated business with 29 long-term employees.

Sandy ended the interview stating, “We focus solely on HDPE and are experts in our field. We always answer the phone and believe in strong customer service. P&F’s goal is to help its clients successfully complete their projects. P&F Distributors is located at 511 Tunnel Avenue, Brisbane. They can be reached by phone (415) 467-4630, Fax (415) 467-1010 and on the web at www.PFDistributors.com. Stop by and say ‘Hi’.”

TWO CANDIDATES AT WHAT COST? ....
BY: CURTIS ROE, Treasurer and Board Member Brisbane Chamber of Commerce, CPA/Director - Finance, Purcell Murray, cre@purcellmurray.com

Two employees at the lemonade stand are interested in being promoted. One candidate claims the other candidate made few comments about the opposite sex. They suggested this was a clear indication that the competition is not suited for the promotion. The other candidate claims that the other candidate is married to a person who actually conducted lewd acts with a person of the opposite sex outside of their marriage. This candidate suggested this was a clear indication that the competition was not suited for the promotion. Thankfully, these candidates are only working at our lemonade stand and not running for president. But wait! I got that wrong! Fortunately at the lemonade stand, we don’t need to know the back ground details of a person’s personal life. We can rely on the fact that they are good employees who do their job well and try to stay focused on the important issues of the day.

According to both employees, they felt that $30k per year was not enough. The first answer was GO SELL MORE LEMONADE! But then we sat down and looked at the numbers. I told them that while $30k is their base salary, they really make more than that.

They didn’t include the 2 weeks of vacation time they accrued. Add $1,153.

They didn’t include their health insurance. The company is paying $800 per month. That’s $9,600 per year.

We have a section 125 health care plan in place. That means that our employees contribution for health insurance is paid for with pre tax dollars. The expense roughly $200 per pay period or $4,800 per year. Assuming a tax rate of 25%, we saved them $1,200.

They contribute 5% of their compensation to the 401k. That means they didn’t pay tax on $1,500 so they deferred $375 of tax expense. After we walked through this exercise we found out that $1,153+$9,600+$1,200 +$375=$12,328 and this is on top of the $30,000.

Now, did your candidate win the presidential election?
made a recommendation, the City Council is just beginning its review. On September 29th, the Brisbane City Council conducted its first hearing regarding the Baylands Development, a process that will consider the environmental impacts of potential site development and ultimately determine the future land uses for this area.

Planning for and developing the Baylands site is complicated. The area covered by the Baylands includes one of San Francisco’s former dumps and Southern Pacific’s former rail yard, both which are contaminated. In addition to the difficulty created in cleaning up the site, Brisbane will also need to take into consideration regional issues of traffic congestion on Highway 101, water availability, safety and building on unstable soils, and the costs of providing municipal services to this area once developed.

To help guide the planning process, Brisbane adopted a Sustainability Framework. The Framework, which incorporates Bioregional’s “One Planet Living’s 10 Principles”, identifies important components of a sustainable development. If the Framework is fully implemented into the planning of the Baylands, it would create one of the most sustainable developments in the country. The core pillars of sustainability—environment, economics, and social equity—will be woven into every building, park and transportation mode, creating a balanced approach to development that will be safe, engaging, and within the means of the Earth’s resources.

The City of Brisbane prides itself on being a leader in sustainability. We have been recognized by statewide organizations for our comprehensive approach to addressing climate change, reducing energy use, and decreasing greenhouse gas emissions. Brisbane was the first city in the state of California to be awarded the Gold Beacon Award by the Institute for Local Government. This year Brisbane will be further honored with a Platinum Level Spotlight Award for Sustainability Best Practices - one of only a handful of cities in California to receive this award.

The Baylands will no doubt be a proud product of our vision and values. We hope the larger community of the Bay Area will share in our enthusiasm and commitment towards responsible planning and allow the process to determine the best possible outcome.
The Federal deficit and debt situation is not as simple as it is portrayed by Mr. Roe (Luminary, September, 2016). Despite the advice of macroeconomists, the federal budget has been in deficit for 45 of the past 50 years. (By the way, macroeconomics is the branch of economics that studies the national-level variables such as income, employment, and price movements.) Most macroeconomists accept the advice of Professor John Maynard Keynes that national budgets should only deliberately run a deficit (annual expenditures exceeding revenues) when the economy needs additional demand. The debt incurred during the deficit years should be paid off by surpluses in the boom years (The General Theory, 1936). However, macroeconomists do not make budgetary decisions for the United States; members of Congress have that responsibility. The politicians in Congress know that businesses and people like government-spending programs from which they benefit. However, they don’t like paying the taxes that finance them.

Therefore, it is quite surprising when a President is able to get a surplus budget through Congress. Yet that is exactly what the Clinton Administration accomplished. In 2000 when President Bush took over the White House, he started with a budget surplus. However, that didn’t last very long. At his recommendation Congress passed tax cuts in 2001 and 2003 that mostly favored wealthy taxpayers. At the same time he and the Congress engaged in expensive military operations in Afghanistan and Iraq. In addition, a major new drug benefit was added to Medicare. These budgetary decisions made deficits inevitable.

During this same time the housing bubble and financial sector excesses were underway. Starting in 2007 the subprime mortgage security market began collapsing. The last straw was the bankruptcy of Lehman Brothers in September, 2008 that brought the global financial system to its knees. Financial institutions all over the world were failing. The Bush Administration and the U.S. Central Bank (the Fed) intervened extensively with massive bailouts, but it was too late to keep the Great Recession from happening. All of this occurred before President Obama was even elected.

Major economic downturns, especially those associated with financial crises, create havoc with public budgets. Reduced economic activity means less tax revenue while at the same time programs already in place expand significantly to help people in trouble. Examples would be unemployment benefits and food stamps. In addition, the Congress in early 2009 approved support to state and local governments as well as a small infrastructure program to provide jobs to the millions who were unemployed. Therefore, the deficit for 2008-2009 was 10% of the economy, three times the average of the post WWII era. But the Great Recession was the worst economic downturn since the Great Depression of the 1930s, and it was a condition inherited not created by President Obama. As the recovery has progressed, the budgetary deficits have returned to “normal.”

The net total debt of the United States has now reached over 70% of the economy, which is high but manageable. One aspect of manageability is the affordability of interest payments. Currently interest payments take only about 6% of the federal budget. If debt is incurred in the process of public capital investment such as education and infrastructure, the future returns will most likely be greater than the interest costs. Incomes earned from deficit-financed jobs facilitate the employment of out-of-work people whose economic contributions would otherwise be lost. Furthermore, the debt is almost never paid off. It is just continuously refinanced. Therefore, the narrative that debt inevitably creates a burden for our grandchildren is a myth, not a financial reality for viable economies like the United States.

However, that doesn’t mean that “deficits don’t matter,” as Vice President Cheney is reputed to have said. Deficits and the ensuing debt can become too big for an economy to manage. Interest must be paid, and bonds must be refinanced. If the credit markets lose faith in a government’s ability to manage its debt, the economy could suffer immensely. That has happened in Greece and elsewhere. However, the United States as the world’s most productive economy, with the world’s most valued currency, with very low inflation, does not currently have a deficit/debt problem. Those people obsessing about it are focusing on the wrong issue. What our grandchildren are actually going to pay for is our destruction of the natural environment on which all of our economic activity depends.
A huge thank you to Alta Motors for hosting our fall mixer on October 26th.

We enjoyed seeing the future of fast electric motorcycles and learning about this new technology in Brisbane.

With the change of the year, your Chamber elects a new board, I would like to thank you for being part of the Brisbane Chamber and to those business leaders who serve on the board of directors. It is election time for the Chamber. Our Chamber’s purpose gives us a road map to proudly serve and partner with businesses and government. I would like to ask each of you if you have a suggestion for a business person to serve on the board of directors? Currently we do have a full board. However, each year one-third of the board terms expire. If you are a member and would like to suggest someone for membership on the board, please contact the Chamber office at 415.467.7283 and/or e-mail mitch@brisbanechamber.org with your suggestions.

We, at the Brisbane Chamber of Commerce, are always trying to bring new businesses into our group which we believe is beneficial to both these businesses and the City of Brisbane. I would like to thank all our Chamber members for being active and invite new ones that are looking to give back to please contact us by calling Mitch Bull, CEO/ president at 415.467.7283 and/or email mitch@brisbanechamber.org. I also want to encourage all our citizens to support our local businesses both big and small. Economic vitality for Brisbane matters.

Have a prosperous October and November! I look forward to seeing you at the State of the City on Thursday, November 10th.
Date Time Description

November 2016

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

October 2016

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Date Time Description

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.

11/2 9-10am Brisbane Rivers Club Fun Run Sat - 10:30 am Start off Commercial Street, Brisbane To Suite, or Suite.
THE THINK BRISBANE — BE ENVIRONMENTALLY AWARE!

BEAKERS, BUBBLES AND BANANAS AT BRISBANE ELEMENTARY SCHOOL
BY: KAREN LENTZ, Brisbane Elementary School District Trustee

Eyes wide, every kindergartner in Miss Schneider’s class is mesmerized by the large bubble growing over a beaker. Cloudy mist swirls inside, pressure builds as the bubble strains and thins: suspense and big smiles in the classroom, hands cover ears in anticipation of a big bang that doesn’t happen. Just a soft “poof” and a roar of laughter as vapor cascades onto the table.

The second annual Science Exploration Day at Brisbane Elementary School was filled with such moments of excitement and discovery. BES Principal Andrea Katotakis explains, “Science Exploration Day gives students the opportunity to learn about science in a hands-on, engaging way, encouraging a genuine love for science.” This year, we were happy to welcome third, fourth and fifth graders from Panorama Elementary School.

Parent Meena Motwani originated and organized this special event. Working with Tony Palmer (BEST PTO Board), Irma Oliva (BES PTO President), and Principal Katotakis, Meena reached out to our community to find volunteers who were willing to give a morning of their time to bring the thrill and intrigue of science to our kids. “Science is all around us and only sometimes do we notice it,” says Meena. “Learning through play and exploration is the driving force behind our event. Our goal is to make learning science fun.”


Superintendent Ronan Collver shares his gratitude for our many presenters: “I was so happy to see members of our community bringing their skills and expertise to District students. I look forward to watching this event grow in the coming years and strengthen the relationship our District has with our towns.”

Do you have a particular interest in science, technology, art or music? Want to be part of the fun next year? No need to be a scientist or expert, just a love of science will do! Contact Meena (meenamotwani@hotmail.com), Principal Katotakis (akatotakis@brisbanesd.org), or me (klentz@brisbanesd.org) for more information.

FINANCIAL INTEGRITY
BY: Freddy Beamon, Brisbane Chamber Board Member
freddy.beaman@cnb.com  Tel: 415-576-2406 | Cell: 415-272-7223

When I started my career in banking over 16 years ago, my boss taught me to talk less and say more when visiting clients. She said this will help me understand from my client’s perspective what their goals and dreams are that they want to fulfill. This saying has helped me better understand my clients from running their business, to living their personal life. By understanding your clients, you can better partner to help them reach their goals. No business is ever successful on its own and needs a dedicated team of specialist helping them grow through the peaks and valleys. If you don’t have a relationship with your bank or looking for something better, please give me a call at 415-272-7223.

ANGELO’S ROOFING AND MAINTENANCE
Lic. 928824
Any type of roof...
• hot tar • rain gutters
• shingles • torch down
• tiles • modified bitumen
All work guaranteed. Fully insured.
1056 Shafter Avenue, San Francisco, CA 94124 P.O. Box 4418 Daly City, CA 94016
Phone: 415-305-5405 Office/Fax: 415-671-0105
We Pick Up and Deliver Your Car To You!
Call (415) 948-7881 For YOUR Personal Appointment
Bernard Bassi
cell (415) 948 7881
fax (415) 656 1055
mechanogarage@yahoo.com
130 Industrial Way
Brisbane CA 94005
mechanogarage@yahoo.com
We Pick Up and Deliver Your Car To You!
Call (415) 948-7881 For YOUR Personal Appointment
Bernard Bassi
cell (415) 948 7881
fax (415) 656 1055
mechanogarage@yahoo.com
130 Industrial Way
Brisbane CA 94005
mechanogarage@yahoo.com
Focal Pointe MEDIA
VIVID EXPRESSION
marketing, photography, web, design
415-508-9117
www.FocalPointeMedia.com
hello@alisonwilson.net
Follow the Palms on Sierra Point to “Brisbane’s Newest Dining Experience”

Globally inspired, regionally crafted, locally sourced with warm attentive service.

One on One’s, Team Building, Networking or Causal Conversation?

Daily Dining, Drink & Appetizer Specials

In Door & Out Door Seating Available

Reservations Accepted 650-871-8565

WhiteCaps, come for the Drinks + stay for the Eats.

WhiteCapsDrinksandEats.com

Find the value of your home at
www.RonDavis.com

Welcome to the Brisbane Village Shopping Center
Corner of Bayshore Avenue & Old County Road, Brisbane

American Tibetan Health Institute Inc.  Kang’s Home Corporation
Bay Area Pest Control  L. & D Bistro
Bethel Church of California  LAVA Restaurant
Christy’s Donuts  Lloyd’s Custom Jewelry
Daisy’s Taqueria  Magellan-Solutions USA, Inc.
Dry Cleaners &  Martial Arts Development
Super Laundermat  Nie Yang Architects
Epic Limousine Service  Pro Nails
Fitzgerald Dental  Saiquer BBQ
Green Spa  Sereneta, Inc.
House of Thai Restaurant  Subway Sandwich
Iris Gallagher E. A., Taxation  Tri-Yuki House Restaurant

For rental information, please call (415) 656-3528

These two-hour tours provide a behind-the-scenes look at the site and areas not accessible to the public, including the historic Roundhouse, the former railyard and clean fill operations. Learn about the site’s ecology, proposed uses, and plans for open space and sustainable development.

Children are welcome. Lunch will be provided!

In the event of rain, we will host a modified tour.

RSVP to info@brisbanebaylands.com by Fri, Nov 4th

Join us
Brisbane Village Shopping Center Parking Lot

LISTEN BE HEARD

LISTEN BE HEARD