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A Community Newspaper

PLEASANTON PATHWAYS

BULK RATE
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Pleasanton, CA
Permit No. 182

Volume V Issue III

Pleasanton, California

February 9, 1987

AT&T Celebrates First Transatlantic Telephone Calls

Exactly 60 years ago this month, people in New York and London picked up telephone sets and did something no one had ever done before — talked to each other over a direct communications line.

On that first day of service, 31 calls were placed between New York and London. Today, more than 225,000 calls are made each day between the United States and the United Kingdom.

Those first transatlantic telephone calls also were not the bargain that international service is today. Back in 1927, the cost of a three-minute conversation between New York and London was \$75. Today, that same call costs as little as \$2.71.

The technology behind international calling has changed almost as much as the price. The first transatlantic calls were transmitted via high-frequency radio waves that were bounced off the ionosphere to predetermined destinations. Today, AT&T transmits international telephone calls over a mix of satellite and undersea cable communication circuits.

For nearly three decades, however, high-frequency radio was the only technology that allowed Americans to talk to people in a growing number of countries. That method of transmission is still used by AT&T's High Seas Radio Telephone Service for ship-to-shore communications.

In 1956, the TAT-1 cable was installed between the United States and the United Kingdom.

The introduction of satellite technology in 1962 made great strides in opening up the world to telecommunications.

The next big leap in transatlantic communications technology will come to fruition in 1988 when the first transatlantic lightwave cable system — TAT-8 — goes into service.

TSM

Staggering Work Hours Helps Relieve Peak Commute Hour Traffic

Despite Pleasanton's surprising success with its TSM program, a majority of commuters still arrive and depart from work during peak commute hours: 58% arrive during the morning peak-hour; and 51% take off during the afternoon peak-hour.

But the morning and afternoon commute periods have begun to spread. "We've had great cooperation with AT&T in staggering the work hours of its employees," said Gilpin. "Some work shifts start as early as 5 a.m., while others

begin as late as 9 a.m., resulting in a relatively low impact on the peak commute hour." With 3,257 employees, AT&T is Pleasanton's largest single employer and has achieved a reduction in peak-hour traffic among its employees of 43%.

Other companies that have made great strides by reducing single-occupant trips by more than 50% during the peak commute periods include: Kaiser Sand (175 employees, 95% reduction); EG&G Energy Measurements (80 employees,

76% reduction); Berkeley Glaslabs (55 employees, 74% reduction); Kaiser Aluminum (317 employees, 63% reduction); Hilton Hotel (200 employees, 61% reduction); Safeco Insurance (127 employees, 59% reduction); Proficient Foods (81 employees, 55% reduction); and Nuclepore (59 employees, 52% reduction). Even city hall got in the act by registering a 64% reduction among its 267 employees.

"The TSM Ordinance has teeth because of peer pressure," observed Gilpin. "No company wants to be the one that stalls the program's intention and momentum. There's also the power of positive reinforcement at work here. The better the program operates, the more efficient our roadways, our parking lots and the companies themselves become."

A task force is responsible for ensuring that the goals of the ordinance are fulfilled. The force consists of representatives from each employer — or multi-tenant building — with 100 or more persons, from each transit authority serving the Pleasanton area, concerned local merchants and Transportation Manager Gilpin.

The task force has had some input and success in the city's planning process, too. "As a direct result of our recommendations, the Pleasanton City Council required sidewalks and bicycle lanes to be

Entrepreneurial Spirit Runs In Family

Cards N' Collectibles, one of downtown Pleasanton's newest shops in the 400 Main Street Building, is not only a new addition to the Main Street retail family, but also has a long family history itself.

Current owner, Carol Langer remembers back to her childhood when she and her sister spent all their weekends at their grandparent's first card and gift shop in Berkeley. Her grandmother, Vera Burr, remembers when the business started out as a painting and contracting operation!

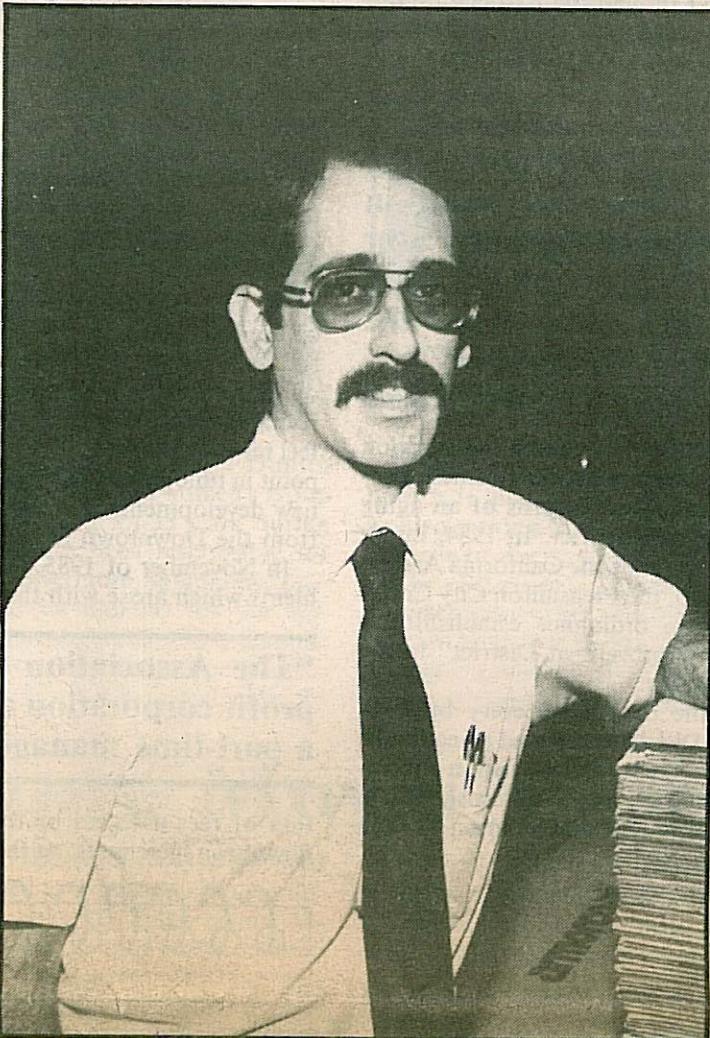
Francis and Vera Burr took over the painting business from Francis' father in 1946 and in 1947 they re-opened the paint shop on San Pablo Avenue in San Pablo. In 1955 they again relocated next to Spenger's Fish Grotto on University Avenue in Berkeley.

In an attempt to create interesting window displays to entice customers to come into the shop, Vera Burr brought items from home to place in the window and to her surprise, people began buying them! Langer added that customers also encouraged her grandmother to add two racks of greeting cards too, which "Gramme said would be too many to ever sell!"

The demand for the cards and gifts at the shop soon required the Burrs to start shopping at the gift mart in San Francisco. By the time they left their Spenger's location and set up shop again in Alameda, where it has been since 1974, they had more than ten card racks and hundreds of gifts lined the display shelves.

"In fact," said Langer, "the business has grown over the years from a 500 square-foot paint shop into our new 3000 square-foot home at the corner of Main Street and West Angela, and now offers Pleasanton customers over 10,000 different card

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Al Armelline

Honest, Upstanding Citizen Award

Special plaudits to Al Armelline, operations manager of Security Glass Systems of California, 1032 Serpentine Drive. Armelline gets the honest, upstanding citizens award. Armelline found a women's purse in a local shopping center parking lot and turned it over to the police who in turn got in touch with the owner of the purse. The owner was relieved and very grateful to have her purse back in her possession within a very short period of time. "Not one item was missing from the purse," she commented. The happy owner, who preferred to remain anonymous, extends heartfelt thanks to Al Armelline and Pathways salutes this honest, upstanding citizen.



Gail Gilpin, Transportation Systems Manager for the City of Pleasanton and Karen Fraser-Middleton, Hacienda Business Park Transportation Manager, discuss the Transportation Task Force and the business park and city's combined efforts toward commute programs, on the set of Bay Talk, a locally-produced cable television talk show.

added to Johnson Drive," said Dale Chestnut, chairman of the TSM Task Force, and an AT&T employee. "We look at the addition of a bike lane on Johnson Drive as a real victory for the task force," added Chestnut, "because if we can incorporate transportation alternatives into the infrastructure, it will give TSM a permanent role in Pleasanton."

In addition to adhering to the recommendations of the force, several of Pleasanton's larger corporations have sponsored special events to promote TSM internally. The owners association at Hacienda Business Park, the largest such business development in Northern California, has sponsored a parkwide transportation fair the past two successive years. The fair has featured vintage cars, fashion shows, health and fitness exhibits, and information from transportation agencies. More than 1,200 people attended last year's fair.

Clorox held a special bike-to-work day for its 400 employees, offering prizes, company lockers and free safety checks on equipment to those who biked to work. Viacom International produced a special employee newsletter to inform staffers about the benefits of TSM, which include preferential parking to those commuters

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FYI is a bi-monthly column featuring guest writers. This column is by Gene Finch, the owner of Gene's Flooring and Interiors in Pleasanton.

I moved to the valley in 1965, and became a resident of Pleasanton in 1966. That same year, I established a retail business in downtown Pleasanton. I have been married to Gene Ann Finch for 25 years, and we raised two children, Jeff and Julie. We were very active in the local soccer and little leagues when the kids were small.

Our motivation for moving to Pleasanton, like most other families, was the small-town atmosphere. Pleasanton, at that time, was around 12,000 in population.

On The Street

If you had a choice that you could own your favorite car, which one would it be and why?

Supervisor Ed Campbell

"Mercedes SL. It's nice and sporty. I know a dealership is coming to Hacienda Business Park, but I will not be able to be one of their first customers."



Peggy Dooley

"Porsche, the real jazzy one. It's sporty, sleek and a fun one."



Manula Traylor

"928S Porsche. I've had one for the last 10 years. They're wonderful. It performs well and is fast and sleek."



Jack Smith

"Alfa Romeo. Because it was the winner of the Zagato. I have had other Alfa Romeos."



Pat Syce

"Rolls Royce. If I can have a choice at no cost to me. I want the best."



Bob Burris

"Aston Martin, which I have. It has the comfort I enjoy."



I have been associated with the Chamber of Commerce, Junior Chamber and was also a member of the old "Merchants Association" for the downtown. I am presently a member of the Rotary Club.

The old merchants association wasn't really an association as such, but more like a coffee klatch. Past members were Frank from Frank's TV; Jack Kolln from Kolln's Hardware; the people from Dauthery's Department Store; Joyce Getty from the Gingham Corner and Melda Telford from Telford's Realty, to name a few.

We met periodically at Dean's Cafe to discuss the downtown problems and what to do about them. Most of the time, things rocked on as though the Association did not exist. Fortunately, in 1979, the Pleasanton Downtown Association was founded.

"We feel revitalization of the downtown at this point in time should take priority over any new developments that would take away from the Downtown Masterplan."

The Pleasanton Downtown Association was formed by a group of business people to address the concerns of an aging central business district. In 1984, under provisions made by the California Assembly bill #1693, the Pleasanton City Council passed an ordinance establishing a "Business Improvement District" in the downtown area.

Under the ordinance, every business within the District is assessed an equitable annual fee. The fee is based upon a formula applied to the business license tax, according to the type and location of each business.

Fees are collected by the city and forwarded to the Association to formulate, initiate and promote programs which, when supplemented by individual business dollars, add up to an effective marketing impact on the community.

The Association is a non-profit corporation employing a part-time manager. The effectiveness of Association pro-

"... in 1979, the Pleasanton Downtown Association was founded."

grams, however, depends upon the commitment of its members.

Through active involvement in Association programs, individual businesses improve themselves while contributing to an economically vital and increasingly attractive central business district. The committees are: promotions, new business development, communications and beautification.

We have a budget which addresses the committees, mentioned above. Presently the Association, along with The Chamber of Commerce, is actively supporting the revitalization of the downtown sector. We feel revitalization of the downtown at this point in time should take priority over any new developments that would take away from the Downtown Masterplan.

In November of 1985, there were problems which arose with the implementa-

"The Association is a non-profit corporation employing a part-time manager."

tion of fees assessed by the city on the downtown merchants. At that time, Karen

Mohr was appointed as a liaison from the City Council to help the Downtown Association define its fee schedule and priorities. A new Association format and board of directors was formed from the old Association, and I now serve as president of that new entity.

The components of a healthy economic community are many: a well-balanced retail sector, consistently promoted; a complimentary business/professional population; cultural facilities; an esthetically pleasing environment; and favorable public perception of the area.

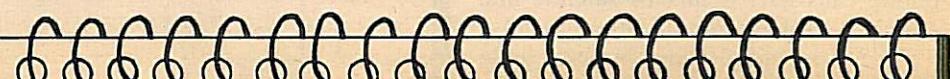
The Pleasanton Downtown Association exists to initiate and coordinate effective promotion of the central business district for the benefit of all who do business here, whether retail or professional.

Programs supported by the Association

"The Pleasanton Downtown Association was formed by a group of business people to address the concerns of an aging central business district."

include the following: initiation and coordination of retail/promotional events and institutional advertising, community involvement events such as the summer concerts in Wayside Park, and Heritage Days. Development of communication materials for members and the community including newsletters, brochures, maps and directories. Dialogue with the city government on common concerns such as parking and public improvements.

In summary, I feel that we are on the threshold of major accomplishments not only for the downtown area, but for the city as a whole, so that we can all be proud to live in Pleasanton.



Notes From Lilly's Pad

Dolls, dolls and more dolls! As each year goes by a new doll seems to come on the market. However, I feel I have the best doll obtainable.

She is soft, cuddly, loveable, friendly, warm, squeezable and very active. The best part, no batteries are needed nor are there any strings to pull or keys to wind.

Her name is Kelle, she is 15 months old and is a real live doll. Spoken like a true grandparent, right?

Kelle and I had a very fun day recently. It was just she and I at play. The rest of the family was out for the day doing their duties.

In our family room, Kelle has two shelves of toys. The minute she arrives in the house she heads to these playthings and acts as though she has never seen them before. However, she does have her favorites and knows what they should do, but doesn't know exactly how to make them operate.

It's really amazing what a difference a week or two makes in the growth of a child. When we played with a few of her items a couple of weeks ago, she was unable to accomplish some of the tasks. She tried but just didn't have the dexterity to do the job.

This time around she caught on and was able to perform the challenge put before her. And she loved it! She is not just enjoying the accomplishment, she also has to check to see what makes it operate.

She is beginning to talk and repeats words like a talking bird. Although she doesn't have the vocabulary for telling you exactly what she wants, she plays a good game of charades to communicate. This kid could be headed for an academy award!

It's fun being a grandparent. It lets a person enjoy youth and remain young.

As a parent, one has the same opportunities of enjoying their children, however, some how it is different. Perhaps it's the work and concern of a parent that keeps one from totally enjoying the offspring.

As a grandparent, these responsibilities are behind you, and one gets to dote on the child and relish in the training for which the parents are accountable.

Being a grandparent allows you all the pleasures of children without the daily on-call duty, the nightly trips to heed a crying call or the daily discipline that often hurts you more than the child.

Nor are you tied down to hours of routine work, the washing, shopping, cooking and cleaning.

It's fun being a parent as well as lots of work, but I'm certainly enjoying being a grandparent. And so is you-know-who!!!

Personality Profile

Active AAUW Member Enjoys Benefits of Organization

"Facing today's challenges requires more skill and confidence than ever before. According to the American Association of University Women (AAUW), a woman's college degree, talents and commitment are her keys to the future."

Pleasanton resident and business woman Joan Zehnder, has been active in the AAUW since 1973 and confirms the benefits of being a member of the largest and oldest national organization for the advancement of women and education.

An owner of nine Kavanaugh Liquor stores with her husband and two brothers, Zehnder joined AAUW originally because she loved to read. "The AAUW has several special interest groups within the organization that appeal to a variety of women. After reading "Turn of the Screw" by Henry James, I found it marvelous to be able to discuss the book with others. It made reading more enjoyable and rewarding, and my interests in AAUW grew from there to include public speaking, legislative committee work, convention organization and any number of other learning experiences," she said.

An active member of the local Livermore-Pleasanton-Dublin AAUW branch for more than 14 years, Zehnder has been involved in all aspects of the organization from recording secretary and program chairman to president of the local branch and past State Meetings Coordinator for California. "I really enjoyed planning the statewide conventions and conferences,"

she admitted, "because I'm a star-watcher from way back. In this capacity I had the opportunity to meet and spend time with some of the top women's movement leaders like Gloria Steinem, Betty Friedan and Jessica Savage."

Currently, as California's Program Vice President, Zehnder is overseeing a 20-member committee which develops conference programs and coordinates national and state issues undertaken by local branches.

According to Zehnder, the 1987 issues are "Women's Work, Women's Worth" and "Public Support for Public Education". Both programs require local branches to survey their respective communities to determine the status of particular concerns to women.

Zehnder emphasized her delight in the AAUW process by which it trains branch leaders and aids women in the pursuit of education and individual achievement. "AAUW's main thrust is to develop women's education and personal growth, and to improve equity for women," said the active Zehnder.

The Livermore-Pleasanton-Dublin branch of the 100-year old women's group has been in existence for 35 years, during which time it has been responsible for creating the Livermore Symphony, providing the initial impetus for the new Pleasanton Library study and numerous local scholarships totaling over \$35,000.

The AAUW awards approximately



Joan Zehnder is a busy lady running Kavanaugh Liquors and coordinating AAUW events and programs.

\$2000 per year to local women for higher education scholarships. Women must be local residents or graduates of a local high school, and must be juniors or seniors in college to be eligible. Zehnder did emphasize, however, that the local AAUW branch is also very supportive of those women seeking further education for the purpose of re-entry into the job market.

The 170-member branch is looking ahead to a busy 1987. The Spring Convention in April will be hosting ABC commentator Linda Ellerbee; it is planning a Home & Garden Tour in Pleasanton on

May 16 to raise scholarship funds; and Women's History Month will be celebrated with the branch's annual essay contest for Tri-Valley junior high students, entitled "Women Who Have Shaped the 20th Century". Applications can be obtained at any of the schools or local libraries and must be submitted by March 16.

For information about the American Association of University Women and their programs, call Cindy Raymond at 829-4106.

Local Sports Store Moves To 438 Main Street

George Ravera and Steven Krahne, two of Pleasanton's most active youth sports enthusiasts, have relocated their All Seasons Sports & Custom T's shop to 438 Main Street in downtown Pleasanton.

Ravera and Krahne purchased the ten-

year old team sports business in 1985 and have continued to provide quality equipment and service to Tri-Valley teams. According to Ravera the shop is also developing a custom T-shirt aspect of the business which will set All Seasons Sports & Cus-

tom T's apart in the sports community.

The shop currently caters to team sports providing custom uniforms, equipment and supplies to area soccer and baseball leagues as well as a variety of other team sports.

A lieutenant with the Alameda County Sheriff's Office, Krahne has served on the board of directors and as president of the Pleasanton American Little League for more than 13 years. He is a Club Register for Tri-Valley Minor Hockey and is an active member of the Parks & Recreation Commission for the City of Pleasanton.

Ravera, who is experienced in retail business and management, has also been active in local youth leagues. A little league coach of four years, Ravera decided to purchase a small business and came upon All Seasons Sports. Due to their sons' sports activities, he and his wife Linda decided to purchase the shop. The next goal was to find a partner willing to be as involved and enthusiastic as they were. Enter Steve Krahne and his wife Joanne.

"It was a natural thing for us to get involved in," said Krahne. "I wanted to continue my contact with youth sports

after my kids were no longer involved, and I thoroughly enjoy athletic competition and kids."

The two make a "perfect team" with Ravera's retail business background and Krahne's sports knowledge and community involvement.

"We hope All Seasons Sports & Custom T's will continue to grow in keeping with Pleasanton's future development. We plan to continue to fulfill area sports participants' needs as well as service the growing custom T-shirt market," Ravera emphasized. He indicated that there is a growing interest in the Pleasanton area for custom T-shirts, not only for sports and school activities but now for business and community volunteer activities as well.

All Seasons Sports & Custom T's is open Tuesday through Friday from 10 a.m. to 6 p.m. and Saturdays from 10 a.m. to 5 p.m. at their new Main Street location. For information call 462-5154.



Steve Krahne and George Ravera talk sports and T-shirts.

California Ranks Second

High Rising Costs Of Teen-age Pregnancies

"Teen-age pregnancy cost U.S. taxpayers at least \$16.6 billion in 1985, a figure nearly double the cost estimate for such births a decade ago," commented Mary Delbel of Scripps Howard News Service. A recent study on teen-age pregnancy was conducted by the Center for Population Options. Among the states, California ranks second in the nation for adolescent pregnancy.

Closer to home, Denise Peebles, case management specialist for the East Bay Perinatal Counsel, reports their agency serves over four hundred teens in Contra Costa and Alameda counties.

The Tri-Valley, faced with a similar frequency of incidence, has recently been able to deal with the growing pregnancy problem through a new pilot project called Transitions, a collaboration of School Age Mothers (an alternative high school

program serving teens in the Tri-Valley area) and Career Links (a student internship program sponsored by the Valley Volunteer Center and the Amador Joint Union High School District).

A cooperative effort between the two programs, Transitions focuses on reducing the number of teen pregnancies, offering services to teen fathers and directing participants toward satisfying employment.

Any income-eligible youths, ages 16-21, who are teen parents (male or female, including pregnant teens) are eligible to participate in the program according to Transitions spokesperson Ellen Turner. "We offer a series of activities to help teen parents and pregnant teens find permanent part-time employment to complement their continued education and help their financial situation. We're pleased to

say that we've been successful with those students with whom we have worked, and we're hoping more will contact us," said Turner.

Activities in the Transitions program, which is located at Dublin High School, include individualized personal and educational counseling, parenting skills and family planning assistance, pre-employment skills training, tryout employment and school-to-work transition guidance. "The real benefit to employers," Turner emphasized, "is that wages for the tryout periods are paid to the teens from funds awarded to the Transitions project. Everybody wins!"

Young parents, employers, school counselors and others wishing to learn more about the new Transitions program, may call Ellen Turner at 829-6942 or Program Coordinator Virginia Lyon at 829-4958.

31 Ways To Say "I Love You"



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(Located in Flair Market Shopping Center)

BUILDING BLOCKS

by Christina Jencks and Michael VanPelt

PRESIDENTS' DAY

February brings about a good opportunity to discuss the concepts of honesty and cooperation as we celebrate George Washington's and Abraham Lincoln's birthdays. While engaged in the following edible activities with your child be sure to take the time to relate some of the historical stories about each of these men.

ABRAHAM LINCOLN

Pretzel Log Cabin

Long ago whole communities got together to build log cabins. Obviously this took a lot of cooperation. You and your child can re-enact the raising of a log cabin.

What You Need:

9 oz. bag of pretzel logs
Small jar of cheese spread

What To Do:

1. Lay green construction paper on table for grass.
2. Divide pretzel logs between you and your child.
3. Lay the pretzels in a crisscross fashion to form a square, using cheese spread as mortar.
4. Take turns adding logs to the cabin and assist each other with the "mortaring" and placement of logs.
5. Fold brown paper in half and lay carefully on top for the roof.

To Expand The Activity:

Talk about:

- The square shape
- The color green
- The color brown
- The meaning of cooperation
- Descriptive words, i.e. salty, crunchy, etc.

Taken from *Crafts for Kids, A Month-By-Month Idea Book* by B.L. Dondiego

GEORGE WASHINGTON

Cherry Thumbprint Cookies

The infamous cherry tree story gives parents the opportunity to reinforce the concept of honesty with their children. Little George's statement "I cannot tell a lie", can be used throughout the year to remind children of the importance of honesty.

What You Need:

1 tsp. vanilla
2 cubes of butter
2 egg yolks
½ c. brown sugar
2 cups flour
½ tsp. salt
Maraschino cherries

What To Do:

1. Preheat oven to 350° F.
2. In a large bowl, mix together the vanilla, butter or margarine, egg yolks and brown sugar until creamy.
3. Add the flour and salt. Mix well.
4. Have children roll the dough into 1" balls and place them on greased cookie sheets.
5. Ask children to make a thumbprint in each ball and then place a maraschino cherry in each thumbprint.
6. Bake for 8 to 10 minutes. Makes about three dozen cookies.

To Expand The Activity:

Talk about:

- The color
- The color yellow
- The meaning of honesty

Taken from *Seasons and Holidays, Macmillan Early Skills Program*

CHEESE FOR LESS! CHEESE & US!
87¢ CHEESE

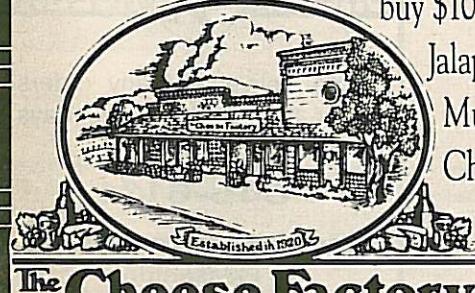
Buy 5 lbs. California Jack or California Cheddar at **\$1.79/lb.** (WOW!) with this coupon OR

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Jalapeno Cheddar, Garlic Jack, Hot Jack,

Mushroom & Onion Jack or Salame

Cheddar for 87¢/lb. Offer expires 2-28-87.



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1986 International Bus Rodeo Champion Rick Vierra proudly displays his trophies.

AC Transit

Industrial Bus Rodeo Champion

When we think of a rodeo, usually bronco busters, cattle roping and clowns come to mind. But Rick Vierra recently maneuvered a 27,000-pound, double axle AC Transit passenger bus through several precision and obstacle courses to earn the coveted 1986 International Bus Rodeo Champion title at the annual event held in Detroit, Michigan.

Vierra, who began driving at the early age of 12 for his father's trucking business, said "I really got started as soon as I was able to push in the clutch."

The spirited Vierra applied with AC Transit to drive buses on a dare from a bus driver acquaintance. "I'm known for my competitive spirit," said Vierra, "so the dare was all it took and I've been driving buses ever since."

Following an intensive six-week training course, the veteran driver of 17 years, received his first route in Oakland, which he drove for five years. When the BART Express Line opened in Fremont, Vierra took that route and has been whisking commuters from the Bayfair BART station to Lawrence Livermore Laboratory since 1975.

To compete in the local and regional preliminary rodeos, which are held at the AC Transit training yards, a bus driver must have a perfect driving attendance record for nine months prior to the event and he or she must have no chargeable accidents or suspensions on their records.

This year 26 AC Transit drivers competed locally. Vierra took first place in the competition which is based on a total number of points scored. Vierra explained that the competitions include a written test of 20 safety-related questions, a bus safety inspection in which the judges create five specific defects that must be detected, a uniform inspection and a pre-

cision obstacle course.

The driving hurdles included a slalom-like course, simulated garages for backing into and parking with defined rear tire clearance, two precision bus stops and right and left turns, all of which must be successfully achieved within a few inches.

Vierra said the most difficult category in the international finals, but the one he enjoyed the most, was the "diminishing clearance" event. He explained that a 25-foot straight-away course is set up with barrels closing to within a few inches of a bus being able to pass through them. Driving at a minimum of 20 miles per hour, drivers must clear the barrels and come to a smooth stop within six inches of a final barrel placed 50 feet in front of the course.

The bus rodeo champion has a room full of trophies displaying his driving talent. A three-time winner of the local AC Transit Rodeo, Vierra has participated in the International Bus Rodeo three times placing fifteenth, sixth and now first. Vierra took the title from a field of 96 contestants and is the first driver from the West Coast to receive the International Rodeo Champion honor.

"I love competition," said Vierra, "I always have." And keeping your cool is part of Vierra's winning edge. "There are a lot of very experienced drivers that make it to the international rodeo," Vierra noted, "but the secret to winning is keeping your cool, and I'm pretty good at that," he claimed.

Now that Vierra has won the national bus driving championship, where will he go from here? "I think I'll retire from the rodeo circuit," he quipped. "I've achieved the highest driving honor in the field and I want to give the other drivers a chance to win!"

Happy Valentine's Day



Ron Curtis of The Center accepts a \$500 check from Rotary President Chris Miller to continue The Center's free community alcohol treatment services. The Pleasanton Rotary proudly supports the work The Center so effectively performs for local citizens.

Marriott Courtyard Restaurant Caters To Local Business People

The Courtyard Restaurant at the Courtyard by Marriott on Hopyard Road, is one of Pleasanton's newest eateries, conveniently situated in Hacienda Business Park. Catering to early risers and fast-paced work days, according to restaurant supervisor Tina Parks, the restaurant is popular with many Pleasanton business people.

A graduate of Northern Arizona University with a degree in Hotel and Restaurant Management, Parks was previously Food Service Director at Chabot

College in Hayward and with a food service contracting firm. She finds the restaurant business, and particularly the Courtyard restaurant, a challenging and rewarding entry into hotel management.

"The Courtyard is popular with business people for a variety of reasons," Parks explained, "and that's where the challenge is. Because they have demanding schedules, we have to serve good food quickly. We've been very successful at it as evidenced by our high percentage of repeat customers."



Tina Parks and Karen Ryan make sure the Courtyard buffet is fully supplied.

The hotel restaurant, which can seat up to 50 people comfortably, also utilizes the lower lounge area that looks out to the courtyard and pool, when business meetings or small conferences schedule lunch or breakfast in the restaurant. "We get a large portion of this business because it's convenient to have personnel eat here during and after meetings, and again our reputation for fine food and efficient service is attractive."

The Courtyard eatery, which offers breakfast and lunch buffet-style menus, is open weekdays from 6:30 a.m. until 10 p.m. and on Saturday and Sunday from 7 a.m. until 10 p.m. A scrumptious "early bird" breakfast buffet is complete with eggs, bacon and sausage, or for those still not quite awake at 6:30, a continental breakfast of tasty danish, assorted cereals and rich coffee is an excellent start for the work day.

The lunch bunch from Hacienda Business Park and surrounding businesses will find the restaurant also set up in a buffet style for the noon hour. Busy professionals can feast on a choice of soups and salads from an impressive salad bar and a variety of gourmet deli sandwiches.

Dinner at the Courtyard Restaurant is a less hurried dining experience, and is just as inviting as the breakfast and lunch buffets. Entrees include terriaki chicken, a selection of broiled steaks and a variety of popular fish dishes. Each dinner includes soup and salad from the well-

stocked salad bar.

A favorite lunchtime order among Pleasanton business people and visiting personnel, according to the energetic Parks, is the grilled breast of chicken sandwich topped with mozzarella cheese and crisp bacon. One of the most requested dinner entrees is the restaurant's special Honey Chicken, which is stir-fried chicken dipped in a honey terriaki sauce and served on a bed of rice.

Since opening in September, the Courtyard Restaurant has enjoyed excellent patronage from the Pleasanton community. "The reason for our popularity, again, is our speedy service and wide variety of fine food," claimed Parks. The restaurant which does virtually no advertising, attracts its breakfast and lunch crowds almost solely by word-of-mouth referrals. "We're known for our fast breakfasts and lunches but we're not a 'fast-food' restaurant," she emphasized, "and, we're reasonably priced."

The new restaurant supervisor loves working at the Courtyard by Marriott because of the people involvement. She noted that she is impressed with the hotel and restaurant's management and the overall facility. Parks, who admits having tried most of the food selections so she can recommend dishes to customers, concluded with an advertising slogan coined by others but which definitely applies to the Courtyard restaurant too, "Try us — you'll like us!"

Local Veterinarian

Remember the days when doctors would make house calls, and patients could stay comfortably at home without traveling to a doctor's office and having to wait in a crowded reception area?

Well those days may be back, but not for typical patients. Doctor Robin Teague's patients are dogs and cats and his house call practice is in the field of veterinary medicine.

A 1974 graduate of the University of Illinois, and a Doctor of Veterinary Medicine, Dr. Teague is a member of the Dublin Veterinary Clinic and has started a house call practice following the suggestions of several friends who continue to say to him, "Could you stop by and take a look at Rover?"

The concept, which appeared to have potential, also appealed to Dr. Teague who has wanted to practice herbal veterinary medicine since he investigated the methods while in his own practice in Lake County. A resident of Livermore, Dr. Teague relocated to the Tri-Valley area and the Dublin Veterinary Clinic in 1981, and began his new house call practice in November, 1986.

"After trying a variety of herbal medications on several dog and cat ailments, and having excellent results, I decided to do more extensive research and now I'm one of the few veterinarians in California using this treatment method," said Dr. Teague.

His interest in herbal healing methods, and the convenience for clients of a house call practice, seemed a natural combination and led him into his own practice once again.

Dr. Teague has found animals, and their owners, receptive to house calls. The ma-

jority of his calls consist of routine examinations and regular vaccinations, but he can treat almost any ailment right in the home that does not require surgery or a full anesthetic. "If an animal needs more extensive treatment of this nature, I refer them to the clinic," explained Dr. Teague, "but almost 95% of all medical conditions found in dogs and cats can be treated in the home which is easier for both pet and owner."

Dr. Teague has found in his new practice that veterinary house calls seem to be very attractive to pet owners who often find it difficult to transport animals. Pets may also be too old to transport comfortably, they may become difficult to handle in a waiting room with other animals and the time it demands to make a clinic visit often precludes owners from taking regular care of their animals.

"By keeping pets in their homes, it relieves stress and anxiety for both pets and owners, and owners can schedule appointments that are convenient for them," Dr. Teague emphasized. "This way we can ensure healthy pets and happy owners."

Interested in becoming an "animal doctor" since childhood, Dr. Teague's love for animals is evident in the immediate response he receives from his "patients", usually a vigorously wagging tail. He is also pleased about the growing interest in veterinary house calls, emphasizing that the best medicine for pets is preventive medicine.

"Owners should keep their pets current on annual vaccinations and routine examinations for early diagnosis of any problems," Dr. Teague stressed. "And secondly, if you think your pet is ailing or has a problem of any kind, get them checked

Makes House Calls

immediately before it becomes more serious.

For an appointment or information

about Dr. Robin Teague's Veterinary House Call Practice, call 449-4679.



Leslie Jones assists Dr. Robin Teague during his house call examination of "Josh".

Fun For Disabled Teens

Square Dance And Box Lunch Social

A knee-slapping, high-stepping square dance and box lunch social for disabled teens and young adults will be held Saturday, February 21 at the Cultural Arts Center, 4477 Black Avenue in Pleasanton.

The Tri-Valley-wide youth event, sponsored by the Pleasanton, Livermore, Dublin and San Ramon Recreation Departments, will be held from 11:30 a.m. to 2:30

p.m. and will feature a colorful square dance caller, beverages and tasty desserts. Admission is \$5 per person and participants should bring their own box lunches.

Reservations can be made at the Pleasanton Department of Parks & Community Services, 200 Bernal Avenue, or for information call 847-8160.



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VVC And Chamber Sponsor Computer Workshops

The Small Business Committee of the Pleasanton Chamber of Commerce and the Valley Volunteer Center are co-sponsoring a computer workshop series, entitled "Computing Your System". The workshops, which will be offered on February 26, March 26 and April 23, are geared to small businesses and non-profit organizations.

Topics will include analyzing the alternatives for computer automation of an agency or business, evaluating business procedures for automation, focusing on procedures, processes and exceptions, and selecting computer software and hardware that will meet your company or organization's needs.

Bob Berschauer of Micro Business Instruction, who has been with IBM for 22 years and is an experienced computer trainer, will lead the workshops.

The February 26 and March 26 workshops will be held at Crum & Forster at 5724 W. Las Positas Boulevard from 9 a.m. to 12 noon and 1 to 4 p.m. respectively. The April 23 workshop will be held at the Pleasanton Sheraton at 5115 Hopyard Road from 7 to 10 p.m.

Registration must be made in advance for materials to be prepared. The cost of the workshops are \$25 for the first person of the company or organization and \$20 for each additional representative. For registration information call 462-3570.



James Bowe, Jeffrey Glickman and Sherri Rowley discuss goals of the new Tri-Valley Employee Relations Council.

New Organization

Human Resources Specialists

The Tri-Valley Employee Relations Council is a new professional organization rapidly gaining momentum in the Pleasanton, Livermore, Dublin and San Ramon communities. The group, which was formed to serve the needs of human resources specialists and the communities in which they work, has grown in membership to over 50 members since its inception in August.

According to James Bowe, a human resources consultant and spokesperson for the newly-formed Tri-Valley Employee Relations Council, the organization developed out of a need for local professional association and networking in the employment field within the growing Tri-Valley Area.

The Tri-Valley Employee Relations Council, which is comprised of human resources management and personnel that work or live in Pleasanton, Livermore, Dublin, San Ramon or Danville, meets on the third Tuesday each month at the Stoneridge Mall Community Room at 5:30 p.m. The purpose of the group is to provide information sharing, networking and academic support, and to advance professional development in the human resources field.

The upcoming February 17 meeting will focus on "The Effect of the New Tax Reform on Employee Benefits". Mary Jo Gelhaus, a certified public accountant and tax manager for Jones & Marzluft in Danville, will be the guest speaker. Future meeting topics will include recruitment, retirement, incentive plans, information systems, employee development, childcare, transportation, training, compensation and health programs.

Employee Relations Council member and private human resources consultant Jeffrey Glickman, noted that over the past several years businesses have become more sophisticated and now realize that "human resources can make or break the success of a business. Corporate management also understands how complex personnel issues are and how critical a human re-

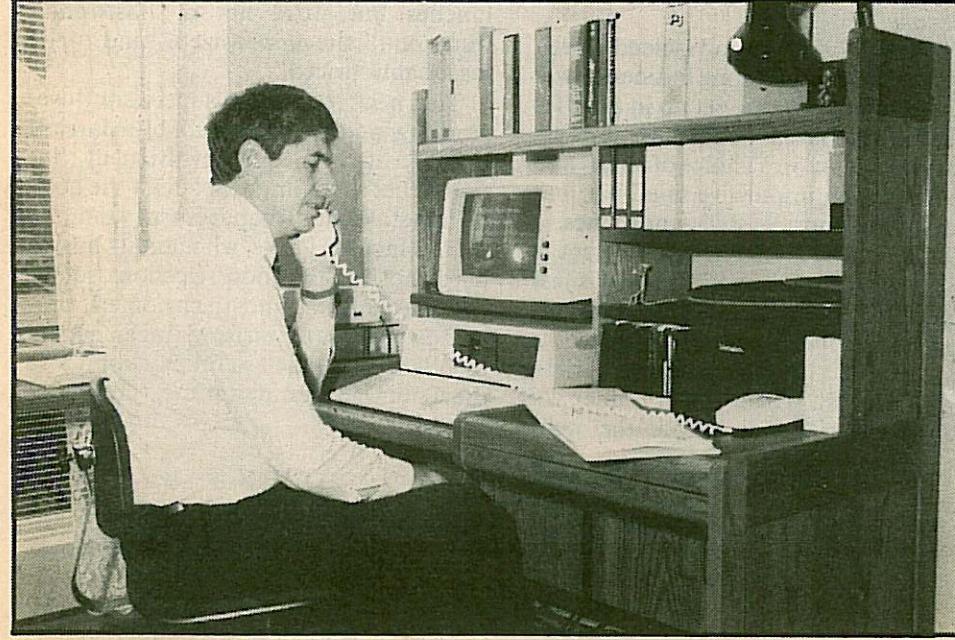
sources individual is to effective management."

Manpower planning and career pathing, terms commonly heard in the human resources field, are now viewed as important elements in small and large companies according to both Bowe and Glickman. "Because people shift around and change jobs more often today, it is increasingly difficult and competitive to retain good employees and management people," emphasized Bowe. "The profiles of employees have also changed substantially. Today, employees are more aware and more vocal. They want to know about their role and future in a company as well as receive an attractive benefit package."

The consultants agree that job satisfaction has shifted from a heavy emphasis on income to what an employee can contribute and the types of recognition for his/her efforts. "Employees require more motivation in their positions and more job options. The more technical, legal and complex the job descriptions, benefits and working conditions become, the greater the need for specialists in this area of business," stressed Glickman.

Sherri Rowley, Regional Personnel Manager for Denny's Restaurants and an active member of TVERC, pointed out that "employees looking for positions today are seeking a complete job package. They want to improve their lifestyles in general which may encompass day care, physical fitness activities, less commute time and flexible work hours. A human resources specialist on staff or a consultant can determine for a company where to spend its dollars on personnel requirements in order to keep them motivated and producing for the company. We look at what similar companies do, survey employees, keep abreast of trends and evaluate company philosophies to ensure the best situation for both employer and employees."

For more information on this dynamic new organization, its goals and objectives, call Sherri Rowley at 484-0660.



Bob Berschauer, an experienced computer trainer, will conduct computer workshops.

Music Teachers Association Sponsors Special Recitals

The Music Teachers' Association of California is sponsoring two recitals during the month of February.

"A Historical Recital of Music & Dance" will be held Monday, February 16 at 10 a.m. at the First Presbyterian Church on Newark Boulevard in Newark.

This special recital, which is being organized by program chairperson Janet Werner, will involve a lecture and demonstration of the four periods in musical history — Baroque, Classical, Romantic and Contemporary. Students will participate as either performers, listeners or dancers and refreshments representing the various countries and historical periods will be served. Admission is free and students from kindergarten through twelfth grade are invited to attend.

Each year the southern Alameda Coun-

ty branch of the Music Teachers' Association offers one or more scholarships to California State University, Hayward students. This year's recipients, Margaret Ti and Teri Yumae, both graduate students and pianists, will perform at a Scholarship Recital February 22 at 3 p.m. in the Music Building of the California State University, Hayward campus. The two talented students will perform Schubert's "Fantasie in f Minor for Four-Hands", Lutoslawski's "Variations on a Theme of Paganini for Two Pianos", and solo works by Chopin, Haydn and Muczynski.

Tickets for this performance are \$5 for the public and \$3 for students and senior citizens. Donations will support next year's scholarship fund. For information on either recital, call Katherine LaRose at 481-2087.

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For more information about these trips or arrangements for your group trip, call:

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Sherry Wilson chats with six-year-old Michelle Mayberry who won the hearts of the audience attending a recent taping of Bay Talk. The show, which focused on the Dorie Talent Agency of San Francisco and child modeling, highlighted Mayberry's active modeling career. The talented young model was recently filmed in a television commercial produced for AT&T Communications, one of Hacienda Business Park's major tenants, and has appeared in a major motion picture, Macy's Thanksgiving, Christmas and White Flower Days regional commercials, Kraft, Discovery Card and AG Bear national commercials, and numerous print ads for Emporium, Weinstocks, J.C. Penny, Gunne Sax and Discovery Toys.

235 To 335 Walkers

Heart Fundraiser Walk

Approximately 235 to 335 walkers are expected to take part in a fund-raising effort for the Heart Association. The organized crusade will begin on Sunday, February 15 and continue until Sunday, February 22.

This will be the first Tri-Valley walk for the Heart Association in approximately 10 years. All funds collected will go toward research and treatment of heart disease.

Anyone interested in helping organize, walk in the campaign, or desiring further information, may call Steve Salvatore at the Pleasanton Sheraton, 460-8800.



Fairlands Elementary School students observed the American Cancer Society's Great American Smokeout with a colorful balloon release.

"Treasures & Trivia"

Symphony Sponsors White Elephant Sale

The Livermore-Amador Symphony Guild will be sponsoring its annual "Treasures & Trivia" White Elephant Sale on March 7 from 10 a.m. to 2:30 p.m. at The Barn on Pacific Avenue in Livermore.

Hundreds of plants, collectibles, youth sports equipment and clothing will be available for sale. A special silent auction table, luncheon counter and country kitchen will highlight this year's fundraiser.

The \$1 admission prices may be used toward purchases and all proceeds will benefit the Livermore-Amador Symphony activities. For information, call Marian Reams at 449-7171.



Soroptimist President Judy Bowker (center), presents Seth Goldman, YMCA executive director and Helen Miers, Tri-Valley Haven for Women executive director, checks for \$3,461. The donations, which were raised at the club's "Stepping Out in Monte Carlo" casino night, were presented at a special soroptimist luncheon held at the Pleasanton Hotel.

K.O.C. Annual Casino Night

If you're feeling lucky and you like to play "21" or roulette, you'll have a chance to "beat the house!" on February 28.

The fourteenth annual Casino Night, co-sponsored this year by the Pleasanton Knights of Columbus and the Pleasanton Ballistic United Soccer League, will be held on Saturday, February 28 at St. Augustine's Hall in Pleasanton.

The evening will feature games of chance for fun and prizes, and a wide variety of food and refreshments will also be available for party-goers.

The popular event will be held from 6 to 11 p.m. with a happy-hour from 6 to 7 p.m. Tickets are \$12 per person and will be sold at the door. All proceeds from the annual fundraising event will benefit youth organizations in the Valley. For information call Dick Clennon at 846-6651 or Bill Moore at 846-7817.



Rose Boardman, Barbara Harris, Julie DeCosta, Mary Ellen Quinn, Steve Salvatore, Julie Nebozuk and Marsha Sweeney.

Colorful Balloons

Students Observe Great America Smokeout

Colorful balloons released at Valley View, Vintage Hills, Fairlands and Alisal Elementary Schools brightened the sky over Pleasanton January 22, as students at the schools belatedly observed the American Cancer Society's Great American Smokeout day, officially held nationwide on November 20. Other activities at each of the schools included educational speakers and films about the hazards of smoking and informed decision-making. An estimated seven million smokers did not smoke at all during the Smokeout and an additional 16.8 million cut down for the day.



Novine Schlapfer and Marcia Powers demonstrate one of the many sports equipment items that will be on sale at the Livermore-Amador Valley Symphony's Treasures & Trivia sale.

A Community Service

Viacom Holds Sneak Preview

As a community service, Viacom Cablevision and Home Box Office (HBO) will hold a special premiere showing of "How to Raise a Street-Smart Child". The documentary offers parents practical advice on how children can protect themselves and avoid dangers in a contemporary society.

The "sneak preview" will be shown on

Wednesday, February 25, 3 to 5 p.m. in the Livermore Room of the Holiday Inn, Pleasanton.

Replacing fear with knowledge, the show provides simple tools to combat the threat of child abuse.

For further information and to advise of your attendance, contact Michal Dittrich at 828-8739 or 828-8510.

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Expires 2-28-87

Tiptoe Through Trivia

by Ben Fernandez

I am planning my first trip to Disney World in February. I know you do not care about my personal life, but I feel I should tell you anyway. Let's have a few questions about Uncle Walt.

1. Fess Parker played Davy Crockett in the 1950's Walt Disney television series. Who played his buddy, George?
2. What was the name of Pinocchio's cat?
3. An Oscar-winning song came from the 1947 Disney movie, "Song of the South". What was it?
4. Who provided the singing voice of Prince Charming in the Disney cartoon feature, "Sleeping Beauty"?
5. What was the mysterious substance created by Fred MacMurray in "Absent Minded Professor"?
6. What Oscar-winning song did Jimminy Cricket sing at the opening of "Pinocchio"?
7. At what intersection in Anaheim is Disneyland located?
8. What was the name of the little mouse friend of "Dumbo"?
9. Who was the head Mouseketeer?
10. Now you knew I was going to ask this one -- name the Seven Dwarfs.

Answers on page 9



The Strategic Communications' team of Carolyn Fraser, Michael Christopher, Richard Santiago, Anthony van Diggelen, Ed Lohmann and Mary Lu Campbell, serves area businesses' advertising and marketing needs.

Going That Extra Mile To Provide Business For Clients

Strategic Communications, Inc., a full-service advertising agency and subsidiary corporation of Gallus, Inc., has opened its doors in Hacienda Business Park at 5674 Stoneridge Drive.

Whether you need an attention-grabbing radio spot, a new corporate image or a sales-promoting newspaper or magazine ad, Strategic Communications has the creative and production talent to develop effective marketing tools to meet a variety of companies' needs.

The Strategic Communications staff,

which includes award-winning creative talent, copywriters, production specialists, and media experts, focuses on medium to large-sized companies, both start-ups and well-established firms.

The firm originally specialized in real estate and advanced technology accounts, but has recently expanded its client base to include food and beverage companies, auto dealerships, and direct-to-consumer marketers. Its diverse client list includes Kaufman and Broad, McKesson Corporation, Coit Draperies, Zehntel Automation,



Cynthia Keefe Ostle explains agricultural and ranching exhibits to Harvest Park students Steve Davito, Jeff McDonald and Matt Hulse.

New Educational Coordinator Appointed For Pleasanton Museum

Local resident Cynthia Keefe Ostle has been appointed Educational Coordinator at the Amador-Livermore Valley Historical Society Museum. Ostle, who has lived in the valley since childhood, is an integral part of the area's heritage and will be an asset to the museum's staff.

Ostle received a Bachelor of Science Degree from the University of California, Davis, holds a California teaching credential and has pursued advanced studies at the University of California, Berkeley. She brings to the position a variety of expertise in education, but most importantly, she will provide boundless energy and enthusiasm for making the educational programs of the museum dynamic activities for the community.

As Education Coordinator, Ostle will prepare a museum and traveling exhibit orientation brochure, recruit and train docents and oversee traveling exhibits for Dublin, Livermore and Pleasanton school and community groups.

According to Ostle, the museum offers excellent learning opportunities for youth

and Continental Food Companies.

Strategic Communications is headed by Executive Vice President and Creative Director Anthony van Diggelen and President and Senior Copywriter Michael Christopher, two veteran advertising professionals who are responsible for creating the results-oriented advertising agency and its award-winning marketing campaigns.

Few, if any, advertising agencies in the East Bay can match Strategic Communications' in-house market research capabilities. Backed by Gallus, Inc., a well-known sales and marketing corporation, Strategic Communications' advertising approaches are based on research and are totally focused on successful results for its clients, according to van Diggelen. "We go the extra mile for our clients," he said, "and it shows in their advertising results. We believe it's critical to provide clients with the very best creative approaches. Our staff offers more than 50 years of combined marketing expertise to accomplish these results."

The firm, which develops corporate identities, brochures, radio and television commercials, print advertisements, resi-

in the Tri-Valley area. "As our local history touches the hearts and minds of youths in the valley, we have the potential of instilling a respect and understanding of our area and its past to inspire more young people to creatively and consciously pave the way for the future of the valley," she said.

The Amador-Livermore Valley Historical Society Museum, which is supported by grant monies from the Tri-Valley Community Fund, the Alameda County Art Commission, the Walter S. Johnson Foundation and memberships and donations, welcomes all support. Under the new direction of Ostle, the museum's Educational Department is hoping to add a video system and monitor, automatic slide projection unit, typewriter, copy machine with reduction and enlargement capabilities, spinning wheels and weaving looms and storage shelves for educational exhibits.

For museum information or inquiries about becoming a volunteer docent, call Cynthia Ostle at 462-2766.

dental and commercial real estate displays and sales offices, signage programs, trade exhibits, direct response campaigns, collateral and package designs and corporate training videotapes, is concentrating on the Contra Costa and Alameda County markets due to the phenomenal growth in both areas. "The future of the Bay Area is out here," noted Christopher. "And we plan to be an integral part of the success of many of the companies that are moving here."

The decision to locate their offices in Hacienda Business Park was an obvious one for the agency principals. "We wanted top-notch facilities that would reflect our agency's professionalism as well as our creative flair, and that would offer convenient access to our clients," said van Diggelen. "We are also extremely pleased to be a new member of the Park because we feel the developers and companies of the Park share both our business acumen and our entrepreneurial attitude."

For an advertising and marketing consultation, call Strategic Communications at 463-8323.

Cancer League

Image Impact Seminar

The Tri-Valley Cancer League will be presenting an Image Impact Seminar Thursday, February 19 at the Pleasanton Hotel from 7:30 to 9:30 p.m.

The seminar, led by beauty consultants Ellen Scharffenberg and Diana Parker, will focus on skin care, makeup tips and a fashion commentary. Participants will learn how to present themselves professionally and feel more confident in personal and business situations. Clothing styles will be displayed to emphasize how to enhance figures and use color to your best advantage. Capsule wardrobe, accessories and makeup will also be demonstrated.

Scharffenberg, who is a makeup consultant with a major skin care/makeup com-

pany, has trained and managed over 75 image consultants during her career and works extensively with personnel of banks, hospitals, airlines, photographers and schools throughout northern California.

A popular public speaker with an extensive background in theater, Parker brings to image consulting an expertise in store, ramp and photographic modeling and fashion, skin care and makeup artistry.

Tickets for the "Image Impact" seminar are \$8.50 per person and all proceeds will benefit the American Cancer Society. For more information, call 846-8030 or 833-2784.

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Soccer City Run

Fourth Annual Run And Fitness Fair At Hacienda

Hacienda Business Park will play host to two major events that are bound to give anyone a healthy outlook on life.

ON YOUR MARK!

Sunday, March 8 marks the day of the fourth annual Soccer City Run. Joggers, plodders and runners have their choice of two distances: 10K (6.2 miles) and 5K (3.1 miles). Both courses wind through Hacienda's wide, absolutely flat roads, making for optimum times for novices and seasoned veterans alike.

Last year's Soccer City Run featured a field in excess of 700 runners, despite the presence of threatening skies and a 30-miles-per-hour northwest wind. Race Director Mike Milton expects more than 1,000 runners to pound the pavement this year.

Sponsors of the Soccer City Run include The Prudential Development Group, the Curtiss car dealership network and AT&T. Because of the sponsors' commitment to subsidize nearly all operational and equipment costs associated with the run, virtually all entry money will go directly to its intended purpose: to benefit youth soccer leagues through the Tri-Valley area.

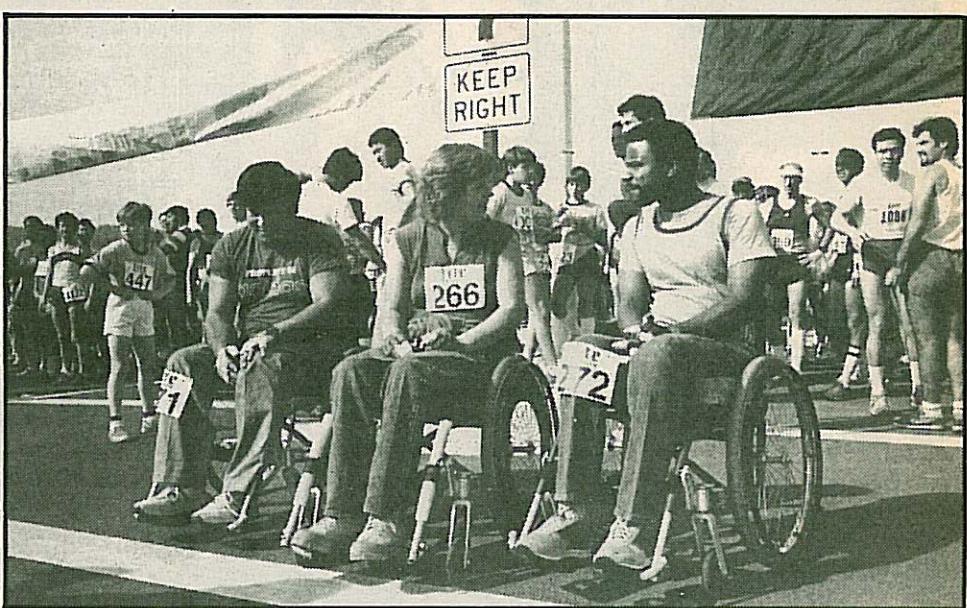
Pre-registration for either the 10K or 5K

race is \$10. Day-of-race registration is \$12, and all entrants will receive handsome, top-quality T-shirts. The starting gun will fire at 10 a.m. from the intersection of Stoneridge and Hacienda Drives.

GET SET!

Also at Hacienda on Sunday, March 8, Valley Memorial Hospital will bring its annual Fitness Fair to Pleasanton. From 10 a.m. to 4 p.m., area residents can have their fitness evaluated through complimentary tests on blood pressure, lung capacity, fat-to-muscle ratio, hearing, vision, basic blood chemistry and many other health checks. Informational booths staffed by physicians and other health care professionals at Valley Memorial Hospital will be on hand to educate, entertain and to lend advice.

The Fitness Fair will be held at Hacienda's new Child Care Center, which is located at 4671 Chabot Drive, near the business park's main entrance off of Hopyard Road. In addition to the Pleasanton fair, Valley Memorial Hospital will still hold a similar fair in Livermore. The date for that event is February 21 and will be held at the hospital's Valley Care Unit at 1015 E. Stanley Blvd.



Wheelchair participants line up for the Soccer City Run.

GO!

For more information on the fourth annual Soccer City Run, contact Mike Milton during evening hours at 846-5512. Race entry forms are now available at stores throughout Pleasanton and at most office buildings within Hacienda, including Pleasanton Pathways, Suite 105

and the Hacienda Business Park Owners Association, Suite 107, of the Chabot Center Building at 4637 Chabot Drive.

For more information on Valley Memorial Hospital's free Fitness Fair, call the hospital's Community Relations Department at 455-0339.



Bailey Lecture Begins Annual Fitness Fair

Fitness expert Covert Bailey will bring his common sense ideas on diet and exercise to the Tri-Valley when he speaks in Pleasanton on Thursday, February 19.

His lecture on nutrition, fitness and body fat will be held at 7:30 p.m. at the Amador Theater at Amador Valley High School, 1155 Santa Rita Road. The program will be presented free of charge by Valley Memorial Hospital as a prelude event to Fitness Fair '87, two day-long health and fitness fairs set for February 21 and March 8.

Through his best-selling books, "Fit or Fat?" and "The Fit-or-Fat Target Diet", Bailey has helped thousands achieve physical fitness and permanent fat control with a minimum of effort and without gimmicks or expensive diets. His humorous and common sense approach is based on nearly 20 years of sound research. Bailey has several advanced degrees including a master of science in nutritional biochemistry from Massachusetts Institute of Technology.

The director of Bailey Seminars, he lectures extensively on nutrition and fitness and has made more than 200 television and radio appearances. His motivating and entertaining lectures have earned him a reputation as "the Johnny Carson of the fitness circuit." His newest venture, Fit or Fat Systems, is a nationwide training program to license instructors and provide educational programs for the public.

Bailey's lecture will kick off Valley Memorial Hospital's second annual Fitness Fair aimed at promoting healthy lifestyles and physical fitness.

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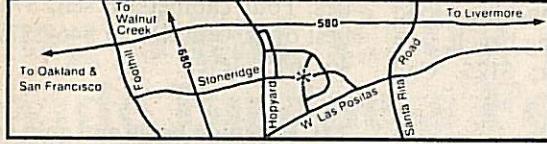
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ALL PRE-REGISTERED RUNNERS

PLACE: Hacienda Business Park, Pleasanton, California

COURSE: 5K and 10K races 100% flat road surface. Certification pending. Both races will be run within Hacienda Business Park. Mile markers at each mile. Sanctioned by TAC.

TIME: 10:00 a.m. The run will start promptly at 10:00 a.m. — rain or shine. Please arrive early.



REGISTRATION: Pre-registration is encouraged. Please do not mail pre-registration form later than March 2, 1987. Race packets may be picked up race day morning beginning at 8:30 a.m. Packets will not be mailed. Pre-registration, \$10.00; Race Day Registration, \$13.00.

* A co-development of The Prudential Insurance Company of America and Callahan-Pentz Properties

SOCCER CITY RUN ENTRY FORM

Must be received by March 2, 1987

Mail to: SOCCER CITY RUN
P.O. Box 5194
Pleasanton, CA 94566

Printing Courtesy of

New Team Competition

Make checks payable to: Soccer City Run
Pre-registered entry fee per person - \$10.00
Race Day registration entry fee per person - \$13.00
Entry fees are non-refundable

LAST NAME FIRST NAME INITIAL

STREET ADDRESS CITY

STATE ZIP AGE (day of race) SEX M F

AREA CODE BUSINESS PHONE AREA CODE HOME PHONE

RUNNERS NO.	DIVISION

T-shirts free to first 1200 registered runners
T-Shirt Size

S M L XL

PLEASE CHECK ONE BOX

CATEGORY
 10K 5K

DIVISIONS (check one only)
(AGE ON RACE DAY)

Men	Women
A <input type="checkbox"/>	10 & Under <input type="checkbox"/>
B <input type="checkbox"/>	11-14 yrs <input type="checkbox"/>
C <input type="checkbox"/>	15-19 yrs <input type="checkbox"/>
D <input type="checkbox"/>	20-29 yrs <input type="checkbox"/>
E <input type="checkbox"/>	30-39 yrs <input type="checkbox"/>
F <input type="checkbox"/>	40-49 yrs <input type="checkbox"/>
G <input type="checkbox"/>	50-59 yrs <input type="checkbox"/>
H <input type="checkbox"/>	60 & Over <input type="checkbox"/>
I <input type="checkbox"/>	Wheelchair <input type="checkbox"/>

TEAM COMPETITION RULES

Teams must consist of 5 runners.
Teams must pre-register.
Any changes after registration must be coordinated with race director.

TEAM CATEGORIES (check one)

(All entries mailed together)
 Open Men - 5 men any age.
 Open Women - 5 women any age.
 Open Coed - 5 people any age.

WAIVER: In consideration of your accepting my entry, I, intending to be legally bound hereby for myself, my heirs, executors and administrators, waive and release any and all rights and claims against all persons and/or organizations associated with the Soccer City Run, the officials, the County of Alameda, City of Pleasanton, State of California, The Prudential Insurance Company of America, Callahan-Pentz Properties, Fast Finish Race Services, and any and all sponsors of the race, volunteers and committee members while participating in or traveling to or from the Soccer City Run, March 8, 1987. I further attest that I am over 18 years of age or am the parent/legal guardian of the entrant and that the entrant is physically fit and has trained sufficiently for this event.

ALL ENTRANTS MUST SIGN WAIVER.

SIGNATURE (Parent or guardian if under 18) DATE

Intense Meeting

Falcons Prevail Over Dons In Basketball Clash

The temperature in Foothill High's gym was 95 degrees, and the level of competitive intensity was even warmer when the Falcons and the Amador Valley Dons met for the first time this season. With a packed house of students and local fans in attendance, the two teams battled it out for bragging rights and second place in the E.B.A.L. standings.

Don Underwood's charges got off to a quick start, in keeping with their number 13 ranking in the East Bay Writers Poll, and raced out to a 13-6 first quarter lead

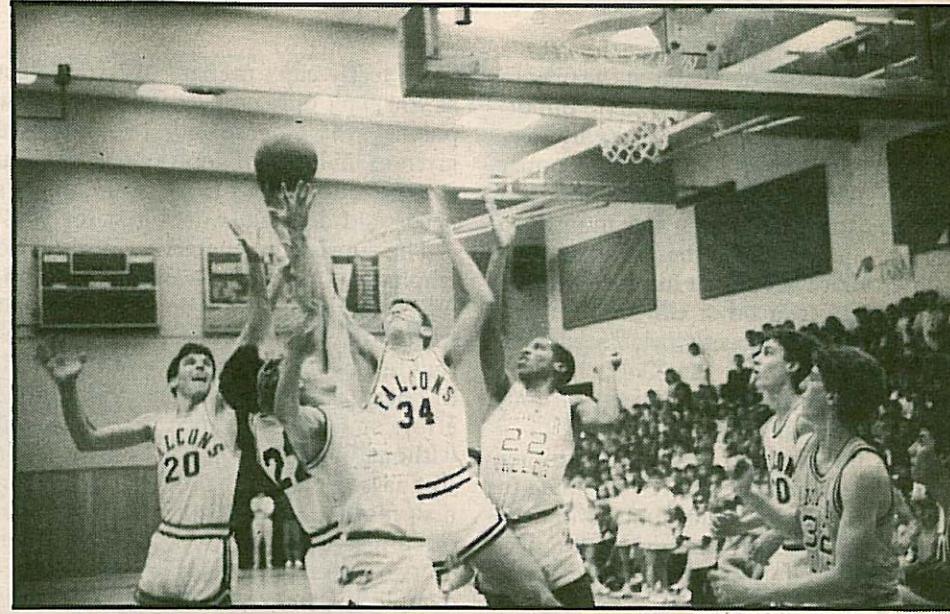
behind the play of Marc Monahan, Mike Allen and Steve Solomon. Foothill mentor Tom Hansen then began to substitute and the Falcons, behind a Jeff Crawford break away bucket and the inside scoring of Joe Pena and Vince Perry, fought their way back into the game. Hansen also put reserve guard Kevin Lemmo in the game late in the first half, and Lemmo responded with several buckets and some key rebounds as the Falcons caught the Dons and went ahead at the half by a score of 23-22.

As is typical in games between these two teams, momentum and the lead changed hands on numerous occasions in the second half. First one team and then the other put together scoring bursts, only to see their opponent tie the score or go ahead. Amador went ahead early in the third quarter by a score of 28-25, again on the scoring of Monahan, Allen and Solomon, each of whom tallied 13 points on the night for the Dons.

But Foothill was not to be denied, and bounced right back behind the play of Brian Crawford, Joe Pena and Vince Perry, who scored 10, 9, and 7 points respectively. The real story, however, was the play of Lemmo. The slender southpaw got several crucial buckets in the second half, and led the Falcons in scoring with 15 points for the game.

The third quarter ended with Foothill leading 38-36, but the fourth quarter continued to be a "war" as the teams battled ferociously for rebounds and played aggressive defense. With 1:40 left, Brian Crawford drove the middle on a fast break, and canned a short, pull up jumper to put the Falcons on top 51-49.

With the crowd roaring on every shot, Amador's Allen, Monahan and Solomon tried to convert on several inside opportunities, but the ball didn't cooperate. Foothill's Perry finally grabbed the rebound and was fouled with 1:00 left, but missed both free throw opportunities to give Amador another chance. On the following possession, however, an Amador guard turned the ball over to Foothill on a traveling violation. Foothill's Brian Crawford was then fouled, and went to the

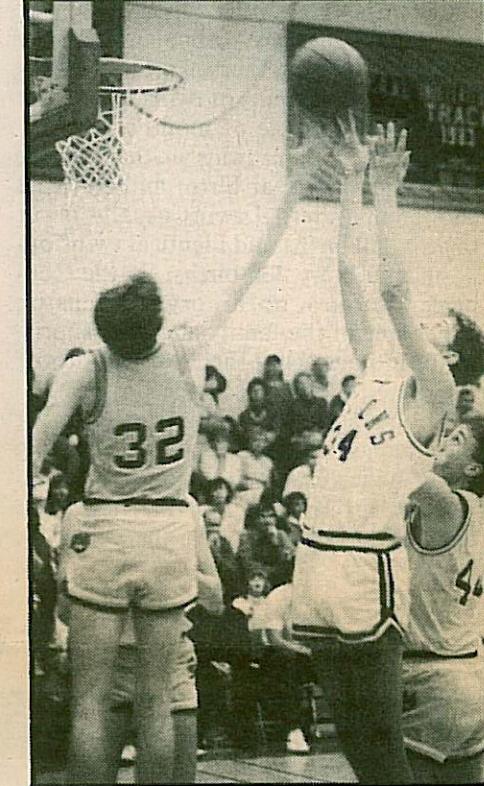


Foothill's Jeff Crawford (22) and Joe Pena (34) battle Amador's Doug Peterson (33) for crucial rebound.

line with a chance to "ice" the game with 30 seconds left. He hit both shots to put the Falcons up 53-49.

On Amador's next possession, Solomon nailed a layup to pull Amador within two points at 53-51, but Foothill's Crawford was fouled again with 4 seconds left and made both free throws for a 55-51 Falcon advantage. Solomon subsequently scored on a driving bank shot at the buzzer, making the final score 55-53 in Foothill's favor.

Both teams played outstanding basketball all evening long, and the fans certainly got all the excitement they wanted. What makes the Amador-Foothill competition so intense, and therefore so exciting, is the fact that the players have grown up with each other here in Pleasanton. They have gone to school with each other through the junior high level, and have competed against each other in youth football, basketball, baseball and soccer leagues as well as at the high school level. The parents, coaches and school administrators also know each other very well. The result-high school athletic competition of the highest order.



Dons' Marc Monahan (32) duels Falcons' Joe Pena (34) for the ball.

Annual Tennis Fair Tournament

The Pleasanton Racquet Club will hold its annual kickoff tournament Saturday, February 14 at the Tennis Faire complex located at the Alameda County Fairgrounds in Pleasanton.

The tournament is open to all tennis enthusiasts and will be structured in a round-robin format with two flights. The tournament will begin at 10 a.m. For tournament and club information call Patricia Adkins at 484-2222.

An Early Start

Pleasanton Youngster A Bowling Dynamo

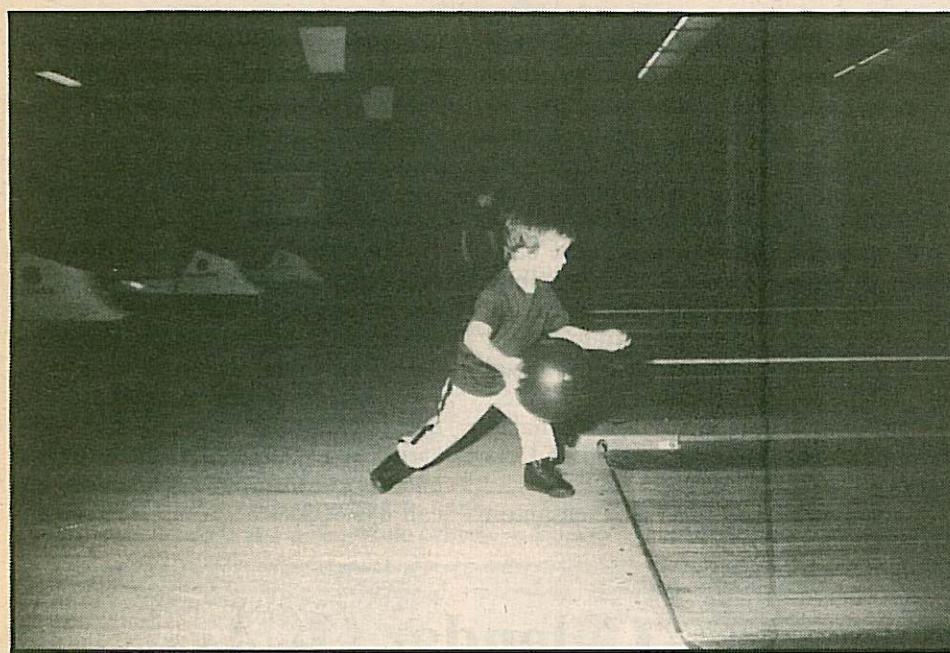
If you are interested in youth bowling, and happen to be in the vicinity of Amador Lanes early on Monday evenings, drop in and catch young Jeffery Seibold in action. Seibold, who is bowling in a youth league, joins his teammates on the Little Silver Knights each Monday at 3:30 p.m. as they compete against other teams in their league.

Most of the bowlers in the league range in age from 6-8 years of age, and derive a great deal of fun and satisfaction from the bowling program. Young Seibold, the son of Lillian Durham of Pleasanton, currently carries a league average of 45. While that may not exactly blow your socks off, consider that this little dynamo is not yet 4-years-old. Standing 37 inches tall and weighing just 32 pounds, Seibold handles his 6 pound bowling ball with surprising strength for a person of his size. Although most of his teammates tower over him by several inches and greatly outweigh him, the Pleasanton youth doesn't let it bother him. As his grand-

mother, Anita Durham says, "When he first started out, they placed him on a lane all by himself because they thought he would be very slow and hold up the other bowlers. Now he bowls with his team, and takes his turn each time just like the other bowlers."

Although Lillian Durham never pushed Jeffery to get into bowling this early in his young life, the sport just seemed to always be there for the young lad. His grandparents, Anita and Millard Durham, along with his mother and his father, Greg Seibold, all were active bowlers. The youngster absorbed the sport, liked it, and now there is a new bowling fanatic in the family.

You may be interested to know that young Jeffery Seibold is more than holding his own with the "big boys". Although "outgunned" in terms of height and weight, the little bowling dynamo won a trophy for his second place finish in a recent tournament. Not bad for a tyke who hasn't celebrated his fourth birthday yet.



Tiny Jeffery Seibold demonstrates professional form at an early age.

February 28, Deadline

Search Underway For An Artist Depicting A Sporting Event

A diligent search is now underway to find artwork which will represent the Fifth Annual Pleasanton Heritage Days Run to be held September 13. The winning artwork, which best depicts the annual sporting event, will be placed on race applica-

tions, tee-shirts and all advertising.

Entries, which must be submitted by February 28, will be judged by an art committee formed by the major sponsors of the Heritage Days Run including Community First National Bank, Pleasanton Hil-

ton, Amador Valley Athletic Club, Marksstein Beverage and the Tri-Valley Herald.

The contest winner will receive a weekend for two at the Pleasanton Hilton, including Sunday brunch and full use of the Amador Valley Athletic Club facilities

during the weekend.

Entries should be submitted to Heritage Days Race Art Contest, Amador Valley Athletic Club, 7090 Johnson Drive, Pleasanton, California, 94566. For information call Trish Watts at 463-2822.

Identical Twins

Doubling Your Pleasure Also Doubles Your Work

Many parents wonder about the phenomenon of having twins and more importantly how they would handle them! Pleasanton residents Bill and Janice Cooper didn't have to wonder about it long. In fact, they only had about five months to ponder the possibility before it became reality. Janice gave birth for the first time to identical twin boys, Christopher and Kyle. They have recently celebrated their first birthdays and the Coopers have celebrated a successful first year of double parenthood!

How did she do as a first-time mother of not one, but two, babies? According to Cooper, when the initial shock wore off for her and her husband, she like all new mothers settled in preparing for the new "arrivals".

"It's difficult to compare being a mother of twins when they are the first babies because that's all you know," she smiled. She did admit that the first year is definitely the most difficult. She highly recommends a mother or mother-in-law stay with new parents of twins to help out for the first couple of months.

Some facts about twins are that they are often pre-mature at birth, and statistics show that fraternal twins usually occur once in 100 births and identical twins only once in every 400 births. So the Coopers, who have no history of twins on either side of the family and were surprised to find out about their new bundles of joy, were thrilled about the prospect.

Cooper admitted being nervous during the balance of her pregnancy thinking about how she was going to handle two newborns, but she knew that not going back to work would ease the situation.

"You really can't prepare for twins, just as you can't fully prepare for being a new parent," she emphasized. "People have given us all kinds of good advice, but you just have to adjust to fit your family's needs and do what works best for you."

The surprisingly energetic Cooper also emphasized becoming accustomed to doing everything twice! "I do find it difficult to go grocery shopping, so now Bill does that task. Packing, laundry, feeding and, of course, changing, all require a double effort and twice as much time," she said without complaint. "Mothers of twins just have to plan their time even more than new mothers of only one child, which often means for me, scheduling just one or two tasks or errands per day to accomplish, particularly now that Kyle is almost walking and Christopher is close behind him."

Though the Cooper boys are identical twins, Cooper says she notices distinct differences in the two little brothers and doesn't expect them to walk or run in the same direction to make it any easier for her!

There are some shortcuts this experienced new mother suggests taking, and she has tried them all! She recommends feeding both babies at the same time to free up time for yourself, and to simply be as organized as possible and plan ahead to prevent additional frustration. She did note, however, that even expert planning doesn't account for the unexpected when twins are about!

"New parents of twins should try a variety of approaches to each new situation and see what works best for you and the twins," stressed Cooper. To ease the econ-



New mother Janice Cooper, with her twin one-year-olds, Christopher and Kyle.

omic burden of having twins, she suggests buying items second-hand or borrowing large ticket items like strollers and high chairs. "To buy two of everything can get very expensive and like any babies, they grow out of clothes and toys quickly, and then you have two of everything! So borrowing is smarter and more financially feasible."

Cooper admits that now that little

Christopher and Kyle are mobile and taking on their own personalities, she and husband Bill have all but forgotten the long hours and sleepless nights, when looking at the two "almost identical" smiling faces. "We feel blessed," said Cooper, "and I would even say now that we wouldn't have wanted it any other way!" Best wishes to all the Coopers!

Entrepreneurial Spirit Runs In Family



Vera Burr and Carol Langer compare Valentine cards past and present, while preparing Cards N' Collectibles for the sweetheart holiday.

TSM Program

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using car/vanpools.

What makes Pleasanton's continued success with TSM even more startling in 1986 is that it came at a time when gas prices plummeted 30 percent and Americans went on a record car buying binge that has put more single commuters than ever behind the steering wheel.

Some transit providers have even felt the pinch from the plentiful supply of cheap gas and low-interest car loans. RIDES, a Bay-Area-wide agency that coordinates and promotes ridesharing, reported a three-percent reduction in those using car-pools during 1986. Meanwhile, BART reported its ridership fell by 10 percent during the same period.

Transportation planners throughout the Bay Area have watched the Pleasanton TSM program with a keen eye. Gail Murray, who sits on the Walnut Creek City Council and is manager of Berkeley TRIP,

a commute alternative agency that receives partial funding from the University of California, cites Pleasanton's unified effort in its war on traffic as the most gratifying single result from TSM.

"It's always a tremendous effort to get both the public and private sectors working toward the same goal," said Murray. "The Pleasanton TSM Ordinance has gotten city planners and real estate developers to work hand-in-glove with one another in fighting traffic congestion -- not an easy thing to do."

The Director of San Jose's TSM effort, Shanna O'Hare, agreed. "Pleasanton has broken new ground in an area where other communities are just getting started. The TSM Program has created a real spirit of cooperation among business leaders, residents and the city. I think a number of Bay Area communities can learn and have, in fact, become inspired by Pleasanton's results."

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images from which to select."

The family members seem naturally inclined toward the gift and card business. Both Langer and her grandmother say they have never tired of the card shop and they don't expect to soon. "I feel like I was born to be in this business," claimed Burr, "and I'm thrilled that my granddaughter is carrying on the family business that she also grew up in."

Langer, who spent many of her days after school and on weekends in the back room of the original paint and card shop, received early sales experience selling little ladybug pins to the waitresses and waiters at Spenglers. She also loved book-keeping and spent hours in the kitchen/family room-style back room attempting to balance the shop's figures! "The back room of the new Cards N' Collectibles brings back many fond memories," remembers Langer, "we have Gramee's old desk and the black display cases she used for all the miniatures and gifts. In fact, we are still selling the Hagen-Renaker miniatures that were so popular in Gramee's shop."

Langer, who has lived in Pleasanton

since 1980, said she fell in love with the downtown area and knew it would be an ideal location to reopen the new Cards N' Collectibles.

The Main Street shop is filled with cards and collectibles as its name implies.

Cards N' Collectibles may have a new look as far as its location, but the same entrepreneurial spirit and enthusiasm that Vera Burr had more than 20 years ago when she fashioned her first display window, is still evident in her granddaughter's new Pleasanton business. "This business gets in your blood," said Burr, and Langer agrees. "When we see another gift shop, we always stop in to see the types of displays and merchandise they have. I guess you could say we're hooked on cards and people!" claimed Langer.

When you're downtown on your next shopping venture, or if you need a unique gift for a special occasion, plan to stop in at Cards N' Collectibles. You'll probably meet Vera Burr, who will be moving to Pleasanton soon to participate in the shop again, and you'll love the vast array of cards and collectibles from which to choose. For information and store hours, call 846-9055.

VIP 1987 Calendar Of Activities

The Pleasanton VIP's are starting off 1987 with a full calendar of activities and scheduled trips that will prove to be fun for all.

February 11, the VIP group will travel to Santa Cruz to view the unique Butterfly Trees at Natural Bridges State Park.

A lunch visit to the California Culinary Academy in San Francisco, followed by a tour of the Old Mint, is scheduled for February 25, and on March 11, a Turn-Around Trip to the north shore of Lake Tahoe will find seniors viewing the snow-capped Sierras.

To complete the spring roster of excursions,

a Reno Amtrak trip is planned for March 25-26, seniors will tour Disneyland and Universal Studios April 8-13.

VIP spokesperson Eleanor McKay said the VIP's are an active organization of senior citizens that enjoy a variety of outings and events, and they welcome new members.

McKay also noted that copies of the club's popular VIP Cookbook are still available for sale. For information on any of the VIP outings or to obtain a cookbook, call Eleanor McKay at 846-5853 or Nan Cohan at 847-8176.