Building Partnerships

BY: ALISON WILSON, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

I sat down with Reka Penner, Director of Sales at Homewood Suites by Hilton, to talk about her experience with the San Francisco Bay Area and her role at the hotel.

Reka began her professional career in the hospitality industry in Hungary. She received her bachelor’s degree in Economics with a focus on Hotel Management and Tourism from the Budapest Business School. She came to the United States seven years ago when she was offered an internship to be the Food and Beverage Supervisor at the Sheraton Denver West in Colorado. She has in-depth experience in planning and executing events, catering and sales. Her position before being Director of Sales at Homewood Suites was Senior Sales Manager at the Sheraton Denver West in Colorado. Continuing, she said, “With my experience as an event planner and sales manager, I listen and take the time to understand the needs of each customer and offer suggestions so that I can create the best package to serve each client. I am excited to be able to work in a company that has the Hilton Brand, a strong community culture, and provides customized travel experience for each of our guests. The values and culture of Sage Hospitality Resources, the management company of Homewood Suites by Hilton SFO North, is to create a focused and positive experience for guests and staff, creating places that people go to and not through. We strive to customize and enrich lives one experience at a time. Each of us at Homewood Suites takes a personal and professional relationship and nurturing these relationships are the main key to success. I am excited to be a part of the Homewood Suites’ family. This truly is a place for visitors to call home when traveling. Our guests often comment on the lagoon and the opportunity to walk on the San Francisco Bay Trail.”

Reka Penner, Director of Sales at Homewood Suites by Hilton SFO North

While our wholesale water supplier is not predicting mandatory reductions for this current snowpack versus the long-term median Hetch Hetchy Reservoir. The red line in the graph below (provided by the SFPUC) shows current snowpack versus the long-term median snowpack level shown by the dark black line.

BY: MAYOR W. CLARKE CONWAY, City of Brisbane, conway@ci.brisbane.ca.us

THE DROUGHT’S OVER, ISN’T IT?!

Well actually, no it isn’t. While the reservoirs that store water for the Hetch Hetchy Regional Water System are very high for this time of year, precipitation during this year’s rainy season is about 15% of the average year-to-date.

The challenge with reduced amounts of rain is that we also see reduced amounts of snow. That’s not only bad for skiers and snowboarders, it’s also really bad for our water supply. Winter rains bring snow to the Sierra Nevadas, and the snowmelt in the spring and summer is the primary supply of water to the Hetch Hetchy Reservoir. The red line in the graph below (provided by the SFPUC) shows current snowpack versus the long-term median snowpack level shown by the dark black line.

BY: ALISON WILSON, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

SUNSET GARAGE

BY: ALISON WILSON, Brisbane Chamber Editor/Marketing Director alison@brisbanechamber.org

S unset Garage has new owners... Zak Issa and Roy Eidson. Zak oversees the service area and Roy handles the front office. I learned that they have always worked on cars, attended car shows, and for 15 years have revitalized cars.

Both Zak and Roy earned their Mechanical Engineering Bachelor’s Degree at San Jose State University. Their extensive life experience includes professional work in the airline business. Zak likes to repair, build and design engines and worked for 26-years maintaining air crafts at San Francisco International. Roy is an U.S. Navy pilot and a 30-

>> Continued On Page 4

CHAMBER CIRCLE MEMBERS

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The Chamber’s Circle is a special group of members that have committed to support the Brisbane Chamber of Commerce through sponsorships. If your business would like to become a member of the Chairman’s Circle, please contact Mitch Bad, President/CEO at 415-467-1289 or e-mail mitch@brisbanechamber.org.
Sunset Garage, continued from page 1

BY: DAVID J. CANEPA
CLIMATE CHANGE EDUCATION
EMPOWERING OUR YOUTH: CLIMATE CHANGE EDUCATION
BY: DAVID J. CANEPA San Mateo County District 5 Supervisor, dcaneapa@smcgov.org, (650) 363-4572

The Northern California firestorm that ravaged Napa and Sonoma counties in October is a stark reminder that severe weather conditions can lead to devastating and deadly outcomes.

Record-high heat, dry vegetation and strong winds helped fuel a series of fires that forever changed the lives of our neighbors to the north. The fires were so bad they impacted the air quality in communities more than 70 miles away. The smokey air was so thick in Daly City that the Bay Area Air Quality Management District (BAAQMD) donated hundreds of respirators to residents.

Since its first meeting in 1995, the Air District has been dedicated to improving the air quality of the Bay Area. And now, almost 63 years later, we are still reminded of how important breathable, clean air is to our overall health.

Here in the Bay Area, the Air District aims to combat these staggering statistics on many fronts. Using strategies based on monitoring and limiting greenhouse gas (GHG) emissions, the Air District has carried out various programs to help reduce the toxic air pollutants we produce.

The BAAQMD also supports multiple youth outreach education programs that are science-based and focus on teaching the youth and their families on how to reduce air pollution. One program, Spare the Air Youth, educates and empowers Bay Area youth and families to take greener modes of transportation whether it is carpooling, walking, biking, or taking public transit.

The Air District’s Spare the Air program has also been an instrumental tool in fostering community awareness and reducing greenhouse gas emissions.

For in-class teaching opportunities, Protect Your Climate is a free-to-download, comprehensive climate change curriculum available on the BAAQMD website. Designed for students in the 4th and 5th grade, Protect Your Climate teaches about the many factors that affect our climate.

I am honored to sit on the Board of Directors for the Air District and to witness firsthand the important work we are taking to create clean air for Bay Area residents today. But I believe it is just as important to instill in the minds of our younger generations the importance of protecting our climate and air quality.

For more information, please visit the BAAQMD website at www.baaqmd.gov.

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Or call (650) 640-9875.
Mission Statement: The purpose of the Brisbane Chamber of Commerce is to create an atmosphere in which business prospers and the community thrives.

The Luminary is printed using recycled paper and environmentally-friendly soy-based inks.

EMPIRING OUR YOUTH: CLIMATE CHANGE EDUCATION
BY: DAVID J. CANEPA San Mateo County District 5 Supervisor, dcaneapa@smcgov.org, (650) 363-4572

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EMPIRING OUR YOUTH: CLIMATE CHANGE EDUCATION
BY: DAVID J. CANEPA San Mateo County District 5 Supervisor, dcaneapa@smcgov.org, (650) 363-4572
LEASE OR BUY? …
BY: CURTIS ROE, Treasurer and Board Member Brisbane Chamber of Commerce, CPA - Director - Finance, Purcell Murray, croe@purcellmurray.com

Have you ever wondered if you should lease or buy a car? Would you be surprised if the answer was yes? Really, it can be. It depends on a number of things. Many lease programs are set up so that the value of the car at the end of the lease is close to the net book value of a car that old. That is to say that if you were to buy the car new and drive it for three years, the value of the car if you were to sell it then is close to the buy out if you had leased it.

Where things get a little tricky are the miles the car is driven. A typical lease allows for 10,000 miles each year. If it is driven more, then additional money is due at the end of the lease in relation how many excess miles were recorded. Ideally, you would turn the car in with 30,000 miles. Now if only 20,000 miles were driven, the lease usually does not credit that back to you.

Leasing can save you some cash. Lease payments are almost always lower than financing payments depending on how much is paid on the front end, the term of the loan, and the qualifying interest rate. Leasing will leave you with no equity at the end of the lease. If you buy the car, make sufficient payments, take care of it and it holds it’s value, there is money to be had when the car is resold.

Lease payments are easily expedited against income when a car is used for business purposes. Depreciating a car and expensing it for business can also be done, but it requires more work. There is little risk of losing money in a lease. When the lease term is over, you return the car and that’s it. If you bought the car and nobody wants under the same term, you might take a loss on the resale. The leasing company will require that the car be in decent shape upon return. So you may have to buy new tires and fix some dents and dings.

If you lease cars, you will likely be in a new vehicle every few years. If you buy a car, chances are you will own it for more than 3 years. Leasing 2 cars for 3 years each would cost more than buying a driving the same care you buy a car, chances are you will own it for more than 3 years. Leasing 2 cars for 3 years each would cost more than buying a driving the same care you bought the car and nobody wants under the same term, you might take a loss on the resale. The leasing company will require that the car be in decent shape upon return. So you may have to buy new tires and fix some dents and dings.

Lease payments are easily expedited against income when a car is used for business purposes. Depreciating a car and expensing it for business can also be done, but it requires more work. There is little risk of losing money in a lease. When the lease term is over, you return the car and that’s it. If you bought the car and nobody wants under the same term, you might take a loss on the resale. The leasing company will require that the car be in decent shape upon return. So you may have to buy new tires and fix some dents and dings.

If you aren’t sure how much you will drive or you know you will drive a lot, buying is probably best for you. Otherwise, a low lease payment might get you into a better car than you thought you could afford. Lease or buy? Yes!

MONEY Matters

THINK BRISBANE — KEEP OUR ECONOMY STRONG!

STUDENTS, SCHOLARSHIPS AND SPRING …
BY: MITCH BULL, Brisbane Chamber President and CEO, mitch@brisbanechamber.org

Spring is upon us and that means the last quarter of the school year and the return of daylight savings time. The spring season is an important one for all of us at the chamber as we work with our business partners, the Brisbane School District, and the city to conduct a number of programs that benefit local students.

Our annual Brisbane Chamber Scholarship program is in full swing! For the 23rd year we are offering local high school seniors the opportunity to apply for a Brisbane Chamber Scholarship Award. A student either has to be a resident of Brisbane, or have a parent or guardian who works for one of the companies in the city, or city government. This year, the deadline to apply is April 18th. Applications are online at www.brisbanechamber.org, at Brisbane City Hall on the front counter, or at the chamber office.

We also encourage our readers and business partners to make a donation to the scholarship fund. Every penny collected for the scholarships is distributed to the students. It is a worthwhile cause that benefits our local kids. We have distributed over $245,000 over the 22 years of the program. We welcome any and all contributions as each dollar raised helps a student on their post high school journey. You can make a donation through the “eventbrite” link on our website, or just drop us a check made out to the “Brisbane Chamber of Commerce.”

Later in April, we will welcome our Lipman Middle School 8th grade students into our business and government offices in the annual “Students in Business and Government” program. This is our version of job shadowing, and the students learn about the skills and education required to pursue various career options. It’s a very unique program at the 8th grade level and an enriching experience for both the businesses and the students.

Earlier this month I spent a day at the State Capitol in Sacramento to meet and discuss issues with our elected officials. One of the core missions of “chamber work” is advocacy with our local and state governmental agencies, and meeting with our elected state officials is one way of having a dialogue about the issues that our communities face.

For this 2018 legislative term, the major areas of interest are expected to address the big issue of housing. The legislature has numerous housing bills in proposed form, both in the Assembly and State Senate. By some accounts, California has a shortage of 4,000,000 housing units. Obviously, here in Brisbane, the issue of land use and housing has always been a “hot” topic for debate and discussion. As our City Council works it’s way through the Baylands deliberations it will continue to be at the forefront of public awareness. What is proposed and ultimately approved in Sacramento will have an effect on all Californian’s. If you have thoughts or ideas on these matters, Assembly member Kevin Mullin and State Senator Jerry Hill want to hear from you. For a democracy to work, we need to make our needs known to those who represent us at all levels of government.

Lastly, a vibrant community has to have a balanced and vibrant business sector to ensure stable revenue for the community, and to be good corporate citizens who help to create an environment where we all can benefit.” Please remember to shop local when you can and support the brands and businesses that we have as friends and neighbors.

We are interested in ideas of what you would like to see in future issues of the Luminary and want to hear your thoughts. You can email us at: mitch@brisbanechamber.org, or send us a note at the chamber office.

FUTURE INVESTMENTS
BY: FREDDY BEAMAN, Board Member Brisbane Chamber of Commerce, Vice President - City National Bank, freddy.beaman@cshb.com, 415-272-7223

When was the last time you mentored someone? Helped this person learn more about themselves and in the process you learned more about you. In April, the Chamber sponsors a Students In Business program that allows 8th graders from Lipman Middle School to visit local business to gain more knowledge of how a particular company operates. This will be my 10th year participating and I learn more about myself through the eyes of these students. I hope we give these kids a perspective that they can use in the real world. I wish I had this opportunity when I was in 8th grade. It would’ve helped me grow in my journey of life. Remember, everyone has something to offer. We need more people like you paying it forward to future generations.

Please support your local programs. We never stop learning and this will ensure our future investments thrive. Thanks for reading and hope to see you at the next Chamber Mixer.

The Brisbane Chamber of Commerce is a 501(c)(6) non-profit organization that represents the business community of the City of Brisbane, California. The Chamber works to provide leadership, promote organizational and entrepreneurial strength, and facilitate an active community.
vibrant place to eat and sleep while away from home whether for business or pleasure.”

Reka and I spoke about the remodeled Homewood Suites. We toured the spacious 700 square foot conference room, pool, dining room, laundry facility, guest rooms, beds, and viewed the art. I saw first-hand the openness and welcoming atmosphere that has been crafted for visitors to encounter when they first walk in to the lobby and when they are enjoying a meal.

We spoke about the location of Homewood Suites and the positives of this location. Guests have access to San Francisco, SFO International Airport, Silicon Valley, good restaurants, Reka said, “Our guests talk frequently about the charm and safety of Brisbane. They want to experience the community they are staying at. They enjoy being able to run and walk on the San Francisco bay trails as well as using our gym and swimming pool.” I learned that guests at the hotel have breakfast seven days a week and dinner four days a week, complimentary shuttle service within 5 miles of the hotel, complimentary SFO shuttle service, grocery shopping and dry-cleaning services to name a few amenities.

Homewood Suites believes in good community citizenship. We believe in being a vital part of our community where we live, work and play. We are active in Sage’s Dollars for Dreams program and Hilton’s Clean the World program. In the past we donated to GatePath, whose mission is to empower people with special needs and supported our veterans, service members and families by giving backpacks filled with goodies that were handed out at San Francisco Airport USO.

In closing Reka spoke about the honor points and local discounted rates. You would like to learn more about Homewood Suites by Hilton SFO North, Sage Hospitality, host an event, book a room, stay a week, or apply for a job please contact the hotel at (650) 589-1600. You can find Homewood Suites on the web on homewoodsuites3.hilton.com and social media. Contact Reka at Reka.Penner@hilton.com or call her at (650) 246-1184 to find out more information and to see how the Homewood Suites can fit your corporate and personal needs.

Stop by for a tour or to visit and welcome Reka to Brisbane!
YOU’RE INVITED!

EARTH DAY CELEBRATION
Blue Line Transfer Station • 500 E. Jamie Ct.
April 21, 2018

10am-12pm—Annual Backyard Composting Workshop
Sponsored by San Mateo County Office of Sustainability

Noon-1:30pm—Family Activities & Blue Line Facility Tour

RESERVATION REQUIRED: 650.589.4020 x 105 or info@ssfscavenger.com

SPRING GARDENING?
Submitted by Teresa Montgomery, Brisbane Chamber Board Member and Sustainability Manager at SSF Scavenger Company

If spring weather has you doing yard work, consider these eco-friendly tips:
• Put in permeable hardscape that allows water to soak in rather than run off
• Install a rain collection system for roof run off
• Cover all soil with mulch or plants
• Control pests and weeds by using organic or at least less-toxic products
• Plant native vegetation

Instead of buying all your seeds and plants, rescue some from your kitchen pail—snap peas and tomato seeds grow fast when planted; chives, lettuce, and celery quickly regenerate when the base of the stalk is placed in water; cuttings from potatoes, onions, pineapples and may other fruits also regenerate with ease!

For additional green gardening tips, attend the Backyard Composting Workshop at Blue Line Transfer Station on April 21 (see announcement on this page), and visit www.smcsustainability.org/waste-reduction/composting/ and www.flowsboby.org.

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THINK BRISBANE — SHOP LOCALLY!
CALENDAR

Brisbane is a vibrant city with clubs, businesses, restaurants, and civic activities that enhance the community's quality of life through service, education, leadership, and economic growth. To list your event in the Community Calendar, e-mail alison@brisbanechamber.org.

Date Time Description
2/28 9-4am Commercial Street Sweeping Wed Includes Visitsacion Avenue Vehicle citations Information: dcannon@brisbaneca.org
5:30pm Jefferson Union High School District Conference Room 50 Park Place Info & agenda: http://brisbanecare.org/print/jefferson-union-high-school-district-city-2016-subcommittee-02-21-2018
6pm Brisbane School District Board Meeting Meeting Panama Elementary School 25 Bellvue Ave, Daly City 94005 info: brisbaneschools@brisbanemd.org
3/2 7pm – Brisbane Farmers Market Thurs 7pm West Coast Farmers Market Association Community Park Info: (415) 290-3549
4:30 Open House with Sen Jerry Hill & District Office 1318 El Camino Real SUites 302 and 303 Sun. Mat., CA 94005
3/3 7-8:30pm Financial Fitness Money + Health = Wealth Mary Woyng Insurance Services 1383 El Camino Real, Burlingame, CA 415-793-7979 www.marywongins.eventbrite.com
8:00 City Council Special Mtg – Brisbane Bayfronts Community Meeting Room 50 Park Place Info & agenda: brisbanecare.org, 72 hrs. prior org
3/4 8:30am – Earth Hour Sat Tom Off Your Lights Info: http://brisbanecare.org/earth-hour-2018
9am – Women’s Leadership Conference 3:30pm Canada College 4201 Farm Hill Blvd Info: http://scwomenslead.org
3/7 9am San Mateo County Board of Supervisors Tues – 12 noon Mid-Report 400 County Center, 1st Floor, Redwood City
7:30pm Planning Commission Community Meeting Room 50 Park Place Info: Albertio Viana avai@brisbaneca.org
3/9 7-8am Commercial Street Sweeping Wed Includes Visitsacion Avenue Vehicle citations Information: dcannon@brisbaneca.org
10am Drop In and Volunteer – 12:30pm Mission Blue Nursery 1 Mission Flora Parkway Info: nursery@mountainwatch.org
6:30pm Open Space & Ecology Committee Community Meeting Room 50 Park Place Info: Adrienne Etherton aetherton@brisbanecare.org
3/29 7pm – Brisbane Farmers Market Thurs West Coast Farmers Market Association Community Park Info: (415) 290-3549
MARCH 2018

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THANK YOU BRISBANE CHAMBER

Dear Brisbane Chamber of Commerce, Thank you so much for your generous $1,000 donation to G3. G3 (Guerrilla Gardening Gangstas) is a grass-roots organization committed to beautifying downtown Brisbane, specifically Visitsacion Avenue. With its group of 14 volunteers, G3 has successfully installed planter boxes at local businesses and residences, planted in existing garden plots, established new plots, painted walls, gates and fences ... AND is currently working on a mural at Julie’s Deli. Volunteers also spend time weeding, sweeping, and picking up trash along Visitsacion Avenue. G3 will continue its beautification projects in the months and years to come.

Thank you again, for recognizing and acknowledging G3’s work through your generous donation.

Sincerely,
Sue Cochran, Dan Carter, Nick Corman, Karen Cunningham, Danette Davis, Susan Fraune, Wendy Frisk, Leesa Greenlee, Tina Hemmig, Bob Hoffmaster, Heidi Levison, Rene Marmion, Frank Martin and DeeDee Porter.
FOCUS On Education

GREETINGS FROM SOUTHERN HILLS

My name is Raul Alcaraz and on November 15, 2017 I was appointed as a trustee of the Brisbane School Board. As a long-time resident of the community and advocate for our school district, it is an honor to be a part of the current board and represent the community that I was raised in. I have lived in Southern Hills for over 30 years and my wife and I have had the privilege of watching our 3 daughters attend the Brisbane School District. Two of our daughters attended Panorama and Lipman and graduated with honors. They then continued on to the schools of their choice, which is a testament to the education and support they were given in our school district. Our youngest is currently attending Panorama and is in the first grade. I can not explain the happiness I feel when I speak to my daughter and she shows the excitement and interest of learning with her peers at Panorama School. I am very proud of our school district and the attention our teachers and staff dedicate to our children.

In the communication that I have with our teachers and staff, I recognize the joint initiatives and strategizing that takes place at all three schools in our district and I believe that is a huge part of our success. Recently, I sat down with Sarah Neidhart, the principal of Panorama, and she gave me some exciting updates on projects that are currently happening at Panorama School and districtwide. Here are a few:

- **Playworks:** This year Panorama School implemented Playworks. Playworks is an organization that helps schools create play environments that are inclusive and safe. Studies show that recess matters and a thoughtful approach to recess improves children’s physical health and social and emotional learning. Panorama has restructured recess time so that all students are engaged in play. Junior Coaches serve as leaders and teach students new games. They are the leaders of play and work to demonstrate fair and inclusive play.

- **KaBOOM! Grant:** Panorama has made it to the third phase of getting accepted for a KaBOOM! grant that will potentially pay for approximately 90% of a brand new playground! This is an amazing opportunity that will give the Panorama community a chance to design and build a new playground with the expertise and guidance of a KaBOOM! Project Manager.

- **Teachers College Reading and Writing Workshop:** Teachers College Reading and Writing Workshop offers the best in literacy professional development and we are honored to be joining a group of educators who are committed to turning classrooms into richly literate reading and writing workshops. Congratulations to Billie Yagi, Donna Hong, and Mark Sanchez (Panorama School), along with Joyce Jacobson (Brisbane Elementary School) and Traci Storer (Lipman Middle School) for getting into Teachers College Reading and Writing Summer Institute.

- **PK-3 Close the Gap Grant:** The Brisbane School District received a $10,125 grant from the Silicon Valley Community Foundation to spend on Playworks in preschool classrooms. Playworks is an organization that helps schools create play environments that are inclusive and safe. Studies show that recess matters and a thoughtful approach to recess improves children’s physical health and social and emotional learning. Panorama has restructured recess time so that all students are engaged in play. Junior Coaches serve as leaders and teach students new games. They are the leaders of play and work to demonstrate fair and inclusive play.

- **Foreign Language in the Elementary School (FLES):** Panorama offers a Spanish FLES program to all students taught by Ms. Holsen, who has over thirty years of experience supporting students with language acquisition and teaching in bilingual classrooms. She creates a warm and welcoming environment where students become immersed in the Spanish language and Latino cultures.

These are just a few of the many initiatives being worked on at Panorama School and I look forward to hearing about their progress. The Brisbane School District is blessed to have such committed teachers, staff and leaders. With all of the work that is done by so many, I appreciate the time that is invested in our children as we all work towards our vision of “Building Thoughtful Citizens.”

BY: RAUL ALCARAZ, Brisbane Elementary School District Board Trustee, RALCARAZ@brisbanesd.org

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