



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: SEPTEMBER 20, 2017

Filing Date: August 21, 2017
Case No.: 2017-011506LBR
Business Name: Avedano's Holly Park Market
Business Address: 235 Cortland Avenue
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 5668/019
Applicant: Angela Wilson, Owner
235 Cortland Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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BUSINESS DESCRIPTION

Since 1901, Avedano's Holly Park Market has carried on traditional methods of butchery out of the same Cortland Avenue location in Bernal Heights. The butcher shop sources quality meat products from small, regional farmers and uses the whole animal, in contrast to large supermarkets that purchase animal parts from factory farms. To today it represents one of few, if not only, women-owned butcher shops in the country.

Operated by the same family until 1955, the business has since been handed down two different times. It has always had "Holly Park Market" in its name, though it acquired different variations of that name as ownership changed. It was named Avedano's Holly Park Market in 2007. Former owners of the store have mentored the new in the art of butchery, a practice that is in decline in the United States, but a tradition that Holly Park Market has kept alive for 116 years.

Avedano's Holly Park Market is active in the larger butchery community, participating in events or movements like Farm to Table, Slow Food, Eat Real Festival, The Butcher's Guild of America, Cochon 555, Primal Festival in Napa, and other farm butchery demonstrations in the Bay Area.

Its small shop in Bernal Heights features a characteristic neon sign on the exterior; interior physical features include an original terrazzo bull inlaid in the floor, original rails and hooks for whole animals, and a 1995-era meat case. It is located within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1901. "Holly Park Market" has always made up at least part of the name, although it has had different iterations of that name as ownership changed. It has gone by, "Avedano's Holly Park Market" since 2007.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Avedano's Holly Park Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Avedano's Holly Park Market has operated for 116 years.
- ii. Avedano's Holly Park Market has contributed to the history and identity of the Bernal Heights neighborhood, particularly the Cortland Avenue commercial corridor, by serving as a traditional neighborhood butcher shop for over a century. As the oldest business on the commercial corridor, Avedano's Holly Park Market makes up an important part of neighborhood identity.
- iii. Avedano's Holly Park Market is committed to maintaining the physical features and traditions that define the neighborhood serving butcher shop, specifically its tradition of whole animal butchery as well as the long-standing physical elements that are important to the business, such as its neon sign and the bull terrazzo on the interior.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the tradition of whole animal butchery as well as a business model based on the idea that butcher shops should be small-scale and neighborhood-serving. Traditional whole animal butcheries have declined in the United States and have largely been replaced with factory farming and supermarkets. Through teaching and mentoring, prior owners of Holly Park Market have taught the new owners the art of butchery.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The 1908 property has not been previously evaluated by the Planning Department for potential historical significance.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

The business has been cited in a number of publications including but not limited to: *Examiner*, "Female butchers make the cut," by Michelle Locke; SF Gate, 11/18/2007, "3 female butchers say

**Avedano's Holly Park Market; DNA Lounge; Ermico Enterprises;
Project Inform**

meat is the new black," by Sarah Adler; Food & Wine (magazine), April 2008, "Where to go next: san francisco," by Jan Newberry; Neopolitan, 7/9/2008, "All-women team of butchers stays on cutting edge," by Michelle Locke; Edible San Francisco, Winter 2008, "Return of the Butcher Shop," by Bonnie Azab Powell; SF Magazine, July 2009, "Get Your Protein: Sustainably raised meat- in world and deed"; Food & Wine, November 2008, "Butchers: Meet the Mavericks & Try Their Best Recipies," by Kristin Donnelly; SF Bay Guardian, 2009, "Best Way to Bring Home the Bacon"; New York Times, 7/7/2009, "Young Idols With Cleavers Rule the Stage," by Kim Severson; Sunset Magazine, April 2012, Northern California Editor's Picks, Butchers, California; California Bountiful, January/February 2014, "Meat and greet," by Toni Scott; SF Weekly, October 2013, "Sampling the Wares," by Anna Roth.

Avedano's was presented with a Certificate of Honor by the San Francisco Board of Supervisors in 2008 in recognition of its donations to Sunset Youth Services and the families of the Sunset District.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 235 Cortland Avenue

Recommended by Applicant

- Whole animal butchery traditions
- Small-scale, neighborhood serving business model
- Sourcing from small-scale, local farms
- Presence along Cortland Avenue commercial corridor
- Customer education on sustainable practices for livestock farming and butchery
- Name "Holly Park Market"
- Original rails and hooks
- Original terrazzo bull inlaid in the floor of the shop
- 1955-era meat case
- Neon sign affixed to the facade

Additional Recommended by Staff

No additional recommendations

Filing Date: August 21, 2017
Case No.: 2017-011507LBR
Business Name: DNA Lounge
Business Address: 375 11th Street
Zoning: WMUO (WSOMA Mixed-Use Office)/
55-X Height and Bulk District
Block/Lot: 3520/131
Applicant: Jamie Zawinski, Owner
357 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Opened on November 22, 1985, DNA Lounge is an all-ages nightclub, concert venue, and 24-hour restaurant and café containing four different performance spaces. It has been a South of Market institution for over three decades and is well-known within San Francisco's nightlife industry. As described in its application, DNA Lounge is a "political project: an attempt to move the needle of culture in this city." The all-ages venue features 21+, 18+, and all-ages dance parties and musical performances featuring diverse bands, D.J.s, and genres. In addition, DNA Lounge hosts comedy nights, lecture series, circuses, robotic exhibitions, dance performances, hair shows, charity events, and provides meeting space for community groups.

Historically, it is known for its role in the development of House and Psytrance musical genres and continues to serve as a home for other music and performance-based subcultures, such as Deep House, Swing, Metal, Indie Rock, Mash-ups, Dubstep, Goth, burlesque and circus arts, as well as the growing Synthwave scene. Famous musicians ranging from Prince to Green Day to Run-D.M.C. have performed at DNA Lounge. DNA Lounge was voted "Best Dance Club" six times and as "Best Bar Staff" by the SF Bay Guardian's "Best of the Bay" readers' poll.

DNA Lounge is located on the north side of 11th Street between Folsom and Harrison Streets and is comprised of two buildings constructed in 1906 and 1923, respectively. The subject business is within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1985

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, DNA Lounge qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. It has operated for 32 years.
- ii. DNA Lounge has contributed to the identity of the South of Market neighborhood and to the history of several music scenes in San Francisco including House and Psytrance. It has done this by serving as a venue for musical performances, DJs, and dance parties for over three decades.
- iii. DNA Lounge is committed to maintaining the physical features and traditions that define its role in providing nightlife entertainment to diverse audiences of all ages, serving as a safe and welcoming place, and offering a space for the cultivation of community around music, dance parties, and art.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the tradition of hosting genre-specific performances and dance parties by both live bands and DJs. It was particularly important to the development and continuance of San Francisco's House and Psytrance scenes, and continues to serve as a hub for ever-evolving dance and music subcultures.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

DNA Lounge consists of two buildings. Neither property has been evaluated by the Planning Department for potential historical significance. They are both considered "Category B" properties that require further review per the Planning Department's CEQA review procedures for historical resources.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes, the business has been cited in numerous publications, many of which are listed on page 23 of the attached application.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 375 11th Avenue

Recommended by Applicant

- South of Market location
- All-ages nightclub
- Concert venue

- 24-hour restaurant and café
- Diversity and mix of entertainment options
- Presence of performance spaces

Additional Recommended by Staff

No additional recommendations

Avedano's Holly Park Market; DNA Lounge; Ermico Enterprises;
Project Inform

Filing Date: August 21, 2017
Case No.: 2017-011508LBR
Business Name: Ermico Enterprises, Inc.
Business Address: 120 Mississippi Street
Zoning: VMU (Urban Mixed-Use)/
48-X Height and Bulk District
Block/Lot: 3986/001
Applicant: Gwynned Vitello, Owner
P.O. Box 885403
San Francisco, CA 94188
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Ermico Enterprises is a metal casting foundry that manufactures metal trucks and bearings, two key components of skateboards. The business revolutionized the skateboard industry beginning in 1976 when its founders, Fausto Vitello and Eric Swanson, invented a skateboard truck with independent suspension. Ermico Enterprises has since become known for its skateboard products and is considered an international leader in the industry. Through a corporate partnership, the company remains under the ownership of the two original families that founded it. Its mission has also remained the same over the years: "to serve skateboarding by creating the best products to inspire and encourage kids to get out, be active, and roll!"

Located in the Potrero Hill neighborhood, the company has grown to include a skateboarding publication called Thrasher magazine, a media company called High Speed Productions, and a clothing line called Namesake clothing. Today the enterprise employs over 100 people. Its products have been featured in action sport tradeshows and numerous trade publications such as Skateboarder magazine, Transworld Magazine, Concrete Wave Magazine, the Skateboard Mag, and Juice Magazine.

Young people make up a significant portion of the company's customer base and constituency. Ermico Enterprises has expressed a commitment to maintaining a widespread presence in brick and mortar stores throughout the United States, which serve as hubs of skater culture in San Francisco and across the nation, particularly for young people. Ermico Enterprises is proud to have contributed to the development of San Francisco as the capital of skateboarding culture in Northern California through its skateboard products, fashion, and popular magazine.

Located on the west side of Mississippi Street between 17th Street and Mariposa Street, Ermico Enterprises is within the UMU (Urban Mixed Use) Zoning District and a 48-X Height and Bulk District. Its building is open to visitors and continues to be a destination for skaters.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1976

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Ermico Enterprises, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Ermico Enterprises, Inc. has operated for 41 years.
- ii. Ermico Enterprises, Inc. has contributed to the development of skater culture in San Francisco, Northern California, and beyond.
- iii. Ermico Enterprises, Inc. is committed to maintaining the physical features and traditions that define its craft of skateboard truck and bearing manufacturing.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the craft of skateboard truck and bearing manufacturing.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The property in which the business is located has been previously evaluated by the Planning Department for potential historical significance and was found not to be historically significant. It is considered a "Category C" property for the purposes of the California Environmental Quality Act.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. SF Gate, 6/22/2011, "Eric Swenson, skateboard business icon, dies," by Henry K. Lee; SurfKY News, 8/20/2017, "Pro Skaters Perform at Madisonville's Total Eclipse of the Park," by Tammy Holloway.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 120 Mississippi Street

Recommended by Applicant

- Manufacturing of skateboard products
- Commitment to creating best products to inspire and encourage kids to get out and be active
- Commitment to maintaining a presence in brick and mortar stores

- Independently owned and operated business model
- Presence in San Francisco

Additional Recommended by Staff

No additional recommendations

Filing Date: August 21, 2017
Case No.: 2017-011509LBR
Business Name: Project Inform
Business Address: 273 9th Street
Zoning: RCD (Regional Commercial)/
55-X Height and Bulk District
Block/Lot: 3729/024
Applicant: Dana Van Gorder, Executive Director
273 9th Street
San Francisco, CA 94103
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Founded in 1985, Project Inform advocates for those affected by HIV and hepatitis C by supporting research into effective treatments and promoting preventative care and education. Launched by community activists, Martin Delaney and Joe Brewer, in response to the AIDS epidemic that devastated San Francisco during the 1980s, Project Inform has established itself as a leader in advocating for the needs of those suffering from HIV and in more recent years, hepatitis C. The organization works on policy issues at the local, state, and national level. Their work, for example, was crucial to the development of the National Viral Hepatitis Action Plan, increasing federal appropriations for HCV testing, in efforts to increase funding for HIV research conducted by the National Institutes of Health, and in the effective implementation of the Affordable Care Act (ACA).

At the individual level, Project Inform works to empower patients to be an active participant in seeking out treatments with their doctors. As stated in its application, “in 1985, AIDS diagnosis was widely viewed as a death sentence” but “Project Inform helped change that perception by empowering patients to get informed, ask questions, seek out (and demand) new treatments, and work actively with their doctors to determine a course of treatment-rather than viewing themselves as passive recipients of care.” The organization now provides services nationwide.

Project Inform is located on the north side of 9th Street near Folsom Street in the South of Market area. It is located within the RCD (Regional Commercial) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1985

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Project Inform qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Project Inform has operated for 32 years.
- ii. Project Inform has contributed to the history and identity of San Francisco as a leader in advocating for the needs of people with HIV by empowering patients to get informed and work actively with medical professionals to determine courses of treatment, by successfully advocating for increased funding for AIDS research as well as other policy issues related to HIV and later, hepatitis C.
- iii. Project Inform is committed to maintaining the physical features and traditions that define its tradition of advocating for the needs of people with HIV and hepatitis C.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

The business is associated with the tradition of public health advocacy, specifically for patients of HIV and hepatitis C.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

The 1917 property is considered a "Category A" property for the purposes of the California Environmental Quality Act because it is located within a California Register-eligible Historic District, specifically, in the Western SOMA Light Industrial and Residential Historic District.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No, however it is located within a California Register-eligible Historic District, specifically, in the Western SOMA Light Industrial and Residential Historic District.

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

The New York Times, 1/26/2009, "Martin Delaney, 63, AIDS Activist, Dies," by Dennis Hevesi; HuffPost Blog, 2/2/2016, "Not Buying Dallas Buyers Club," by Patrick Mulcahey; Bay Area Reporter, 4/23/2015, "Project Inform marks 30 years," by Khaled Sayed; Bay Area Reporter, "News Briefs: SFAF joins panel on Trump-era policies," by Cynthia Laird.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 273 9th Street

Recommended by Applicant

- Supporting research to develop more effective treatment for those suffering from or at risk for HIV and hepatitis C
- Advocating for health reform that will better serve the needs of those with HIV and hepatitis

C

- Continuing to provide free education on managing and preventing AIDS and hepatitis C
- Helping the city bring effective HIV and hepatitis C medications to market
- Educating community members about all aspects of HIV care, treatment, and prevention

Additional Recommended by Staff

No additional recommendations

PROJECT DESCRIPTION

The Applicant has been nominated as a "Legacy Business" by a member of the Board of Supervisors or the Mayor.

OTHER ACTIONS REQUIRED

Per Administrative Code Section 2A.242, the subject nomination requires review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ENVIRONMENTAL REVIEW STATUS

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that Avedano's Holly Park Market, DNA Lounge, Ermico Enterprises, and Project Inform qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution
Legacy Business Application

DS: XXXX



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2017-18-009
Business Name: Avedano's Holly Park Market
Business Address: 235 Cortland Avenue
District: District 9
Applicant: Angela Wilson, Owner
Nomination Date: August 17, 2017
Nominated By: Supervisor Hillary Ronen

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

235 Cortland Avenue from 1901 to Present (116 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: August 21, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

August 17th, 2017

Office of Small Business,

I am pleased to Nominate Avedano Meats to the Legacy Business Registry.

The Butcher store located at 235 Cortland Ave, San Francisco, CA 94110 has been an important part of the Bernal Heights community for decades and Avedano has continued the craft and art of the meat shop, preserving a artisan approach to meats that is rapidly fading in our culture.

We are excited to see this important cultural asset added to the registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Avedanos, LLC		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Angela Wilson - 33 1/3 Jaquie Smith - 33 1/3 Erin Singer - 33 1/3		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
235 Cortland Ave		(415) 285-6328
San Francisco, CA 94110		EMAIL:
		angela@avedanos.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
avedanos.com	Avedano's	

APPLICANT'S NAME	
Angela Wilson	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
44 Roscoe St.	(415) 845-6931
San Francisco, CA 94110	EMAIL:
	angela@avedanos.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
417034	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Nate Albee/Hillary Rorer	6/28/17

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
235 Cortland Avenue	94110	1901
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1901-Present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Angela Wilson

Name (Print):

8/2/17

Date:

A Wilson

Signature:

Legacy Business Registry Application – Avedano’s Holly Park Market

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The first butcher shop at 235 Cortland Avenue was the Bleuss Holly Park Meat Market, which opened in 1901.

The Bleuss family owned the market until 1955, when it was purchased by the Ed Cicero Sr., who changed the name to Cicero’s Meats Holly Park Market.

Ed Sr. decided to keep many of the original fixtures in the shop such as the rail system, which was used and still used today to bring entire carcasses to butcher within the store. He also made some additions to the space such as installing a meat case in 1955 which is still in use today, as well as a terrazzo bull within the floor.

Ed Sr. owned the business and was assisted by Ed Jr. on occasion until his death in 2007. Ed Sr. left the business and property to Ed Jr. in his trust. It was then when Angela Wilson, Melanie Eisemann, and Tia Harrison first approached Ed Jr. regarding taking over the shop.

In 2007, Angela, Melanie, and Tia took over the business and changed the name to Avedano’s Holly Park Market. The store was the first woman-owned butcher shop in the United States. To this day, as the business has been featured in many publications and media over the years, through extensive research Angela has not been able to find another woman-owned butcher shop.

Ed Jr. thought that the butcher shop would be a very difficult business to maintain, as Cicero’s had fallen into trouble because of the proliferation of supermarket chains such as Safeway. However, the new owners’ concept for the business was to bring back the traditional butcher shop model, using locally sourced meats rather than large scale industrial farming techniques. Avedano’s purchases the entire animal to butcher rather than parts as larger markets do. This model ends up supporting small farmers. Ed Jr. assisted with the business transition by training the new Avedano’s staff in the art butchery. The entire Cicero family attended the reopening of the Holly Park Market under the Avedano’s name.

The butcher shop at this location has always gone by the name of Holly Park Market. There is an historic neon sign attached to the façade of the building that says “Holly Park Market,” which

cannot be removed. The current iteration of the sign has “Avedano’s Meats” affixed above “Holly Park Market.” Avedano’s has been continuing the tradition of having a butcher shop at 235 Cortland Avenue as the building has only played host to this type of business throughout its history.

b. Is the business a family-owned business? If so, give the generational history of the business.

The business is not a family-owned business.

c. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The original owner of the Holly Park Market was the Bleuss Family, who owned and operated the space from its inception in 1901 to 1955.

The business was then purchased by Ed Cicero Sr. who made many of the upgrades to the space that can still be seen today. The space was owned and operated by the Cicero family, including his son Ed Cicero Jr. until 2006, when current owner Angela Wilson, and former owners Melania Eisemann and Tia Harrison took interest in the dying business space. Angela, Melania, and Tia took over the space and reactivated the butcher shop in 2007, where it remains today.

In 2014, Melania Eisemann’s ownership stake was bought out by Erin Singer; and in 2016, Tia Harrison’s ownership stake was bought out by Jacquie Smith. The current ownership consists of Angela Wilson, Erin Singer and Jacquie Smith.

d. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building itself is not listed on any historic registries as of yet, however the neon sign affixed to the façade of the building is a historic fixture and has been on the front of the building since the original Bleuss family owned the business.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

The Holly Park Market has been a fixture in the Bernal Heights neighborhood for over a century. The business associated with 235 Cortland Avenue has always been a butcher shop, and the tradition has passed down from three different owners, from the Bleuss family, to the Cicero family, to Angela, Erin and Jacquie today.

The butcher shop is a business model that is not as prominent in neighborhoods across the United States as it once was. Many of Avedano's Holly Park Market's current patrons have even remarked that they had moved to Bernal Heights because of the resource of a neighborhood-serving butcher shop. The building itself has always been identified as a butcher shop and the identity of the Cortland Avenue commercial corridor cannot be envisioned without a butcher shop at this location. This is how the Holly Park Market, under its various ownerships, has contributed to the Bernal Heights neighborhood and San Francisco as a whole.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Avedano's Holly Park Market is very active in the butchery community locally and nationally. Some events that Avedano's takes part in that are both movements and events include: Farm to Table, Slow Food, Eat Real Festival, The Butcher's Guild of America (which was started by former part-owner Tia Harrison), Cochon 555 (a pig-butchery competition held annually at the Fairmont Hotel), Primal Festival in Napa (an outdoor animal cooking festival) and multiple other farm butchery demonstrations and dinners in the Bay Area.

Avedano's is also the first woman-owned butcher shop in the United States and may currently still be the only business of its kind in the country. The butcher shop is also a whole animal butchery, which has brought the business many accolades over the years as the industry becomes further integrated with large-scale supermarkets.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Avedano's Holly Park Market has been featured in numerous media and trade publications over the years. Saveur Magazine has featured Avedano's as a Top 100 business, the New York Times has featured the market several times, which led to a cover story in Food & Wine Magazine, with a five-page spread. The Today Show also featured Avedano's in a 20-minute segment. They have also been featured in other publications such as the cover story in Edible San Francisco, 7x7 Magazine, The Week, GQ Magazine, San Francisco Chronicle, SF Examiner, KGO-Radio and ABC 7 Bay Area news, along with many others.

d. Is the business associated with a significant or historical person?

Many local politicians and industry figures have associated themselves and patronized Avedano's and the Holly Park Market. Some notable politicians such as current Mayor Ed Lee and Tom Ammiano, Roberta Achtenberg, author of Season of the Witch David Talbot and world-famous Italian butcher Dario Cecchini of Antica Macelleria Cecchini, who visited the butcher shop several times and has stated that the butcher shop is the only one in the United States that feels "like home." Also, many of his apprentices have gone on to work at Avedano's Holly Park Market.

e. How does the business demonstrate its commitment to the community?

Avedano's Holly Park Market is committed to its community by providing a sustainable product as well as making its customers and patrons aware of sustainable practices for livestock farming and butchery. The Holly Park Market has been a butcher shop for over a century and has contributed to the quality of life of Bernal Heights residents by providing a top-shelf product to local residents. Having a neighborhood-serving business on a main commercial corridor such as Cortland Avenue truly gives the community even more of a sense of identity, as the business is just as much a vital part of the neighborhood as its residents.

f. Provide a description of the community the business serves.

The Bernal Heights community is a diverse neighborhood. The customers of Holly Park Market range from the very wealthy to people spending hard earned cash on quality meat. Tech executives to local families shop at Avedano's, with little kids playing with the magnet board in the shop and asking for the meat sticks that they sell. People also come from various parts of the Bay Area to shop at Avedano's, as far away as Santa Cruz. The reactivation of the Holly Park Market was a big spark in the renewal of the Cortland Avenue commercial corridor and is largely associated with the Bernal Heights community.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Though the building is not on an historic registry, the business itself has many features that have remained unchanged for decades. The most prominent may be the neon sign on the front of the building, which formerly read "Bleuss Holly Park Market" and now reads "Avedano's Holly Park Market".

The interior of the business also has many objects that are reminiscent of a different time in America. The meat case, the rails and hooks and the terrazzo bull inlaid in the floor of the shop have stood the test of time and still remain as a tribute to the past owners of the Holly Park Market and their contributions to the business, the neighborhood and the City of San Francisco.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If the Holly Park Market no longer stood in Bernal Heights, the community would be losing an identifying marker in the neighborhood that has been there for over 100 years. Since 1901, 235 Cortland Avenue has contained a butcher shop and this corner shop has been serving the local residents, albeit under different ownership throughout this entire time. The community would also be losing a resource that has provided quality meats and products to local residents, and a business model that has long been on the decline in the United States due to the encroachment of the supermarket into traditional butcher industry territory. The butcher shop is long

associated with being a neighborhood-serving business, and Avedano's Holly Park Market is a prime example of that relationship between business and community.

CRITERION 3

a. Describe the business and the essential features that define its character.

Avedano's Holly Park Market is a whole-animal butcher shop that sources the majority of its product from small farmers within mostly a 200 mile radius of San Francisco. The business supports local farmers that have difficulty competing with industrial-scale farms that provide meat to larger supermarket chains.

The business has many of the characteristics of an old-time butcher shop, such as the rails that carry entire carcasses to be butchered on site, a meat case from the 1950s and the neon sign on the outside that has long marked where the neighborhood butcher shop was located.

The butcher shop is also the first woman-owned butcher shop in the United States in an industry that has largely been male-dominated. This is another defining characteristic of the business that makes it a unique entity in Bernal Heights and San Francisco.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Butchery is largely an obsolete business model. The food systems today are mass produced and industrialized to the extent that large scale suppliers completely dominate the industry. However, the product of industrial-scale farms has led to numerous complications in the industry, such as overuse of antibiotics which threaten our health as human beings and poor stewardship of land and animals, and has caused major environmental damage through large scale farming techniques. Avedano's is focused on the small scale farmers that do not have the bargaining power of the industrial farmers. They use sustainable farming techniques that have been encompassed in tradition for hundreds of years, and this model is harder to come by in the current corporate ecosystem of San Francisco.

San Francisco has also changed over the years from a labor-based city to a service- and corporate-based city with skyrocketing real estate prices driving out much of what made San Francisco a charming city in which to live. Small businesses such as butcher shops are becoming fewer and further between and thus needs to be preserved in order to maintain the traditions and charm of San Francisco. Avedano's Holly Park Market is one of these such businesses.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical

characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Avedano's Holly Park Market has largely maintained the physical features that have been associated with the building at 235 Cortland Avenue for decades. The external neon signage, interior floors, meat fixtures, and cases have all been carried over from the Bleuss and Cicero's Holly Park Markets and have largely been restored, but not unchanged since Angela Wilson took over the space in 2007.

City & County of San Francisco
Office of the Treasurer & Tax Collector

License Certificate

1 Dr. Carlton B. Goodlett Place
City Hall, Room 140
San Francisco, CA 94102

17-011125

Business Account Number 417034	Period Covered 04/01/2017 - 03/31/2018	Fee Paid \$713.00
Class Account H07 - 148250	Description FOOD MARKET W/PREP	
Business Name AVEDANO'S	Business Location 235 CORTLAND AVE	Permit Number 033935

AVEDANO'S LLC
235 CORTLAND AVE
SAN FRANCISCO CA 94110-5556



José Cisneros
Treasurer

See reverse side for additional information
Please post conspicuously at the business location

LLC-2

Amendment to Articles of Organization of a Limited Liability Company (LLC)

To change information of record for your California LLC, you can fill out this form, and submit for filing along with:

- A \$30 filing fee.
- A separate, non-refundable \$15 service fee also must be included, if you **drop off** the completed form.
- To file this form, the status of your LLC must be active on the records of the California Secretary of State, or if suspended, this form can only be filed to list a new LLC name. To check the status of the LLC, go to BusinessSearch.sos.ca.gov.

Important! To change the LLC addresses, or to change the name or address of the LLC's agent for service of process, you must file a Statement of Information (Form LLC-12). To get Form LLC-12, go to www.sos.ca.gov/business/be/statements.htm.

Items 4-6: **Only** fill out the information that is changing. Attach extra pages if you need more space or need to include any other matters.

This Space For Office Use Only

For questions about this form, go to www.sos.ca.gov/business/be/filing-tips.htm.

① **LLC's Exact Name** (on file with CA Secretary of State)

Avedano's LLC

② **LLC File No.** (issued by CA Secretary of State)

200710610301

Purpose

- ③ The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

New LLC Name (List the proposed LLC name exactly as it is to appear on the records of the California Secretary of State.)

④ Avedano's Holly Park Market

Proposed LLC Name

The proposed new name must include: LLC, L.L.C., Limited Liability Company, Limited Liability Co., Ltd. Liability Co. or Ltd. Liability Company; and may not include: bank, trust, trustee, incorporated, inc., corporation, or corp., insurer, or insurance company.

Management (Check only one.)

- ⑤ The LLC will be managed by:

☐

One Manager

☐

More Than One Manager

☒

All Limited Liability Company Member(s)

Amendment to Text of the Articles of Organization (List both the current text, and the text as amended by this filing.)

⑥

Read and sign below: Unless a greater number is provided for in the Articles of Organization, this form must be signed by at least one manager, if the LLC is manager-managed or at least one member, if the LLC is member-managed. If the signing manager or member is a trust or another entity, go to www.sos.ca.gov/business/be/filing-tips.htm for more information. If you need more space, attach extra pages that are 1-sided and on standard letter-sized paper (8 1/2" x 11"). All attachments are part of this document.

Signature of Manager/Member

Angela Wilson

Print your name here

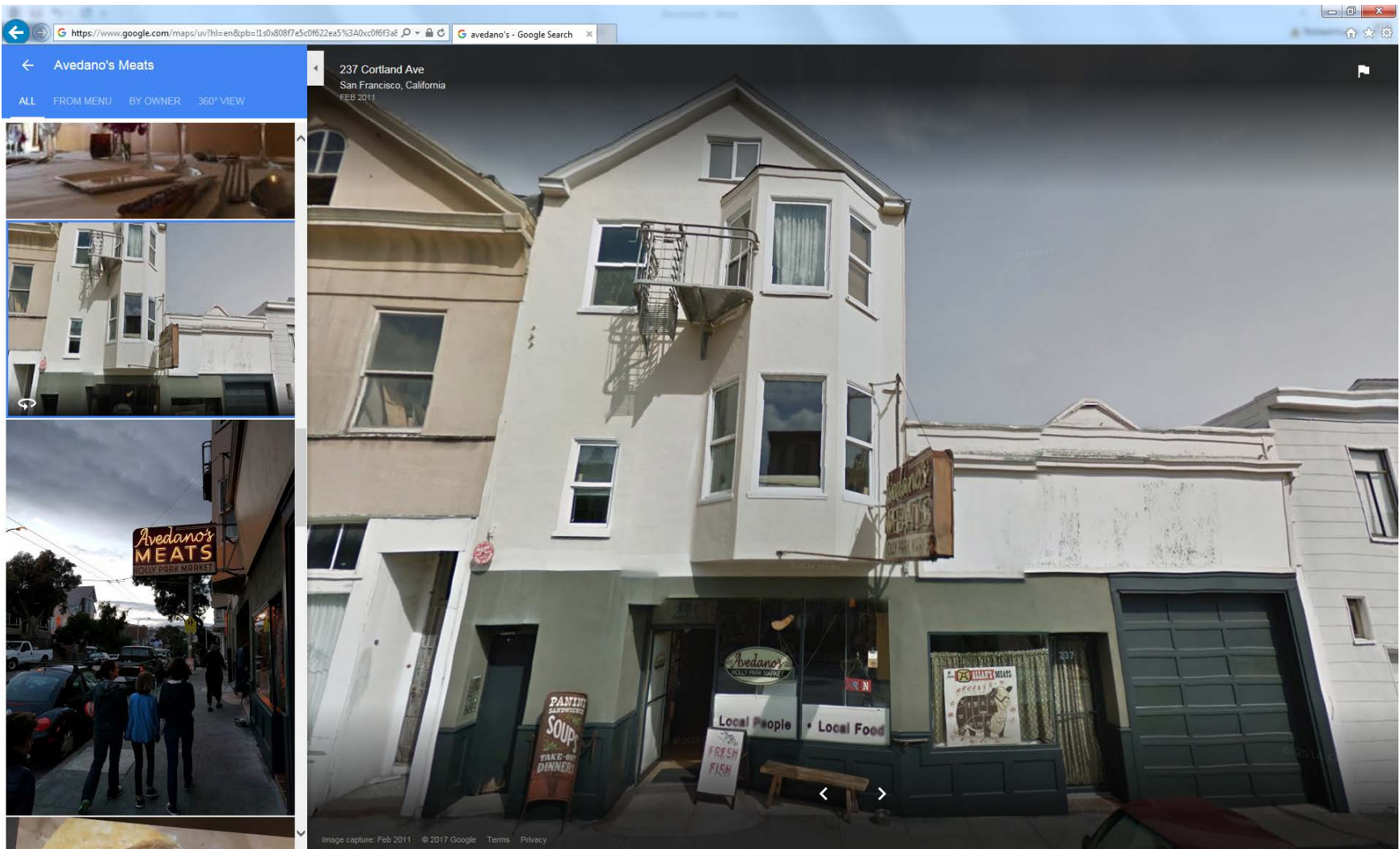
President

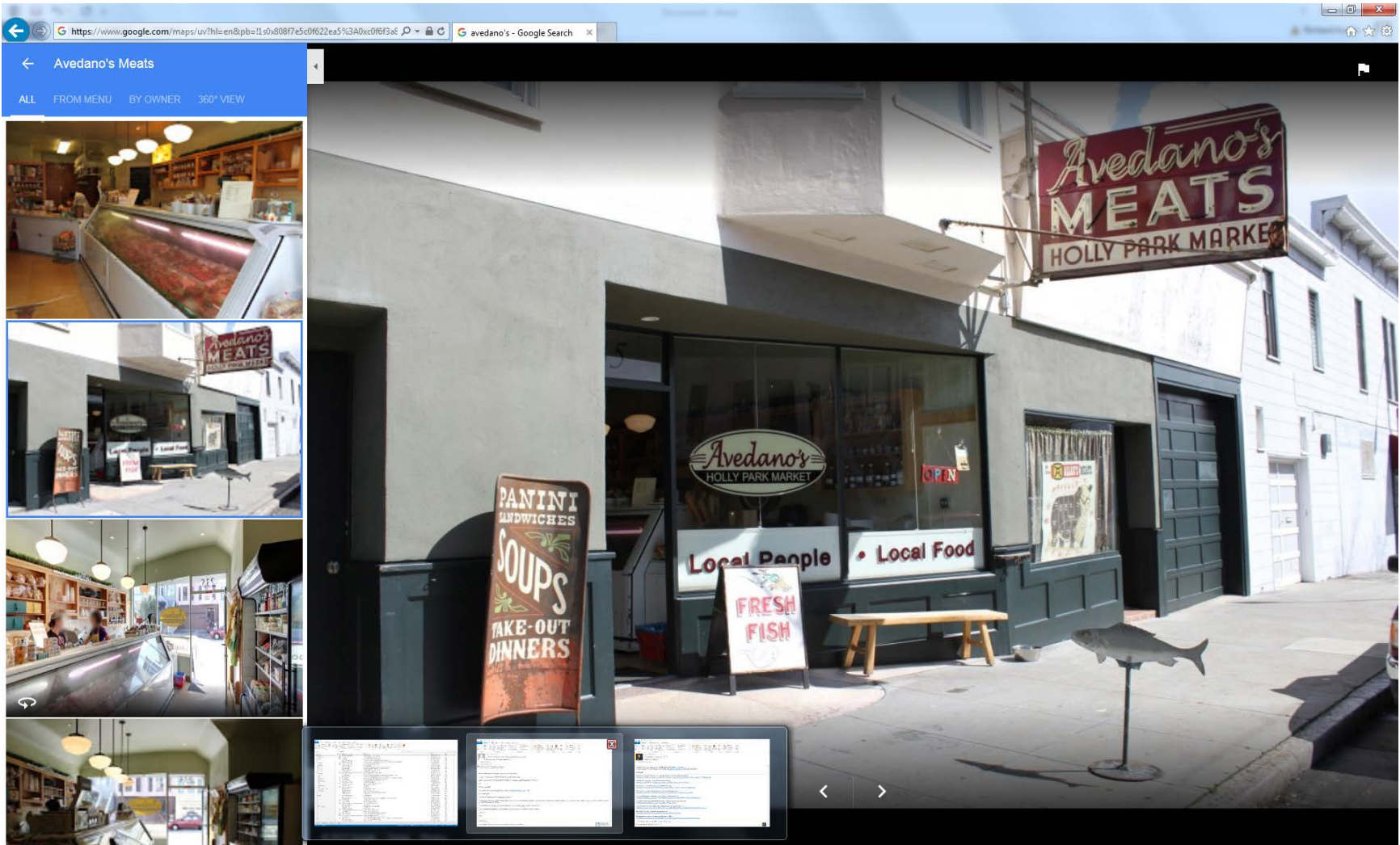
Your business title

Make check/money order payable to: **Secretary of State**
Upon filing, we will return one (1) uncertified copy of your filed document for free, and will certify the copy upon request and payment of a \$5 certification fee.

By Mail
Secretary of State
Business Entities, P.O. Box 944228
Sacramento, CA 94244-2280

Drop-Off
Secretary of State
1500 11th Street., 3rd Floor
Sacramento, CA 95814





Avedano's
MEATS
HOLLY PARK MARKET

235



Local People • Local Food

Meat cut chart for **ALLAN'S MEATS** (BRAND OF QUALITY) featuring a cow diagram with the following percentages:

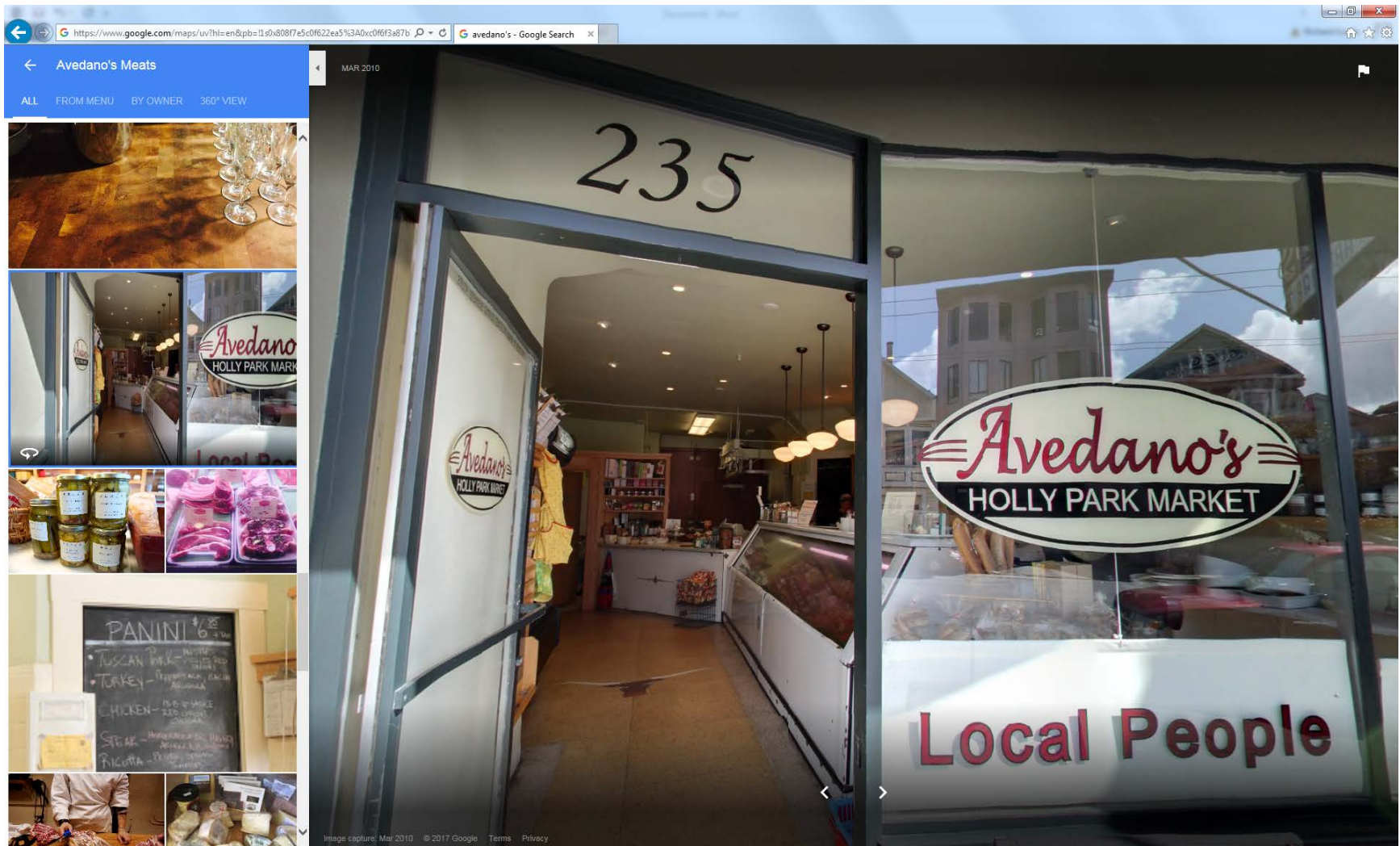
Cut	Percentage
HEAD	35%
LOIN	10%
SHORT RIBS	8.5%
NECK	7.5%
CHUCK	10.5%
ROUND	19%
CLAM	4.5%
SHANK	1.5%
TRE	1.5%
SHRINK	1.5%
SHOULDER	4.5%

Other items visible in the window include a poster for "ON HER OWN" and a poster for "AIDS WALK".

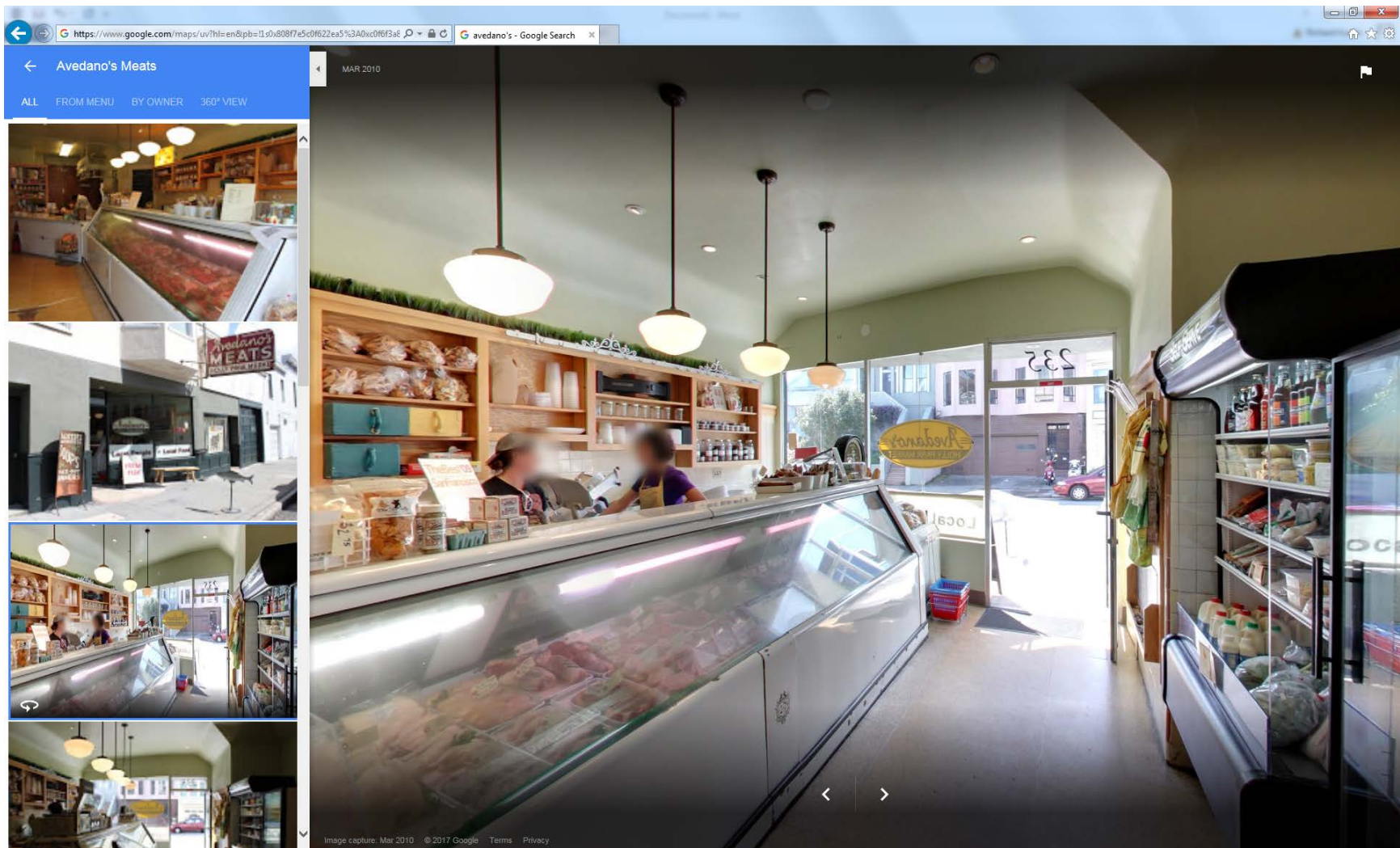
237



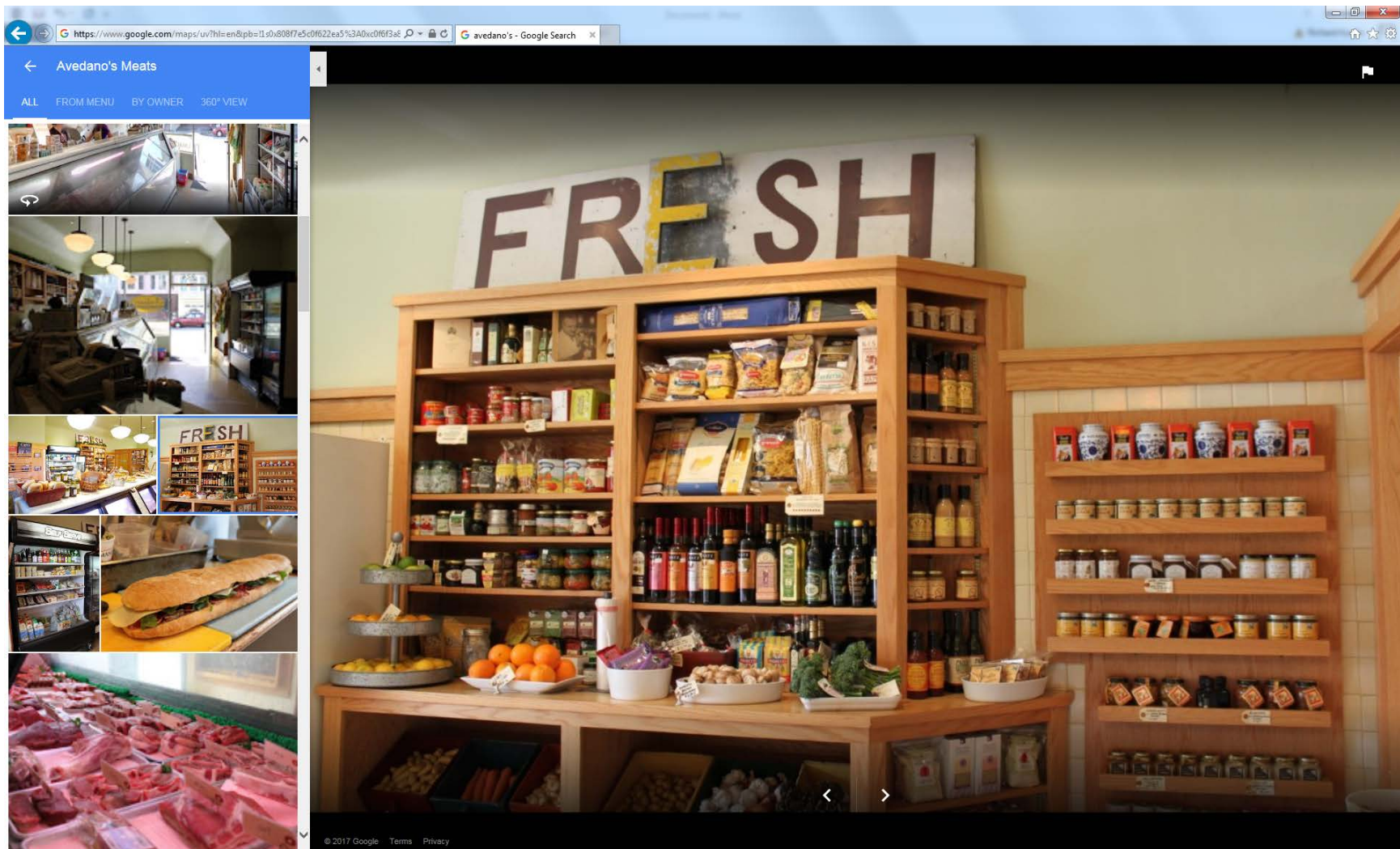
Avedano's
MEATS
HOLLY PARK MARKE













Daphne's Creamery
Alpine Cheese
Raw Cow Milk Cheese
AGED LONGER THAN 60 DAYS
Smooth & Semi-Firm
BRIGHT NUTTY FLAVOR
1 lb. Raw Milk, Rennet, Enzymes, Salt
Produced in California
Distributed by Daphne's Creamery
Santa Rosa, CA 95402
www.daphnescreamery.com
KEEP REFRIGERATED

DULCE DE HIGO CASERO
Homemade Fig Paste
Mitica
MAXIMUM FIBER
HANDMADE IN VAL

DUCK LIVER PATE
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
DATE JUN 06 15
PRICE/IB \$27.00
TOTAL PRICE \$29.05
AVERANO'S PH: 415-285-5328

Laura Chenels
HANDMADE COOKING OIL
RED CABBAGE

Weichkäse
Gruere
MOSER
HANDMADE IN SWITZERLAND

Brie Fermier
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
DATE JUN 15 15
PRICE/IB \$22.00
TOTAL PRICE \$6.60
AVERANO'S PH: 415-285-5328

LA WAURE
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
DATE JUN 15 15
PRICE/IB \$20.00
TOTAL PRICE \$6.40
AVERANO'S PH: 415-285-5328

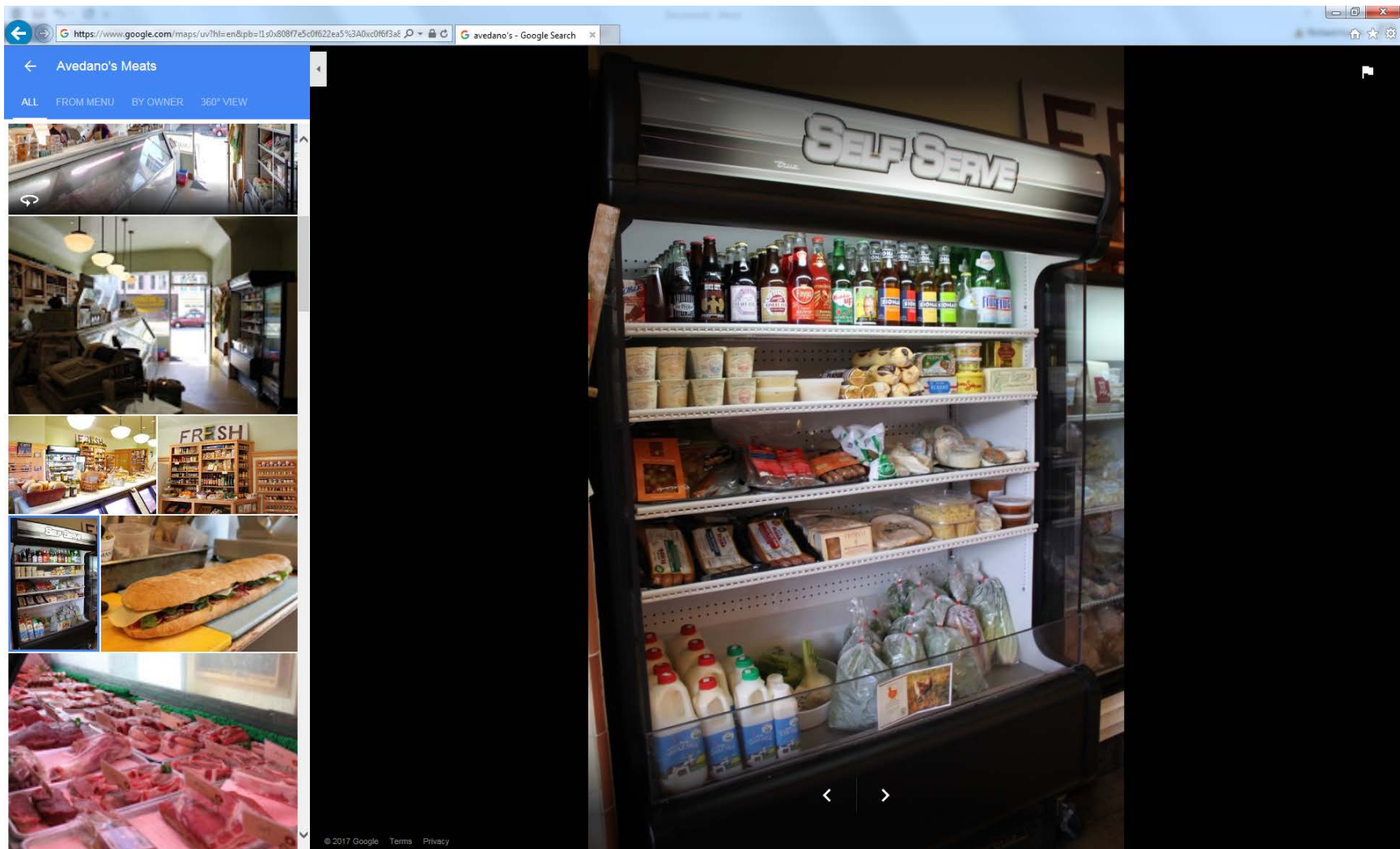
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DATE JUN 15 15
PRICE/IB \$18.00
TOTAL PRICE \$6.40
AVERANO'S PH: 415-285-5328

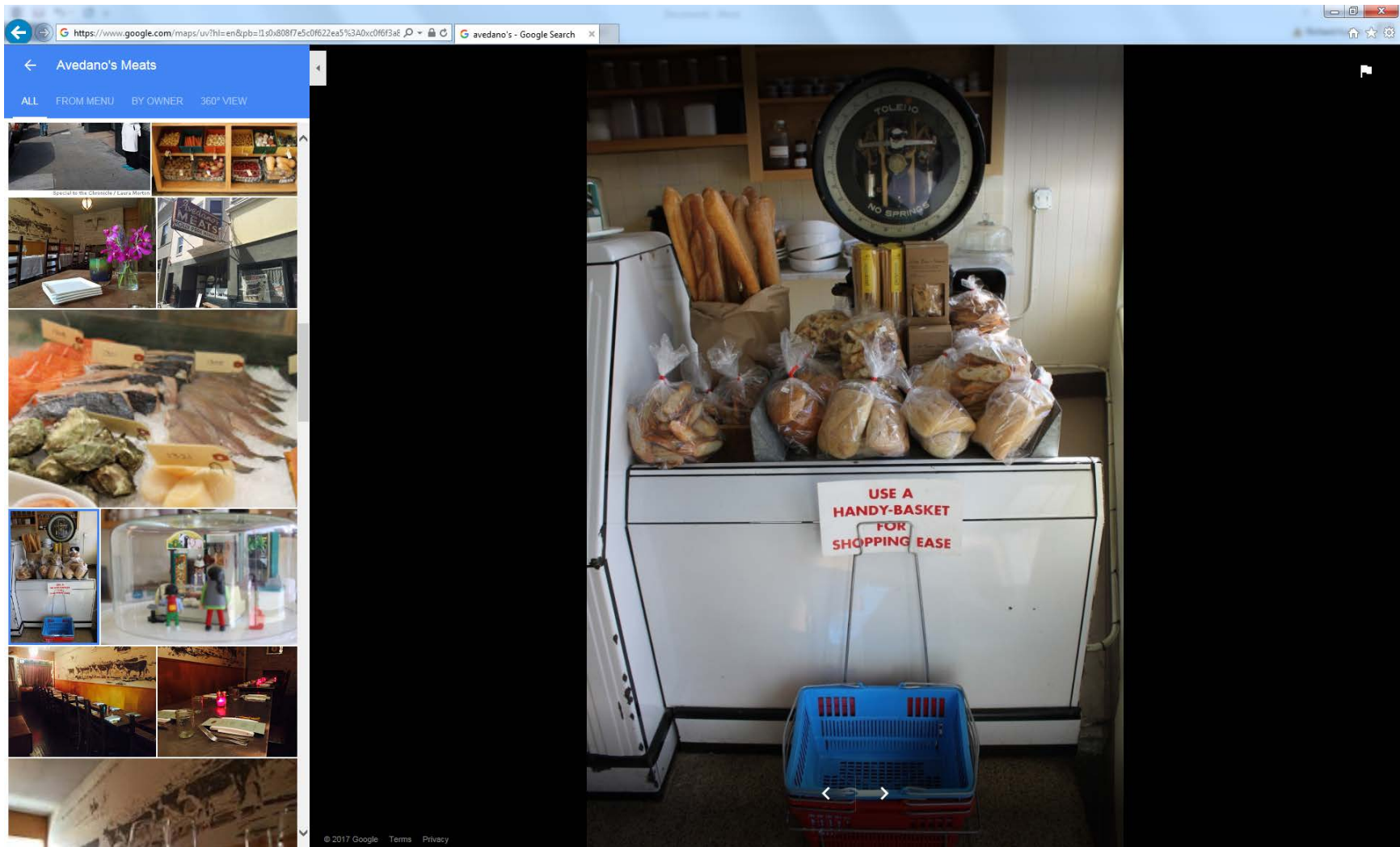
LA WAURE
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DATE JUN 15 15
PRICE/IB \$18.00
TOTAL PRICE \$6.40
AVERANO'S PH: 415-285-5328

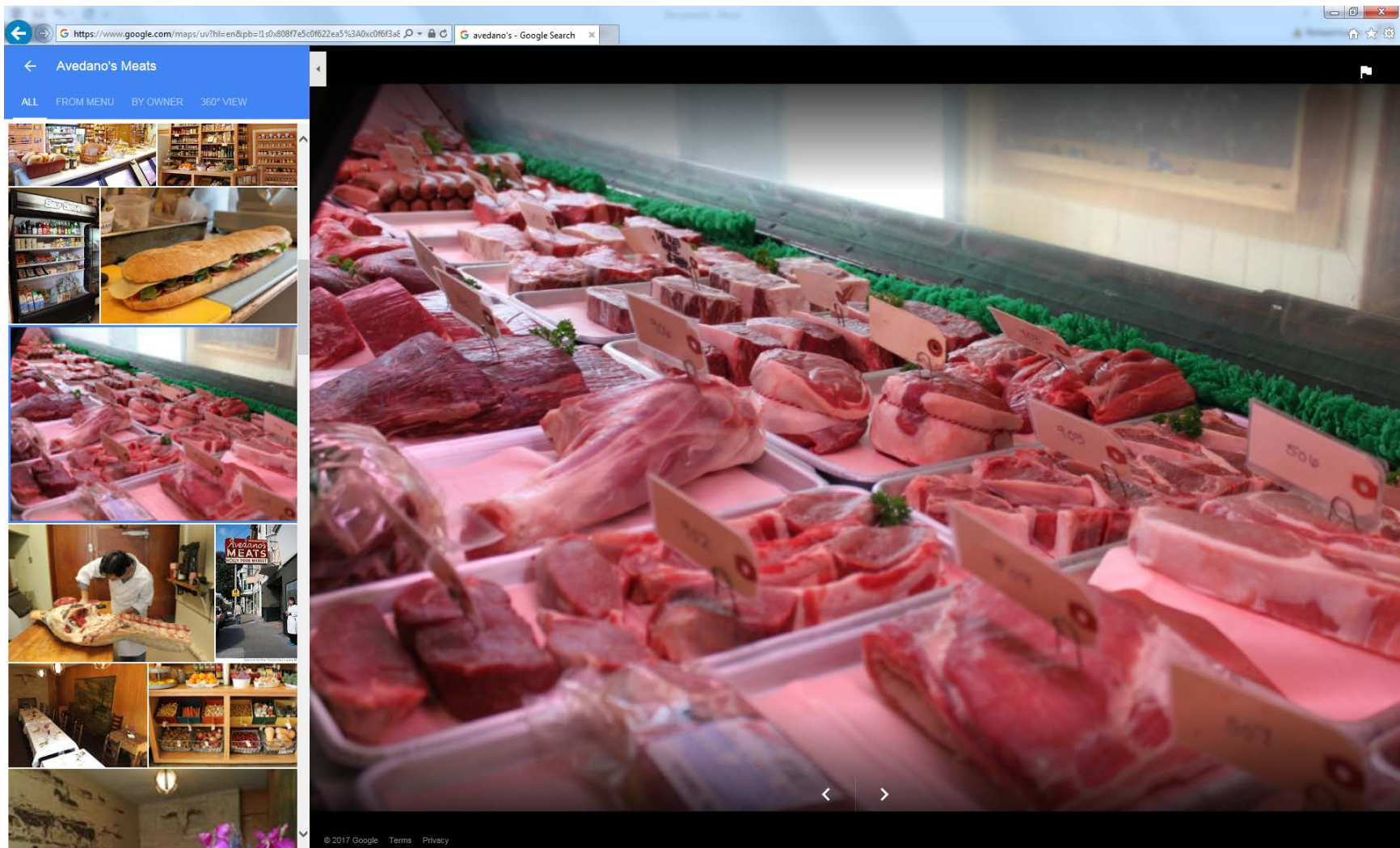
Brie Fermier
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
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DATE JUN 15 15
PRICE/IB \$22.00
TOTAL PRICE \$6.60
AVERANO'S PH: 415-285-5328

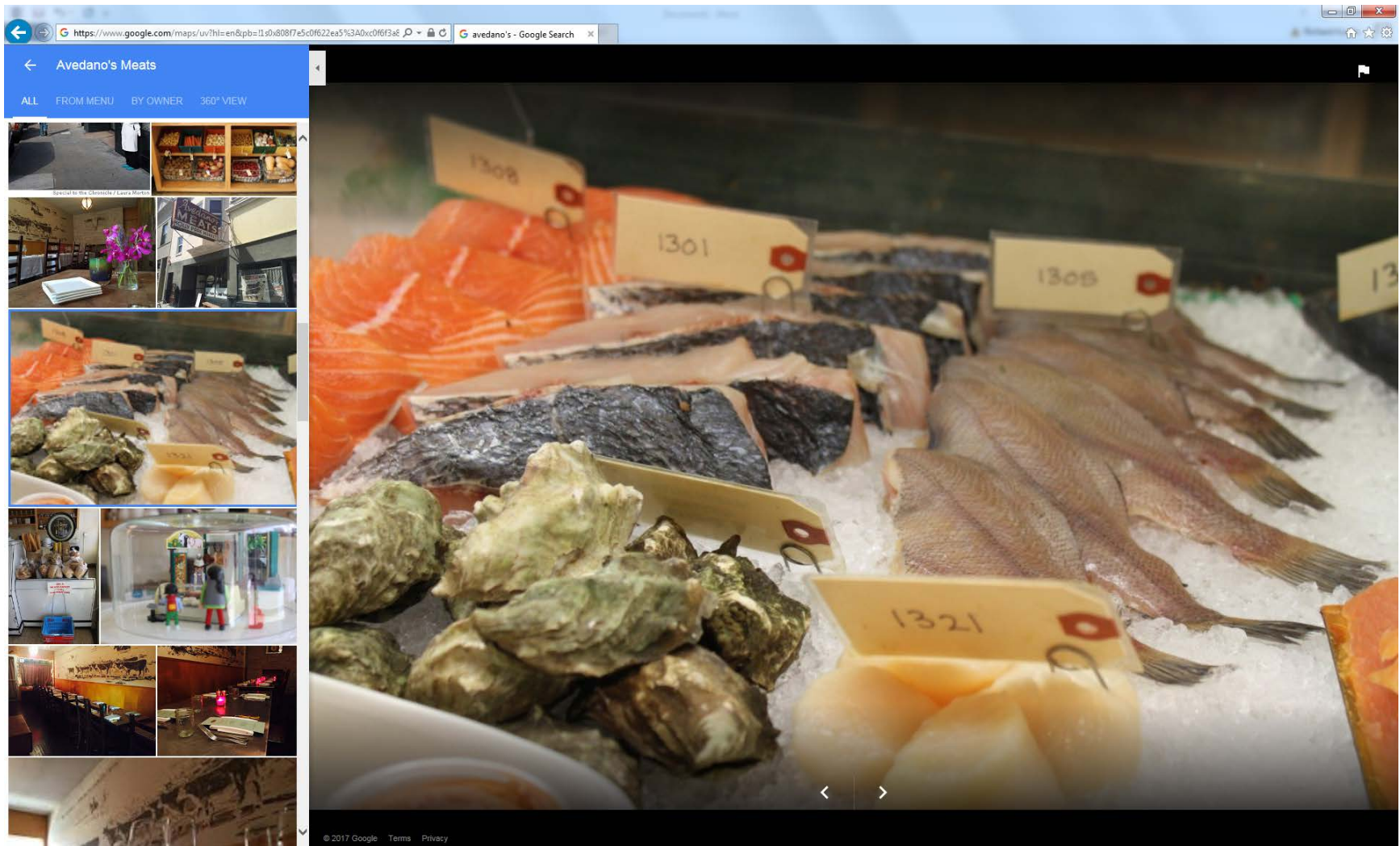
LA WAURE
SAFE HANDLING INSTRUCTIONS
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DATE JUN 15 15
PRICE/IB \$20.00
TOTAL PRICE \$6.30
AVERANO'S PH: 415-285-5328

OSSAU-IAETTY-SHEEP
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
DATE JUN 15 15
PRICE/IB \$21.00
TOTAL PRICE \$6.30
AVERANO'S PH: 415-285-5328









PANINI \$9⁰⁰

Tuscan Pork - PICKLED RED ONIONS,
DIJON, SWEET PEPPERS

ARISTA IN PORCHETTA - FIG JAM, ARUGULA,
PROVOLONE

PROVOLONE, MINT,
SWEET PEPPERS

SMOKEY TOM - SMOKED TURKEY BACON, SWISS,
JALAPEÑO JAM, PEPPERONCINI, MAYO

PASTRAMI - SWISS, SAUER KRAUT,
SPECIAL SAUCE

LAMBWICH - PESTO, PROVOLONE,
ARUGULA, SWEET PEPPERS

MEATLOAF - PROVOLONE, MARINARA,
RED ONIONS

STEAK - BUTTERMILK BLUE CHEESE,
DIJON, CARAMELIZED ONIONS,
ARUGULA

COLD BANH MI - JALAPEÑOS, PICKLED CARROTS, MAYO,
CUCUMBER, CILANTRO, LIME,
PORK TERRINE

4505 HOT DOG - MUSTARD, PICKLES \$8⁰⁰
RED ONIONS

THE HOTTER DOG - mayo, jalapeños,
CILANTRO \$8⁰⁰

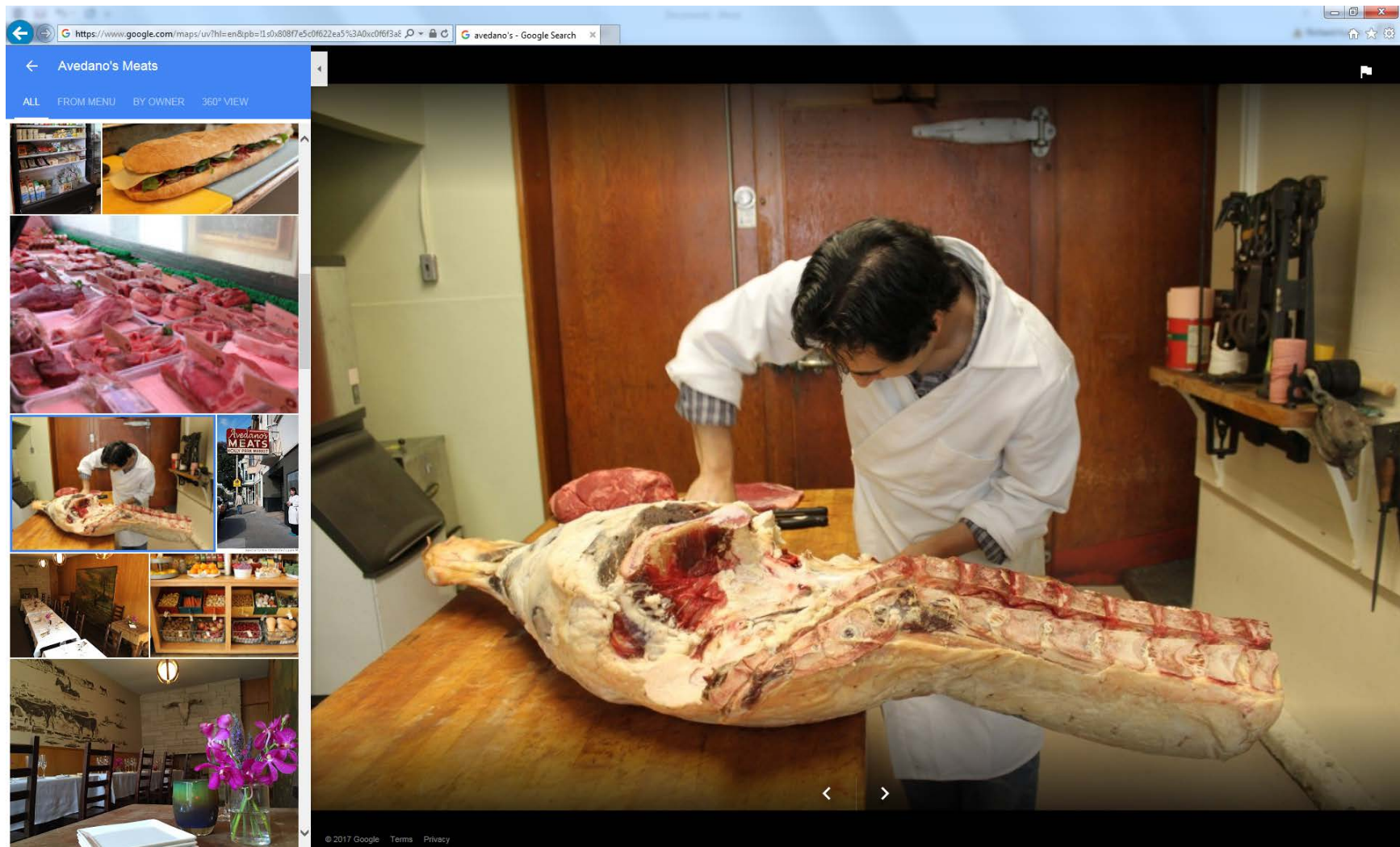
THE BARB WIRE - BRAISED BEEF, BBQ SAUCE
PICKLED JALAPEÑOS, SWISS
RED ONIONS, PICKLES

EXTRAS \$1⁰⁰

BACON \$2⁰⁰









Do you have a home freezer?
WE CUT WRAP
and QUICK FREEZE MEAT
at Wholesale Prices



DOLLY PARK MEAT MARKET



CICERO'S MEATS

(Holly Park Market)

Specializing in Meats Cut and Wrapped for Home Freezers

235 CORTLAND AVENUE

SAN FRANCISCO 10, CALIFORNIA

MISSION 7-4471

NAME.....

DATE.....

ADDRESS.....

PHONE.....

NUMBER IN FAMILY Adults.....

Children.....

☐ WILL CALL

☐ DELIVER

QUAL. FRZN. FISH	No. Ordered	Min. or 1/2 Doz. Price	Total
FILET OF SOLE			
FILET ROCK FISH			
FILET OF COD			
FILET SALMON			
OCEAN PERCH			
FILET HALIBUT			
SMELTS			
.....			
.....			
.....			

BEEF	Wholesale Cuts	Avg. Wgt.	— Price —	Approx.	Quantity	Total
SIDE.....		290				
HINDQUARTER.....		150				
ROUND.....		85				
LOIN—TRMD.....		75				
FOREQUARTER.....		160				
RIB.....		30				
CHUCK—REG.....		90				
.....						
.....						
.....						

QUAL. FRZN. VEG.

Quantity			Price Per Doz.
.....	PEAS.....	10 oz.	
.....	LIMAS—FORDHOOK.....	8 oz.	
.....	MIX VEGETABLES.....	10 oz.	
.....	BROCCOLI CUTS.....	10 oz.	
.....	GR. BEANS—CUT.....	10 oz.	
.....	GR. BEANS—FRENCH.....	10 oz.	
.....	POT.—FR. FRIED.....	9 oz.	
.....	PEAS & CARROTS.....	10 oz.	
.....	SPINACH—CH.—LF.....	14 oz.	
.....	CUT CORN.....	10 oz.	
.....	LIMAS—BABY—FDHK.....	10 oz.	
.....	BRUSSEL SPROUTS.....	10 oz.	
.....	CAULIFLOWER.....	10 oz.	
.....	POTATO PATTIES.....	12 oz.	
.....	ORANGE JUICE.....	6 oz.	
.....		
.....		

LAMB

WHOLE LAMB.....	50				
HALF LAMB.....	25				
SADDLE, LAMB.....	25				

PORK

LOINS, PORK.....	12				
TEND. HAMS.....	15				
PORK—SAUSAGE.....	5				
BACON, SL.....	12				
FRANKFURTERS.....	6				

VEAL

WHOLE.....					
SIDE.....					
HINDQUARTER.....					

QUALITY POULTRY

FRYERS—CUT UP (1 1/2-2-lb.).....					
TURKEYS (10-13-lb.) Evs.....					
TURKEYS (20-24-lb.) Evs.....					
.....					
.....					

FRUITS

.....	PEACHES.....	10 oz.			
.....	PINEAPPLE CHUNKS.....				
.....	STRAW. SLICED.....	12 oz.			
.....	SIMPLE SIMON PIES.....	34 oz.			

TOTAL AMT. OF ABOVE ORDER.....

TOTAL AMOUNT OF MEATS ORDERED....

TOTAL AMOUNT OF VEGETABLES, ETC..

TOTAL AMOUNT OF ORDER.....

Minimum delivery order \$50.00. Prices subject to change without notice.

Female butchers make the cut

Three women own, operate Bernal Heights shop focused on local, sustainable meat

By Michelle Locke

The pillar-box red lipstick is the first clue the white-coated butcher sawing up a grass-fed California lamb isn't your typical meat-cutter.

But then, Avedano's Holly Park Market is no ordinary chop shop.

Tucked into San Francisco's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look with its restored period fixtures and black-and-white photos.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st-century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when they find three women owning the shop," says Tia Harrison, who, along with Melanie Eisemann and Angela Wilson, took over Avedano's a year ago.

"We've gotten a lot of looks from people who are a little bit like, 'Well ... Who's your boss? Who's running the show back there?'"



From left, Angela Wilson, Tia Harrison and Melanie Eisemann own Avedano's Holly Park Market in the Bernal Heights neighborhood. — Eric Rlsberg/AP

Step into Avedano's and you're likely to be hit by a wave of nostalgia as palpable as the crispy smell of roasting meat that permeates the shop, a tasty byproduct of their catering and sandwich sidelines.

"We want people to come into our shop and we want them to find really great quality meats and fish; meat that has been broken down by hand the old fashioned way," Harrison said.

For now, all three are still working day jobs. Harrison is executive chief of Sociale in Presidio Heights. Eisemann also works at Sociale and runs a landscaping business; Wilson

runs a wholesale tea company called Divine Chai.

For Eisemann, who was working the cash register on a recent sunny day, Avedano's is a world she thought she'd renounced.

"I never dreamed I would own a butcher shop," Eisemann said. "It's still kind of surreal. I was a vegetarian for 15 years."

She started eating meat about six years ago, looking for sustainably raised and humanely slaughtered meat.

Avedano's isn't cheap. But the idea is to provide something customers can't get elsewhere. — AP

ious?
ngers

exhibit, which t. 1, is not neces- debunk bad-luck ws? Maybe Dan ve won a Super mi Dolphins had umber 13 on his

ic groups, such e for the Scien- of Claims of the orking to make , such as spilled led milk, the new xhibit — which pt. 1 — exists how easily the be influenced by

xamine your own ou think the way d.

ax@sfoxaminer.com

PROFESSIONAL SERVICES



COMPUTER SERVICES

COMPUTER PROBLEMS?

Crashed? Viruses?

SFGATE

3 female butchers say meat is the new black

Sarah Adler, Special to The Chronicle

Sunday, November 18, 2007

Three women, a butcher shop and a neon sign. What sounds like a setup for a joke is serious business for three pioneering local entrepreneurs.

Since late last summer, when they opened Avedano's Holly Park Market in Bernal Heights, Tia Harrison, Melanie Eisemann and Angela Wilson have trimmed cuts of meat for loyal customers while creating an unusual niche in a male-dominated trade. Their butcher shop on Cortland Avenue is the only women-run store of its kind in San Francisco. They're cutting meat and chopping up stereotypes.

"People always want to know who the butcher is who cuts their meat," says Wilson, 37. "When we tell them it's Tia, they say, 'Wow, can she really lift the cows onto the hook?'"

Avedano's provides all the nitty-gritty service you'd expect from a butcher - the women will work over the insides of a recently slaughtered calf and break it down into quarters and primals - but its business practices, the women say, are shaped partly by their gender. The three have decorated the old store with retro signage, handwritten labels, wooden baskets and cookie jars full of colorful Italian candies.

Along with skirt steak, veal shank and oxtails, Avedano's offers fish, including wild-caught salmon and petrale sole. They even serve an array of take-out dinners prepared daily - from soups and paninis to cured meats and tacos on Sundays, all made with local, organic ingredients - because they like to cook as well as cut.

"Meat is the new black. We're making it fashionable and hip to eat meat responsibly and to celebrate it," says Eisemann, 34.

"But lots of vegetarians still come here for doggie bones and for our house-made marinara sauce," Wilson adds.

Eisemann was a vegetarian until 2003, when she attended a five-course duck-themed meal and found the crispy skin impossible to resist. At the time, she was working as a waitress at Sociale, on Sacramento between Spruce and Locust streets, where Harrison, 29, served as chef. Their "eureka moment" came last winter, when Harrison and Eisemann met with longtime friend Wilson over dinner. They got to talking about a

joint venture, decided against a restaurant and then thought about running a butcher shop.

Harrison told them about having seen an abandoned shop on Cortland Avenue. "We knew we had to have a strong concept and vision to offer San Franciscans, and we thought, 'Hey, why not us in that place?'"

They realized that their skills meshed well. Harrison's experience at Sociale afforded her relationships with local meat vendors. Eisemann's experience as a server, and later as a landscaper, provided management foundation. Wilson's stint running her Divine Tea Co. and years as a cook at Laghi, an Italian restaurant, rounded out their skill set.

"I do the money better, Melanie does the decorations better and Tia does the food best," says Wilson. "We stay out of each other's way and really complement each other."

The three friends settled on the Bernal Heights storefront that once housed Cicero's Meats, an old-school butcher shop that opened in 1956. They agreed to keep their day jobs during the first year, and came up with a schedule to run the shop Tuesday through Sunday.

"I was confused at first because they didn't want to run it as a traditional shop like my father had," says Ed Cicero Jr., who owns the building. When not managing his family properties, he stops by for a visit and engages in some mentoring. "I showed the girls how to break beef," says Cicero, referring to the process of working the entire cow down into sides, chops, ribs and other parts.

Avedano's is named after Harrison's grandma Flora Avedano, a first-generation Italian American (whose mother, Francis Avedano, arrived in San Francisco from Asti, Italy, just days before the 1906 earthquake). Now they create dishes in her honor.

"I make sure to feature those recipes that remind me of her, like the sauteed vegetables that are in our panini and the scallion gnocchi that I roll by hand," says Harrison. "She also had a Meyer lemon tree at her house, and the smell always reminds me of her."

The Avedano's owners have created a scene right out of "Antiques Roadshow," decorating the store with odds and ends left over from Cicero's Meats: brass scales, a 1950s sandwich board announcing "Fresh Fish," butcher paper ink stamps. "When Melanie spotted a metal fish in the attic and climbed over the rafters to retrieve it, you would have thought she had won the lottery," remembers Wilson. "All we had to do was paint, put up some shelves, add a new floor in the back and we were good to go. The rest was here, including the original marble countertop and vintage linoleum with a mosaic bull."

While Harrison, Eisemann and Wilson are respectful of butcher shop traditions, their food aesthetic is influenced by their restaurant backgrounds and the neighborhood's tastes. The store's motto is "Local People. Local Food."

"We adjusted the inventory based on this neighborhood's needs," says Harrison. They offer traditional cuts as well as such current favorites as grass-fed hot dogs and lavender sausage. Above all, they carry types of meats that are easy to cook at home and that highlight the meat's flavor. Everything they serve is organically, responsibly raised.

They've got big plans for a local, sustainable Thanksgiving menu, including turkey from Sonoma's Willie Bird Farm, Woodland's Branigan turkey and Mary's free-range heritage turkey, as well as suckling pigs and Poulet Rouge chickens.



Special to the Chronicle / Laura Morton

Photo: Laura Morton

Image 1 of 2

Angela Wilson (left) and Tia Harrison joke with each other while preparing sandwiches at Avedano's Holly Park Market in Bernal Heights. Wilson and Harrison run the meat market with one other woman. (Laura Morton/Special to the Chronicle)



Special to the Chronicle / Laura Morton

Photo: Laura Morton

Image 2 of 2

Tia Harrison takes a smoke break outside Avedano's Holly Park Market in Bernal Heights. Harrison runs the meat market with three other women. (Laura Morton/Special to the Chronicle)

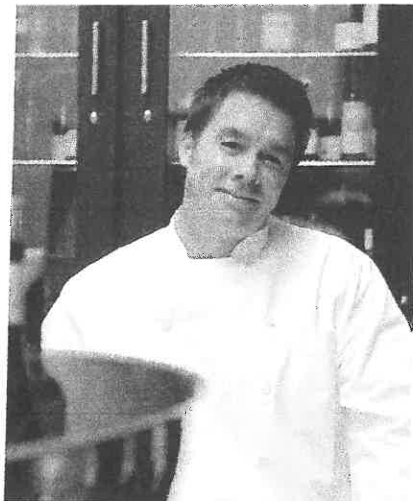
Running Avedano's "is a nice, new twist and a lot more political than working in a restaurant," says Eisemann. "I can educate the general public firsthand about sustainable meat and fish beyond the table."

None of the Avedano's owners have quit their day jobs yet. But the public's positive response and their own enthusiasm have motivated them to expand their business. In December, Ed Cicero Sr.'s former office, nestled between the store and garage, will be transformed into a 20-seat private dining room featuring Avedano's meats, fish and daily specials. The owners already have booked the room for holiday work parties.

While he misses his father's shop, Ed Cicero Jr. says the Avedano's women are honoring his family's dedication to quality and service. "My hats are off to them. They put a lot of sweat equity into the place, and they've brought it back to life."

"I never thought I'd run a butcher shop," says Eisemann, "but it's been so gratifying to create new food memories in this neighborhood, for local families and for ourselves."

At Spruce, Mark Sullivan serves butter-poached lobster in a former Model T storage space.



WHERE TO GO NEXT

san francisco

New in the Bay Area: a great market that doubles as a butcher shop, a Spanish charcuterie specialist, an intimate Roman restaurant, and more. by jan newberry

Spruce After making a name for himself at the Village Pub near Silicon Valley, Mark Sullivan (an F&W Best New Chef 2002) has opened a new place in San Francisco. His expansive restaurant in Presidio Heights—in a vast space that was once a storage spot for Model T

cars—plays to the area's society set. Sullivan's indulgent menu includes butter-poached lobster with gnocchi and braised lettuce, and a *bavette* steak with a rich *bordelaise* sauce and a side order of duck-fat fries. 3640 Sacramento St.; 415-931-5100 or sprucesf.com.

SPQR San Francisco's hottest new restaurant, a narrow, no-reservations place on Fillmore, gets its name from the letters stamped on manhole covers and government buildings in Italy's capital (SPQR is an abbreviation for *Senatus Populusque Romanus*, or "the Senate

and people of Rome"). Chef Nate Appleman (who also cooks at A16) offers irresistible fried snacks, like lemony sweetbreads with celery and garlic, as well as pastas, like the classic *cacio e pepe* dressed with pecorino cheese and black pepper, made with a choice of spaghetti or rigatoni. The list of affordable and hard-to-find Italian wines was assembled by A16's co-owner and sommelier, Shelley Lindgren. 1911 Fillmore St.; 415-771-7779 or spqrsf.com.

Laïola This energetic Spanish tapas bar and restaurant is the latest effort from former 42 Degrees chef Mark Denham. House-cured meats, such as *fuèt* (a sweet Catalan-style pork sausage) and *lomito* (smoky, dry-cured pork

Three Bay Area food veterans run Avedano's Holly Park Market.



new ingredient mecca

Avedano's Holly Park Market Founded by three food-industry veterans (Tia Harrison, Melanie Eismann and Angela Wilson), this specialty grocery is located in a Bernal Heights butcher shop dating back to the early 1900s. These days the store features organic lamb from Sonoma and Berkshire pork, as well as wild local halibut and locally foraged mushrooms. Harrison, who is the chef at Sociale, heads up the charcuterie section and house-cures the bacon. Avedano's is also becoming one of the city's most sought-after caterers, with offerings like roast suckling pig. 235 Cortland Ave.; 415-285-6328.



Owners of Avedano's – A Holly Park Market are Angela Wilson, Tia Harrison, and Melanie Eisemann

PHOTO BY MICHAEL HARLAN TURKELL

Bringing back nostalgic service to the neighborhood meat market

By Kristin Butler

Over 100 years ago, in 1901 precisely, Cicero's Meats opened shop in the Bernal Heights neighborhood in the city by the Bay. The shop was a family-owned market, handed

and over dinner one night Harrison suggested to her friends that the three of them do that instead of opening a restaurant – and they all agreed!

However, before they could

amid the garbage, the women found many treasures and kept them to add a nostalgic look and feel to their shop.

After replacing the floor and preserving the trademark steer head tile, the women adorned

the space has a campy style, with a fireplace, an old steer skull, original chandeliers, and a mural from the 1960s depicting cattle scenes.

The three friends opened for business last July as one of the only women-owned butcher shops in the country. The primary goal of Avedano's was to offer customers an old-time sense of community and family while also promoting the modern-day concepts of organic and sustainable farming.

to shop for everything in one place, the shop also provides other items for the family meal. Bins of organic red creamer onions, garlic, chick peas, pearled barley, corn-on-the-cob, yellow wax beans, and banana fingerling potatoes fill one side of the shop, next to a small cold section holding raw milk, lettuce, cheeses, and high quality pastas. Nearby shelves contain brown turkey fig jams, quince marmalade, and other homemade jams, syrups, and desserts. Eisemann is in charge of keeping the market stocked with all the specialty items.

Another important goal of the owners is to promote the organic and sustainable foods industry, so they purchase meat from smaller and closer farms, such Strawberry Mountain in Oregon, where cattle are grass fed and free of antibiotics, and where more humane slaughtering methods are used. Plus Avedano's sells organic produce purchased from local farms.

A former cook and entrepreneur, Wilson brings a unique set of skills to the threesome; she manages the day-to-day operations and acts as the bookkeeper.

Another successful aspect of the shop has been offering prepared take-out dinners, ready for pick-up at 4:00 p.m. each day. For just \$10.50 or \$11.50 a family can get a homemade dinner prepared on a rotating menu throughout the week, everything from carne asada to fried chicken to lasagna, served with a side dish or salad.

Because they sell such spe-



Melanie Eisemann assists a customer at the register

down through the generations, that served the neighborhood well for nearly a century. But as supermarkets gained popularity, shops like Cicero's began to die out, and eventually they closed. Although the family still owned and rented out its space, the only remnant of Cicero's Meats was the neon sign out front.

In 2006, a group of friends who had all worked in the food industry for years, Tia Harrison, Melanie Eisemann, and Angela Wilson, were thinking about opening a restaurant. "But the restaurant market is so saturated in San Francisco," Harrison recalls saying.

As luck would have it, Harrison had lived in Bernal Heights for years and used to walk by the shop on Courtland Avenue and admire its authentic look and feel. So the idea began formulating about bringing back a nostalgic butcher shop,

get this project off the ground, they had to convince Ed Cicero, son of the original owner, that they were serious. After all, the butchering industry, with its heavy lifting of carcasses and cutting of meats, had long been a male-dominated field.

"At first he didn't take us very seriously when I told him it was me and two other women," Eisemann says. "He kept voicing old school ideas."

But Cicero's desire to preserve his family's tradition of butchery won out, she says, and he let them sign a lease. Soon the women were busy restoring the shop.

That was the beginning of Avedano's — A Holly Park Market.

In another stroke of luck, the Cicero family had used a back room for storage and had never thrown anything away, so the project felt more like an archeological dig, Harrison says. But

fish sign out on the sidewalk.

They staged wooden butcher blocks, cleavers, and ancient metal scales throughout the shop and left an old freezer and motorized meat hook track in place. And out front, they kept the "Holly Park Markets" neon sign and added a second sign above it reading "Avedano's Meats," a name derived from the maiden name of Harrison's Italian grandmother who immigrated to San Francisco just days before the 1906 earthquake.

In addition to the butcher shop, pantry, and freezer, the three women also refurbished a side room for private parties. Aptly named the "Utter Room,"

"People don't spend enough time cooking together anymore, it is becoming a lost culture," Harrison says. "One source of inspiration for me with our shop is to have the opportunity to talk with parents and families who want to cook at home."

Harrison, who is co-owner and executive chef at Sociale Restaurant in San Francisco, offers advice to customers on how to cut and prepare the beef, lamb, chicken, and fish they buy at the shop. As the in-house butcher, she also teaches classes in beginning butchery and sausage making to both kids and adults.

In order to allow families

of food options, it keeps meals exciting — in fact they have doubled their profits the past six months — excellent results for a business just one year old. They have quickly become an essential stop in this hard-working family neighborhood.

It's no wonder they were just named "Best New Neighborhood Market" by *San Francisco's 7 X 7* magazine. No doubt Papa Cicero would be proud of the legacy.

For information about Avedano's, visit www.avedanos.com.

Kristin Butler is a Bay Area freelance writer. She can be reached at kristindeann@earthlink.net. ▲

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Bay Area Business Woman

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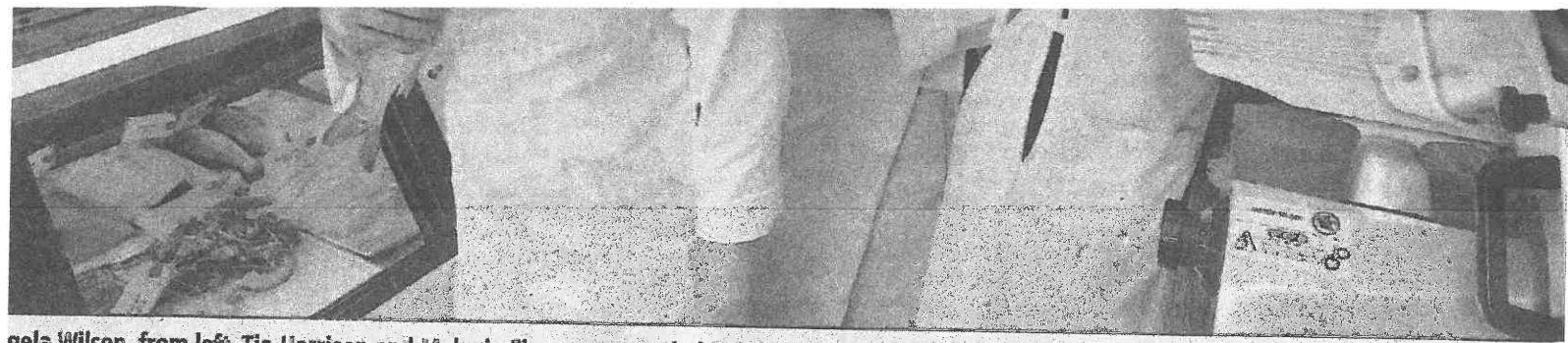
NEAPOLITAN

Neapolitan Editor: Tracy Mobley-Martinez 239.403.6115

Wednesday, July 9, 2008

Not your regular corner chop shop





Angela Wilson, from left, Tia Harrison and Melanie Eisemann pose behind the display counter at Avedano's market in San Francisco.
 © Risberg/Associated Press (2)

All-women team of butchers stays on cutting edge

By MICHELLE LOCKE
 Associated Press

SAN FRANCISCO — The red lipstick is the first clue the white-coated butcher sawing up a grass-fed California lamb isn't your typical meat-cutter.

But then, Avedano's Holly Park Market is no ordinary chop shop.

Tucked into San Francisco's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look with its restored period fixtures and black-and-white photos.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when they find three women owning the shop," says Tia Harrison, who, along with Melanie Eisemann and Angela Wilson,



Harrison pulls meat out of a locker at Avedano's market. This specialty-foods store, run by three women, is located in a historic storefront that housed a butcher shop for more than a hundred years.

took over Avedano's a year ago. "We've gotten a lot of looks from people who are a little bit like, 'Well ... Who's your boss? Who's running the show back there?'"

Step into Avedano's and you're likely to be hit by a wave of nostalgia as palpable as the crispy smell of roasting meat

that permeates the shop, a tasty byproduct of their catering and sandwich sidelines.

The store was a family-owned market that served the neighborhood for decades, only recently becoming vacant. When the women took over the lease, from a descendant of the Cicero family, they found many of the

original furnishings and equipment, which give the place its time-capsule feel.

Serried rows of brick-red steaks are lined up in the old glass cases, next to the paler pink gleam of pork and lamb. There's poultry, too, from floppy-necked whole chickens (free-range and organic, of course) to tiny quail.

"We want people to come into our shop and we want them to find really great quality meats and fish, meat that has been broken down by hand the old-fashioned way," says Harrison.

For now, all three are still working day jobs, rotating their hours at Avedano's. Harrison is executive chef of Sociale in Presidio Heights. Eisemann also works at Sociale and runs a landscaping business; Wilson runs a wholesale tea company called Divine Chai.

For Eisemann, who was working the cash register on a recent sunny day, ringing up meat as well as the vegetables and dry goods the store stocks, Avedano's is a world she thought she'd

See **BUTCHERS**, Page 2D

g pot with a bagel

Cestory of the bagel enough minutiae he most curious en. For those who presume the bagel all and used in recipes, few!

BAGEL

in butter
buckel or rye bagel,
di

- 1/4 cup corned beef
- 1 teaspoon Russian dressing
- 2 tablespoons sauerkraut, drained
- 2 slices Swiss cheese

Preheat oven to 350 degrees. In a small skillet, melt butter and sauté both sides of bagel halves. Place bagels, sliced-sides up, in a small baking dish. Lay corned beef across bagel halves and spread with dressing. Spread sauerkraut over corned beef and top with cheese. Bake in preheated oven for 10 to 15 minutes or until cheese is melted. Serves 1.

DOWN-HOME CHICKEN HASH BAGELS

- 2 tablespoons butter
- 1/4 cup finely chopped onion
- 3 tablespoons all-purpose flour
- 1 1/2 cups chicken broth
- 2 cups half and half
- 1/2 cup chopped apple
- 1/2 cup chopped walnuts
- 2 cups cubed cooked chicken
- 4 poppy-seed bagels, sliced
- Freshly ground pepper to taste

In a medium-size skillet, melt butter and sauté onion until golden. Remove from heat and add flour, stirring until smooth. Return pan to heat and gradually add chicken broth, stirring constantly until sauce thickens. Add half and half, stirring constantly until sauce re-thickens. Stir in apple, walnuts and chicken. Cook 5 minutes or until all ingredients are piping hot. Toast bagels and slice in thin strips. Place bagel strips on a platter and pour hash over bagels and season with pepper. Serves 4 to 6.

HOT FUDGE BAGEL SUPREME

- 1 cinnamon-raisin bagel, sliced
- 2 teaspoons dark crème de cocoa
- 1 scoop vanilla ice cream
- 3 tablespoons hot fudge sauce

I'd love to have this recipe, if possible.

— Grant Phillips,
Marco Island

A: Strange ... a Russian-style dish in a typical Cuban restaurant, but here it is, from Jeanne Voltz's Florida Cookbook:

GROUPEL RUSSIAN-STYLE

- 1/2 cup all-purpose flour
- 1 egg beaten
- 1 teaspoon plus 2 tablespoons vegetable oil
- 2 tablespoons water
- 1/2 teaspoon salt or to taste
- 1/4 teaspoon freshly ground pepper or to taste
- 3/4 cup fresh bread crumbs
- 4 fillets grouper, flounder or snapper
- 3 tablespoons butter
- 2 tablespoons minced parsley
- 3 tablespoons freshly squeezed lemon juice
- 1 hard-boiled egg, chopped fine
- Lemon wedges for garnish

Spread the flour on a plate or waxed paper. Beat together the egg, the 1 teaspoon oil, the water, salt and pepper. Place the crumbs on another plate. Coat the fish fillets with the flour, shaking off the excess, and dip it into the egg mixture and allow the excess to drain off, then coat evenly with the bread crumbs. Brush a heavy skillet or grill with oil, heat and add the fish in a single layer. Cook over high heat 30 seconds, or until browned, adding oil as needed; turn carefully and cook the second side over medium-high heat for a minute or until golden brown. Lower the heat, and cook the fish 3 or 4 minutes longer, until the flesh is opaque but moist when tested with a fork. Remove to a warm platter and keep warm while cooking the remaining fish if it is necessary to cook it in batches. To make the sauce, melt the butter in a small skillet over low heat. Add the parsley and sauté a half minute or so. Add the lemon juice and blend well. Stir in the chopped egg. Pour the sauce over the fish and garnish with lemon slices. Serves 4.

Doris Reynolds is the author of "When Peacocks Were Roasted and Mullet Was Fried" and "Let's Talk Food." They are available for sale in the lobby of the Naples Daily News. Also available for sale is the recently released DVD "A Walk

Butchers

Continued from 1D

renounced.

"I never dreamed I would own a butcher shop," Eisemann says, adding with a laugh, "It's still kind of surreal. I was a vegetarian for 15 years."

She started eating meat again about six years ago, but not indiscriminately, looking for sustainably raised and humanely slaughtered meat.

"Knowing where my food comes from and in a city setting it feels like we're being a little more connected," she says. Harrison is the one most likely to wield the handsaw and boning knife and hoist sides of beef on to the overhead hooks and pulley system that takes meat from the shop to the meat locker.

As a chef, she'd been cutting steaks for 10 years. The trick was learning to go back to when the steaks were still part of the cow. "I got a lot of great training from some men that we hired on to help out."

Butchering is "primal. It's really primal," she says. "One of my favorite stories is this butcher that we hired, we were sawing a veal in half ... and I was holding the legs and he was sawing it in half — I felt like I was a cavewoman or something. It was pretty awesome."

Meat at Avedano's isn't cheap. Some customers are shocked when they see how much more it costs to buy meat that's been fed grass and allowed some room to roam versus the product of large, factory-style operations.

But the idea here is to provide something that customers can't get elsewhere.

"If they are trying something great at a restaurant, hopefully we can provide them with the

ingredients to knock it off at their house," says Wilson.

A few old-timers have stopped by and seemed "surprised and amused a little bit" by the idea of an all-woman butcher shop team, but the store has mostly gotten good feedback, says Harrison. "Pretty much everyone has come out and really supported us. We're very lucky."

A recent customer was neighborhood resident Michele Alessandro, who stopped by while her children played a spirited game of "red light, green light" on the sidewalk.

"This is pretty much the only place we buy meat," she said. "We were all sort of deciding to go vegetarian and (her husband) was having a hard time with it and he was, 'All right, I'm going to go humanely raised humanely slaughtered animals.'" For a while that meant finding a place to shop downtown so when Avedano's opened, "we were very excited."

On the Net:

Avedano's Holly Park Market:
www.avedanos.com



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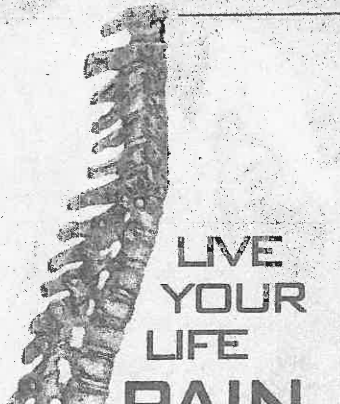
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Sunday BUSINESS July 13, 2008



ANGELA WILSON, above left, Tia Harrison and Melanie Eisemann stand behind the display counter at Avedano's market in San Francisco. Tucked into the city's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look. But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat. A vintage display from the 1950s illuminates meat, top.

ERIC RISBERG/ASSOCIATED PRESS PHOTOS

All-woman keeps on

By Michelle Locke
ASSOCIATED PRESS

THE FRESH MEAT display is the first thing you see when you walk into Avedano's Market. It's a vintage meat display from the 1950s, with a sign that says "DATE OTHER THAN 10/10/07".

But then, Avedano's Market is no ordinary meat market. Tucked into San Francisco's Bernal Heights district, the store, which first opened in 1901 as Cicero's Meats — has an old-time look, restored period fixtures and lots of white photos.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when

REITs great investments — but beware of risky

Q. I have read about the real estate investment trusts that you recommend, but there are two others paying good dividend yields that are not on your list. They are Senior Housing Properties Trust (SNH) at 6.5 percent and Redwood Trust Inc. (RWT) at 9.0 percent. Have you ever recommended these?

— C.L., Fremont

A. There are more than 200 real estate investment trusts in business today and obviously I can't track all of them, but you can get information on each one by going to www.nareit.com, the Web page of the National Association of Real Estate Investment Trusts.



Cliff
PLETSCH

Trust, but Redwood Trust is a mortgage REIT, which means it doesn't own property. Instead, it invests in residential and commercial real estate loans and asset-backed securities secured by real estate loans. I stay away from mortgage REITs, having been stung by the volatility and unpredictability of Annaly

Financial company. It was one of the best investments I ever made, thanks to you. What do you think of Gramercy?

— G. J., Murrieta

A. Gramercy looks good because of its recent dividend yield of 16.9 percent. But that's a tip-off. Gramercy is a mortgage REIT and should be avoided just like Redwood Trust in the previous question. Gramercy, instead of owning income property, is in the mortgage lending business, serving all types of borrowers, including REITs. It also seeks to acquire distressed debt. Doesn't that sound like a dangerous busi-

ness? I want to get together a living trust. Can you recommend an estate planning attorney?

— C.B. Livermore

A. An often-asked question. For expert help in drafting wills and trusts I have been recommending Cynthia Watchorn, an estate planning attorney in Alameda. But Cynthia operates part of her practice in Santa Rosa and is booked up. So now I'm referring readers needing help to Cynthia's Alameda associate, Susan Widule, 510-521-0512.

Q. I have tried both Schwab and Google to determine whether the income from TVA bonds is

backstate suggest IRA. I have been regular up for the past 10 years. I have been a member of the National Association of Real Estate Investment Trusts. I have been a member of the National Association of Real Estate Investment Trusts. I have been a member of the National Association of Real Estate Investment Trusts.

RETURN OF THE BUTCHER SHOP

The women of Avedano's in Bernal Heights are picking up tools honed by years of tradition.

BY BONNIE AZAB POWELL PHOTOS BY BART NAGEL



Left to right: Avedano's co-owners Melanie Eisemann, Tia Harrison, and Angela Wilson (with her two-year-old son, William) have a mentor in their landlord, Edward Cicero, Jr.

Walking into Avedano's, the meat market that opened in Bernal Heights last July, is like stepping through a time machine into 1960, the heyday of American butcher shops. The muted green walls, vintage signs, even the green-eyed stare of the Texas Longhorn set into the terrazzo floor all look as if the owners spent a fortune to nail the retro look.

But they didn't. "We put up the shelves, but that's about it," says Tia Harrison, one of Avedano's three co-owners. "We let the space guide us."

Avedano's, you see, is the adoptive heir to a butcher-shop dynasty that has occupied 235 Cortland Avenue since 1901. The metal ceiling track that winds through the shop from the loading dock and into the walk-in cooler, for conveying sides of beef and pork; the '50s-era refrigerated cases; the old scales and the wooden-handled stamps—all of it was here, gathering dust. They and the puzzle-piece collection of rooms all belong to Edward Cicero, whose father, Ed Sr., ran what was then called Cicero's Meats from 1957 until several years ago.

"They kept the core of the store the same, and that means a lot to me," says Cicero. "I want them to be successful, so they can stay there a long time."

The neighborhood seems willing to oblige, judging from the flow of eager customers. Which amazes Harrison, who says they were told "people don't support their local stores." Yet once upon a time, residents relied on shops exactly like this one, because they could expect a level of service and quality that supermarkets couldn't deliver. Avedano's is carrying on that tradition more than just through its decor: by selling old-fashioned kinds of meat, fish, and dairy, which just happen to sport newfangled labels like "grass fed," "organic," and "free range."

A meeting of minds

The idea of Avedano's was born at a dinner Melanie Eisemann set up to introduce Harrison to her longtime friend Angela Wilson, with whom she'd been talking about opening a restaurant. Eisemann, 34, has been involved with the organic movement for years and was until recently a vegetarian; she eats only humanely raised and sustainable meat. She knows Harrison through the restaurant Sociale; Eisemann is a front-of-the-house manager there and Harrison, 28, is its executive chef and a co-owner. Wilson, at 37 "the old one," as she laughingly puts it, is an experienced businesswoman, having founded the Bay Area tea purveyor called the Divine Tea Company in 1995.

At the dinner, Harrison mentioned that when she'd lived in Bernal Heights, she'd often walked past the Cortland address and thought, "Somebody should do something with this space." (A fish wholesaler was operating semi-secretly behind the shuttered doors.) "Why not a butcher shop?"



Wilson and Eisemann, who both also live in Bernal Heights, immediately saw the potential. "I knew there were plenty of people like me who were hungry for something like this," says Wilson. The area has only a small grocery store, yet is full of young, health- and environmentally-conscious families who would appreciate the kind of meat and gourmet treats that they would be offering.

Soon after that conversation in December 2006, Eisemann stopped by 235 Cortland to leave a letter. "I just happened to be in here when she pounded on the door," says Cicero. It took him four months to get back to her. "I admit, I had reservations that they could really do it, but they've proved me wrong."

After he said yes in April, things came together fast. The space's existing license with the city just had to be transferred into their names. They got

can be found shopping there, picking up fresh local, organic vegetables or Organic Pastures raw milk. They have plans to rent out the long, narrow empty room adjoining the shop for private parties; its linoleum and ceiling need a little TLC, but the wall-size mural of a cattle drive that Ed Cicero, Sr., commissioned years ago has barely faded.

All three are working hard, but Harrison in particular is maintaining a punishing pace, spending mornings at Avedano's breaking down meat and prepping and cooking the lunch foods, then going to Sociale's to work the line as executive chef. In her spare time, she has also founded Lucky Cooky Company,

to make and distribute what she calls proudly "the best damn chocolate-chip cookies around."

It's all part of a long-term plan for the self-taught Harrison, who knew she wanted to be a cook at age 11 and started at age 16; she cut short her maternity leave almost five years ago to head Sociale's kitchen. At Avedano's, she actually gets to meet the people she's feeding, something she's missed as a chef, and as much as she's working now, she hopes to be able to

slow down at some point.

"I love the restaurant business, but it's a hard life," she says. "I don't see myself cooking in 10 years. I need more time with my daughter, more vacations."

Butcher shops sent packing

On a recent Monday, the one day the shop is closed, Cicero and his wife have driven in from his home near Stockton so he can instruct Harrison in breaking down a veal (needless to say, not the crated, light-deprived kind) from Prather Ranch that they've been dry-aging in the walk-in. While Harrison is experienced at turning primals into cuts for the restaurant business, taking apart a half or even a quarter cow is an entirely different art.

It's also a vanishing one. No butchers under the age of 58, says Cicero, know how to cut "carcass meat," which is "like night and day compared to this vacuum-packed stuff."

He learned the trade from his father back in the early '60s, a time when there were as many as five butcher shops on Cortland, all thriving. At one point, Ed Sr. employed 11 butchers and four full-time salesmen in his store. He worked 18 hours a day, seven days a week; Cicero's mother did the book-keeping, and after school on weekends Ed Jr. and his brother cut and wrapped meat, and made deliveries. "We had customers as far as Tahoe, San Jose, and San Ramon who we'd deliver meat to," he says proudly. "Back then you wouldn't go to the supermarket to order beef, because you wanted *good* beef."

His father visited Butcher Town on Third Street daily to pick out the best-looking whole and half-animals, which

would then be delivered to the shop to be broken down into consumer-size cuts as well as turned into sausage, hot dogs, and other products. If the meat wasn't up to his standards, he wouldn't buy any, Cicero recalls. "He'd rather call his customers and tell them they'd have to wait."

The beginning of the end for Cicero's and most other American butcher shop can be traced to the mid-'60s introduction of "boxed beef" by IBP, then known as Iowa Beef Packers. IBP recognized that it could save a lot of money, and make even more, by applying assembly-line practices to their meatpacking houses. Instead of shipping unwieldy whole carcasses, along with all their heavy waste bits like bones and fat, as was the industry's practice back then, IBP began producing ready-to-sell cuts for supermarkets and shipping those instead. The trim and bones it sold for pet feed (and ultimately, and unfortunately, as cattle feed as well). Supermarkets were only too happy to fire their skilled meat cutters and package IBP's cuts in plastic for consumers, many of them working women who were starting to value price and convenience more than service.

Now, 95% of beef and pork is ground or cut and packaged at the source—the giant meatpacking plants—and almost all neighborhood butcher shops have shut down.

"People today, they want one-stop shopping," says Cicero with resignation. "The little guy isn't important anymore. Nobody cares."

As anyone who reads the newspapers knows, the safety and quality of our meat supply have suffered. As a result, more and more people are saying they do, in fact, care a lot, and are willing to pay more for meat like that sold at Avedano's and other specialty markets in San Francisco, such as Drewes Brothers Meats (another long-running butcher shop that has had its ups and downs) and Bi-Rite Market, both in Noe Valley. These purveyors can tell customers where their meat comes from, and how it is raised. They can hang their beef for 21 days or longer if they want, and advise on how best to cook various cuts.

While most people who shop at Avedano's are familiar with, say, how grass-fed beef tastes versus corn-fed, the women are happy to answer any questions. "We really want to educate the public about why you should support certain things, like local and sustainable meat and fish," says Eisemann.

On this day, donning his white butcher's coat, Cicero admits he's feeling a little rusty, not having cut beef in about 10 years. "Today I'll have to look before I cut. But it will come back to me," he says confidently. "It's all about knowing where the seams are. I used to joke that I'm like a doctor. The only difference is I grind my mistakes, and they bury theirs."

Inside the wood-paneled cold-storage room, Harrison is sharpening her knife. Cicero hands her a sinister-looking hook. "OK. Let's start with the shoulder. You want to pull it apart here so you can slip your blade in under this muscle..." **ST**



Above: Cicero instructs Harrison in the art of breaking down a whole carcass into individual cuts for consumers.

the keys in June, went on a mad cleaning, rearranging, and decorating spree (many of the tchotchkes came from the packed attic), and opened July 15. They chose the name Avedano in honor of Harrison's great-grandmother, who arrived in San Francisco from Asti, Italy, just before the 1906 quake.

A cut above

In just a few short months, the three women have built a thriving business, with a partnership based on their areas of expertise—"Melanie's service, Tia's the food, and I'm the money," says the plain-spoken Wilson. "I like to focus on people's strengths."

The prepared food has really taken off—Sunday's tacos sell out, and fried-chicken Fridays are popular. Even vegetarians

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Enrich thyself

Mel Prest was a figurative painter for a decade before she turned to abstraction, and beneath her colorful, geometric surfaces, her surroundings are still the basis for her compositions. While visiting Japan, for example, she mapped each metro stop in Tokyo onto a grid that she plotted using the 71 letters of the hiragana alphabet, spelling out the station names by connecting the grid points with fine lines of colored gouache. The work's combination of graphic precision and throbbing colors prods viewers to think about the limits of traditional depiction. GREGORY LIND GALLERY: 49 GEARY ST, 5TH FL, SF, 415-296-9661, GREGORYLINDGALLERY.COM

[Get your protein]

Go whole hog

If you grew up in a family of hunters, you know what it's like to have a freezerful of meat from a single animal. Now there's a chance for citified folk (and those who are antigun) to enjoy the same bounty. On the third Sunday of each month, students gather around the butcher block in the back of **Avedano's Holly Park Market** and learn to butcher a suckling pig and a lamb. With just a six-inch boning knife, students first take turns dividing the pig into sections, then into chops, hams, shoulders, and so on. After a short lunch break for juicy house-made tacos, they pick up their knives again to go at the slightly more challenging, 70-pound lamb. It's just as easy to do this at home, since the animals, which you can buy at Avedano's or at one of the meat CSAs, will already have been bled and cleaned (i.e., had their guts removed), and you can dispose of the leftovers the way you would any other meat scraps.

235 CORTLAND AVE., SF, 415-285-6328, AVEDANOS.COM

Vintage meat stamps decorate Avedano's Holly Park Market, where meat lovers learn to carve up a pig and a lamb.

Get your protein

SUSTAINABLY RAISED MEAT—IN WORD AND DEED

Meat at your doorstep

Local ranches **Clark Summit Farm**, **Riverdog Farm**, and **Marin Sun Farms** now do for meat what produce CSAs do for fruits and vegetables. Sign up with their meat clubs, and you can buy pasture-raised meat for a great price and pick it up at a convenient location. (They can't deliver to your doorstep, because unlike most produce, the meat must remain frozen or chilled.) Then there's the **Bay Area Meat CSA**, an online network that helps members connect with ranchers to buy and share whole animals. As with a produce CSA, flexibility is essential. You rarely get to choose which cuts you end up with, and because there are only so many pork chops in a pig, shares are not always identical. But the quality and price of the meat more than make up for the inconvenience of not knowing exactly what you're going to get. Look at the arrangement as a chance to try out new recipes. CLARKSUMMITFARM.COM; RIVERDOGFARM.COM; MARINSUNFARMS.COM; BAMCSA.NING.COM

Feast on a beast

Rib eye or hanger steak? Loin or cheek? No one likes making such choices at a great restaurant. But Chris Cosentino, chef of rustic-Italian restaurant Incanto, which serves sustainably grown produce and meat, is now offering a menu called **Leg of Beast**: It features an entire beef shank with all its components—braised shank, roasted marrowbones, beef tendon with cannellini beans and sage—and, because man cannot live on meat alone, a chicory salad with zinfandel vinaigrette. The dinner is meant for a feast—and a crowd—but it's entirely affordable. One week's notice is required, and the \$200 meal serves six to eight. For a special occasion, book Incanto's private Dante Room and delight your guests with the **Whole Beast** menu, for which servers carve a roast suckling pig, a lamb, or a goat right at your table. 1550 CHURCH ST, SF, 415-641-4500, INCANTO.BIZ

Feast

Protein-packed but meat-free body or 100-year-old? Seek to the articles that ed the world's paper on eating and the culture. A recent issue stones with assistance of World's Animal pits vegetarian a taste of

Be well enter

STORES THAT FRIENDS FEEL

The corner

Ten bucks buys a \$10 bottle of beer. **Healthy Sprouts** has an astounding 550 items around that price tag. Try it, for example, and you'll served like a chef. A perfect accompaniment to a sommelier Dave Hahn dinner party for your next course. If he suggests a Middle Eastern dinner for it: The billowy pita and creamy Lebanese three degrees of epicurean the Mark Hopkins hotel events. 2009 101-101-101 BLOSSOM.COM

Party on Folk

When your dinner party size and you're short on cash to **City Discount**, where plates cost only \$5.95 and glasses are a mere \$1.95. The cheery shop was founded by Rita Paoli, a sweet Italian who she closed her 34-year-old restaurant and wanted to offer

BUTCHERS.

{ MEET THE MAVERICKS & TRY THEIR BEST RECIPES }



Butcher shops have dwindled to endangered-species status, but a new generation of store owners is bringing them back—with a passionate commitment to locally raised meat, lesser-known cuts and chef-inspired recipes.

by kristin donnelly photographs by cedric angeles

WE ARE LIVING IN AN AGE of industrial meat production—chops, shanks, ribs and steaks are precut and Cryovacked at slaughterhouses before traveling thousands of miles to supermarkets. But a new generation of butchers is reviving the traditional approach. They're buying whole animals raised locally (often humanely and eco-consciously) and breaking them down by hand.

Working with whole animals can mean a limited supply of luxe cuts—a 1,500-pound steer has just two three-pound tenderloins and only a single one-pound hanger steak—so these forward-thinking butchers encourage their customers to try commonly overlooked parts. Instead of veal chops, for instance, they might suggest veal shoulder. Then the butchers act as cooking consultants, letting their customers know that veal shoulder, which can be tough, should be slow-braised until it becomes meltingly tender. It's no coincidence that a number of the most successful butchers have restaurant credentials and have even worked as chefs.

The best of the new butchers are bombarded with requests from professional and amateur cooks who are curious to learn about their craft. One store, Avedano's in San Francisco, recently offered a three-hour, \$300 course that sold out almost instantly; another, Fleisher's in upstate New York, allowed memoirist Julie Powell, author of the best-selling *Julie & Julia*, to research her forthcoming book there. The recipes and tips on the following pages, from three of the country's top butcher shops, share some of this sought-after wisdom.

OPPOSITE: Tia Harrison, Angela Wilson and Melanie Eisemann of Avedano's in San Francisco are reviving traditional butchery.

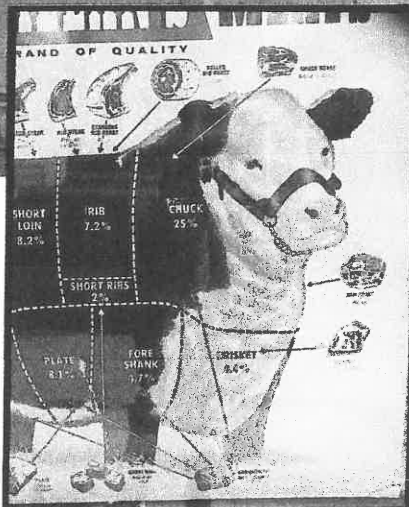
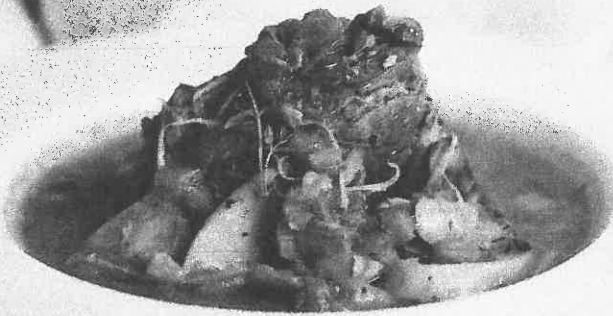


AVEDANO'S/SAN FRANCISCO

At Avedano's, co-owners Tia Harrison, Melanie Eisemann and Angela Wilson are serious about humanely and often locally raised meat; sustainability is also a must for the grocery items they sell. Harrison, who doubles as executive chef at Sociale, prepares take-out dishes like tender hunks of veal shoulder braised in a smoky tomato sauce (recipe, p. 187). As head butcher, Harrison breaks down whole carcasses regularly—a skill she more or less taught herself. "I explain it as learning backward," she says. "I had already dealt with cuts of meat in a restaurant setting. I just had to learn how it was all pieced together." 235 Cortland Ave.; 415-285-6328.

PRAISE
THE LARD

Butcher-chef Tia Harrison of Avedano's uses fire-roasted tomatoes to give chunks of braised veal a smoky edge.



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AVEDANO'S/RECIPES

smoky tomato-braised veal shoulder with potatoes/2006 penner-ash pinot noir
yucatán pork stew with ancho chiles and lime juice/2005 trivento golden reserve malbec

Smoky Tomato-Braised Veal Shoulder with Potatoes

ACTIVE: 45 MIN; TOTAL: 3 HR 15 MIN
8 SERVINGS

Humanely raised veal is becoming more widely available, at Avedano's in San Francisco and at other top butcher shops. The head butcher at Avedano's, Tia Harrison, recommends choosing veal shoulder or rump roast, which are more economical than other cuts of veal but still delicious. Harrison likes to braise them; here, canned fire-roasted tomatoes give the dish a smoky flavor.

2 tablespoons vegetable oil

One 6-pound boneless veal shoulder, cut into 8 equal chunks

Kosher salt and freshly ground pepper

2 cups dry red wine

One 28-ounce can whole fire-roasted tomatoes, crushed

1 cup chicken stock

One 6-ounce can tomato paste

5 garlic cloves, smashed

3 bay leaves

Three 3-inch rosemary sprigs

2 star anise pods

3 celery ribs, cut into ½-inch dice

2 carrots, cut into ½-inch dice

1 onion, cut into ½-inch dice

2 pounds fingerling potatoes, sliced crosswise ¼ inch thick

2 teaspoons finely grated lemon zest

1. In a large enameled cast-iron casserole, heat the vegetable oil until shimmering. Season the veal with salt and pepper. Add 4 pieces of the veal to the casserole and cook over moderately high heat until browned all over, about 10 minutes. Transfer the browned veal to a large plate and repeat with the remaining 4 pieces.

2. Add the red wine to the casserole and bring to a boil, scraping up the browned

bits from the bottom. Return the veal and any accumulated juices to the casserole. Add the fire-roasted tomatoes, chicken stock, tomato paste, garlic, bay leaves, rosemary, star anise, celery, carrots and onion and bring to a simmer. Cover and cook over moderately low heat until the veal is tender, about 2 hours.

3. Add the potatoes to the casserole, cover and cook until tender, about 30 minutes. Season the stew with salt and pepper.

4. Discard the bay leaves, rosemary sprigs and star anise. Transfer the veal to large shallow bowls. Spoon the potatoes and sauce over the veal, sprinkle with lemon zest and serve.

MAKE AHEAD The braised veal can be refrigerated for up to 3 days. Reheat gently before serving.

WINE Veal is a light meat, even when it's in a rich stew like this one, and it pairs best with lighter reds that won't overwhelm its flavor. Pinot Noir, probably the most graceful red grape, is a fine choice. Some of the best in America come from Oregon's Willamette Valley, like the cassis-scented 2006 Penner-Ash and the soft, fruity 2006 Cloudline Cellars.

Yucatán Pork Stew with Ancho Chiles and Lime Juice

ACTIVE: 40 MIN; TOTAL: 3 HR 40 MIN
8 SERVINGS

Harrison breaks down a pig each week at Avedano's and finds making stew a versatile way to use cuts like pork shoulder, shanks and belly. Here she cooks the stew with pleasantly bitter ancho chiles.

¼ cup vegetable oil

4½ pounds trimmed boneless pork shoulder, cut into 2-inch pieces

Salt and freshly ground pepper

2 large white onions, cut into ½-inch pieces

8 garlic cloves, smashed

1 pound carrots, cut crosswise into 2-inch lengths

3 ancho chiles, seeded and cut into very thin strips with scissors

3 bay leaves

Pinch of ground cloves

¼ cup fresh lime juice

6 cups chicken stock

6 plum tomatoes, quartered lengthwise

2 tablespoons chopped cilantro

Steamed white rice and sliced jalapeños, for serving

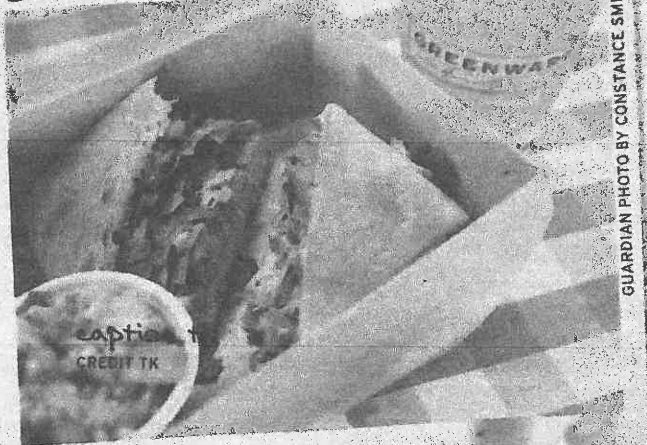
1. In a very large enameled cast-iron casserole, heat the vegetable oil until shimmering. Season the pork with salt and black pepper and add half of it to the casserole. Cook over moderate heat, turning, until browned all over, about 10 minutes. Using a slotted spoon, transfer the pork to a plate. Brown the remaining pork.

2. Return all of the pork to the casserole along with any accumulated juices. Stir in the onions, garlic, carrots, chiles, bay leaves, cloves, lime juice and chicken stock. Season with salt and pepper and bring to a boil. Add the tomatoes, nestling them into the liquid. Cover and cook over low heat until the pork is very tender and the carrots are cooked through, about 3 hours. Discard the bay leaves and stir in the cilantro. Serve with rice and sliced jalapeños.

MAKE AHEAD The stew can be refrigerated for up to 3 days. Reheat before serving.

WINE This Mexican-influenced dish gets its earthiness from ancho chiles, a flavor that pairs well with Argentina's premier grape, Malbec. Originally from France, this dark-berried, spicy variety reaches its pinnacle in Mendoza, producing juicy, potent wines like the smoky 2005 Trivento Golden Reserve and the cherry-inflected 2007 Crios de Susana Balbo.

Best lunch on a loading Dock: Kitchenette



GUARDIAN PHOTO BY CONSTANCE SMITH

Potrero Hill facility every weekday — 45 minutes of walking and 45 minutes of tasting. Groups witness the whole process, including bottling, while getting a full history of Anchor's trademark steam beer that's been made in San Francisco since 1896 (though the current recipe has only been around since Fritz Maytag bought the business in 1965). The tour is something like a grade-school field trip mixed with a post-college wine tour. You'll get all the educational (and mind-altering) benefits without the boredom (or the school-bus smell). Don't believe us? Tours are so popular they are booked solid three to six weeks in advance. 1705 Mariposa, SF. (415) 863-8350, www.anchorbrewing.com

BEST SUSTAINABLE SHORE THING

Beach fare tends to fall into two food groups: snacks and beer. But where do health nuts go when they want to fuel up for sun and sand? A feel-good option for smoothie-drinking vegans and sustainability-conscious locavores alike is **Judahlicious**, a registered green business that serves sandwiches, raw vegan desserts, and fresh sandwiches hearty enough for a day of riding gnar gnar breaks or light enough for an afternoon of displaying brand-new hemp bikinis. Hippy jokes aside, though: we love that this independent business supports local organic farmers, uses compostable and recycleable products, and hand-sorts waste to contribute to organic soil for a small, native-plant nursery in the city. And it doesn't hurt that the food is delicious. 3906 Judah, SF. (415) 66-JUICE, www.judahlicious.com

BEST WAY TO BRING HOME THE BACON

It's just too easy making sexual jokes about how much the three women who own **Avedano's** love their meat. Besides, the trio who revamped a century-old butcher shop are nothing if not serious about their mission to serve curious carnivores. Co-owner and Sociale executive chef Tia Harrison and her partners have combined the traditions of a classic meat market with the sensibilities of sustainability to create a neighborhood butchery perfect for the eco-conscious-yet-bacon-loving city that spawned *Meatpaper*. The shop not only sells what's for dinner, but offers classes on everything from butchering a suckling pig to handling a hacksaw — after which students take home \$100 worth of fresh meat. But don't think all this dedication means the Avedano's ladies have no sense of humor. A recent sign board read, "Nothing Beats Back Fat." Uh, that's what she said? 235 Cortland, SF. (415) 285-MEAT, www.avedanos.com

BEST BELLYFUL WITH BELLY DANCE

Some pundits will argue that belly dance is rarely, if ever, a regular part of African and Middle Eastern dining; they say, in fact, it's a rare or underground activity made mainstream for *Aladdin*-loving tourists with *Arabian Nights* fantasies. To them we say, so what? Sometimes we want our dinner with a bit of Disney flair — particularly if the food itself is authentic and delicious. A perfect example is **Al-Masri**, the Egyptian eatery in a far-flung corner of the Outer Richmond whose cuisine and

CONTINUES ON PAGE 44 »

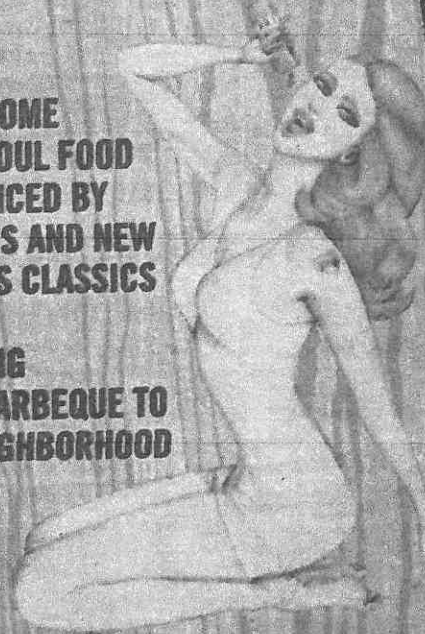
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Young Idols With Cleavers Rule the Stage



Jodi Hilton for The New York Times

OLD SCHOOL Adam Tiberio at work in Massachusetts.

By KIM SEVERSON

Published: July 7, 2009 NEW YORK TIMES

If chefs were rock stars, they would be arena bands, playing hard and loud with thousands cheering.

Related

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\) The Butcher Adam Tiberio in a YouTube Video Demonstration \(Warning: Graphic Images\)](#)

[!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc_img.jpg\) A Butchering YouTube Video From Argentina \(Warning: Graphic Images\)](#)



Michael Nagle for The New York Times

MASTER OF CAREFUL CUTS Tom Mylan of Marlow & Daughters in Brooklyn.

Farmers, who gently coax food from the earth, are more like folk singers, less flashy and more introspective.

Now there is a new kind of star on the food scene: young butchers. With their swinging scabbards, muscled forearms and constant proximity to flesh, butchers have the raw, emotional appeal of an indie band. They turn death into life, in the form of a really good skirt steak.

And it doesn't hurt that some people find them exceptionally hot.

"Think about it. What's sexy?" said Tia Keenan, the fromager at Casellula Cheese and Wine Café and an unabashed butcher fan. "Dangerous is sometimes sexy, and they are generally big guys with knives who are covered in blood."

Of course, there is more to butcher love than that. "Obviously everyone is the middle of a total meat obsession," Ms. Keenan said. "That's definitely part of it." In the last few years, quality meat from small producers has started to make a comeback. These farmers do not send their animals to the large processors that dominate the meat industry, creating a demand for people who know how to extract short ribs from a side of beef or pork belly from a hog.

So young men and women, many with culinary backgrounds, begged their way into apprenticeships with the few old-school butchers and small slaughterhouses that survived. Or they simply taught themselves.

Now they're working in boutique butcher shops that are opening in cities like New York, New Orleans and San Francisco. The ones who are famous enough to have a following use Twitter and blogs to organize cutting demonstrations that sometimes feature cocktails and sausages.

In San Francisco, Ryan Farr calls himself a "producer of porcine pleasure." Mr. Farr, 30, is a former restaurant chef who is working on opening his butcher shop, 4505 Meats. In the meantime, people pay him \$75 to learn how to break down a young 90-pound pig. They get to take home about 12 pounds of pork and nibble on roasted pork head and Mr. Farr's signature chicharrones.

Max Heilbron, 31, bought slots in a late spring class as a birthday present for his girlfriend, Jade Le, 28. She hacked away at a leg while he documented the event on his iPhone and Mr. Farr tried to give away some of the grimmer tasks.

"Who wants to start taking the face off the head?" he asked.

For \$30, Farr fans can be part of meat and liquor mash-ups at a local bar where he butchers a pig (and soon, a lamb and a quarter of a steer) while people drink cocktails and eat his handmade corn dogs and pulled pork sliders.

ANCIENT SKILL, NEW FANS Ryan Farr takes a pig apart before a cocktail-drinking crowd at a bar in San Francisco. As a result, Mr. LaFrieda, 35, has been inundated with young would-be butchers who want internships.

Does he think the new breed of rock star butchers are any good? "No. This is a business that takes a lot of training, and where are you going to find good meat to practice on? It's hard."

More drive than training among beginners can lead to garage-band butchery.

Part of what some people call the hipster hottie butchering phenomenon is that sometimes the meat isn't up to par, said Josh Ozersky, senior restaurant editor for Citysearch and author of two books on meat-related subjects. "It's like some kind of tattooed lothario is now going to give you the horrible shins raised by some other hipster who doesn't know anything about meat."

Joshua and Jessica Applestone, owners of Fleisher's Grass-fed and Organic Meats, are trying to prevent that. Since they opened their butcher shop in Kingston, N.Y., four years ago, they have released a load of young butchers into the world, Mr. Mylan among them. He spent a year sleeping at their house, learning the craft from Mr. Applestone, 39, a pony-tailed butcher with a porn-star mustache whose grandfather was a kosher butcher in Brooklyn.

They, too, are inundated with requests from people who want to work for free at their shop. So they formalized the program and charge \$10,000 for six to eight weeks of instruction. Students can sleep in an Airstream trailer.

Julie Powell — the Julie who inspired the upcoming film "Julie & Julia" — sought them out before they started charging. Her affair with a good friend had left her marriage in shambles, and she was looking for a way to repair her broken heart.

"Standing at the table all day breaking down chuck shoulder just focuses your mind," she said. "For eight hours a day I am not thinking about any of the mess in life."

The resulting book, "Cleaving: A Story of Marriage, Meat, and Obsession," is set to come out in December.

The difference between male and female butchers also came into focus during her time there. She would watch a parade of young people, mostly men, come into the butcher shop for weekend lessons, and the testosterone level was "poisonous," she said. Once, someone put ice down her shirt. She figured bra snapping wasn't far behind.

Jessica Applestone, 42, understands. Gender, she said, makes a difference. Men approach breaking down a carcass the way they might approach rock climbing, muscling their way through it. Women, who often lack the upper body strength to pull a 100-pound piece of pig from the hook to the table, take a more strategic and delicate approach.

"Their cutting is a little more sensitive and precise because of it," she said. But even among the women who butcher, Ms. Adler said, there is that swagger.

Mr. Farr visited New York last week, and one thing on his list was to meet another rock star butcher, Tom Mylan of Marlow & Daughters in Brooklyn. The broody, moody Mr. Mylan, 32, has become such a cult figure that his classes sell out quickly and he sometimes dodges fans, who approach him at parties, and calls from the news media.

Mr. Farr had a dream. "I want to throw a 300-pound pig in the middle of a room full of people and just tag-team it with him," he said. So far, Mr. Mylan hasn't set a date.

Butchery skills began to recede in the 1960s, when beef and pork, already cut and boxed, started arriving at supermarkets. Neighborhood butchers, who once handed a child a slice of bologna and saved the hanger steaks for special customers, began to evaporate. Modern butchers became more like slicers.

But the trend began to reverse with the rise of locally raised meat, and the popularity of so-called off-cuts. Some restaurants brought butchery into their kitchens, even though it's a skill barely taught in culinary school.

"For chefs, you're not really in the game if you can't cut up a pig anymore," said Tamar Adler, a chef who learned butchery at Farm 255, a restaurant in Athens, Ga. She teaches butchery and also coordinates a Web site for people in the Bay Area who want to share in the purchase of whole animals.

The roots of the butcher as an icon of cool might be found in the writings of Bill Buford, who fashioned an operatic meat hero out of Dario Cecchini, a towering, Dante-spouting butcher from the Chianti countryside. Mr. Buford immortalized him in an article for The New Yorker and in his book "Heat."

"Dario might be in some ways the first rock star butcher, but he did a lot of things others hadn't done," said Mr. Buford, who is working in a restaurant kitchen in Lyon. "He was the first polemicist. He is the first unapologetic meat eater."

Published: July 7, 2009 (Page 2 of 2)

In New York, the butcher's emergence as a haute player snapped into focus in 2004 when Danny Meyer asked Pat LaFrieda, a third-generation Manhattan meat purveyor, to craft a custom blend of hamburger for his Shake Shack restaurant. The butcher's name gained so much currency that Keith McNally commissioned a special LaFrieda Black Label made from prime dry-aged cuts that is fashioned into \$26 hamburger at his new Minetta Tavern.



Peter DaSilva for The New York Times

"There's a macho performal nature that some of these people crave," she said. "And what better a performance than the blood and guts of butchery?"

Melanie Eisemann, 34, said that when she and two other women bought a butcher shop in San Francisco called Avedano's Holly Park Market, they weren't interested in performance or machismo.

The vintage shop they took over two years ago has features that would be prohibited by health codes today, like the wood-lined walk-in, with its track for carcasses snaking along the ceiling.

An old white enameled meat case sells cuts by name and provider, all broken down by hand. In the back, a little door reveals a secret room where Tia Harrison, an owner, cooks meaty dinners of tri-tip, black cod and cowboy steak. Competition for a seat is stiff.

"We never did it to be rock stars," Ms. Eisemann said. "For me, it was a way to promote small farms and certain fish. That's it."

Of course, as in music, there are always new styles and new challengers coming up. In June, two Japanese butchers in trousers and ties landed at Japanese Premium Beef, a pristine downtown Manhattan storefront that looks more like a Prada boutique than a butcher shop. Using knives beveled on only one side, they slice blocks of wagyu into sashimi-like slices of beef, some of which sell for \$49.99 a pound.

And in August, Adam Tiberio will roll into town from Massachusetts and take up the knives at Dickson's Farmstand Meats in the Chelsea Market.

He is one of the few young butchers who has worked in a slaughterhouse and cut beef for a supermarket chain. His idols are South American butchers, whose YouTube videos he studies to learn how to break down hanging beef with their poetic elegance. And Mr. Tiberio, 26, writes about the old-school Northeast meat cutters who taught him how to work with speed and precision, withstanding the bone-chilling temperatures of the cooler by stashing a brandy flask in the belly cavity of a lamb.

When he's in New York, the butchering game might become more competitive, he says. But he means no disrespect to other young butchers in town.

"There is always going to be some guy in some meat room in some part of the world who is going to be faster than you," he said. "I just leave that alone and cut."

butchers a beef leg quarter in the cutting room at Olivier's Butchery in the Dogpatch neighborhood of San Francisco.

just the choice cuts

butchers help make meat dishes affordable, sustainable and delicious

at the back of his eponymous, Olivier Cordier hunches over a beef leg quarter, methodically trimming muscle and lining the bone with a fine table.

On the menu are filets mignons, a New York strip, a gousse d'ail, pear and steak.

see these cuts

French accent so thick it's almost drowned out the anatomy. Usually gets thrown into

industrial row of con-

verted storage spaces in San Francisco's Dogpatch neighborhood, Olivier's Butchery is one of a handful of new Bay Area butcher shops introducing lesser-known cuts of meat to the public.

As the trend of using the whole animal — both for economical and ethical reasons — continues to grow, shanks, shoulder cuts and leg steaks that were once relegated to the scrap bin are now being sold in place of their more popular — and expensive — counterparts. It's all part of a larger effort to eat humanely raised meat from local producers.

"The key to sustainability for California's small-scale ranches is that consumers learn

Butcher continues on G6

**Recipes
and local
butchers
on G6**

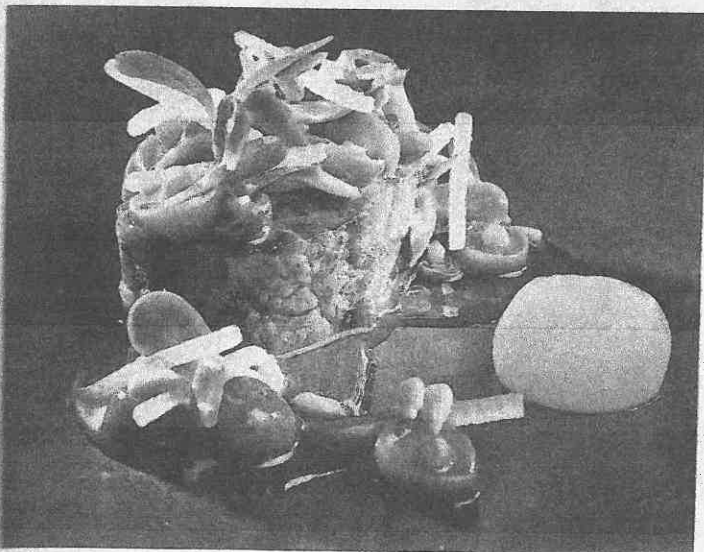


Russell Yip / The Chronicle

Melanie Eisemann started Avedano's Meat Wagon in Hayes Valley last year.

Update

les its way to 4 stars



John Storey / Special to The Chronicle

beef braised with pear is served with tiny beech mushrooms, sunflower seeds and sprouts.

Every night he creates a diverse fixed-price menu. A la carte dishes are

rants that look mainly toward Europe. The slightly rubbery purplish quail egg,

WINE

For Sicily, white is in vogue

By Talia Baiocchi

LINGUAGLOSSA, Italy — Sicily's white grapes are finally getting the recognition they deserve. It only took two centuries.

Grillo, Inzolia and Catarratto, the big three of the island's whites, made it big in the 1700s as the primary players in Marsala, Sicily's famous fortified wine. But after more than a century as the equal of Madeira and Sherry, by World War II traditional Marsala had destroyed its reputation, thanks to odd flavor infusions and mass production.

The death of the Marsala market meant a grape surplus. With nowhere else to go,



Tasca d'Almerita

Giuseppe Tasca is proprietor of Sicily's Tasca d'Almerita.

Grillo and its friends were made into blending wine that was sold in bulk to France and Northern Italy.

"In the late '80s," recalls Giuseppe Tasca, whose grand-

Sicily continues on G8

with a cold lager, some sauerkraut and good whole grain mustard.

whole grain mustard, for serving

good bread, sauerkraut and whole grain mustard at the table.

Butchers help cooks use eve

Butcher from page G1

to use the whole animal," says Anya Fernald, CEO of Belcampo Meats. "Our extremely efficient system has made it so we can eat just the choice cuts, but we have to learn to change that so that (raising meat) becomes financially viable for our ranchers."

Fernald, the organizer of Slow Food Nation and founder of Oakland's Eat Real Festival, says her goal is to cover the entire process: At Belcampo, animals will be raised on pasture, slaughtered at a company slaughterhouse in Yreka and then brought to retail in her own shop, set to open this summer in Larkspur. Future plans call for a small restaurant next door.

Butcher shop and grill

Charlie Hallowell, chef/owner of Oakland's Pizzaiolo and Boot and Shoe Service, also hopes to open a small butcher shop and grill in the next several months.

"The beauty is that we can sell some cuts through the butcher shop and send the rest over to use at the restaurants," eliminating waste, he says.

But the hope of most butchers is that it won't just be the prime cuts that consumers go for.

In the past, restaurants would promote certain cuts like rib eyes and lamb chops on the menu, explains Melanie Eise-mann, co-owner of Avedano's butcher shop in San Francisco. "Now there's a renaissance with the butcher shops to promote 'butcher cuts,' " and customers are starting to explore that more freely."

By butcher cuts, she might mean such things as the often overlooked pork shank. By simply draping it with herbs and wrapping it in foil, the leg piece roasts slowly until fork tender, with enough natural flavor from the tendons to season and soften the meat. The butchers at Avedano's recommend serving this with good whole grain mustard and sauerkraut.

Meat Wagon

Though the Bernal Heights shop has been open for more than four years, Eise-mann start-

Lemon-Oregano Lamb Leg Steaks

Serves 4

Tony Kouerinis, a meat clerk at Bryan's Meats in San Francisco, recommends using these quick-cooking and affordable lamb leg steaks for an easy weeknight dish. Serve with couscous and a green vegetable for a complete meal.

4 lamb leg steaks, about 3/4- to 1-inch thick

Kosher salt and ground black pepper, to taste

2 teaspoons dried oregano

Fresh lemon, for serving

Instructions: Turn the broiler on to high, and place a rack about 4 inches from the top of the oven. Season the leg steaks generously on both sides with salt and pepper. Sprinkle evenly with the dried oregano. Put the steaks on a foil-lined baking sheet.

Place baking sheet on the top rack under the broiler, and cook for 5 minutes. Remove pan, flip steaks, and put



back under the broiler for another 4-5 minutes, until the edges are crisped and brown and the steak is cooked to medium.

Remove, and let rest for at least 5 minutes. Squeeze fresh lemon juice

over both sides of each lamb and serve hot.

Per serving: 223 calories, 14 0 g carbohydrate, 18 g fat (8 ed), 57 mg cholesterol, 47 m 0 g fiber.

Garlic & Herb-Roasted Chicken Thighs

Serves 4

Boneless, skinless chicken thighs will cook in just 20 minutes in a hot oven. The butchers at Antonelli's in San Francisco's Cal-Mart grocery store use this marinade with just rosemary, but we used a mixture of rosemary, thyme and oregano — any herb will work. Serve with vegetables and rice, using the hot garlic herb oil to drizzle over the top of the side dishes and pull the meal together.

6 boneless, skinless chicken thighs

Kosher salt and ground black pepper, to taste

6 tablespoons olive oil

4 cloves garlic, minced

1½ tablespoons minced mixed herbs

Instructions: Preheat the oven to 400°.

Season the chicken generously on both sides with salt and pepper, and place in a single layer in a baking dish.

In a small bowl, combine the olive oil, garlic and herbs; pour over the chicken, rubbing the garlic and herbs into the meat

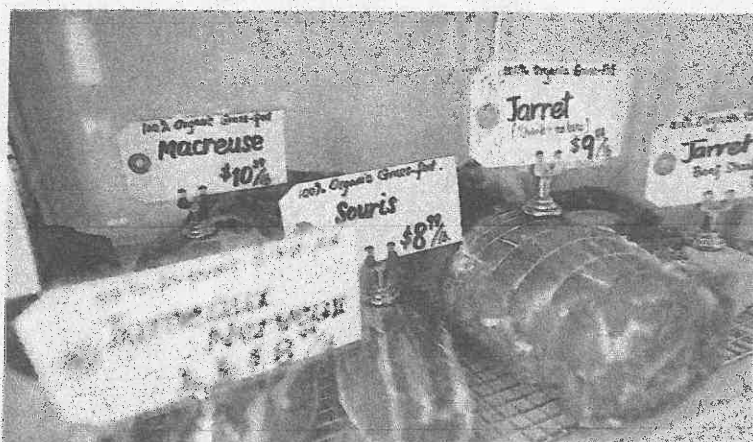
and turning to coat until everything is covered.

Bake for about 25 minutes until cooked through. Serve hot, spooning the garlic herb oil over the chicken.

Per serving: 308 calories, 21 g protein, 1 g carbohydrate, 24 g fat (4 g saturated), 86 mg cholesterol, 90 mg sodium, 0 g fiber.



Wine pairing: Serve the 2010 Pisoni & Lucia Wines Lucia Santa Lucia Highlands Chardonnay (\$40; 14.1% alcohol).



A sampling of B

Meeting your local butcher inspiration. Here's a partial Bay Area. Grocery stores s Lunardi's, Andronico's, Pla departments, although the

Antonelli's, 3585 Califon (Inside Cal-Mart), San Fra (415) 752-7413.

Avedano's Holly Park M, Cortiano Ave. (near Bocan Francisco) (415) 285-6328. avedanos.com. Avedano's Wagon is parked in the Ha

and Shoe Service, also hopes to open a small butcher shop and grill in the next several months.

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By butcher cuts, she might mean such things as the often overlooked pork shank. By simply draping it with herbs and wrapping it in foil, the leg piece roasts slowly until fork tender, with enough natural flavor from the tendons to season and soften the meat. The butchers at Avedano's recommend serving this with good whole grain mustard and sauer-kraut.

Meat Wagon

Though the Bernal Heights shop has been open for more than four years, Eisemann started Avedano's Meat Wagon last year in Hayes Valley. She hopes to bring it to other locations.

"The truck project was really so we could reach a larger audience and meet people who are new to the concept of getting whole animals and breaking them down," says Eisemann.

By purchasing the whole animal, Avedano's puts those lesser-used parts to use.

The hope is that customers will come in without something specific in mind, and let the case — and the conversation — dic-

Garlic & Herb-Roasted Chicken Thighs

Serves 4

Boneless, skinless chicken thighs will cook in just 20 minutes in a hot oven. The butchers at Antonelli's in San Francisco's Cal-Mart grocery store use this marinade with just rosemary, but we used a mixture of rosemary, thyme and oregano — any herb will work. Serve with vegetables and rice, using the hot garlic herb oil to drizzle over the top of the side dishes and pull the meal together.

- 6 boneless, skinless chicken thighs
- Kosher salt and ground black pepper, to taste
- 6 tablespoons olive oil
- 4 cloves garlic, minced
- 1½ tablespoons minced mixed herbs

Instructions: Preheat the oven to 400°. Season the chicken generously on both sides with salt and pepper, and place in a single layer in a baking dish.

In a small bowl, combine the olive oil, garlic and herbs; pour over the chicken, rubbing the garlic and herbs into the meat

and turning to coat until everything is covered.

Bake for about 25 minutes until cooked through. Serve hot, spooning the garlic herb oil over the chicken.

Per serving: 308 calories, 21 g protein, 1 g carbohydrate, 24 g fat (4 g saturated), 86 mg cholesterol, 90 mg sodium, 0 g fiber.

Wine pairing: Serve the 2010 Pisoni & Lucia Wines Lucia Santa Lucia Highlands Chardonnay (\$40; 14.1% alcohol).



Michael Short / Special to The Chronicle

On display at Olivier's Butchery in Dogpatch are parts of the animal that heretofore have not been available in most stores.

tate what's available.

The notion of the "conversation" has been around as long as there have been butcher shops — it even takes place in small grocery stores where a butcher counter is outfitted with an actual live person.

On a recent weeknight at Bryan's in Laurel Heights, for

example, meat clerk Tony Kouerinis took a request for "dinner inspiration" and turned it into an easy, inexpensive meal.

Instead of reaching for lamb chops, he suggested cooking more affordable lamb steaks, which could be rubbed with salt, pepper and oregano and

Butcher continues on G7

A sampling of B

Meeting your local butcher inspiration. Here's a partial Bay Area. Grocery stores su Lunardi's, Andronico's, Plaz departments, although the

Antonelli's, 3585 Californ (inside Cal-Mart), San Fran (415) 752-7413.

Avedano's Holly Park Ma Cortland Ave. (near Bocan Francisco; (415) 285-6328. avedanos.com. Avedano's l Wagon is parked in the Hay Proxy at 432 Octavia Blvd. day-Sunday.

Baron's Meat & Poultry, 1 St. (near Buena Vista Aven Alameda; (510) 865-1915. t.meats.com

Bryan's Fine Foods, 341 C Madera Town Center, Corte (415) 927-4488. [bryansfine foods.com](http://bryansfinefoods.com). Bryan's butcher is also located inside Bryan' at 3473 California St. (near I San Francisco; (415) 752-34

Cafe Rouge, 1782 Fourth S Delaware). Berkeley; (510) 1440. caferouge.net.

5 cloves garlic
1/4 cup olive oil

Instructions: Using a mortar and pestle, grind the black pepper, fennel seed and chile flakes until coarse. Stir in the salt. Rub the spices all over the roast.

baking sheet.
Bake the roast for approximately 2 1/2 hours, rotating the baking sheet every 30 minutes to ensure even cooking.
After 2 hours, check the internal temperature with an instant-read meat thermometer. It's done when it reaches 165°.

Per serving: 366 calories, 25 g protein, 1 g carbohydrate, 28 g fat (9 g saturated), 96 mg cholesterol, 1,139 mg sodium, 0 g fiber.

Wine pairing: Try lighter bodied 2008 El Molino Rutherford Pinot Noir (\$60; 14.7% alcohol).

Sustainable, economical meat

Butcher from page G6

broiled on each side for five minutes. A squeeze of lemon on top would finish the dish.

Affordable alternative

And down the street at Antonelli's, a separate counter located inside Cal-Mart, the butchers recommended boneless, skinless thighs instead of the more common breasts for dinner. A simple marinade of oil, garlic and herbs turned an easy, affordable baked chicken dish into a fragrant, hearty meal.

Monica Orocchino, who owns Local Butcher Shop in Berkeley with her husband, Chez Pannisse vet Aaron Orocchino, says it's really about trust, and taking away the fear of the unknown. "Going to a display case can be really intimidating if you're not sure what you're looking for," says Monica Orocchino, who worked at Paula LeDuc Catering before starting the business. "Our shop is about having a conversation and building relationships."

Visit the Berkeley store, and you might be sold a Coppa pork roast, cut from the shoulder area behind the neck. The roast is juicy, pleasantly chewy, and less expensive than the more traditional rib roast.

For the Orocchinos, local means the animals come from within 150 miles of Berkeley. Pricing is broken down into

three groups — the front, middle and back of the animal — which emphasizes that the entire animal has value.

"It's all about how you're going to cook it," Monica Orocchino says. "The tenderloin is of no value to you if you're going to braise a cut of beef."

They even took their philosophy one step further, defining exactly what "sustainable, grass-fed" meant to them.

"We want them out on pasture, eating grass, bugs, roots, and just living a happy life," she says.

In Cordier's native France, where he practically grew up with a knife in hand at his father's Burgundian butcher shop, this was the norm. Finding that here, however, wasn't as easy.

"I spent a year driving around looking for ranchers before I opened," he says. "It was so hard to find the quality of meat I was looking for." He also spent a year working on a ranch so that he could familiarize himself with the breeds, which were different from the animals in France.

Cordier found what he was looking for at several ranches in Petaluma, and now spends every Monday driving there to pick up his meat.

Inside the shop, Cordier makes daily use of a hot plate, butter, salt and pepper so that he can

test the meat once he's cut it.

He grabs a skillet and drops in a "spider steak," which, he explains, comes from the inner thigh and is so named because of the web of tendons that are scraped off before cooking. The names for most cuts come from their resemblance to something else — one looks like a pear, another a clove of garlic. All these small steaks need is a quick turn in a pan, and are best served alongside a salad or potatoes.

Something different

"It's possible to eat meat every day," he says, "if you know about these cuts." Most are about half the price per pound of the prime cuts — spider steaks are \$15.29 per pound, while grass-fed filet mignon retails for \$28.99 per pound. Plus, they cook quickly.

Cordier stocks the more expensive steaks, too, and will cut meat to order. But he says the most rewarding moments are when a customer walks in and asks for something different, like one of his French cuts.

That's a sentiment echoed by all butchers, who say the conversation — and the education — is the best part of the job.

Amanda Gold is a San Francisco Chronicle staff writer.
agold@sfgchronicle.com

Veuve Clicquot
750-ml. Selected vintage

Roederer Brut Estate
750-ml. Selected vintage

Mumm Cuvee Napa
750-ml. Selected vintage

Domaine Chandon
750-ml. Selected vintage

Larmarc Prosecco
750-ml. Selected vintage

Korbel
750-ml. Selected vintage

Save on Spirits

Chambord or Di Saronno
375-ml. Chambord or 750-ml. Di Saronno

Skinnygirl or Sky
750-ml. Prepared Cocktail or Vodka

Kahlúa or Cupcake
750-ml. Liqueur or Vodka

10% OFF

When you buy 6 bottles of wine or spirits.

MIX & MATCH

Current vintage may not be available with all stores.

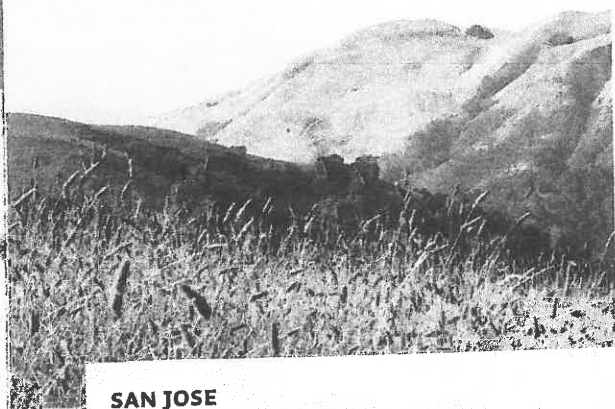
At Safeway find an alternative at price

Northern California Editor's picks

SAN FRANCISCO

Get on the chuck truck

Ever since it opened in 2007, Avedano's has been a cut above other Bay Area butcher shops. (Three words: lardo beef patties.) Now the Bernal Heights brick-and-mortar takes its show on the road to Hayes Valley with the new *Avedano's Meat Wagon*, a retrofitted 1967 ambulance stuffed with locally sourced New York steak, housemade pork sausage, and, on Fridays, wild-caught fish. If the choices overwhelm, opt for the \$20 grab bag, which comes with everything you need to cook for two (meat, veggies, fixin's), including a recipe card. 11-7 Thu-Sat, 12-5 Sun; 432 Octavia St.; 415/285-6328.



SAN JOSE

THE GATEWAY HIKE

South Bay beauty Alum Rock Regional Park now gives you access to the latest stretch of the Bay Area Ridge Trail, an ambitious 550-mile route that will someday wend its way around the bay. The moderate 5.3-mile-one-way Sierra Vista-Calaveras Fault Trail follows a high ridge along the Diablo foothills, passing through wide meadows and past steep cliffs and oak-studded canyons. You work for it too. Access to the ridge trail requires hoofing 1,000 feet straight up, but the sweeping views from the top will keep you coming back. \$6/vehicle Sat-Sun; sanjoseca.gov/prms



MORAGA

Start your spring planting

If garden-variety nurseries leave you wilted, it's time for a trip to Moraga Garden Center, where owner/plant freak Ken Murakami keeps his East Bay Eden jammed with enough living treasures to flip your green thumb skyward. Neat rows of fruit trees show off the latest hybrids like nectarplums and peacotums, and the sprawling section of ornamentals shines with 50+ types of Japanese maple. This month, take your pick of goji berry, poor man's ginseng, and a host of heirloom summer veggies, including more than 100 varieties of tomatoes. 1400 Moraga Rd.; 925/376-1810.

Don't miss... llamas on parade, boat races, and the best fish n' chips in Sonoma County at the **39th Annual Bodega Bay Fisherman's Festival**. Apr 28-29; \$10; bbfishfest.org

BUTCHERS

CALIFORNIA

BERKELEY | LOCAL BUTCHER SHOP This shop takes its name to heart. All meat comes from ranches within 150 miles—pork from Riverdog Farm in Capay Valley, grass-fed beef, pasture-raised turkey, and goat that grazed along Tomales Bay. They also carry local favorites like Studebaker Pickles from Oakland, and beans from Sonoma's Rancho Gordo. **OUR PICK** Sando of the Day and a chocolate chip cookie made with lard. 1600 Shattuck Ave.; thelocalbutchershop.com



LA JOLLA | HOMEGROWN MEATS Owner Matt Rimel brought local beef back to San Diego by raising grass-fed cattle in the Palomar Mountains. At his shop, beef is dry-aged in-house. Choose any cut you like—plus wild game, pork, lamb, wild boar bacon, beef jerky, and chicken. **OUR PICK** Juicy, housemade bratwurst, chorizo, or Italian sausage. 7660 Fay Ave.; 858/454-6328.

LOS ANGELES | LINDY & GRUNDY MEATS Looking for lamb belly? Lamb pastrami sausage? Whole suckling pig? Try this cult-status butcher shop. All

meats (except the Sonoma lamb and beef, which are so worth the exception) are sourced within 150 miles. And absolutely everything is done in-house: spice blends, exotic sausages (chicken Cordon Bleu, anyone?), even dog food. **OUR PICK** The rich half-beef, half-bacon burger blend, cured for three days and then hot-smoked in cherrywood. 801 N. Fairfax Ave.; lindyandgrundy.com; ☎

SAN FRANCISCO | AVEDANO'S HOLLY PARK MEAT MARKET This old-school butcher shop has been taken over by a trio of women with a serious commitment to local meat (see Q&A at far right). The staff here breaks down whole animals several times a week and even offers classes in home butchering, should you be the DIY type. **OUR PICK** A lesser-known cut like goat neck or bavette steak. 235 Cortland Ave.; 415/285-6328.

SEBASTOPOL | VICTORIAN FARMSTEAD MEAT COMPANY In 2009, Adam Parks came home to take over his parents' 40-year-old Christmas tree farm. In the process, he turned an unassuming shack in front of those evergreens into a purveyor of some of the most coveted meats around. Chickens live on-site, while local farmers sustainably raise beef, pork, and lamb for Parks. Good news: A second, bigger shop and full butchery will be coming to downtown. **OUR PICK** Victorian's own Cabernet and roasted garlic marinade. 1220 Gravenstein Hwy. N.; vicfarmmeats.com; ☎

OREGON

PORTLAND | LAURELHURST MARKET BUTCHER SHOP The reason this East Portland butcher



Owner Erika Nakamura at Lindy & Grundy Meats in West Hollywood

shop is open until 10 p.m. is not to satisfy late-night liverwurst cravings. It's just practical. It's attached to one of the city's best steakhouses, and the dinner crowd sometimes wanders over. The meatheads behind the counter excel at making every bit of an animal taste good: hand-stuffed sausages, house-smoked bacon, lardo, pastrami, terrines, and hams. **OUR PICK** Tuesday's crisp, juicy fried chicken. 3155 E. Burnside St.; laurelhurstmarket.com

UTAH

SALT LAKE CITY | SNIDER BROS. MEATS Owner "Big Willie" Wilson can trace his family's history in the biz back a century, and he carries on the tradition from behind the largest meat counter in the valley. Quality meats are custom-cut if you like, and handed over with grilling and smoking tips from Big

Willie himself. **OUR PICK** The Santa Maria tri-tip—a marbled loin cut you won't find anywhere else around here, flavored and tenderized in a secret family marinade. 6245 Highland Dr.; 801/272-6469.

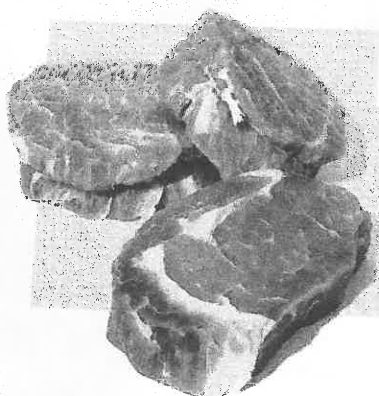
WASHINGTON

SEATTLE | RAIN SHADOW MEATS Plump sausages, meatballs, pâtés, and cuts of beef, pork, lamb, and chicken—everything in this modern butcher shop is raised sustainably. The flavorful beef pho broth makes stirring up a pot of the Vietnamese soup a cinch. (Just add beef, noodles, Thai basil, and bean sprouts.) **OUR PICK** The pumpkin sausage, with sage and molasses. 1531 Melrose Ave.; rainshadowmeats.com; ☎

WALLA WALLA | BLUE VALLEY MEATS These butchers know the local ranches, which cuts are best, and they custom-slice. They use top-quality meat, like the Pure Country pork in their Toulouse-style Pine Street sausage, and the Wailatpu Mission Farm beef in their Italian-style marinated chuck roast. **OUR PICK** A sirloin cap steak seasoned with the house grilling salt you jar at the seasonings counter. 1162 W. Pine St.; bluevalleymeats.com; ☎ ☎

SCOTTSDALE, AZ THE BULL MARKET

In this honest-to-goodness butcher shop complete with a gleaming workspace and white-jacketed talent, the frozen meat is presented in a vacuum wrap that makes it glitter like jewelry. If you talk to the owners, they will have you drooling in anticipation of highly marbled, 21-day-aged beef; robust Chairman's Reserve pork; and specialties like buffalo, quail, and elk. **OUR PICK** The Scottsdale skirt steak, in a marinade of wine and the shop's blend of zingy spices. 8763 E. Bell Rd.; 480/656-4777.



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Lee Palmadze, Owner

6-1-12
Date



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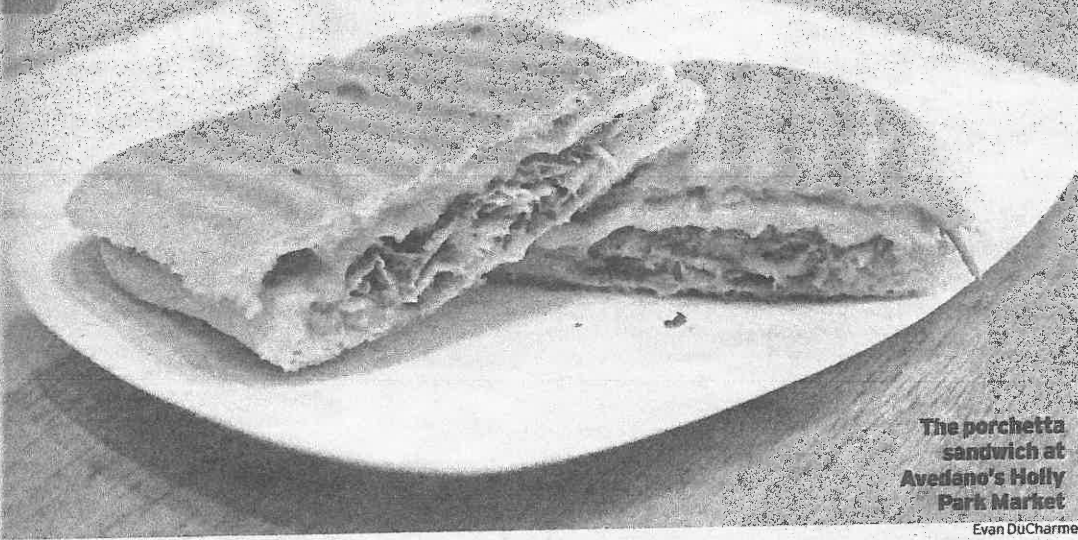
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SF WEEKLY.COM

EAT

"A BUTCHER'S SANDWICH SHOWCASES THE PRODUCT AS EDIBLE ADVERTISING."



The porchetta sandwich at Avedano's Holly Park Market

Evan DuCharme

Sampling the Wares

Imagine: Eating a sandwich at the very place where meat comes from.

By Anna Roth

It's a good time to be a meat lover in San Francisco. The nose-to-tail food movement is showing no signs of slowing down, abattoirs and charcuterie are in, and butchery demonstrations practically count as a spectator sport at foodie events. S.F. is dotted with artisan butcher shops that also double as grocery and gift stores, stocking everything from local cheese and jams to meat-oriented cookbooks and steak-shaped hot pads. These shops offer more to the community than just a place to buy high-quality ingredients: Many have frequent buyer programs, classes, in-store demonstrations, and more ways to interact with your local meatmonger.

Butchers are of course invaluable resources when you're cooking at home, but many of them also offer delightful sandwiches when you're craving a meaty lunch or dinner on the fly. A butcher's sandwich is dense and carnivore-friendly, showcasing the product in an irresistible form of edible advertising, as well as offering hungry customers the very best of the shop's offerings for immediate consumption. Though sandwich-making styles vary — some pile theirs with toppings that complement the meat, others let the meat speak for itself — if you're looking for meaty indulgence, it follows that you'd find one at a market specializing in it.

Though it's only been in business since 2007, **Avedano's Holly Park Market** in Bernal Heights (235 Cortland, 285-6328, Avedanos.com) feels like a quintessential old-fashioned butcher shop, from the vintage sign outside to the simple display case and period fixtures inside. This

atmosphere is intentional, but not contrived: The building has been a butcher shop or market for the better part of the 20th century, and many of the items in the store are taken from its former incarnation as Cicero's Meats, which opened here in 1955. The service is warm, befitting its role as a neighborhood hub, and along with meat from sources like Liberty Ducks, River Dog Farm, and Devil's Gulch Ranch, the shop also has a small but well-curated selection of cheeses, produce, seafood, and dry goods from vendors across the Bay Area and beyond. (Customers outside of the neighborhood can also buy from the shop's mobile Meat Wagon, parked Thursday through Sunday in Hayes Valley's Proxy Project.)

In-store, most customers are shopping for that night's dinner, but many also pick up a sandwich or two, because Avedano's sandwiches are fantastic, all made on Crepe & Briché ciabatta bread that's toasted in a heavy-duty panini press until the outside is crispy and the inside is still light and fluffy. The Arista in Porchetta is a favorite — the porchetta is herbal and greasy (though I wanted a few more cracklings mixed in), the layer of provolone makes the inside oozy and satisfying, and a spread of tomato jam and layer of fresh arugula adds sweetness and a peppery counterpoint. Meatloaf, that most democratic of sandwiches, has well-spiced meat and pickled onions; it's nothing special, but it's pure comfort food. And the Smoky Moe is a superlative creation, made with pulled smoked chicken topped with a few slices of thick-cut bacon, Swiss cheese, jalapeno jelly, and pepperoncini — it's all smoke and zestiness,

with so much richness it's hard to believe it's chicken.

Fatted Calf Charcuterie (320 Fell, 400-5614, FattedCalf.com), another beloved local butcher, started in a small Dogpatch kitchen in 2003. It has since spread to locations in Hayes Valley and Napa's Oxbow Market, and recently came out with a charcuterie cookbook. The local outpost is modern, with a cement floor and walls and rustic wood shelves, but the focal point is the gleaming meat case. It's a dedicated home cook's dream, stocked with house-made pates, confits, salumi, sausages, stocks, bacon, and impeccably sourced meats from around Northern California. Every week the shop hosts a butcher happy hour, where customers are offered beer and wine as they watch an employee break down a whole hog. Limited groceries, wine, beer, and soda are also available.

Like Avedano's, Fatted Calf also makes terrific sandwiches on bread from Acme and Firebrand. The meatloaf is the best in town, a loosely packed slice of pork, beef, and bacon mixed with enough herbs to keep things interesting, set on a fluffy roll and topped with delicate pickled onions, lettuce, and whole-grain mustard. The porchetta, on a crusty baguette, has a hearty dose of the butcher's delightful porchetta, though the roasted red pepper and caper-rich peperonata on top of the sandwich tended to overwhelm the flavor of the meat. The pulled pork is a luscious, smoky, garlic-brined pork shoulder topped with bourbon-barbecue sauce and carrot-cabbage slaw; it's not a transcendent pulled-pork sandwich, but it's more than passable.

>> p.38

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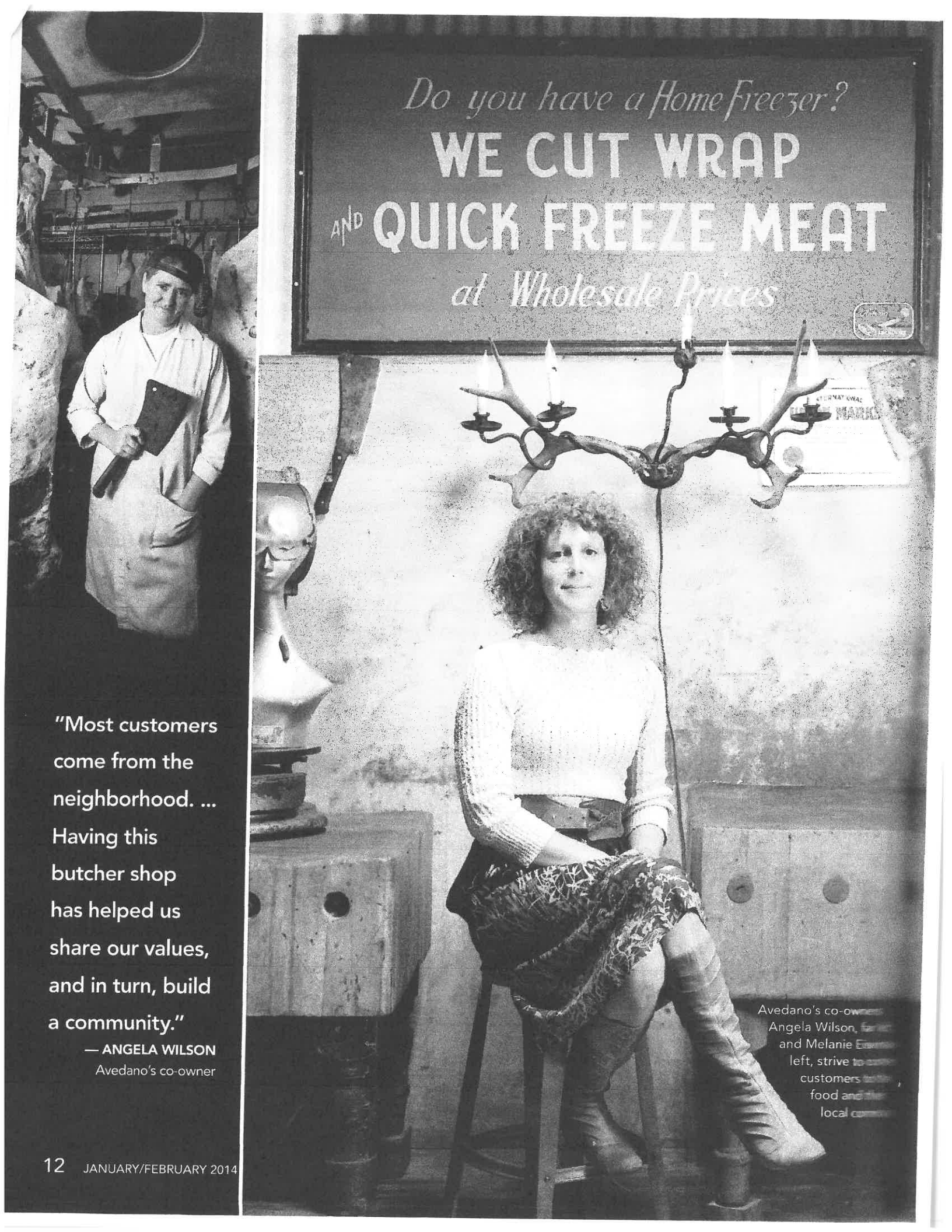
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"Most customers
come from the
neighborhood. ...
Having this
butcher shop
has helped us
share our values,
and in turn, build
a community."

— ANGELA WILSON
Avedano's co-owner

Avedano's co-owners
Angela Wilson, far left,
and Melanie Estrella
left, strive to connect
customers to the
food and the
local community.

Story by Toni Scott
Photos by Matt Salvo



Tony Tredway, above, peruses the meat counter at Avedano's Holly Park Meat Market in San Francisco. Tredway says he shops there three or four times a week and credits the market for bringing vitality back to the Bernal Heights neighborhood.

Meat and greet

San Francisco butcher shop brings community together

In the Bernal Heights neighborhood of San Francisco, residents such as Tony Tredway catch up on the latest happenings over half a hog.

Not only is Avedano's Holly Park Meat Market the first woman-owned and -operated butcher shop in the United States, it has become the cornerstone of the Bay Area neighborhood since its opening in 2007, with the meat counter serving as both a culinary and community-building catalyst.

"They bring this small, local feel to the neighborhood," Tredway said, describing Avedano's as having "a real positive effect."

Yet for Tredway, a self-proclaimed "dedicated meat eater," whose own grandfather was a butcher, the inherent charm of Avedano's is secondary to the caliber of

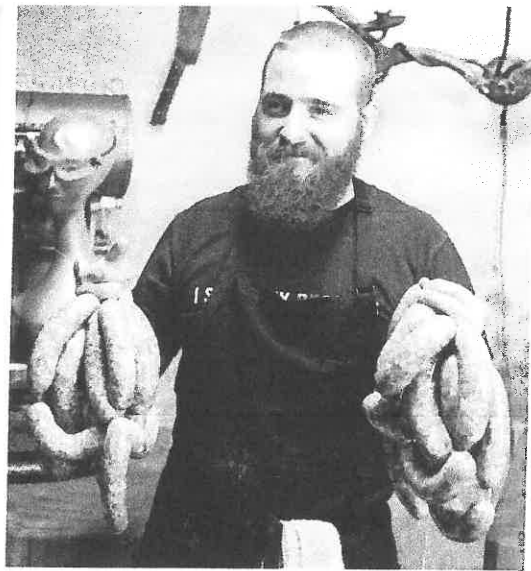
cuts and charcuterie the market offers its customers.

"It's beyond the nostalgia," said Tredway, who said he shops at Avedano's three or four times a week. "They are providing a level of quality and consistency of meat that is hard to find. The flavor is unique. ... I get excited about my food."

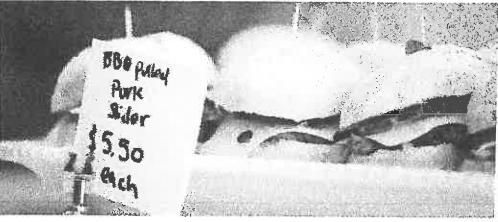
Local inspiration

Avedano's owners, Tia Harrison, Angela Wilson and Melanie Eisemann, have dedicated themselves to bringing a premiere product and experience to their customers.

The women, all of whom have professional food industry experience, purchase most of the market's meat from small-scale, California farmers and



Butchers Christian Shiflett, above, and Gracie Shatz, right, help promote their profession by mentoring colleagues and teaching classes to the public. One class focuses on handmade sausage, shown above right by Jason Wilcox.



Although meat is the cornerstone of their business, Avedano's offers a wide array of products from California farms and ranches.



ranchers, such as Charlie Thieriot of Llano Seco Rancho (profiled in the July/August 2013 *California Bountiful*) and Todd Swickard of Five Dot Ranch. Thieriot raises hogs organically on his family's Northern California ranch, where he has hosted staff from Avedano's, and Swickard is a beef rancher whose family has been in business in California since 1852.

Avedano's co-owners make it a priority to visit all of their vendors and build relationships with the farmers and ranchers responsible for raising the animals that are eventually sold at their meat counter. Avedano's purchases whole animals and must sell all of each animal, not just popular cuts, to survive.

"We try not to put anything in our trash cans," Wilson said. "That's our profit margin right there."

Beyond the basics

In that challenge, the opportunity for creativity abounds. Avedano's butchers offer cuts most consumers are not used to having on their plates, such as braised lamb neck, a favorite of Tredway's.

To build demand for these unique offerings, Avedano's develops its own recipes to share with customers, inspiring them to take marrow bones or quail home, when they might be more accustomed to pork chops and ground beef.

"We have the knowledge and experience and we know how to cook," said Harrison, who is also executive chef and co-owner of Sociale, a popular San Francisco restaurant. "Most people just buy what they are familiar with, but the nice part of a small butcher shop is that you can ask questions and get cooking suggestions. That is the old experience that people used to have, and it's an integral part of our shopping experience. We want to open that experience of how to cook at home and feed your family."

Avedano's also offers classes to its customers and sees six to 12 students a month. Ongoing for four years and taught by Avedano's butcher Christian Shiflett, the classes range from sausage making to advanced butchery.

"People are definitely very interested in butchery," Harrison said. "They want to connect with their food. They want to know what they are eating."

Direct connections

Harrison's and Wilson's own entree into butchery came from that same desire for connection and knowledge.

In her experience cooking for San Francisco residents, Harrison said there was continual conversation about where the food on their plates was coming from. In addition, she was bringing in meat from small-scale farmers, which required the restaurant to butcher in-house. Harrison wanted to hone her skills as a butcher to better understand the entire culinary process.

Both Harrison and Wilson relied on books, videos and apprenticeships to learn the art of butchering meat by hand. When they opened Avedano's, they hired skilled butchers who could teach them the trade, as well as mentor the rest of their staff of eight.

This experience, and what Harrison said is a lack of knowledge about the art of butchery, inspired her to found a national butcher's guild, which today boasts 130 members (www.thebutchersguild.org).

Still, the first love for Harrison, Wilson and Eisemann is their butcher shop. The building that is home to Avedano's—Harrison's grandmother's maiden name—has housed only a butcher shop, with the first opening in 1901.

Prior to Avedano's coming in, the building was abandoned. Today, it is a vibrant community hub introducing a new generation to an old business concept.

And it has become a place where people not only shop for food, but learn about it, talk about it and build their lives around it.

"Most customers come from the neighborhood," Wilson said. "Most of our customers come in five days a week. We've seen old people die and babies being born. We know all of the gossip and people tell us everything. A lot of people walk in with strollers and we are part of their normal loop around the neighborhood."

"We have really been able to build relationships in this time. Having this butcher shop has helped us share our values, and in turn, build a community."

Toni Scott
info@californiabountiful.com

MORE ONLINE

Avedano's is known for its Lambwich, a soft ciabatta piled with braised lamb, provolone cheese, sweet peppers, pesto and arugula. Details at www.californiabountiful.com.

Photo courtesy of Avedano's



Angela Wilson, Tia Harrison and Melanie Eisemann, above from left, are the force behind the nation's first woman-owned and -operated butcher shop.



The building above that houses Avedano's has historically served as a market or butcher shop, with the original butcher shop opening there in 1901.

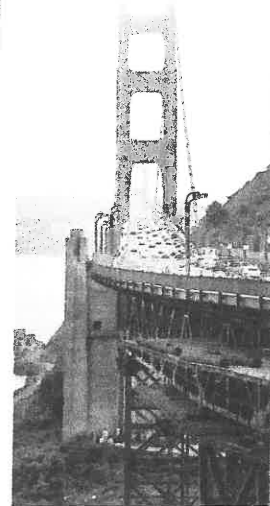


Photo courtesy of Avedano's



Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

MELANIE EISEMANN
AVEDANOS HOLLY PARK MARKET

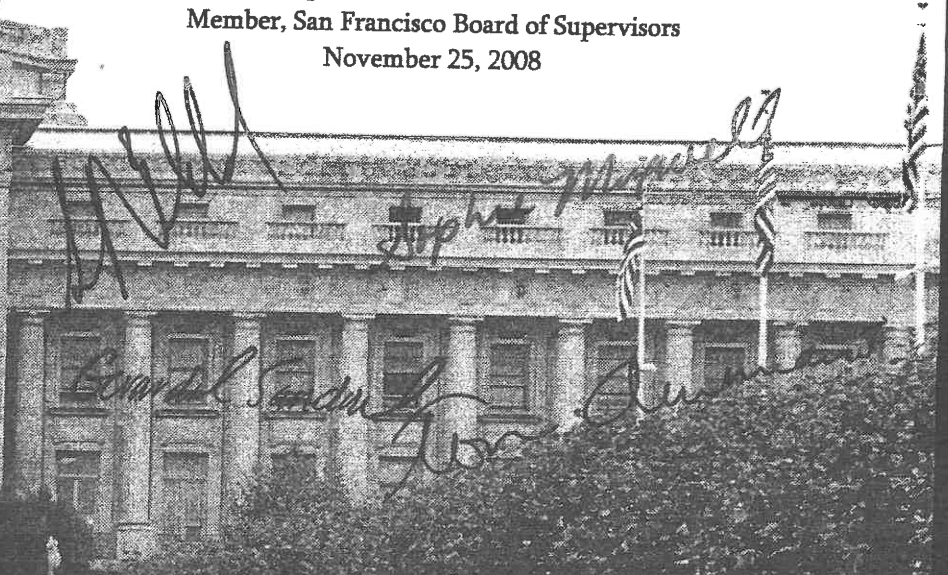
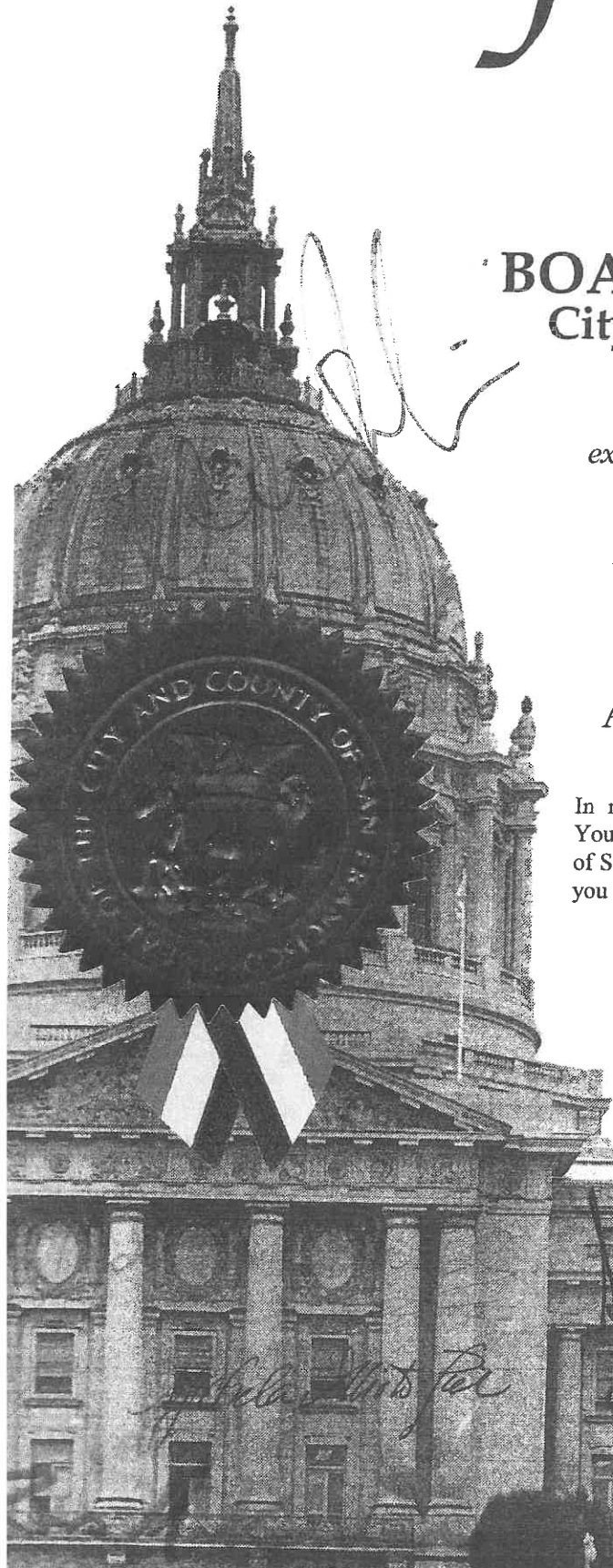
In recognition of your generosity this Thanksgiving to Sunset Youth Services, and the families of the Sunset District, The Board of Supervisors of the City and County of San Francisco extends to you its highest commendation.



Supervisor Carmen Chu

Member, San Francisco Board of Supervisors

November 25, 2008





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2017-18-007
Business Name: DNA Lounge
Business Address: 375 11th Street
District: District 6
Applicant: Jamie Zawinski and Barry Synoground
Nomination Date: August 1, 2017
Nominated By: Supervisor Jane Kim

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

375 11th Street from 1985 to Present (32 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: August 21, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

金貞妍

August 1, 2017

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Regina:

I would like to formally nominate DNA Lounge as a candidate for San Francisco Legacy Business Registry. It is a lively music venue that has been in the South of Market neighborhood for over 30 years.

DNA Lounge opened November 22, 1985. Jim English, Jeff Mason, and Brian Raffi owned the original club and entertainment venue. Over the years it has gone through several changes in ownership during which it was purchased by Tim Dale and John and Rob Schneider, of Saturday Night Live fame, in 1994. It was then bought by computer programmer James Zawinski in 1999 and closed for renovation until July 13, 2001.

Since reopening, DNA Lounge has been awarded "Best Dance Club" six times by the San Francisco Bay Guardian's "Best of the Bay" readers' poll as well as "Best Bar Staff". In 2012, Zawinski combined DNA Lounge with the pizza restaurant next door, reopening it again as a café, restaurant, and nightclub for all ages. It was also honored by the City on its 25-year anniversary with a resolution proclaiming November 22, 2010 to be "DNA Lounge Day" and was presented with a Certificate of Honor by Mayor Gavin Newsom.

DNA Lounge has become known for hosting genre-specific performances by both live bands and DJs on different nights. It has hosted performances by a myriad of artists ranging from punk band Green Day, rap group Run-D.M.C., rock singer Chris Isaac, and pop star Prince, along with many other well-known musicians. Its practice of inviting musicians from all different genres makes DNA Lounge a gathering place for diverse fans of all kinds of music from San Francisco and the Bay Area, making it a valuable venue for the City and our music scene.

Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

金貞妍

Given its commitment to providing an exceptional music venue for the South of Market neighborhood and contributions to the music scene of San Francisco, I am proud to nominate DNA Lounge as a candidate for the San Francisco Legacy Businesses Registry.

Thank you,

A handwritten signature in black ink, consisting of a stylized 'J' followed by a dot and a flourish.

Jane Kim

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
DNA Lounge		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jamie Zawinski Barry Synoground		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
375 11th Street San Francisco, CA 94103	(415) 626-2532	
	EMAIL:	
	barry@dnalounge.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.dnalounge.com	facebook.com/dnalounge/	yelp.com/biz/dna-lounge-san-francisco

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0343971	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
375 11th Street	94103	Nov 22 1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Nov 22 1985 to present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Barry Synoground

7/28/2017

Name (Print):

Date:

Signature:



DNA LOUNGE

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The building housing DNA Lounge was constructed in 1920. It went through many years as a manufacturing site for early automobile parts, a foundry, a warehouse, and various other incarnations. It first became a nightclub in 1983 as the leather bar "Chaps."

On November 22, 1985, DNA Lounge was born. Jim English, Jeff Mason and Brian Raffi bought the club and reopened it as DNA Lounge. The original doorman was recruited from a New York club called Area, and maintained very strict door control; you had to look very cool to get in. It was the hottest club in the city for quite some time. Some nights there'd be more people outside trying to get in than there were inside.

DNA's first regular DJs were Ted Cousens, Adam Fisher and Brian Raffi. Spencer Coppins was the first manager. One of the early doormen was Doc Martin, who went on to be a famous house DJ.

Much of the House and Psytrance scene in San Francisco found its birth at DNA during this period. This is also when Prince started showing up after playing arenas to wind down by playing more, but for hipper people.

In 1994, DNA Lounge was sold to Tim Dale and John and Rob Schneider (of Saturday Night Live fame). They had a very popular disco cover band every Friday night for several years, but the place pretty much fell into disrepair and off of the radar.

The current owner, Jamie Zawinski, bought the club in 1999, leaving his career in the software industry. He had been one of the founders of Netscape, and an early pioneer of open source.

Since then, DNA Lounge has been a constant home for both dance parties and live music, regularly hosting all ages concerts, as well as a mixture popular of 21+, 18+ and all ages dance parties.

In 2011, DNA Lounge expanded by purchasing the adjacent pizza restaurant next door. After some extensive remodeling, during which time the club was able to remain open, DNA Lounge annexed the second floor of the building next door, expanding from a two room club to either a four room club or a pair of two-room clubs able to operate independently and side by side.

Because of that, it's not uncommon to witness evenings where one door opens into a kandy rave, and the other opens into a black metal show. It is this kind of extreme diversity of our entertainment offerings that brings us the most pride.

On November 22, 2010, on the occasion of DNA Lounge's 25th anniversary, The San Francisco Board of Supervisors issued a proclamation declaring the date to be DNA Lounge Day, "to convey the City's sincere respect for their ability to successfully run an entertainment business for the last 25 years."

On the same day, Mayor Gavin Newsom presented DNA Lounge with a Certificate of Honor: "With your atmosphere of safe and lively entertainment by internationally recognized artists, your tributary entertainment lounge greatly contributes to the rich cultural history of San Francisco's entertainment scene and our beloved historic South of Market District. Thank you for your committed excellence to all things great that continue to make San Francisco unique and dynamic."

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

A remodeling project in 2001 took 14 months during which time DNA Lounge was closed.

c. Is the business a family-owned business? If so, give the generational history of the business.

No, Jamie Zawinski is the owner and Barry Synoground is the general manager, both since 1999. Technically, both are partners in the controlling LLC.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

1985 through 1994: Partnership between Jim English, Jeff Mason and Brian Raffi.

1994 to 1999: Partnership between Tim Dale, John Schneider and Rob Schneider.

1999 to Present: Jamie Zawinski, owner, and Barry Synoground, general manager..

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years is provided in this application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building at 375 11th Street is considered a “Category B Property” for the purposes of the California Environmental Quality Act (CEQA).

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

DNA Lounge has been a San Francisco nightlife institution for 32 years. There is a constant flow of live music from local to national touring acts. It is intricately intertwined with San Francisco's rich entertainment history and has provided a home for innumerable subcultures from Deep House, Psytrance, Swing, Metal, Indie Rock, Mash-ups, Dubstep and Goth, through the recent revivals of burlesque and circus arts, and most recently the growing Synthwave scene. Much of the House and Psytrance scene in San Francisco found its birth at DNA Lounge.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

UNIQUE EVENTS

DNA Lounge is known for several notable repeating events of significance in the nightlife industry:

- Bootie SF, occurring every Saturday, is the longest-running and most popular mash-up party in the world and is possibly San Francisco's most popular weekly party.
- Death Guild is the longest-running weekly Goth club in the country.
- Hubba Hubba Revue is a world famous monthly show at the heart of the modern burlesque movement.
- Trannyshack, the world famous drag event, made its monthly home at DNA Lounge from 2009 through 2014 (when Heklina bought The Oasis).

WAR ON FUN

DNA Lounge was a significant, unwilling participant in what was commonly referred to as the “War on Fun.” At a time when businesses were struggling in the 1990s and 2000s, the California Department of Alcoholic Beverage Control stepped up harassment of bars, clubs, dance halls and live entertainment venues of all types. DNA Lounge was among the clubs targeted. The business survived some notable conflicts with state and local regulatory agencies due to the DNA Lounge’s management team's devotion to the arts and their willingness to stand up for what truly makes San Francisco great rather than backing down to bureaucratic bullying.

When Jamie Zawinski bought DNA Lounge in 1999, the San Francisco Police Department was in full control of nightclub permitting and were extremely hostile to nightlife. They attempted to use the change of ownership to deny operating permits to the new owner, despite the fact that the business was not materially changing in any way. This resulted in an extremely long and expensive legal battle. One result was the City demanded extensive soundproofing, which basically meant replacing the whole front wall of the building, among other things. That massive project resulted in the club being closed for 16 months, from March 2000 through July 2001.

After many years of successful operation as a 21-and-over nightclub and concert venue, DNA Lounge added a kitchen and converted its liquor license to all ages, the better to serve the local live music community. The San Francisco Police Department and California Department of Alcoholic Beverage Control tried to deny that change, with no legal basis. When their denial was overturned on appeal, they immediately sought to permanently revoke DNA Lounge's liquor license in an apparent act of revenge, calling the club a "Disorderly House Injurious to the Public Welfare and Morals." The claim? Lewd behavior by customers, surreptitiously witnessed by undercover officers at a gay dance party. The long and expensive legal battle resulting from that eventually resulted in a 30 day suspension in January 2001.

Much of the local press referred to the several years surrounding this dark period of San Francisco's history as the "War on Fun." These clubs weren't accused of serving alcohol to minors. Nor were they accused of attracting crime or violence. They were just attempting to present entertainment to all-ages audiences. Some examples of citations included the following:

- Bottom of the Hill was cited for not serving enough Mexican food.
- Café du Nord was cited for serving food at 8 p.m. instead of 5 p.m.
- Glas Kat was cited for not being open for lunch.
- Great American Music Hall was cited for not serving enough food.
- Red Devil Lounge was cited for noise, with ABC disregarding local noise ordinances.
- Slim's was cited for not serving enough food.

The battle for DNA Lounge was arguably one of the major contributors to the creation of the San Francisco Entertainment Commission, which stripped the San Francisco Police Department of their strangle-hold on nightlife permitting.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Yes, lots. We have documented many awards and press mentions at <https://www.dnalounge.com/backstage/press/>, with the information included in this application. Among other things, DNA Lounge has been recognized as "Best Dance Club" in various local publications every year for the last decade.

d. Is the business associated with a significant or historical person?

We have hosted concerts by a vast number of significant and sometimes historical musical acts, including but not limited to:

- Prince
- Afrika Bambaataa
- Alien Sex Fiend
- Incredibly Strange Wrestling
- Chris Isaak
- Cypress Hill (the "Insane in the Brain" music video was shot here in 1993)
- Digable Planets
- Digital Underground
- Fishbone
- Front 242
- Goldie
- GWAR
- Henry Rollins
- Lydia Lunch
- Invisibl Skratch Piklz
- Jello Biafra
- Mark Farina
- Nina Hagen
- Pigface
- The Prodigy
- VNV Nation
- Amanda Palmer
- Pertubator

Prince performed at DNA Lounge several times over the decades. SF Weekly reported on Prince's show in April 2013¹:

"Prince is, of course, a consummate showman. But the best part of last night's performance at DNA Lounge was the show on his own face. Watching him appreciate his exquisitely talented bandmates, make orgasmic expressions at his own fire-throwing guitar work, or giggle while punching the silly percussion effects on his keyboard, it was clear that a Prince show like this isn't about him trying to make the crowd happy. It's about him making himself happy. Your joy, as an audience member, comes from watching Prince use everything at hand to give Prince pleasure. [...]"

¹ SF Weekly; Prince Delights Himself (And a Small Crowd) at DNA Lounge, 4/23/13; By Ian S. Port; April 24, 2013; <https://archives.sfweekly.com/shookdown/2013/04/24/prince-delights-himself-and-a-small-crowd-at-dna-lounge-42313>

“No performance from The Artist would be complete without a demonstration of his funk credentials, and we got plenty of nasty grooves in the two-hour set. Prince bounced around instruments, from guitar, to vocals-only, to keyboard, even at times demanding the five-string bass from Ida Nielsen to show his own considerable skill at slapping. ‘Funk is in my DNA,’ he insisted at one point, and we were in no position to argue. [...]”

Twenty years earlier in 1993, Paste Magazine reported on Prince’s show at DNA Lounge²:

“Prince and his band would occasionally play unannounced aftershow parties at local nightclubs, often into the wee hours of the night. These aftershows were the hippest place to be and provided Prince and the New Power Generation musicians had the ability to intimately connect with a small audience of hardcore fans. These performances also allowed Prince to experiment with his music, performing new, unreleased and cover material as suited his spontaneous whims. These performances often took on an even wilder abandon than the official concert dates and those lucky enough to attend experienced something not soon forgotten.

“The Act 1 Tour hit San Francisco on April 10, 1993 and San Jose the following night. One of the most memorable aftershows occurred after the San Jose date, when Prince and the New Power Generation returned to San Francisco and partied into the wee hours at San Francisco's DNA Lounge. Taking the stage at 3:30am, they proceed to tear it up for another two sets before a highly enthusiastic small club audience. Taped by the Bill Graham Presents crew, who provided sound reinforcement for this late night appearance, this remarkable recording faithfully captures Prince and the New Power Generation in high spirits, laughing and joking their way through two sets jam packed with the undeniably danceable, sex-fueled style of music that made Prince such a phenomenon. [...]”

e. How does the business demonstrate its commitment to the community?

We pride ourselves on being one of the safest and most diverse spaces in the city. DNA Lounge is host to countless vibrant communities and thousands of regulars. We've had many years of the most diverse, weird, interesting calendar of any venue. A typical month here include bands and DJs, comedy, lecture series, circuses, robotic exhibitions, dance performances and hair shows. We strive to provide a home for a whole lot of truly amazing art.

DNA Lounge has always been a political project: an attempt to move the needle of culture in this city. To provide a forum for a wide variety of art that makes this city a better place. DNA Lounge is putatively a business, but it is also activism.

² Paste; Listen to Two Prince Sets at the DNA Lounge from 1993; By Alan Bershaw; April 22, 2016; <https://www.pastemagazine.com/articles/2016/04/listen-to-two-prince-sets-at-the-dna-lounge-from-1.html>

A political, cultural and artistic project like this does not come cheap. While we consider DNA Lounge to be monumentally successful in all the ways that truly matter, monetarily, the club has always operated at a significant loss.

We frequently host events for charities, community organizations, and political causes such as the AIDS Emergency Fund, Red Cross, Breast Cancer Emergency Fund, California Music and Culture Association and the St. James Infirmary. We have also provided community meeting space for a number of local organizations like the SoMa Leader Council, SoMa Bend Neighborhood Association, SFPD Southern Station, Eleventh Street merchants and various community outreach meetings to address potential developments in the neighborhood.

f. Provide a description of the community the business serves.

We take pride on being one of the safest and most diverse spaces in the city.

DNA Lounge is host to countless vibrant communities and thousands of regulars. We've had many years of the most diverse, weird, interesting calendar of any venue. A typical month here doesn't include just bands and DJs, but comedy, lecture series, circuses, robotic exhibitions, dance performances and hair shows. We always strive to provide a home for a whole lot of truly amazing art.

Our wide variety of events also means a wide variety of age ranges. At some of our all-ages dance parties, two thirds of our guests will be under 21, while at our burlesque shows, most of the customers will be in their 40s or 50s. At rock concerts, the guests tend to be 18 to 30 years old.

Our customers come from within San Francisco and all over the Bay Area. For some events, we have to take into account the fact that BART stops operating at midnight.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

DNA Lounge consists of two adjacent buildings.

The main building is a large peaked-roof warehouse constructed in 1920. The main room is roughly 3,000 square feet and consists of a large dance floor and stage. Circling the room is an open second-story balcony that provides a view of the stage and main floor from above. Two distinctive stairways flank the stage, leading up to a second 1,200 square foot room with its own dance floor and sound system.

The attached building next door, constructed some time before 1950, houses our restaurant, DNA Pizza, on the ground floor. The restaurant can be accessed both from the street and from inside the club. Patrons are welcome to bring their food into the dance club, or head out to the restaurant for a slightly quieter place for conversations. Since our restaurant operates 24 hours

a day, it's also a great place for our guests to have some food while sobering up at the end of the night.

Above the restaurant are two more rooms: "Above DNA" is a 1,200 square foot room with its own stage and dance floor. Behind it, down a short hallway, is the "Dazzle Room," a 600-square-foot dance space named for its dazzle camouflage-themed paint scheme.

Since Above DNA has its own entrance to the street, we often have two unrelated events happening in Above DNA and in the Main Room, but we also have the capability to combine the whole compound into one massive four-room event, as we do every Saturday at Bootie.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Because we take chances on such a wide variety of events, losing DNA Lounge would mean that those events would have a difficult time finding new homes. Some of them would probably end up in underground, unlicensed and unsafe spaces. Some might not happen at all.

Many different subcultures have made their home here over the years, and would find it tragic to have to scatter to multiple less-welcoming places.

Due to the concentration of entertainment businesses on Eleventh Street, all of the businesses benefit from each others' presence. For example, DNA Lounge's restaurant always gets more business when Slim's has a show, and Butter gets a lot of business from folks who begin their evening there before heading across the street to DNA Lounge. If DNA Lounge were not here, it would significantly reduce the number of people patronizing our part of SOMA. The fact that our block is bright and loud and active is part of what makes it safe.

CRITERION 3

a. Describe the business and the essential features that define its character.

DNA Lounge is an all-ages nightclub, concert venue, and 24 hour restaurant and cafe. We have four different performance spaces, including two stages.

The thing that most defines the character of DNA Lounge is the diversity of entertainment we host here. Whereas most venues specialize on either live concerts or dance parties, we have always regularly done a mixture of both, as well as other kinds of stage performances, lecture series, circuses, robotic exhibitions, dance performances, hair shows. We always strive to provide a home for a whole lot of truly amazing art.

We've had many years of the most diverse, weird, interesting calendar of any venue anywhere.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Though Zawinski and Synoground have been running DNA Lounge for "only" 18 of the club's 32 year history, we are always gratified when Brian Raffi -- one of the people who first opened the club in 1985 -- stops by to DJ here because he always tells us how happy he is that we have continued to deliver on the mission that he and his partners began so many years before: to provide an inclusive home for a wide variety of art and music, and to always try out new things.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Throughout the various remodels, DNA Lounge has always retained its basic character as a cavernous, industrial dance club, its aesthetic defined by its origins as a literal factory and warehouse.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

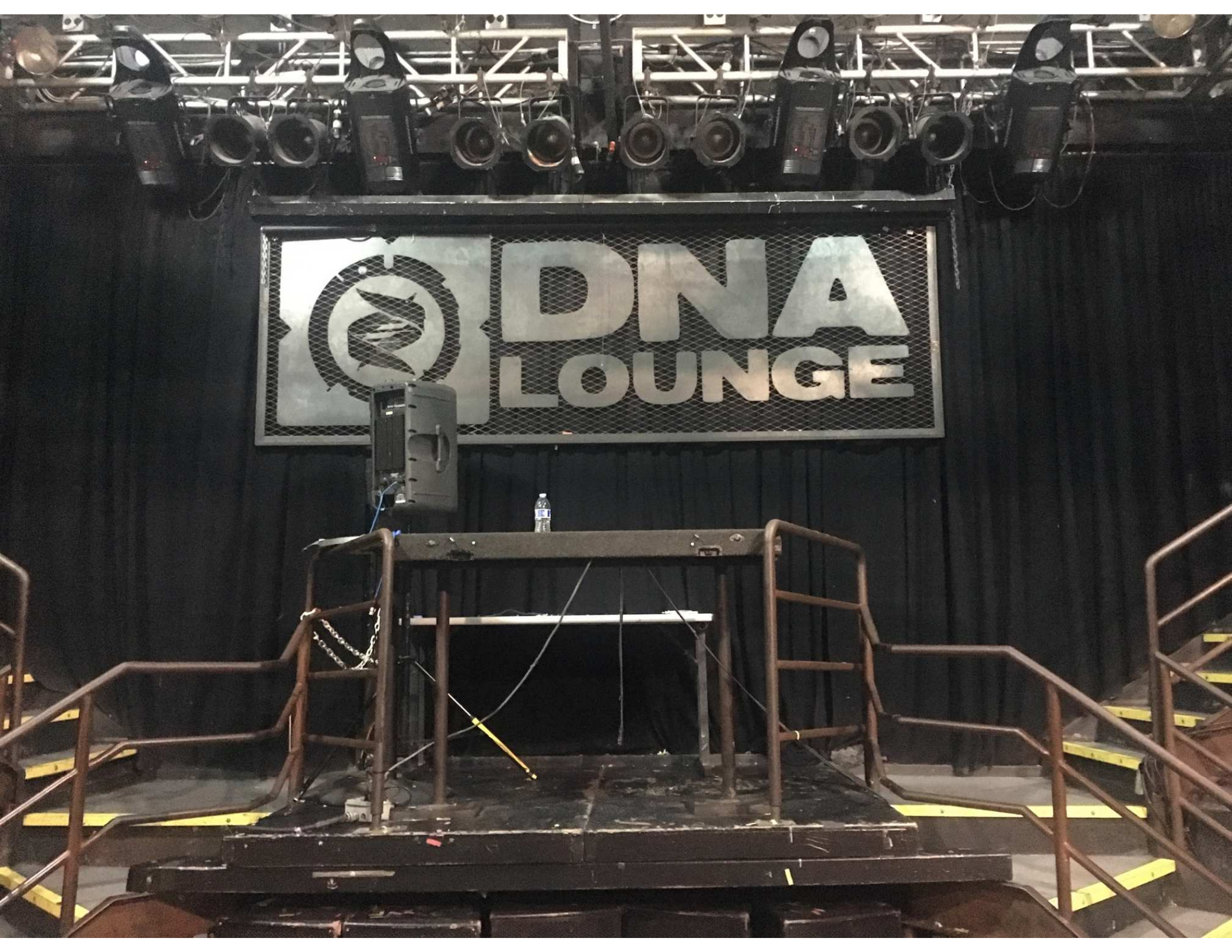
The owners of DNA have maintained, and are committed to maintaining the space as a bar and entertainment venue. And more recently, also as a 24 hour restaurant and cafe.

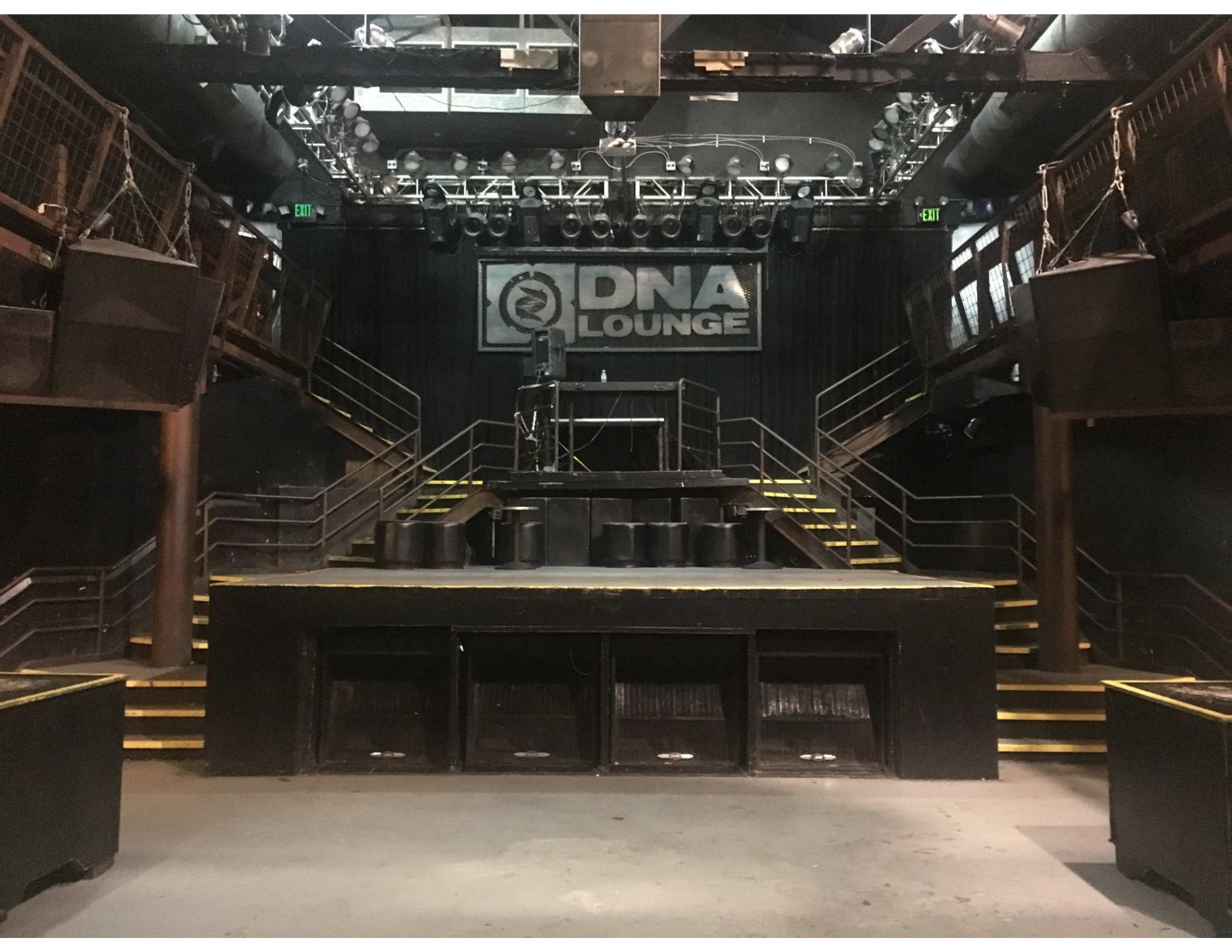












EXIT

EXIT

 **DNA**
LOUNGE

ONE
1900

JUNE CALENDAR

NEW SUMMER HOURS - NOW OPEN 9 PM TUESDAY THROUGH SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
C ¹	 ²	D.J. ADAM FISHER NO COVER ³	NOTHING SPECIAL 9 PM - 4 AM \$3.00 ⁴	\$3.00 ⁵ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ⁶ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ⁷ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
L ⁸	C ⁹	D.J. ADAM FISHER NO COVER ¹⁰	From 11 New York TORTURE CHORUS 9 PM ¹¹	\$3.00 ¹² Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ¹³ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ¹⁴ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
O ¹⁵	L ¹⁶	D.J. ADAM FISHER NO COVER ¹⁷	ZULU ¹⁸ NATION'S EQUINOX CELEBRATION 9 PM	\$3.00 ¹⁹ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ²⁰ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ²¹ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
S ²²	O ²³	D.J. ADAM FISHER NO COVER ²⁴	EXTREME EXPOSURE UP ON THE ROOF 9 PM ²⁵	\$3.00 ²⁶ Brian Raffi 9 PM to Mid. Alan Robinson Mid. to Close	\$5.00 ²⁷ Brian Raffi 9 PM to Mid. Ted Cousens Mid. to Close	\$5.00 ²⁸ Adam Fisher 9 PM to Mid. Ted Cousens Mid. to Close
E ²⁹	S ³⁰					
US GIRLS GAY PARADE DANCE PARTY 4 PM - 2 AM	D					



SAN FRANCISCO

ONE LOUNGE 375 11TH ST.

DNA LOUNGE AWARDS AND PRESS

Awards

- [2017 Best of SF](#), Weekly: "Best Dance Club", DNA Lounge
- [2017 Best of SF](#), Weekly: "Best Live Music Venue", DNA Lounge
- [2016 Best of SF](#), Weekly: "Best New Club", Codeword
- [2016 Best of the Bay](#), [Guardian](#), "Best Overall Nightlife Venue", DNA Lounge
- [2016 Best of the Bay](#), [Guardian](#), "Best Overall Dance Party", Bootie
- [2016 Best of the Bay](#), [Guardian](#), "Best Burlesque", Hubba Hubba Revue
- [2015 Best of SF](#), Weekly: "Best Club for Those Who Love Costumes", DNA Lounge
- [2015 Nighty Awards](#), "Best Large Dance Club", DNA Lounge
- [2014 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
- [2014 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
- [2014 Best of the Bay](#), [Guardian](#): "Best Drag Show", Trannyshack
- [2014 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2014 Best of SF](#), Weekly: "Best Futuristic Nightclub", DNA Lounge
- [2014 Best of the Gays](#), Bay Area Reporter: "Best Party", Trannyshack
- [2013 Best of SF](#), Weekly: "Best Event Producers", Bootie
- [2013 Best of SF](#), Weekly: "Best Place to Dance if You Take a Wi-Fi Enabled Bus to Work", DNA Lounge
- [2013 Best of SF](#), Weekly: "Best Bartender", Chupa
- [2013 Best of SF](#), Weekly: "Best MC", Kingfish
- [2012 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
- [2012 Best of the Bay](#), [Guardian](#): "Best Bar Staff", DNA Lounge
- [2012 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
- [2012 Best of the Bay](#), [Guardian](#): "Best Drag Show", Trannyshack
- [2012 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2012 Best of SF](#), 7x7 Magazine: "Best Drag Show", Trannyshack
- [2012 Best of SF](#), Weekly: "Best Event Producers" & "Best Band", Bootie
- [2012 Best of SF](#), Weekly: "Best Bartender", Chupa
- [2012 Best of the Bay](#), San Francisco Magazine: "Best Place to Dance", DNA Lounge
- [2011 Best of the Bay](#), [Guardian](#): "Best Party Venue", DNA Lounge
- [2011 Best of the Bay](#), [Guardian](#): "Best Bar Staff", DNA Lounge
- [2011 Best of the Bay](#), [Guardian](#): "Best Dance Party", Bootie
- [2011 Best of the Bay](#), [Guardian](#): "Best Drag Show", Trannyshack
- [2011 Best of the Bay](#), [Guardian](#): "Best Burlesque Show", Hubba Hubba Revue
- [2011 Best of the Bay](#), [Guardian](#): "Best Queer Party", Bearracuda
- [2011 Best of SF](#), Weekly: "Best Dance Club", DNA Lounge
- [2011 Best of SF](#), Weekly: "Best Club Night", Bootie
- [2011 Best of SF](#), Weekly: "Best Bartender", Chupa
- [2011 Best of the Bay](#), San Francisco Magazine: "Best Dancing Action", DNA Lounge
- [2010 SF Board of Supervisors Proclamation: "DNA Lounge Day"](#)
- [2010 Certificate of Honor](#) from Mayor Gavin Newsom
- [2010 Best of the Bay](#), [Guardian](#): "Best Dance Club", DNA Lounge
- [2010 Best of SF](#), Weekly: "Best Club Night", Bootie
- [2010 Best of SF](#), 7x7 Magazine: "Best Burlesque", Hubba Hubba Revue
- [2010 Best of the Bay](#), [Guardian](#): "Best Club for Queer Men", Bearracuda

- [2010 Best of the Bay](#), Guardian: "Best Drag Show", Trannyshack
- [2010 URB Magazine](#): "Best Party", Blow Up
- [2010 Best of the Bay](#), Guardian: "Best Burlesque Act", Twilight Vixen Revue
- [2010 Best of the Bay](#), Guardian: "Best Fighters for our Right to Party", California Music and Culture Association
- [2010 Best of the Bay](#), Guardian: "Best Whore for Satan", Whore for Satan
- [2009 Best of the Bay](#), Guardian: "Best Dance Club", DNA Lounge
- [2009 Best of SF](#), Weekly: "Best Club Night", Bootie
- [2009 Best of SF](#), Weekly: "Best DJs", Bootie
- [2009 Best of SF](#), Weekly: "Best Burlesque", Hubba Hubba Revue
- [2009 Best of the Bay](#), Guardian: "Best Club for Queer Men", Bearracuda
- [2008 Best of the Bay](#), Guardian: "Best Dance Club", DNA Lounge
- [2008 Best of the Bay](#), Guardian: "Best Party Producers", Bootie
- [2008 Best of the Bay](#), Guardian: "Best Variety Show", Hubba Hubba Revue
- [2008 Best of the Bay](#), Guardian: "Best Club for Queer Men", Bearracuda
- [2008 Best of the Bay](#), Guardian: "Best Circus Troupe", Vau de Vire Society
- [2008 Best of the Bay](#), Guardian: "Best Body Slams", Fog City Wrestling
- [2008 Best of the Bay](#), Guardian: "Best DJ", Smoove
- [2008 Best of the Bay](#), Guardian: "Best Creep-Show Chanteuse", Jill Tracy
- [2008 Best of the Bay](#), Guardian: "Best Dance Company", Hot Pink Feathers
- [2008 Best of the Bay](#), Guardian: "Best Drag Act", Katya Ludmilla Smirnoff-Skyy
- [2008 Best of the Bay](#), Guardian: "Best Indie Band", Ex-Boyfriends
- [2007 Best of the Bay](#), Guardian: "Best Club Night", Bootie
- [2006 Best of the Bay](#), Guardian: "Best Club Night", Bootie
- [2003 Best of the Bay](#), Guardian: "Best Place to See an Electronic Duo Score *My Dinner with Andre*,"
CODE

Press

- 25 May 2017 [The Bay Bridged: Amanda Palmer and Edward Ka-Spel Review](#)
- 11 Apr 2017 [The Bay Bridged: Crime and Punishment rewards burlesque audience at DNA](#)
- 30 Mar 2017 [SF Weekly: Hey, DJ: The Local Indie DJs of Hotline](#)
- 20 Mar 2017 [Do The Bay: Hotline: The Ultimate Indie Dance Party Connection](#)
- 14 Mar 2017 [SF Sonic: John 5 and The Creatures Slay the DNA](#)
- 13 Mar 2017 [The Bay Bridged: Rachel Lark debuts concert film experience at DNA Lounge](#)
- 06 Mar 2017 [Spinning Platters: Book of Love review](#)
- 01 Mar 2017 [San Francisco Classical Voice: Mercury Soul Is Caught in the Act](#)
- 28 Feb 2017 [The Bold Italic: Is San Francisco Losing Its DNA?](#)
- 25 Feb 2017 [Rock Subculture: Book of Love Review](#)
- 15 Feb 2017 [48 Hills: Book of Love: Pretty Boy and Pretty Girls](#)
- 14 Feb 2017 [Shameless Promotions: Alesana Celebrate 10 Years](#)
- 08 Feb 2017 [SF Station: The Mortified Series & Annual ~Doomed Valentine~s Show~](#)

10 Jan 2017 [AXS: Perturbator and Gost take SF on a futuristic spin through the 80s](#)

06 Dec 2016 [The Bay Bridged: Ruby Review](#)

04 Nov 2016 [SF Sonic: Soilwork and Uneath Review](#)

11 Oct 2016 [The Bay Bridged: Shonen Knife slay at DNA Lounge](#)

27 Jun 2016 [The Owl: The Casket Girls review](#)

24 Jun 2016 [SF Station: Moby Releases Memoir, Holds Unique Q&A and Book Signing at DNA Lounge](#)

19 May 2016 [Music Junkie Press: Last Internationale review](#)

21 Mar 2016 [Dying Scene: Druglords of the Avenues review](#)

10 Mar 2016 [BAR: Boy Division at Codeword](#)

29 Jan 2016 [Dying Scene: Agent Orange, Atom Age, Civil War Rust](#)

06 Dec 2015 [Examiner: The Black Dahlia Murder brings the Death Metal to San Francisco](#)

12 Nov 2015 [SomewhereSF: Punk in San Francisco: Alive and Well and Get Dead](#)

11 Nov 2015 [Dying Scene: Swingin~ Utters review](#)

09 Nov 2015 [SFist: Codeword, A New 24-Hour Pizza Shop And Club, Opens Tomorrow In SoMa](#)

06 Nov 2015 [Hoodline: Codeword, DNA Lounge's New Nightclub And Pizza Spot, Targeting Nov. 10 Opening](#)

28 Oct 2015 [SF Weekly: 12 Years and Counting: Bootie's A Plus D on Mash-Ups, Mishaps, and San Francisco's Best Party](#)

07 Oct 2015 [The Daily Californian: Alina Baraz, Galimatias enchant fans at DNA lounge](#)

27 Jul 2015 [48 hills: Lydia Lunch Interview](#)

30 May 2015 [jWeekly: Israeli self-defense finds fans in San Francisco \(Krav Maga Seminar\)](#)

15 May 2015 [Blabbermouth.net: Philm Review](#)

07 May 2015 [SFist: DNA Lounge Owner Snags Longtime Small Club Space At Fifth And Folsom](#)

06 May 2015 [Eater SF: DNA Lounge Opening A New Club and Adjoining Pizza Spot in SoMa](#)

30 Apr 2015 [Dying Scene: Lenny Lashley & Uke-Hunt Review](#)

23 Feb 2015 [EDM Sauce: UK Hardcore Pioneer Darren Styles Headlines San Francisco](#)

15 Feb 2015 [National Rock Review: John 5 and The Creatures](#)

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04 Oct 2014 [The Washington Post: Mortified: Reading old diary entries in front of an audience is only part of the challenge](#)

14 Sep 2014 [The Owl Mag: The Last Internationale](#)

8 Sep 2014 [Music Junkie Press: toyGuitar bring their high energy set to the DNA Lounge](#)

8 Sep 2014 [Music Junkie Press: Travis Hayes and the Young Daze light up the DNA Lounge](#)

8 Sep 2014 [Music Junkie Press: Dead Frets](#)

18 Sep 2014 [Reason.com: Finally, Robot Bartenders Who Pour Stiff Drinks!](#)

30 Jul 2014 [SF Chronicle: Point Break Live!: Interactive play is back at DNA Lounge](#)

20 Mar 2014 [Umlaut: Truckfighters / Crowbot Review](#)

13 Mar 2014 [Rockward Silence: Odd Salon, Pentagram and Radio Moscow](#)

03 Mar 2014 [Bay Guardian: The Limousines lead a nonstop dance party at DNA Lounge](#)

4 Nov 2013 [SF Weekly: Vaya con Dios: Point Break Live Reviewed](#)

12 Oct 2013 [Addicted2concerts: Annabella Lwin Review](#)

10 Oct 2013 [Rock Subculture: Book of Love Review](#)

9 Oct 2013 [Examiner: Psyclon Nine Review](#)

6 Oct 2013 [Umlaut: Saxon / Fozzy Review](#)

17 Sep 2013 [Moving Units Get Intimate at DNA Lounge](#)

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18 Aug 2013 [Amoeblog: Over Ten Years Bootie SF Has Grown From Small Monthly Party Into The "Mecca Of The Mashup World"](#)

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25 Apr 2013 [Rock Subculture: Prince Review, Day 1, Late Show](#)

25 Apr 2013 [Rock Subculture: Prince Review, Day 2, Early Show](#)

24 Apr 2013 [San Jose Mercury News: Prince royally rocks San Francisco](#)

26 Apr 2013 [East Bay Express: The Sheer, Epic Princeliness of Prince](#)

26 Apr 2013 [City Sound Inertia: Prince at DNA Lounge](#)

24 Apr 2013 [SF Weekly: Prince Delights Himself \(And a Small Crowd\) at DNA Lounge](#)

25 Mar 2013 [Tattoos & Guyliner: Crashdiet interview](#)

25 Mar 2013 [Metal Assault: Mutilation Rites Gives Feral Show](#)

19 Mar 2013 [Music You Need: Figure, ill.Gates, Candyland, and Sound Remedy](#)

18 Mar 2013 [Golden Gate XPress Magazine: Dance the Night Away \(Bootie\)](#)

18 Mar 2013 [Your EDM: Event Recap: Figure, Candyland @ DNA Lounge](#)

14 Mar 2013 [Daily Californian: XXYXX is the Prince of Lo-Fi](#)

04 Mar 2013 [The Bay Bridged: XXYXX, Teebs, Nanosaur, & DJ Dials Review](#)

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18 Dec 2012 [Bay Guardian: Pitting before dinner: Trash Talk, MellowHype, Sabertooth Zombie, and Antwon](#)

13 Dec 2012 [The Owl: Kim Boekbinder + Artemis Review](#)

16 Nov 2012 [Bay Guardian: Ladies and gentleman, hip-hop 2012: Kitty Pryde, Main Attrakionz, Hottub](#)

19 Sep 2012 [SF Examiner: Fifty shades of ~Bootie SF~](#)

05 Sep 2012 [Coming of age with New Wave City \(20th Anniversary\)](#)

14 Aug 2012 [SFBG: Oh no they didn't! Hilarious horror stories at Mortified](#)

13 Aug 2012 [SFBG: New Y3K Party Beats Y2K, But There Are Still a Few Bugs](#)

9 Aug 2012 [Digital Diversion: Me First and the Gimme Gimmes review](#)

08 May 2012 [East Bay Express: Peelander-Z Touches Down in SF](#)

27 Mar 2012 [Out Magazine: Ssion Live In San Francisco](#)

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12 Mar 2012 [SF Weekly: Lost in the Night: Felix Da Housecat Schools the Club Kids at Blow Up](#)

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5 Mar 2012 [SF Examiner: San Francisco nightlife livening up city coffers](#)

05 Mar 2012 [NBC: San Francisco Nightlife is Colored Green \(Nightlife Economic Impact Study\)](#)

04 Mar 2012 [Sacramento Bee: 'Mortified' making Bay Area laugh - and cringe](#)

28 Feb 2012 [SFBG: Nightlife: Fun plus jobs \(Nightlife Economic Impact Study\)](#)

27 Feb 2012 [SF Weekly: Carly Ozard Looks Back on S.F. Cabaret](#)

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05 Jan 2012 [Game Rant: Post-Umloud Interview With John Seggerson](#)

19 Dec 2011 [ABC News: Umloud: Helping kids while rocking out](#)

13 Dec 2011 [God is a Geek: Umloud 2011: Rockband Night for Charity](#)

14 Dec 2011 [The A.V. Club: Electronic artist Alan Braxe accused of joining France's proud tradition of symbolically pissing on things](#)

13 Dec 2011 [Pitchfork: Alan Braxe Kicked Out of His Own DJ Set For Peeing Onstage \(via FACT Magazine\)](#)

09 Dec 2011 [Gamespot: Umloud 2011 Live Stream](#)

07 Dec 2011 [SF Weekly: Mortified Returns to S.F. Stage, Premieres Interview Show This Week on Sundance Channel](#)

16 Nov 2011 [Daily Californian: The Hundred Days interview at Pop Roxx](#)

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<http://www.nbcbayarea.com/the-scene/food-drink/San-Francisco-Nightclub-Beats-the-War-on-Fun-62660642.html>



San Francisco Nightclub Beats the War on Fun

ABC drops its complaint against the Great American Music Hall

By Sajid Farooq



Theramina on Flickr

The Great American Music Hall is the first to beat the ABC's wrap in the ongoing War on Fun.

The War on Fun's attack on the [Great American Music Hall](#) has come to an end.

The [Department of Alcoholic Beverage Control](#) was seeking disciplinary action against the [San Francisco](#) music hall because it was "operating more like a nightclub than a restaurant."

The complaint was part of [a wider ABC campaign against clubs in the City](#), such as the DNA Lounge, Cafe du Nord and the Bottom of the Hill, for violating terms of their license like the Great American Music Hall.

The crackdown [has been dubbed by some the "War on Fun"](#) and it has been considered by [one former ABC official to be "out of proportion."](#)

But Monday the ABC dismissed its complaint against the Great American Music Hall after an administrative law judge recommended the charges be dropped because "the regulation relied upon by the ABC was ambiguous."

ABC officials said the decision does not affect any other pending cases and it plans to have the regulation clarified by the [State Office of Administrative Law](#).

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<http://reason.com/blog/2010/03/24/san-franciscos-war-on-fun>



reason.com

San Francisco's War on Fun

Brian Doherty

Mar. 24, 2010 7:47 pm

This *San Francisco Bay Guardian* feature on the city's seeming "[war on fun](#)" is an interesting object lesson in how the concerns, obsessions, and plain obnoxious orneriness of just a couple of cops can shape a whole city's approach to policing.

The heart of the matter:

Two undercover enforcers have been at the center of just about every recent case of nightclubs or private parties being raided without warrants and aggressively shut down, their patrons roughed up (see "Fun under siege," 4/21/09) and their money, booze, and equipment punitively seized "as evidence" (see "Police seize DJs laptops," 11/24/09) even though few of these raids result in charges being filed in court.

Officer Larry Bertrand of the San Francisco Police Department's Southern Station and Michelle Ott, an agent with the California Department of Alcoholic Beverage Control, are plainclothes partners who spend their weekends undercover, crashing parties, harassing disfavored nightclubs, brutalizing party-goers, and trying to send the unmistakable message that they're in charge of San Francisco nightlife. Neither responded to our interview requests.

Isolated incidents of intolerant cops and NIMBY citizens who repeatedly complain about certain clubs or festivals has been a problem for years (see "Death of fun," 5/24/06 and "Death of fun, the sequel," 4/24/07)....

But the personal War of Fun by Bertrand and Ott seems to have galvanized and united the nightlife and festival community like never before, leading to the creation of a new California Music and Culture Association and prompting threats of a federal lawsuit alleging the ABC-SFPD collaboration is a racketeering scheme designed to harass, disrupt, and extort people engaged in otherwise lawful activity.

The myriad horror stories associated with Bertrand and Ott have also finally begun to draw attention from the Mayor's Office, which has quietly pushed the SFPD to rein in Bertrand and change its policies on raiding parties and seizing property.

[Brian Doherty](#) is a senior editor at *Reason* magazine and author of [*Ron Paul's Revolution: The Man and the Movement He Inspired*](#) (Broadside Books).

Bootie

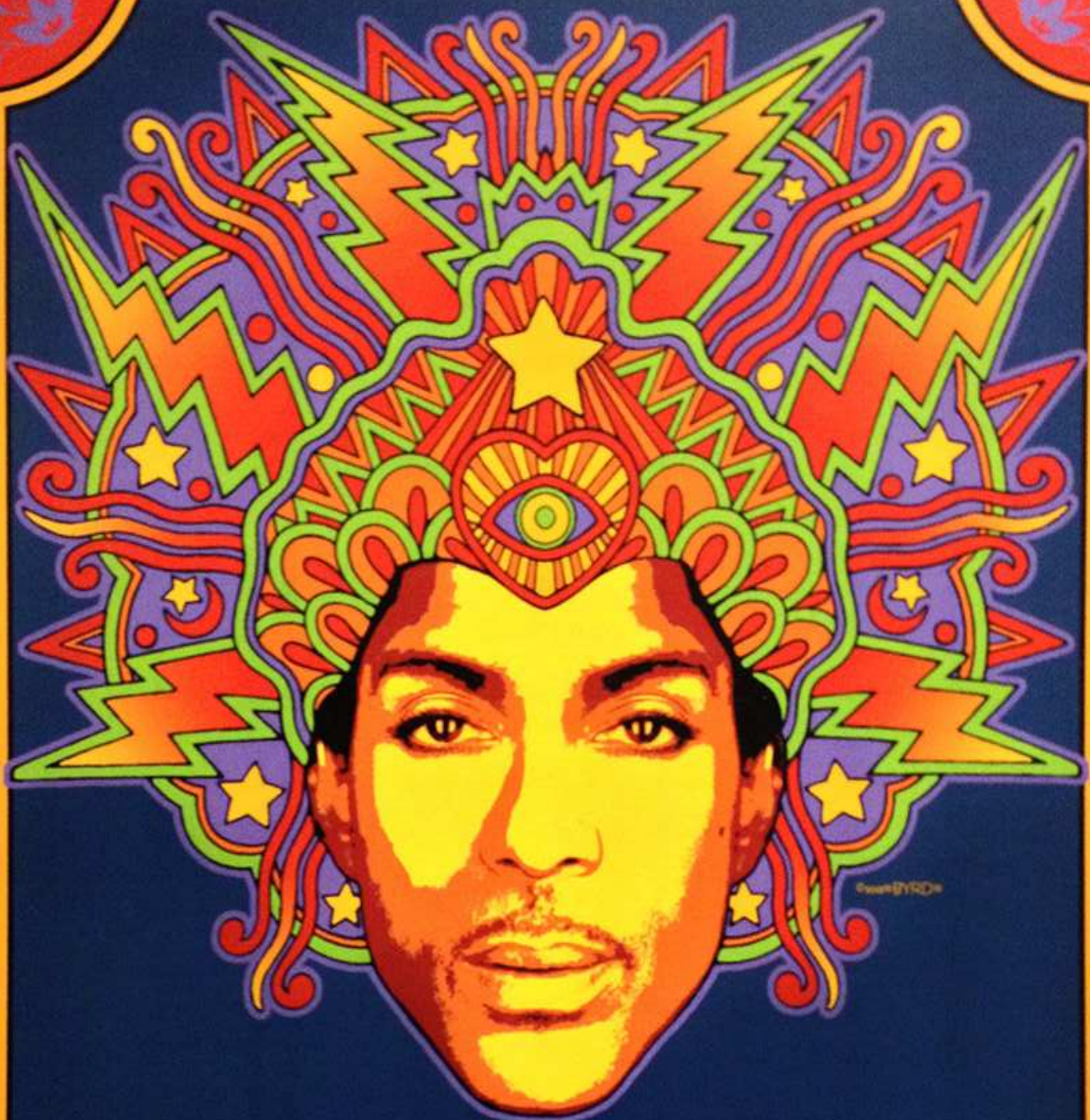
A woman with long, wavy blonde hair is the central focus of the image. She is looking directly at the camera with a neutral expression. The background is a soft, out-of-focus light color.

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MONTHLY
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www.BootieSF.com



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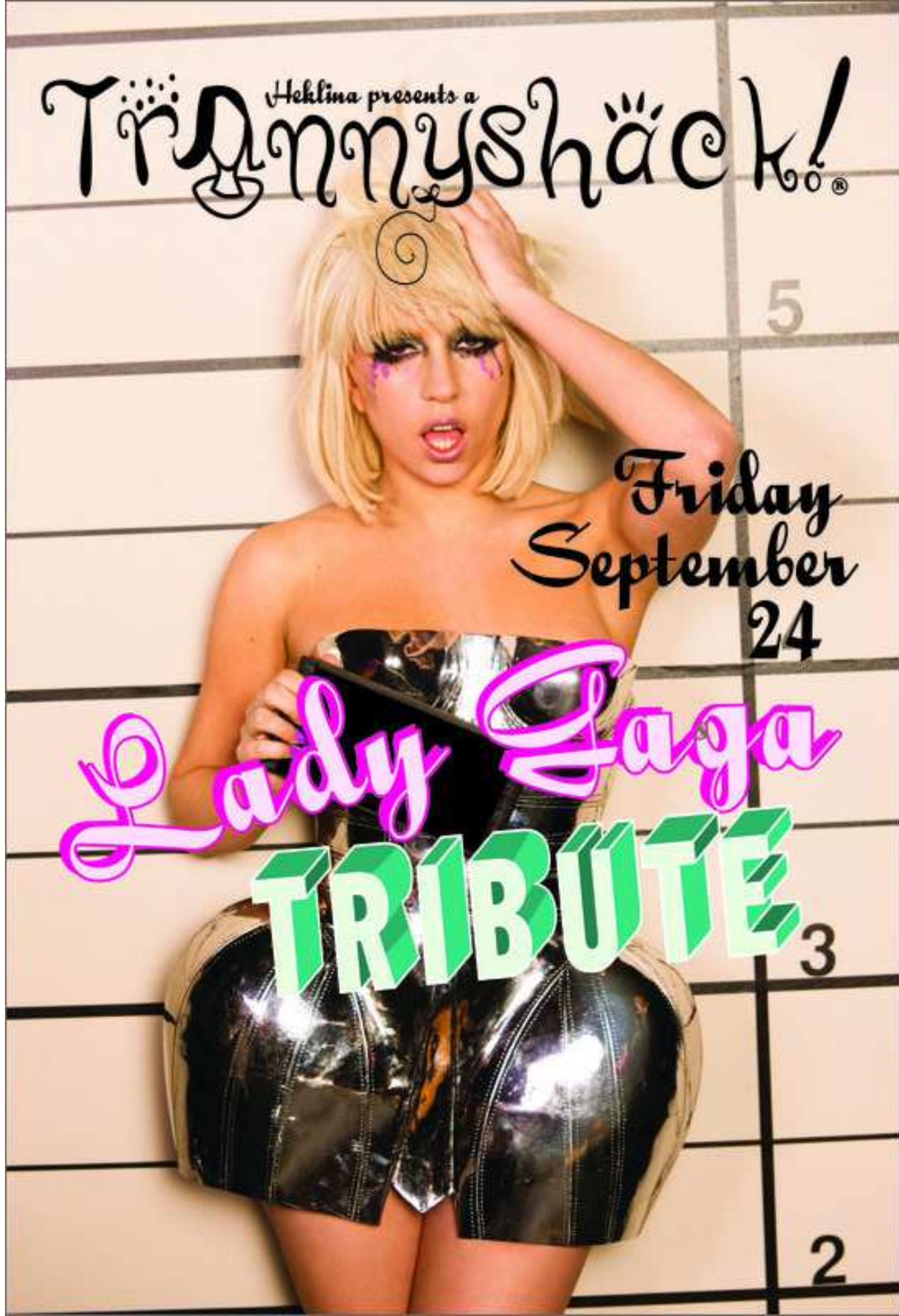
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The City and County of San Francisco

Certificate of Honor

Presented To

DNA LOUNGE

NOVEMBER 22, 2010

WHEREAS, on behalf of the City and County of San Francisco, I am pleased to recognize and honor DNA Lounge on your 25th Anniversary Celebration. With your atmosphere of safe and lively entertainment by internationally recognized artists, your tributary entertainment lounge greatly contributes to the rich cultural history of San Francisco's entertainment scene and our beloved historic South of Market (SOMA) District. Thank you for your committed excellence to all things great that continue to make San Francisco unique and dynamic. Best wishes on all your future endeavors!



THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Gavin Newsom", written over a horizontal line.

Gavin Newsom
Mayor



The City and County of San Francisco

Proclamation

DNA Lounge Day

November 22nd, 2010

WHEREAS, Jim English, Jeff Mason, and Brian Raffi purchased the DNA Lounge, rumored to be an acronym for "dancing, not art" on November 22, 1985; and

WHEREAS, Cypress Hill's music video for "Insane in the Brain" was filmed at DNA Lounge in 1993; and

WHEREAS, In 1994, the club was purchased by Tim Dale, John Schneider, and comedian/actor Rob Schneider, from 1995 to 1998, the DNA was a popular late-night destination, featuring unpublicized shows by such top pop musicians as Prince and Metallica, and weekend dance parties headlined by retro bands Boogie Nights and the M-80s; and

WHEREAS, The DNA Lounge was also one of the few bars in San Francisco that would serve the Flaming Dr Pepper, an ignited drink and enjoyed by patrons from all over the world; and

WHEREAS, Every Monday, The DNA Lounge hosts "Death Guild", the longest-running weekly gothic/industrial dance night in the country; and

WHEREAS, The DNA Lounge has also hosted several notable tech-industry events, such as CODECON and IGNITE, just to name a few; and

WHEREAS, Many awards such as "Best of the Bay" "Best Dance Club" and have been given in recognition of their public approval and iconic status from San Francisco; and

WHEREAS, When it was purchased by Jamie Zawinski in 1999, The DNA club was closed for extensive remodeling and soundproofing from April 1999 until it re-opened on Friday, July 13, 2001; now

THEREFORE BE IT RESOLVED, that I, Bevan Dufty, Member of the Board of Supervisors of the City and County of San Francisco, do hereby proclaim November 22, 2010 as DNA Lounge Day in San Francisco to convey the City's sincere respect for their ability to successfully run an entertainment business for the past 25 years.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Bevan Dufty
BEVAN DUFTY
Member, Board of Supervisors, District 8



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-033
Business Name: Ermico Enterprises, Inc.
Business Address: 120 Mississippi Street
District: District 10
Applicant: Gwynned Vitello
Nomination Date: October 17, 2017
Nominated By: Supervisor Malia Cohen

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? ☒ Yes ☐ No

1434 Yosemite Street from 1976 to 1978 (2 years).
Hunter's Point Shipyard from 1978 to 2006 (28 years).
120 Mississippi Street from 2006 to Present (11 years).

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? ☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

NOTES: NA

DELIVERY DATE TO HPC: August 21, 2017

Richard Kurylo
Manager, Legacy Business Program





MALIA COHEN
馬莉亞郭嫻

October 17, 2016

Regina Dick-Endrizzi
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Re: Nomination of Ermico Enterprises to the Legacy Business Registry

Dear Director Dick-Endrizzi,

I am writing to nominate Ermico Enterprises to the Legacy Business Registry. Founded in 1976, Ermico Enterprises is metal casting foundry that manufactures the metal trucks and bearings that are key components of skateboards.

Ermico was originally housed at the Bayview Hunters Point Shipyard and in 2006, moved its operation to the Potrero Hill neighborhood at 17th and Mississippi Streets. The company currently employs over 100 employees, many of whom live in San Francisco.

Ermico, along with its partner companies Thrasher and Deluxe, is a critical part of skateboarding culture in San Francisco and has drew many skater to our City. This business plays an essential role in the lasting and massive identity and subculture of skateboarding, and it is my honor to nominate Ermico Enterprises to become a part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Malia Cohen".

Malia Cohen
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Ermico Enterprises, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Gwynned Vitello Rebekah Engel Linda McKay Tony Vitello		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
120 Mississippi Street San Francisco, CA 94107		((415))822-6776
		EMAIL:
		gwynn@hsproductions.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
		https://www.yelp.com/biz/ermico-enterprises-san-francisco

APPLICANT'S NAME		
Gwynned Vitello	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
APPLICANT'S ADDRESS:		TELEPHONE:
P.O. Box 885403 San Francisco, CA 94188		(415)671-2427
		EMAIL:
		gwynn@hsproductions.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0099202	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Malia Cohen	October 17, 2016

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1434 Yosemite Street	94124	1976
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1976-1978	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Hunters Point Shipyard	94134	Start: 1978 End: 2006

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
120 Mississippi Street	94107	Start: 2006 End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Gwynned Vitello

Name (Print):

Date:

Signature:

ERMICO ENTERPRISES

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Ermico Enterprises was established 41 years ago in 1976 by San Franciscans Fausto Vitello and Eric Swenson. Fiercely loyal to San Francisco, Ermico Enterprises is committed to being a positive member of the San Francisco community. Its mission is to serve skateboarding by creating the best products to inspire and encourage kids to get out, be active and roll! Our products are the standard of the industry and, year after year, remain the top performers in all categories. Ermico Enterprises is internationally known and respected as one of the most authentic and genuine skateboarding companies from its beginnings to the present.

Ermico Enterprises traces its origins back to the spring of 1976, when craft unions with the City and County of San Francisco went on strike. My husband Fausto Vitello, who maintained the Police Department motorcycles, suddenly had time to hang out with some of his old high school friends who still started their mornings with surfing at Ocean Beach and breakfast at Seal Rock Inn. Fausto met a kid named Alden Kaiokakau who demonstrated his skill on a skateboard, and surmised that maneuverability could be improved. Fausto called his friend Eric Swenson who had worked with him on professional motorcycles, and together they developed a skateboard truck with independent suspension that revolutionized the industry. By end of the year, after learning about foundries from library books, they had set up Ermico Enterprises as a small machine shop on Yosemite Street where they started the number one truck in the industry, Independent.

When more space was needed, they moved the foundry into a big facility in the Bayview Hunters Point Shipyard; then in 2006 to the current building at 17th and Mississippi, where 103 are currently employed. Facility equipment includes a wet dust collection system, water treatment unit, automated axle nut assembly machines automated baseplate drilling machine, permanent mold tilt casting machines, melting furnaces, cryogenic deflasher, heat treatment pit furnaces, walking-in powder-coating ovens, and 6 station Printex pad print machines.

When the recession hit in the early 1980s, Fausto and Eric decided their products needed a boost. They accomplished that with the 1981 establishment of High Speed Productions and the publication of Thrasher magazine, which came to be known as the Bible of Skateboarding, laying it out at the Shipyard and printing it in Clear Lake. Forty employees now work at the media company at 1303 Underwood Avenue. Namesake clothing is worn by skaters

everywhere, as well as celebrities. Juxtapoz, the bestselling art magazine on the market, is also published in the building. A leased warehouse at 1351 Underwood Ave. ships Thrasher product.

Thrasher and Ermico drew many skaters to San Francisco who considered it the mecca of skateboarding due to the presence of those entities. They had ideas for improvements and enhancements for their sport. Under Fausto and Eric's guidance, they started their own companies in 1987 under the umbrella of Deluxe. Also operating at the 17th Street address, it has 45 employees and distributes Spitfire Wheels, Venture and Thunder trucks, Anti-Hero, Krooked and Real boards, as well as Supercush Bushings. DLXSF retail at 1831 Market Street has three employees.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Ermico has never ceased operations in San Francisco.

c. Is the business a family-owned business? If so, give the generational history of the business.

Ermico Enterprises is a family-owned business owned and operated by two families in a corporate partnership. The founders, Fausto Vitello and Eric Swenson opened the business Spring 1976 and together they developed a skateboard truck with independent suspension that revolutionized the industry. By end of the year, after learning about foundries from library books, they had set up Ermico Enterprises as a small machine shop on Yosemite Street where they started the primary truck manufacturer in the industry, Independent. When more space was needed they moved the foundry into a big facility in the Bayview Hunters Point Shipyard; then in 2006 to the current building at 17th and Mississippi, where 103 are currently employed.

Fausto passed in 2006, leaving his shares to me, Gwynned Vitello, later joined later by our son Tony Vitello, who lives in Miraloma Park. Eric died in 2011, leaving his shares to wife Linda McKay whose home is on Potrero Hill and sister Rebekah Engel who lives in the Portola District. All of us, born in San Francisco, want to maintain that legacy of homegrown, which is ingrained and recognized in our products.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Ermico Enterprises has been a family-owned business since its inception in 1976, currently owned by the widow and son of founder Fausto Vitello, and widow and sister of Eric Swenson.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

We are rooted in San Francisco and are committed to remaining here. The company will do its best to absorb rising rents, wage increases and growing commute times for its many employees in order to remain in the city.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

As the premier skateboard truck and bearing manufacturer in the United States, Ermico Enterprises products are featured numerous action sport tradeshow including the multi-city national trade show, Agenda, and international trade show, Bright, in Germany.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Ermico has been mentioned in numerous media including: the San Francisco Chronicle, the Stanford Daily, and Exploratorium, and its products have been featured in numerous trade publications such as Thrasher Magazine (a major industry publication), Skateboarder Magazine, Transworld Magazine, Concrete Wave Magazine, The Skateboard Mag, and Juice Magazine.

d. Is the business associated with a significant or historical person?

Fausto Vitello and Eric Swenson were well-known in the skateboarding industry. When Fausto died in 2006, it was noted in both Time Magazine and Sports Illustrated. Both Fausto and Eric were pioneers who revolutionized product design in skateboarding, considered a cornerstone to this day. One would be hard pressed to find two more significant people in the development and popularization of the sport.

e. How does the business demonstrate its commitment to the community?

For Ermico Enterprises, supporting skateboarding does not stop at making quality products. Ermico (through its distributors Deluxe and NHS) globally sponsor hundreds of skateboarders, from the top professionals in the world to local kids who need a start in the sport. The business helps them achieve their goals and attain the best from their efforts.

Skateboarding is a positive outlet for youth of all abilities and backgrounds. Skateboarding offers a very low barrier of entry, offering comradery and challenges. That core understanding resonates through much of what we do locally and internationally. Through our Give Back initiatives, we have been able to assist with fundraising for local skate parks, nonprofit skate groups and local hospitals. With product support as well as providing equipment to and

sponsoring athletes, we help local after-school skate programs, as well as San Francisco's nonprofit Skate Club.

f. Provide a description of the community the business serves.

At its core, Ermico Enterprises serves our youth. Young people use our products. We don't take that lightly and feel a responsibility to use our platform and what we have built to serve that community. Ermico works to do things to inspire kids to go outdoors and express themselves. Through skateboarding, kids learn that applying oneself and failure are a part of learning. Skateboarding does not discriminate. Any youth of any color, gender, sexual orientation, economic status, physical stature, etc. can step on a skateboard and be part of an accepting culture. We serve that community, and our community is the future.

San Francisco is a known destination for skateboarders. Not only is it the home of our sister-company, Thrasher magazine, the number one media title in skateboarding, it is a destination for those visiting the city. Our doors are open to visitors from around the world, 8:00 until 4:30 Monday through Friday.

Northern California skateboarding is rooted in San Francisco. The natural terrain of the hills has been a beacon for skaters from around the world for generations. Three of the original and, still to this day, industry-leading skateboard suspension systems (known as trucks) were designed by Ermico Enterprises.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The warehouse in which Ermico Enterprises is located is not a culturally or historically significant building.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Surrounded by tech companies, the machines and machinists at Ermico Enterprises persist. As it gets harder and harder for businesses like ours to stay in San Francisco, we wear our address as a badge of honor. From the support of countless grass roots programs to sponsoring skateboarders around the world, a shutdown of our business would be felt at home and around the globe.

San Francisco is currently in the midst of an unprecedented rise in rents for businesses occupying all types of space, including residential, commercial, and industrial or PDR (Production, Distribution, and Repair) space. For many San Franciscans, PDR businesses like Ermico are a main source of jobs in the industrial sector and many have been fighting to stay in the City due to rising rents. Ermico employs 103 people, many of whom are San Franciscans at its Potrero Hill foundry. If the business were to relocate outside of the City, many of these San

Franciscans would be forced to find work elsewhere. Therefore, it is imperative that PDR businesses such as Ermico remain in San Francisco in order to keep a vibrant and diverse local economy.

CRITERION 3

a. Describe the business and the essential features that define its character.

Ermico, established 41 years ago and founded by two San Francisco natives, remains independently owned and operated. Fiercely loyal to San Francisco, Ermico is committed to being a positive member of the San Francisco community. Its mission is to serve skateboarding by creating the best products to inspire and encourage kids to get out and be active. Our products are the standard of the industry, and year after year, remain the top performers in all categories, internationally known and respected as one of the most authentic and genuine skateboarding companies from its beginnings to the present.

We are firmly committed to maintaining a presence in brick and mortar stores in the U.S. and abroad. A key aspect of our business philosophy is that small, local retail stores are the backbones of their communities, but need support to thrive. In skateboarding, these independent stores are the "hubs" for their local skateboard scenes. The benefits these shops have on their local communities are invaluable, and we have diligently worked to help and support these retailers, and the more we can do to support them, the more we help all those communities.

We are also known for treating our employees with respect and enjoy a low turnover rate with most being with us over 10 years.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

We have built a history of working hard to make a difference, and that means more than making quality and quantity. We value the platform we have built and believe that skateboarding can change lives. Skateboarding can teach kids that falling is learning, and that what is important is to always get back up and try again. It is a positive outlet when there are no many negative things kids can do with free time.

We are committed to using this powerful platform to be a positive force in the sport; one that believes it can affect change for so many regardless of height, weight, sexual identity - or even age. This qualifies as a tradition worth keeping. Our business model is built around making great products while working to put back into the community. We are rooted in San Francisco, and that is widely recognized in action supports culture. We are committed to remaining here, despite rising rents and growing commute times for some employees.

While many competitors have transitioned to selling only to large chains and big box stores, and while we certainly engage with them, the smaller businesses are our first priority. We strive to hire locally and our employees live in San Francisco and local areas.

San Francisco is a known destination for skateboarders. Not only is it the home of our sister-company, Thrasher magazine, the number one media title in skateboarding, it is a destination for those visiting the City. Our doors are open to visitors from around the world, 8:00 until 4:30 Monday through Friday.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Ermico Enterprises is committed to maintaining the core physical feature and tradition that defines the business: skateboard truck and bearing manufacturing.

The location at 1111 17th Street is centrally located and easy to access for both employees and visitors. The building may look like a basic warehouse, but inside it is designed to be an open, creative and youthful workspace. Samples of Ermico products, framed art and photos are hung throughout the space. Since we have visitors from all over the world, we have worked to make the interiors of 17th Street a place that inspires and energizes.

The building is in a live/work area of Potrero Hill, and we value and respect our neighbors. The business is diligent about nurturing a positive atmosphere in the neighborhood. We hire a staff that prides itself on keeping the area and building clean and maintained.

ERMICO ENTERPRISES

Written Historical Narrative: Supplemental

Ermico Enterprises Born of a Labor Strike

Ermico Enterprises owes its existence to a labor strike.

Defying an injunction, municipal craft workers in San Francisco went on strike on March 31, 1976, in an attempt to reverse salary reductions that had been ordered by the Board of Supervisors. The municipal strikers – including gardeners, laborers, plumbers and electricians – were seeking to maintain their pay at the same hourly scales as those paid in the private sector. A pay parity formula was repealed 2 to 1 by the voters in November 1975. With the formula repealed, the Supervisors voted to cut the salaries of about 1,900 craft workers while providing modest raises for other City employees. This led the craft unions to call a strike.

At that time, Fausto Vitello was a municipal worker who maintained the Police Department motorcycles. While on strike, Fausto met Alden Kaiokakau who demonstrated his skill on a skateboard and surmised that maneuverability could be improved. Fausto called his friend, Eric Swenson, who had worked with him on professional motorcycles, and together they developed a skateboard truck with independent suspension that revolutionized the industry. Ermico Enterprises was born.

Labor Strike Affects Ermico Enterprises

Eleven years later, in 1987, Ermico Enterprises was affected by another strike. This one was a strike by several of their own employees.

Reportedly, some workers complained of low salaries and not enough employee benefits. At the time, Ermico Enterprises was a start-up business that survived on a bare bones budget. The owner himself, Fausto, did not take home a salary for years. The company admittedly offered entry-level manufacturing jobs to folks who often did not have English-language or technical skills. The strikers were mostly young immigrants from El Salvador.

The workers on strike also desired better working conditions and union recognition. In an interview with the San Francisco Chronicle, the workers complained about the lack of hot water and other working conditions, and they felt that management was thwarting their attempt to form a union. At the time, Ermico management was surprised about the accusations that were reported in the media. Hot running water was always available, and there were no employee health or safety issues.

The Ermico strike can trace its origins to Ignacio De La Fuente, a business manager at the time for Molders and Allied Workers Union Local 164. Mr. De La Fuente approached some of the machinists about joining the union. There had been no labor unrest or unhappiness among the

staff, but labor organizers were allowed to present their case to the workers. While it did cause tension and uncertainty, it was easily resolved when the employees held an election and decided not to unionize. Mr. De La Fuente went on to become an Oakland City Councilmember from 1992 until 2012. Today, he serves as an International Vice President for the Glass, Molders, Pottery, Plastics, and Allied Workers International Union, AFL-CIO, where he negotiates for members through the collective bargaining process. He was also appointed to the Oakland-Alameda County Coliseum Authority board in January 2017.

Ermico Enterprises Today

Since 1987, there has not been an instance of labor unrest at Ermico Enterprises. The company is proud to offer entry level manufacturing jobs to immigrants, and management considers its employees to be family. Ermico Enterprises supports labor unions and is proud of its history with the labor movement – a critical and colorful part of the company's legacy in San Francisco.

Legacy Status for Ermico Enterprises

"I feel like **Thrasher**, more than anything I encountered – more than Herb Caen, more than Dashiell Hammett, is the voice of San Francisco" - Sean Wilsey

This is a San Francisco story. In **Spring of 1976** the City and County craft workers went out on strike. My husband Fausto Vitello, who maintained the Police Department motorcycles, suddenly had time to hang out with some of his old friends from Lincoln High School who still started their mornings with surfing at Ocean Beach and breakfast at Seal Rock Inn. Fausto met a kid named Alden Kaiokakau who demonstrated his skill on a skateboard, and surmised that maneuverability could be improved. He called his friend Eric Swenson who had worked with him on professional motorcycles, and together they developed a skateboard truck with independent suspension that revolutionized the industry. By end of the year, after learning about foundries from library books, they had set up Ermico Enterprises as a small machine shop on Yosemite Street where they started the #1 truck in the industry, Independent. When more space was needed they moved the foundry into a big facility in the Bayview Hunters Point Shipyard; then in 2006 to the current building at 17th and Mississippi, where **103 are currently employed**. But big equipment like a wet dust collection system, water treatment unit, automated axle nut assembly machines,, automated baseplate drilling machine, permanent mold tilt casting machines, melting furnaces, cryogenic deflasher, heat treatment pit furnaces, walking-in powder-coating ovens, 6 station Printex pad print machines that have been acquired like to stay put.

The recession hit in the early 80's so Fausto and Eric decided their products needed a boost and accomplished that with the 1981 establishment of High Speed Productions and the publication of Thrasher magazine, which came to be known as the Bible of Skateboarding, laying it out at the Shipyard and printing it in Clear Lake. **40 employees** now work at the media company at 1303 Underwood Avenue. Namesake clothing is worn by skaters everywhere, as well as celebrities. Juxtapoz, the best selling art magazine on the market, is also published at the building.

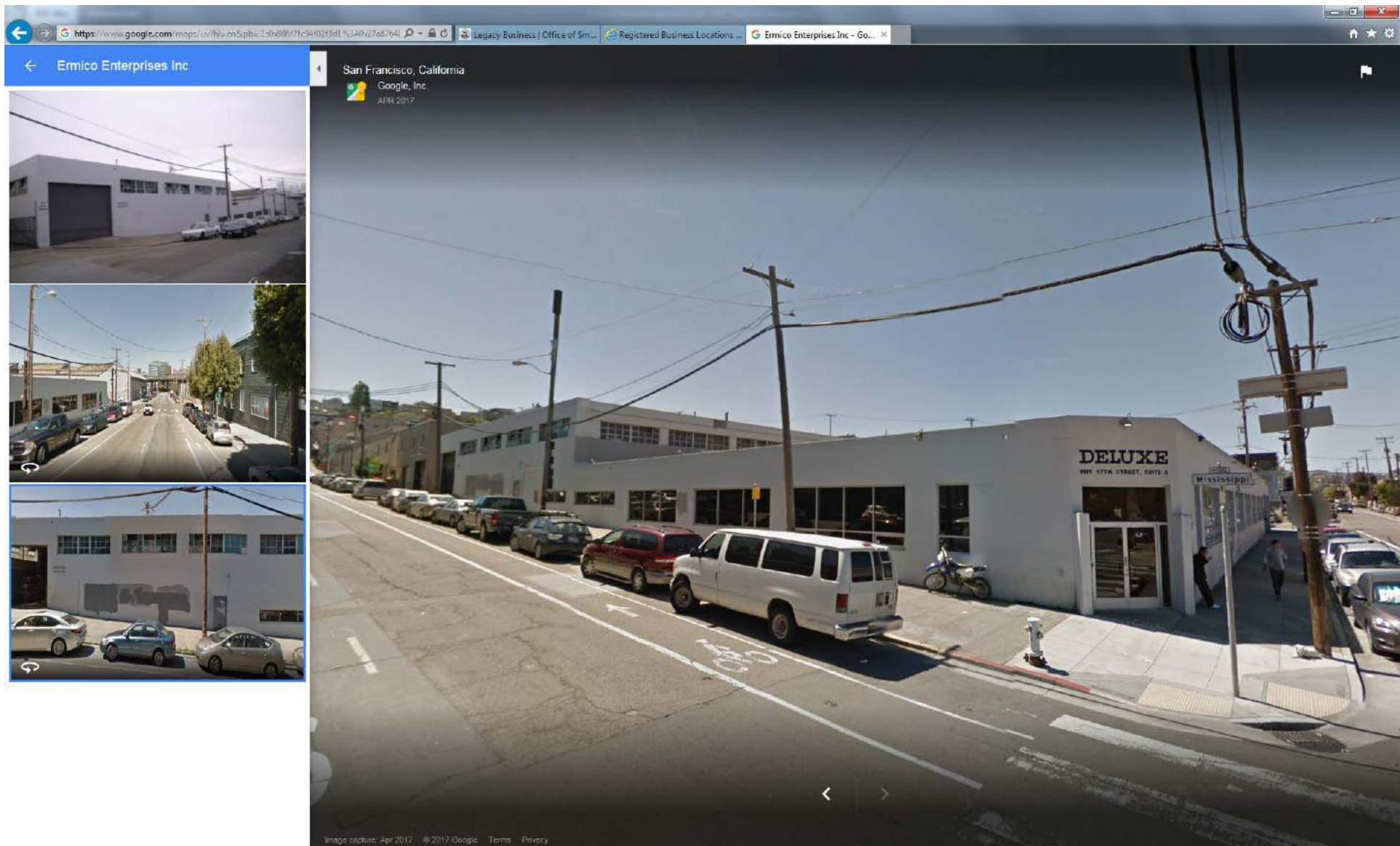
Thrasher and Ermico drew many skaters to San Francisco, who due to the presence, of those entities, considered it the mecca of skateboarding. They had ideas for improvements and enhancements for their sport, and under Fausto and Eric's guidance, started their own companies in 1987 under the umbrella of **Deluxe**. Also operating at the 17th St. address, it has **45 employees** and distributes Spitfire Wheels, Venture and Thunder trucks, Anti-Hero, Krooked and Real boards, as well as Supercush Bushings. **DLXSf retail** at 1831 Market has **three employees**.

Fausto passed in 2006, leaving his shares to me, later joined later by our son Tony, who lives in Miraloma Park. Eric died in 2011, leaving his shares to wife Linda whose home is on Potrero Hill and sister Rebekah who lives in the Portola. All of us, born in San Francisco, want to maintain that legacy of homegrown, which is ingrained and recognized in our products. Legacy status for Ermico, the mother company, and

Deluxe, would ensure a proud tradition of items sold and beloved world-wide,
conceived and made in San Francisco.

← Ermico Enterprises Inc





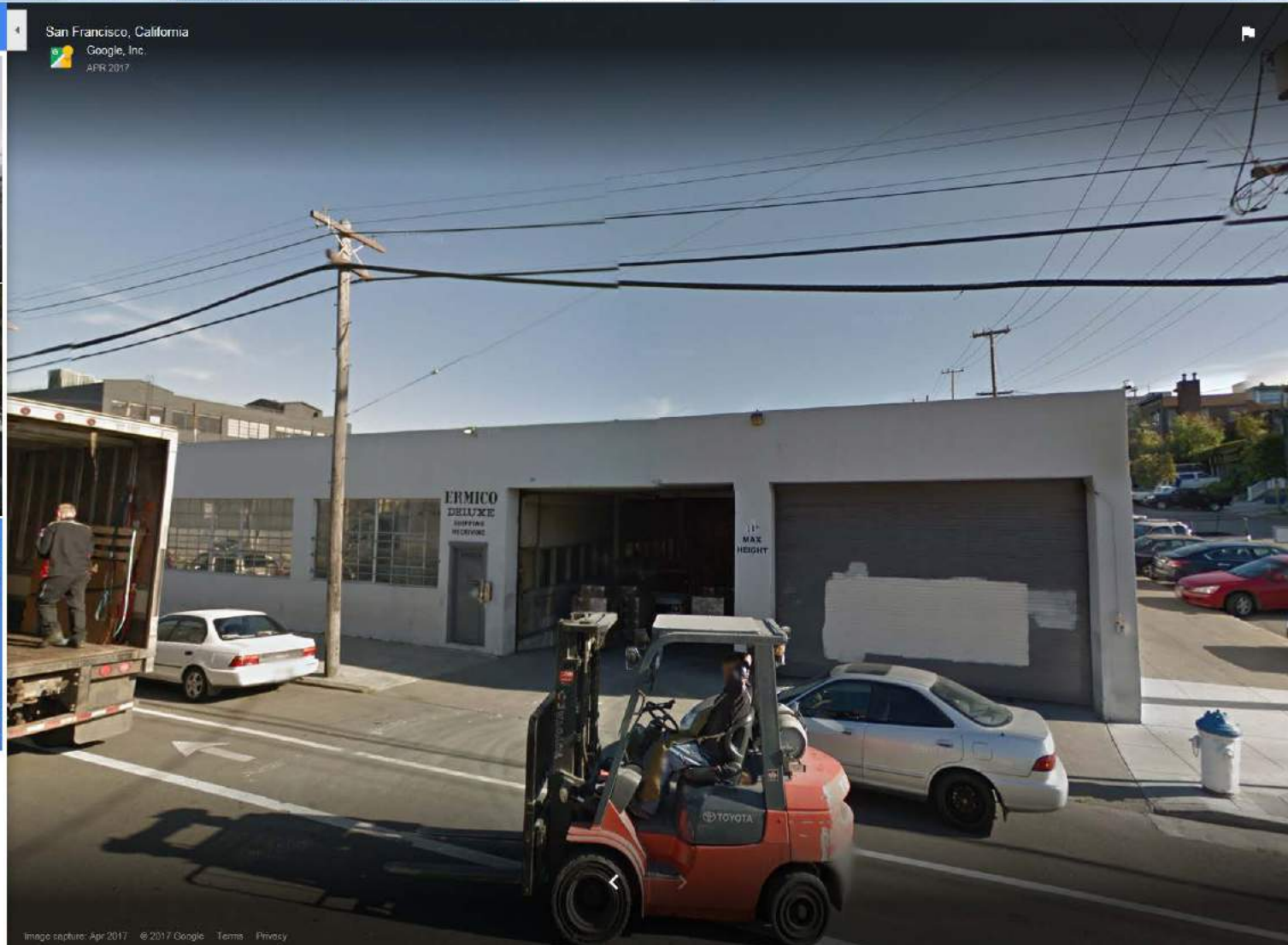
DELUXE

1111 17TH STREET, SUITE A

SHIPPING
RECEIVING
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← Ermico Enterprises Inc

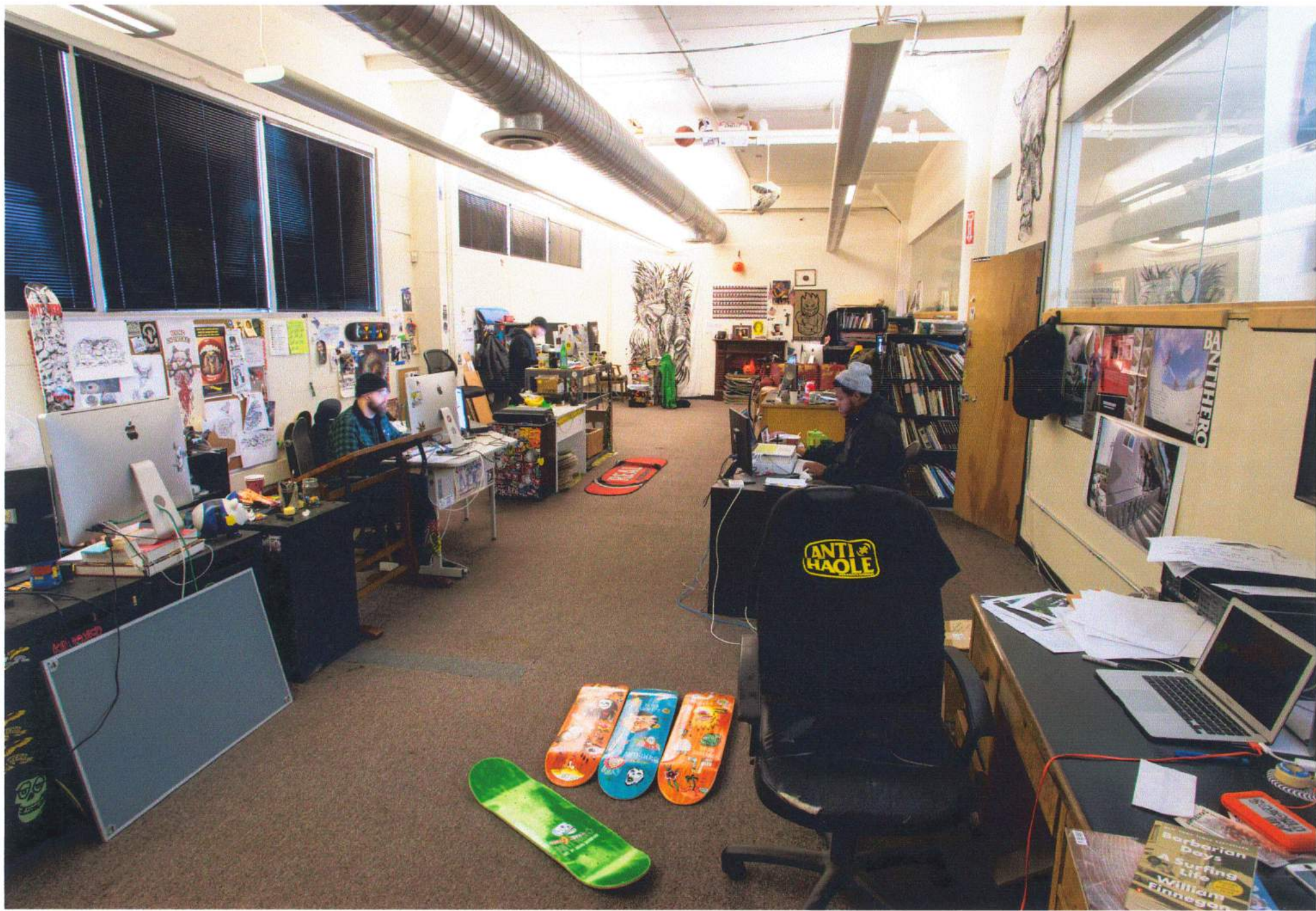


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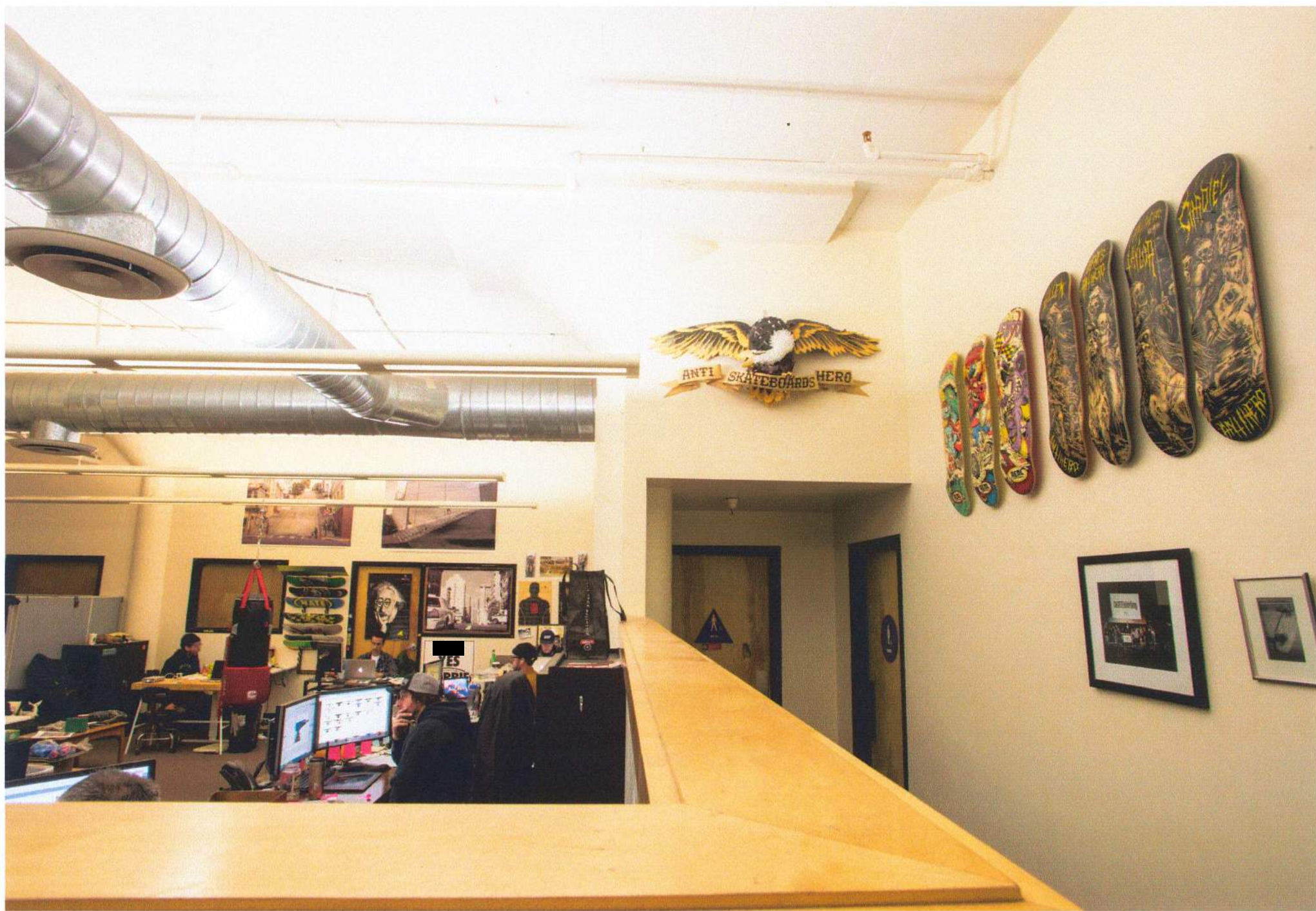




















NO PHONES
ALLOWED



Videos

How are Skateboard Trucks Made:

<https://www.youtube.com/watch?v=m0KtjlqBOKI>

Exploratorium Video:

Skateboard Design: Making Skateboard Trucks:

www.exploratorium.edu/skateboarding/skatedesigntruck.html

The New York Times | <https://nyti.ms/1RDTEiW>

ARCHIVES | 1976

San Francisco Transit Crippled by Strike

By LES LEDBETTER APRIL 1, 1976

SAN FRANCISCO, March 31 — Defying an injunction, municipal craft workers here went on strike today in an attempt to reverse salary reductions that had been ordered Monday by the city's Board of Supervisors.

Tens of thousands of commuters, residents and tourists had to use private cars and taxi cabs or walk because all city buses, trolley cars and cable cars were out of service.

Only the new Bay Area Rapid Transit subway system remained in operation, but this provides only limited service during limited hours and is not widely used.

Schools, hospitals, police and fire services were not struck, however, and supervisory personnel were maintaining sewage and water-treatment plants and other public services.

The immediate effect of the strike seemed to be a sharp decline in school attendance by students who use public transportation; a demand for more cabs by the elderly, and a sharp increase in traffic jams on city streets and the freeways.

“So far it hasn't been too bad.” said Rosemary Logan, a school-playground supervisor who had to walk “a couple of miles” to work and back.

In the afternoon, Mayor George Moscone warned of the possibility of a general strike by all union workers in the city if the pay issue was not resolved soon, and he said he had been assured of state aid to maintain vital city services if such a strike occurred.

At an 8 P.M. news briefing, however, Mayor Moscone said he was encouraged that the city might avoid a general strike because of reports that the majority of the 16,500 city workers had voted to continue observing picket lines but not join the strike and that some of the striking unions were in negotiations with a representative of the supervisors.

“Things look better tonight at 8 than they did at 2 or 4 this afternoon,” said the Mayor, who is living in City Hall until the crisis ends. However, he said city departments would remain alert for any problems and asked parents to make an extra effort to get their children to schools tomorrow because state aid is based on average daily attendance and “the need to show stability in this city.”

But the possibility of a general strike still remained “a very grave possibility” according to John F. Crowley, secretary-treasurer of the San Francisco Labor Council.

The ability of the striking municipal workers to affect city life outside of government activities was demonstrated early this evening when the San Francisco Symphony Orchestra canceled tonight's performance because union musicians would not cross a picket line in front of the hall where the orchestra regularly performs.

Mr. Crowley said all the unions in the city had agreed to honor the municipal union's picket lines “in a united effort to overcome the anti-union efforts by the Board of Supervisors.”

Calling the board “intransigent,” Mr. Crowley said that the decision on how much to expand the strike tomorrow was being considered but that “as of today, the only way for us to go will be to expand the pressure.”

The municipal strikers, including gardeners, laborers, plumbers and electricians, are seeking to maintain their pay at the same hourly scales as those paid in private industry. A pay parity formula was repealed, 2 to 1 by the voters last fall in

the bitter aftermath of a strike by policemen and firemen that also saw negotiating powers taken away from the Mayor and entrusted to the Supervisors.

Repeal supporters successfully argued that the pay formula was creating unreasonably high salaries, such as \$19,000 a year for street-sweepers, because private-industry scales were established for workers who did not have full employment all year. .

With the formula repealed, the Supervisors voted Monday to cut the salaries of about 1,900 craft workers while providing modest raises for other city employees. This led to the craft unions calling today's strike.

The effect of the strike was not immediate since, in preparation for the strike, the city had mailed out welfare checks on Tuesday, two days early, and many city workers said they had crossed picket lines today to get their paychecks but would not cross the lines tomorrow.

The TimesMachine archive viewer is a subscriber-only feature. This article is also available separately as a high-resolution PDF for \$3.95.

We are continually improving the quality of our text archives. Please send feedback, error reports, and suggestions to archive_feedback@nytimes.com.

A version of this archives appears in print on April 1, 1976, on Page 44 of the New York edition with the headline: San Francisco Transit Crippled by Strike.

The Stanford Daily

Breaking news from the Farm since 1892

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The Stanford Daily, Volume 169, Issue 47, 28 April 1976 — Root of SF strike [ARTICLE]

Root of SF strike

Gene Marine

(First of two parts)

The city workers' strike in San Francisco is rooted in a bitter irony.

The striking "craft workers" are fighting back after having been punished at the polls for something of which they aren't guilty. Their salaries — admittedly well above the average in other cities — were blamed for high property tax bills in 1975.

It isn't true. But the leaders of these unions can't go to the people and explain the error. They can't do it because those same union leaders were a knowing and willing part of what did cause the tax jump.

San Francisco's tax bills are outrageous because the city's top businessmen, with building-trades union leaders as eager collaborators, decided years ago to turn San Francisco into a western New York City — in a sense only dimly related to New York's current fiscal problems. Out here we call it "Manhattanization."

Corporate activity

San Francisco is to become the headquarters for corporate activity in Asia, Australia and the Pacific coast of Latin America. A 1957 Stanford Research Institute study referred to this as the "Pacific Rim strategy." Its advocates are not small-timers: the Bank of America, Bechtel Corp., Standard Oil of California, Wells Fargo and lesser lights in shipping, construction and especially finance.

Locally, this meant a Stonehenge of disproportionate highrise office buildings and a rapid transit system designed to bring white workers from comfortable suburbs and to get them

home again. This meant building-trades jobs, and the elite leaders of those elite unions jumped onto the Pacific Rim strategy early. At the taxpayers' expense.

Highrises meant new water and sewage facilities. The strategy demanded an expanded airport. Inexpensive downtown pensioners' housing was "redeveloped" for a new convention center. Stephen Bechtel, who was as responsible as any one man for thinking up Bay Area Rapid Transit (BART), got the people to pay him to build it.

Labor involvement

And while it was all happening, John Crowley, who heads the San Francisco Labor Council, was on Mayor Joe Alioto's bond screening committee. The Plumbers' Joe Mazzola was on the Airport Commission. The Laborers' George Evankovich was on the Housing Authority. The Machinists' Stan Jensen was on the Redevelopment Agency. Bill Chester of the Longshoremen — a union that since the early 1960s has gone along with Pacific Rim and the building trades despite its integrated membership and radical history — is chairman of the board of BART.

Today this "labor town" is struggling through the least popular strike in its history because its voters believe that Crowley and Mazzola and the others are not "labor" any more — but powerful men who drew their power from an alliance with businessmen and who are now desperate because the businessmen don't need them any more.

San Francisco's longtime romance with its labor leaders was undaunted by all of this downtown collaboration until the 1970s.

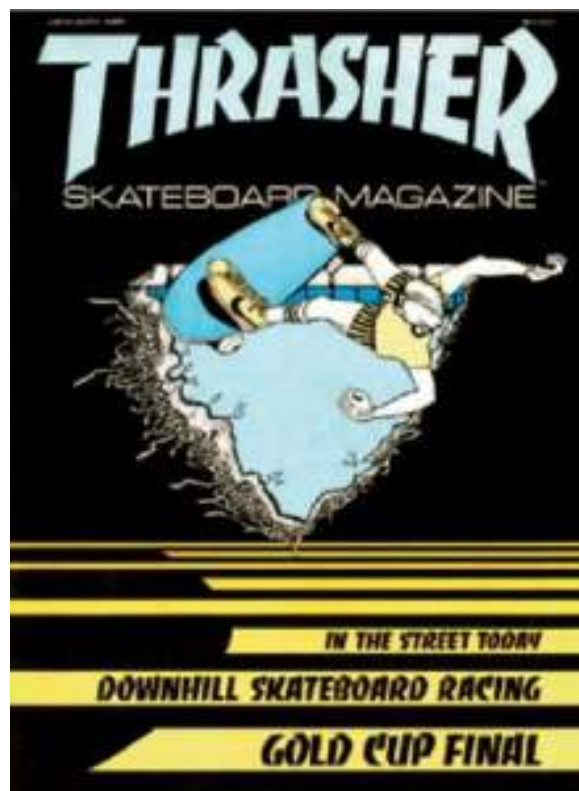
(Gene Marine is an opinion writer for the Pacific News Service.)

2014 – ICON Fausto Vitello

— 2014 Inductees

Born in Buenos Aires, Argentina, on August 7, 1946, Fausto Vitello's influence on skateboarding could be deemed critical if only for his entrepreneurial role in co-founding Thrasher Magazine, Independent Trucks, and Deluxe Distribution.





Born in Buenos Aires, Argentina, on August 7, 1946, Fausto Vitello's influence on skateboarding could be deemed critical if only for his entrepreneurial role in co-founding Thrasher Magazine, Independent Trucks, and Deluxe Distribution. Having fled Argentina and the oppression of the Revolución Libertadora political regime with his family at age nine, Vitello was raised on Frederick Street in Haight-Ashbury and allegedly learned English from listening to San Francisco Giants baseball broadcasts on the radio. After developing an interest in skateboarding hardware during the late '70s, and following their first tests with the Stoker Truck—Eric Swenson and Vitello (who founded their company Ermico Enterprises) ultimately joined forces with Jay Shuirman and Richard Novak at NHS to test and manufacture the Independent Stage 1 truck in '78. Hugely successful and redefining the scope of truck performance, the Independent team of Ermico and NHS then went on to found Thrasher in '81 after Skateboarder Magazine switched to Action Now. Far from finished, Fausto continued to expand his business empire by eventually building High Speed Productions to house Thrasher, then later Slap and Juxtapoz magazines; Deluxe Distribution, which manufactured brands including Thunder Trucks, Spitfire Wheels, Real, Antihero and Krooked skateboards; and also Street Corner Distribution, which was home to Think Skateboards, Hubba Wheels, Venture Trucks, and Lucky Bearings. Vitello died of a cardiac arrest on April 22, 2012, and is survived by his wife, Gwynn; his son, Tony; and his daughter, Sally.



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2017-18-006
Business Name: Project Inform
Business Address: 273 9th Street
District: District 6
Applicant: Dana Van Gorder, Executive Director
Nomination Date: August 3, 2017
Nominated By: Supervisor Jeff Sheehy

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

No physical address from 1985 to 1986 (1 year)
1 Taylor Street from 1986 to 1988 (2 years)
347 Dolores Street #301 from 1988 to 1991 (3 years)
1965 Market Street Suite 220 from 1991 to 1997 (6 years)
205 13th Street Suite 2001 from 1998 to 2007 (9 years)
1375 Mission Street from 2007 to 2010 (3 years)
273 9th Street from 2010 to Present (7 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: August 28, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

August 3, 2017

Re: Nomination of Project Inform for the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Project Inform for the Legacy Business Registry. Since 1985, Project Inform has advocated for people affected by HIV and hepatitis C by supporting research to develop more effective treatment, as well as promoting more comprehensive preventative measures to those at risk.

Project Inform leads the way in advocating for health reform that will better serve the needs of those with HIV and hepatitis C, and invests in developing innovative ways to educate and inform the community about these conditions. Project Inform's mission of achieving an HIV-free society through preventative and supportive policy is admirable and serves as an inspiration to the City of San Francisco. I believe this business would greatly benefit from becoming part of San Francisco's Legacy Business Registry. Thank you for your consideration.

Sincerely,


Jeff Sheehy
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	
Project Inform, Inc.	
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)	
Project Inform is a 501c3 corporation.	
CURRENT BUSINESS ADDRESS:	TELEPHONE:
273 9th Street, San Francisco CA 94103	((415))580-7304
	EMAIL:
	pwalker@projectinform.org
WEBSITE:	FACEBOOK PAGE:
www.projectinform.org	www.facebook.com/ProjectInform
	YELP PAGE

APPLICANT'S NAME	
Dana Van Gorder	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0938595	C1199937

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Jeff Sheehy	8/3/2017

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1 Taylor Street San Francisco CA		6/6/1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	11/1/1986 -10/31/1988	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
347 Dolores Street, #301	94110	Start: 11/1/1988 End: 7/31/1991

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1965 Market Street, Suite 220	94103	Start: 8/1/1991 End: 12/31/1997

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
205 13th Street, Suite 2001	94103	Start: 1/1/1998 End: 12/15/2007

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1375 Mission Street	94103	Start: 12/1/2007 End: 12/1/2010

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
273 9th Street	94103	Start: 12/1/2010 End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Dana Van Gorder August 4, 2017 Dana Van Gorder

Name (Print): Date: Signature:

PROJECT INFORM

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Project Inform was founded in San Francisco in 1985 by community activists Martin Delaney and Joe Brewer in response to the AIDS epidemic, which was ravaging the gay community and causing thousands of infections and hundreds of deaths each year in the city alone, and thousands more around the country. In 1985, an AIDS diagnosis was widely viewed as a death sentence, and Project Inform helped changed that perception by empowering patients to get informed, ask questions, seek out (and demand) new treatments, and work actively with their doctors to determine a course of treatment—rather than viewing themselves as passive recipients of care.

Project Inform provides services nationwide but has deep roots in San Francisco, and all of the services we provide benefit San Franciscans. At the time of our founding, the federal government was doing little to fight the HIV epidemic, and treatment options were very few. We challenged pharmaceutical companies to identify effective and safe new treatments for HIV, represented people with HIV in the drug discovery process, and helped make sure new drugs were priced fairly. We also built a community of knowledgeable, engaged and empowered patients through a treatment hotline, treatment newsletter, and Town Hall meetings in San Francisco and around the country.

Soon after, we took up policy issues that could greatly increase treatment availability and affordability. We were one of the first organizations to fight for increased funding for AIDS research at the National Institutes of Health, successfully winning the largest increase in domestic HIV research funding in the first year of the Clinton Administration. We played a key role in the development of the federal Ryan White Program and the AIDS Drug Assistance Program, which to this day provide care services and HIV medications for hundreds of thousands of low-income people with HIV—including thousands of San Franciscans. We were instrumental in efforts to increase funding for HIV research conducted by the National Institutes of Health. In 2008, we helped lead the call for a National HIV/AIDS Strategy, and in subsequent years we worked closely with the White House to inform the contents of the strategy.

Also in 2008, we took up hepatitis C (HCV) issues, putting our advocacy and education skills to work on this under-addressed epidemic. We were instrumental in the development of the National Viral Hepatitis Action Plan, and in increasing federal appropriations for HCV testing.

We currently lead the California Hepatitis Alliance, or CalHEP, which has advocated for funding of hepatitis C testing programs throughout the state, and we fought to require Medi-Cal to pay for costly hepatitis C treatments.

In collaboration with many partners, we played a vital role in the effective implementation of the Affordable Care Act (ACA), signed into law by President Obama in 2010, and we have worked at the national level, in California, and in San Francisco to make sure that the ACA was implemented in a way that best meets the needs of people living with and at risk for HIV and hepatitis C.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The agency has operated continuously in the city since its founding 32 years ago.

c. Is the business a family-owned business? If so, give the generational history of the business.

Not applicable.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Project Inform is a non-profit organization with IRS 501(c)(3) status. It is governed by a 10-member Board of Directors.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Project Inform is a 501(c)(3) and has not had an owner, per se. We have been in consistent operation since 1985. In 1987, Martin Delaney filed Articles of Incorporation, and application for 501(c)(3) status. The 501(c)(3) status continued with the name changes in 1994, "Project Inform, Inc. AIDS Treatment and Research Info" and in 2000, "Project Inform Incorporated." Project Inform has been under the leadership of a Board of Directors that has had changes in membership.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building at 273 9th Street is a Category A building (Historic Resource Present) and appears to be eligible as a national register contributor.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Project Inform's work has helped save or lengthen thousands of lives, keeping communities and neighborhoods in the city intact. Project Inform has played a role in the development of every anti-retroviral drug in use against HIV. At its founding in 1985, the expectation was that there would only be a need for a short term "project." Sadly, of course, the epidemic continued to deepen, and Project Inform continues to provide pivotal leadership in response to this tragedy. Today, we are working on two new fronts in the epidemic: the search for a cure, and the use of Pre-exposure Prophylaxis, or PrEP, in which HIV-negative individuals take anti-retroviral drugs to prevent HIV infection. Our campaign to make PrEP the standard of care for individuals at risk for contracting HIV has taken off, with thousands of San Franciscans now using PrEP to lower their risk of HIV, preventing hundreds of new infections a year.

Project Inform has had a meaningful financial impact on San Francisco as a result of our treatment advocacy, educational programs and public policy work. In particular, our work to assure that health care services and medical treatments for HIV and hepatitis C are paid for using federal and state dollars have benefited thousands of San Franciscans and spared the City from having to meet these significant costs.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Project Inform is associated with many significant events in the city. We were one of the founding organizations of AIDS Walk San Francisco (in 1987), an annual event that still raises millions of dollars each year for AIDS organizations. In 2014 and 2015, Project Inform was the lead agency for the event. In 1990, we were a part of the organizing group of the International AIDS Conference, held in San Francisco and attended by over 15,000 individuals.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Project Inform has been referenced in a number of publications and media including, but not limited to, the following:

- "Acceptable Risks" by Joanthan Kwitny.
- "Not Buy Dallas Buyers Club" by Patrick Mulcahey, Huffington Post, 11/12/2013.
- Martin Delaney obituary, New York Times, 1/26/2009.
- "Project Inform marks 30 years," Bay Area Reporter, 4/23/2015.

d. Is the business associated with a significant or historical person?

Project Inform was founded and led for many years by Martin Delaney, a remarkable man and an important historical figure in the LGBT community's fight against AIDS. In addition to leading Project Inform until 2008, Martin was a member of the National Institute of Allergy and Infectious Diseases' (NIAID) AIDS Research Advisory Committee from 1991 to 1995 and served on NIAID's National Advisory Allergy and Infectious Disease Council from 1995 to 1998. On giving him the NIAID Director's Special Recognition Award, NIAID Director and noted HIV researcher Anthony S. Fauci, M.D said:

"Millions of people are now receiving life-saving antiretroviral medications from a treatment pipeline that Marty Delaney played a key role in opening and expanding. Without his tireless work and vision, many more people would have perished from HIV/AIDS. He is a formidable activist and a dear friend. It is without hyperbole that I call Marty Delaney a public health hero."

Martin was also a leader of the movement to accelerate Food and Drug Administration approval of promising drugs, a key player in the development of today's widely used Accelerated Approval regulations and Parallel Track system for providing experimental drugs to seriously ill people preceding formal FDA approval, and a leader in the Fair Pricing Coalition to improve the accessibility of HIV medications. Martin's death in 2009 prompted Speaker Nancy Pelosi to issue a statement saying:

"Through his work at Project Inform to increase awareness about HIV/AIDS treatment opportunities and challenges, Martin Delaney leaves an extraordinary legacy. Access to the information Martin committed his life to sharing has literally been the difference between life and death for millions. San Francisco mourns his loss."

e. How does the business demonstrate its commitment to the community?

Project Inform demonstrates its commitment to the community by continuing to provide free education on managing and preventing AIDS; by providing free education on the management and prevention of hepatitis C; by helping the city bring effective HIV and hepatitis C medications to market; by educating community members about all aspects of HIV care, treatment and prevention; and by making millions of dollars in resources available to address the local epidemics of HIV and hepatitis C. History will show that Project Inform was instrumental in stopping a tragedy that has affected hundreds of thousands of San Franciscans beginning in 1981. Our agency employs individuals from the community, providing volunteer and supporter opportunities to people in the local community.

f. Provide a description of the community the business serves.

Project Inform serves all people living with and at risk for HIV and hepatitis C in San Francisco and nationally. Our work focuses on assuring that gay men, people of color, transgender people and people who use drugs are able to prevent and care for HIV and hepatitis C. Much of our

work to assure adequate access to quality and affordable health care and medications benefits low income individuals in San Francisco and nationally.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The building at 273 9th Street is a Category A building (Historic Resource Present) and appears to be eligible as a national register contributor.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

As a beacon of hope for thousands in the city, Project Inform's closure would have a negative impact on the ongoing efforts to manage AIDS and ultimately, to end the epidemic altogether. Project Inform still has a loyal base of supporters whose own lives or whose loved ones' lives were prolonged and improved because of our work.

CRITERION 3

a. Describe the business and the essential features that define its character.

Project Inform is a non-profit 501(c)(3) organization with the following mission: "Project Inform fights the HIV and hepatitis C epidemics by assuring the development of effective treatments and a cure; supporting individuals to make informed choices about their health; advocating for quality, affordable health care; and promoting medical strategies that prevent new infections."

Project Inform has three programs. All three programs are essential features that define the character of the organization:

The Research Advocacy Program, which represents people with HIV and HCV in the development of a cure for HIV and new treatments for HIV and HCV, advocates for programs to retain or re-engage people with HIV in care and treatment, and aims to increase the uptake of PrEP.

The Education Program, which helps tens of thousands of individuals around the country, including in San Francisco, learn strategies to care for HIV, HCV and HIV/HCV co-infection; learn about HIV treatment and PrEP as tools for preventing HIV infection; understand the importance of HCV testing; and access health care.

The Public Policy Program, which seeks to protect and expand health care and treatment access and strengthen the health care delivery system for people living with or at risk for HIV and/or HCV, as well as to assure the greatest possible response of the federal government and state of California to these epidemics.

One initiative of exceptional focus for the organization today is its participation in San Francisco's Getting to Zero campaign, which Project Inform helped to begin. Getting to Zero is an effort by a consortium of San Francisco-based agencies to reduce HIV transmission and HIV-related deaths in San Francisco by 90% before 2020. Project Inform plays a leadership role in Getting to Zero as a member of the Steering Committee and the Retention & Re-engagement Committee. The Retention & Re-engagement Committee has launched an innovative set of initiatives that are helping to meet the goals of Getting to Zero, and is developing new programs as well. This year, Project Inform will support the development of two programs to address the needs of homeless individuals with HIV as part of the Getting to Zero campaign.

Project Inform works closely with other San Francisco based groups to accomplish its work. In particular, we work with the San Francisco AIDS Foundation as part of the California HIV Alliance to lobby in Sacramento for legislation, budgets and administrative actions that help speed the end of the HIV and hepatitis C epidemics. The advocacy we conduct in Sacramento benefits people living with and at risk for both diseases in San Francisco, and statewide. Project Inform also works closely with the AIDS Research Institute at UCSF to conduct research to build an optimal public policy response to HIV in California. And we collaborate closely with HIVE, another program of UCSF which chiefly works to address maternal health for HIV-positive women, to operate a program called PleasePrEPMe. This program gives people considering taking PrEP the chance learn about PrEP and find out how to access PrEP via text or online chat. Project Inform is currently a leader of San Francisco Hep Free, which is implementing a plan to eliminate hepatitis C in the City, and it is part of the city's task force considering the creation of safe consumption spaces to address injection drug use and improve drug user health.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

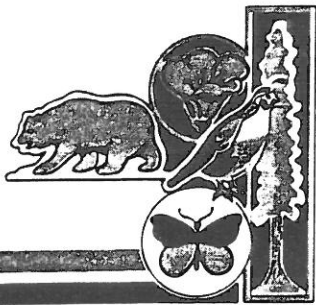
Organizational traditions that continue to this day, and that could not be changed if Project Inform is to retain its historical business character, are: Project Inform has approached its work by placing value on having highly knowledgeable staff; being a fearless and honest voice for people living with HIV; building the respect of and gaining cooperation from key institutions and decision makers while maintaining independence and integrity; thoughtfully collaborating with community partners; and convening multi-disciplinary groups of HIV leaders to forge agreement about ways to address some of the greatest scientific and public policy challenges in the epidemic.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Project Inform's Board of Directors is committed to maintaining these traditions. The Board and staff of Project Inform are explicit about the values that guide our work, and the ways in which we choose the goals and activities that we pursue. We believe that all people have a right to be well, and that affordable health care is a fundamental human right; that people have a right to knowledge and information to guide their health care; that people must have complete choice regarding their health care; and that all people are entitled to compassionate, quality, comprehensive medical care. We believe those are not just our traditions, but San Francisco's traditions as well.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Historic legal documents are provided in this Legacy Business Registry application.



State of California

OFFICE OF THE SECRETARY OF STATE

CORPORATION DIVISION

I, *MARCH FONG EU*, Secretary of State of the State of California, hereby certify:

That the annexed transcript has been compared with the corporate record on file in this office, of which it purports to be a copy, and that same is full, true and correct.

IN WITNESS WHEREOF, I execute
this certificate and affix the Great
Seal of the State of California this

NOV 23 1987



March Fong Eu

Secretary of State

NOV 23 1987

ARTICLES OF INCORPORATION
OF
SAN FRANCISCO PROJECT INFORM, INCORPORATED

MARCH FONG EU, Secretary of State

I.

The name of this corporation is SAN FRANCISCO PROJECT INFORM, INCORPORATED.

II.

A. This corporation is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes.

B. The specific purpose of this corporation is to promote the collection, analysis and dissemination of medical treatment information.

III.

The name and address in the State of California of this corporation's initial agent for service of process is:

Martin Delaney
98 Cazneau
Sausalito, California 94965

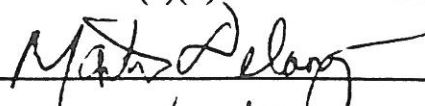
IV.

A. This corporation is organized and operated exclusively for educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code.

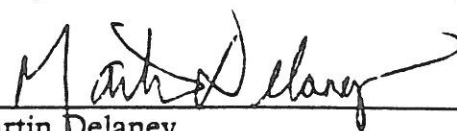
B. No substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.

V.

The property of this corporation is irrevocably dedicated to educational purposes and no part of the net income or assets of this corporation shall inure to the benefit of any director, officer or member thereof or to the benefit of any private person. Upon the dissolution or winding up of the corporation, its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation shall be distributed to a non-profit fund, foundation or corporation which is organized and operated exclusively for educational purposes and which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code.


Dated 11/19/87

I hereby declare that I am the person who executed the foregoing Articles of Incorporation, which execution is my act and deed.


Martin Delaney

Internal Revenue Service
District Director

Department of the Treasury

P O BOX 36001 STOP SF-4-4-46
SAN FRANCISCO, CA 94102

Date: FEB. 22, 1988

SAN FRANCISCO PROJECT INFORM
INCORPORATED
25 TAYLOR STREET SUITE 618
SAN FRANCISCO 957308, 04 286055935

Employer Identification Number:
94-3052723
Case Number:
957337013
Contact Person:
DANIEL STEVENS
Contact Telephone Number:
(415) 556-0319

Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Ends:
Dec. 31, 1991
Caveat Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors

Letter 1045(CG)

SAN FRANCISCO PROJECT INFORM

may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(1) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if he or she was in part responsible for, or was aware of, the act of failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

SAN FRANCISCO PROJECT INFORM

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Frederick C. Nielsen". The signature is written in a cursive style with a horizontal line through the middle of the name.

Frederick C. Nielsen
District Director

FIRST AMENDMENT TO OFFICE BUILDING LEASE

THIS FIRST AMENDMENT TO OFFICE BUILDING LEASE is made as of February 1, 1993 by and between Donald J. Gordon and Margaret C. Gordon and Joseph T. Fitzpatrick and Sandra M. Fitzpatrick, herein called Landlord and Project Inform, a California Non-profit Corporation, herein called Tenant.

RECITALS

A. Landlord and Tenant have entered into a written lease dated April 23, 1991 (the "Lease") whereby Landlord leased to Tenant and Tenant leased from Landlord premises located at 1965 Market Street, City of San Francisco, State of California, more particularly described in the Lease.

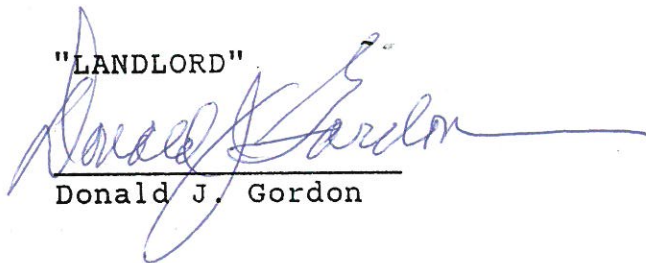
B. Landlord and Tenant desire to amend the Lease.

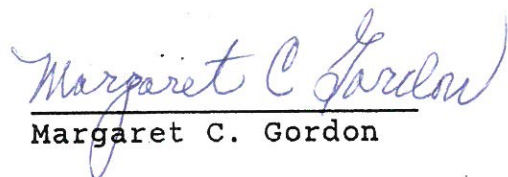
NOW, THEREFORE, incorporating the foregoing recitals of fact and for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Landlord and Tenant agree as follows:

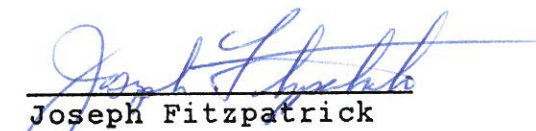
1. Minimum monthly rent as defined in Article 5 of said Lease and further defined in paragraph 42 is amended as follows:
The sum of \$2,000, receipt of which is hereby acknowledged, is accepted as rent in full for November 1992 and December 1992 .
Rent for the months of January 1993 thur April 1993 shall be \$3,500. Tenant to pay \$7,000 representing January 1993 and February 1993 rent, concurrently with the execution of this amendment. Commencing May 1, 1993 thru the end of the lease term, the minimum monthly rent shall be \$5,200 per month.
2. Lease term as defined in paragraph 3 of the initial lease is hereby amended to terminate on December 31, 1994.
3. Paragraph #6 of the initial lease is hereby deleted in its entirety.
4. Except as outlined above, the Lease shall remain unmodified and in full force and effect.
5. This amendment shall be binding upon, and inure to the benefit of Landlord and Tenant and their respective successors, assigns and personal representatives.

IN WITNESS WHEREOF the parties do execute the First Amendment to Office Lease to take effect the date first above written.

"LANDLORD"

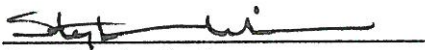

Donald J. Gordon


Margaret C. Gordon


Joseph Fitzpatrick


Sandra Fitzpatrick

"TENANT"

BY: 
Project Inform

It's: 
(capacity)

Sign up for email updates!

First Name

Your email

Submit

Project Inform

273 Ninth Street
San Francisco, CA 94103
tel: (415) 558-8669
fax: (415) 558-0684
EIN: 94-3052723

[Visit Web Site](#)

Board Leadership

Ferdinand Garcia
President

CEO

Dana Van Gorder
Executive Director

Rating Profile Table of Contents

[Overall Score & Rating](#)[Financial Performance Metrics](#)[Accountability & Transparency
Performance Metrics](#)[Income Statement](#)[Financial Charts](#)[Compensation of Leaders](#)[Mission](#)[Charities Performing Similar
Types of Work](#)

Project Inform

Information, inspiration, and advocacy for people affected by HIV and Hepatitis C

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[Rating Profile](#)[Programs](#)[Historical Ratings](#)[IRS \(Forms 990\)](#)[Comments \(\)](#)

The data displayed on this tab is provided by the IRS in the form of Publication 78 and the Business Master File (BMF).

EIN	94-3052723
Name in IRS Master File	PROJECT INFORM INC AIDS TREATMENT AND RESEARCH INFO
NTEE Code	[Not Provided by IRS]
NTEE Classification	[Not Provided by IRS]
NTEE Type	[Not Provided by IRS]
Classification	Charitable Organization
Subsection	501(c)(3) (View the list of codes)
Activities	(320) Boy Scouts, Girl Scouts, etc.
Foundation Status	Organization which receives a substantial part of its support from a governmental unit or the general public 170(b)(1)(A)(vi)
Deductibility	Contributions are deductible
Affiliation	Independent - the organization is an independent organization or an independent auxiliary (i.e., not affiliated with a National, Regional, or Geographic grouping of organizations).
Group Name	[Not Applicable]
Ruling Date	March, 1994

THE RECORDER

625 POLK ST., STE. 500, SAN FRANCISCO, CA 94102-3368

PROOF OF PUBLICATION

PROOF OF PUBLICATION (2010, 2015.5 C.C.P.)

FICTITIOUS BUSINESS

NAME STATEMENT

AIDS EDUCATION AND ADVOCACY PROJECT INFORM

File No. 193327

STATE OF CALIFORNIA
COUNTY OF SAN FRANCISCO } SS

I am a citizen of the United States and a resident of the County aforesaid. I am over the age of eighteen years, and not a party to or interested in the above matter. I am the principal clerk of the printer and publisher of THE RECORDER, a newspaper of general circulation printed and published daily except Saturdays, Sundays, and legal holidays, in the City and County of San Francisco with substantial circulation in Alameda, Contra Costa, San Mateo and Santa Clara counties, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the City and County of San Francisco, State of California under the date December 2, 1907, recorded in Record Book 15, at page 155 thereof, that the notice of which the annexed is a printed copy (set in type not smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

MARCH 13, 20, 27, 1995

APRIL 3, 1995

I declare under penalty of perjury that the foregoing is true and correct.

Executed on **APRIL 3, 1995**
at San Francisco, California


(Signature)

This space reserved for County Clerk's Filing Stamp

ORIGINAL
FILED

San Francisco County Clerk's Office
APR 03 1995

On: _____

By: **THE RECORDER**

FICTITIOUS BUSINESS NAME STATEMENT

File No. 193327

The following person(s) is (are) doing business as: AIDS EDUCATION AND ADVOCACY - PROJECT INFORM, at 1965 Market Street, Suite 202, San Francisco, CA 94103

San Francisco Project Inform, a California corporation, 1965 Market Street, Suite 202, San Francisco, CA 94103

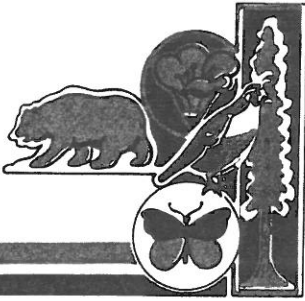
This business is conducted by A CORPORATION. The registrant(s) commenced to transact business under the fictitious business name listed above on 2/14/95.

Signed: San Francisco Project Inform
By: Marc Webb, Exec. Asst.
Statement filed with the County Clerk of the City and County of San Francisco, California on February 14, 1995.

NOTICE:—THIS FICTITIOUS NAME STATEMENT EXPIRES ON February 14, 2000. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME. THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14400 ET SEQ., BUSINESS AND PROFESSIONS CODE.)

No. 54647

Mar 13 4t M-R



State
of
California
SECRETARY OF STATE

A459229

CORPORATION DIVISION

I, *BILL JONES*, Secretary of State of the State of California,
hereby certify:

That the annexed transcript has been compared with
the corporate record on file in this office, of which it
purports to be a copy, and that same is full, true and
correct.

IN WITNESS WHEREOF, I execute
this certificate and affix the Great
Seal of the State of California this

APR 4 1995



Bill Jones

Secretary of State

A459229

ENDORSED
FILED

In the office of the Secretary of State
of the State of California

MAR 15 1995

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION
FOR
SAN FRANCISCO PROJECT INFORM, INCORPORATED**


BILL JONES, Secretary of State

Rod O'Neal and Timothy Wu certify that:

1. They are the president and secretary, respectively, of San Francisco Project Inform, Incorporated, a California Nonprofit Corporation.
2. The Articles of Incorporation of this corporation are amended to add the following Article II C:

Article II C:

This corporation is organized and operated exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code."

3. The Articles of Incorporation of this corporation are amended to change Article V to read as follows:

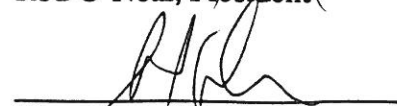
The property of this corporation is irrevocably dedicated to charitable and educational purposes meeting the requirements for exemption provided by Section 214 of the Revenue and Taxation Code, and no part of the net income or assets of this organization shall inure to the benefit of any director, officer, member thereof, or any other private persons. Upon the dissolution or winding up of the corporation, its assets remaining after payment, or provision for payment, of all debts and liabilities of this corporation, shall be distributed to a non-profit fund, foundation, or corporation which is organized and operated exclusively for charitable and educational purposes meeting the requirements for exemption provided by Section 214 of the Revenue and Taxation Code, and which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code.

4. The foregoing amendments of the Articles of Incorporation have been duly approved by the Board of Directors.
5. Per Section 5814 of the California Corporations Code, we also certify that this corporation has no members, so amendments need only be approved by the Board of Directors.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct.

Date: March 9, 1995


Rod O'Neal, President


Timothy C. Wu, Secretary



CITY AND COUNTY OF SAN FRANCISCO
TAX COLLECTOR
P.O. BOX 7425
SAN FRANCISCO CA 94120-7425
TELEPHONE: (415) 554-4400

ANNUAL BUSINESS TAX REGISTRATION
FOR THE YEAR **1997**

008836

BUSINESS TAX ID NUMBER	CERTIFICATE NUMBER	DELINQUENT AFTER	CLASS
943052723-01	938595	10/31/1996	07

ANETTE BRANDS

· AIDS EDUCATION & ADVOCACY-PI
1965 MARKET ST #220
SAN FRANCISCO CA 94103-1012

1. Registration Fee if paid by 10/31/96: \$	150
2. Add \$500.00 penalty if paid or postmarked after 10/31/96: \$	
3. Add Lines 1 and 2 Amount Due: \$	
SEE REVERSE SIDE FOR REGISTRATION FEE SCHEDULE	

PLEASE READ NOTICES ON THE REVERSE SIDE

1997 ANNUAL BUSINESS TAX REGISTRATION RENEWAL & FEE

PER SECTION 1009.2 OF THE BUSINESS TAX ORDINANCE, YOUR BUSINESS IS SUBJECT TO A \$500.00 PENALTY
IF YOU FAIL TO FILE ON TIME.

☐ Please check this box and complete below, if you have any corrections to the above information.

NEW OWNERSHIP: _____

NEW BUSINESS NAME: _____

MAILING ADDRESS: _____

PLEASE BE ADVISED THAT ENTITIES ENGAGED IN ANY BUSINESS ACTIVITY IN SAN FRANCISCO, BUT HAVING NO
FIXED LOCATION IN SAN FRANCISCO, ARE REQUIRED TO REGISTER WITH THE TAX COLLECTOR.

IF YOU ARE NOT RENEWING YOUR 1997 REGISTRATION, YOU MUST INDICATE BELOW IF YOUR BUSINESS WAS
CLOSED, WAS SOLD OR IS NO LONGER DOING BUSINESS IN SAN FRANCISCO.

If closed (date closed) _____ If sold (date sold) _____ No longer doing
business in S.F. (date) _____
If sold, enter new owner information:

Name: _____ Address: _____ Phone: _____

If no longer doing business in San Francisco, explain: _____

THE 1997 BUSINESS TAX REGISTRATION FEE IS NOT A SUBSTITUTE FOR FILING THE 1996 BUSINESS RECEIPTS AND PAYROLL TAX STATEMENT.
THE BUSINESS RECEIPTS AND PAYROLL TAX STATEMENT WILL BE MAILED IN DECEMBER 1996 AND WILL BE DELINQUENT AFTER FEBRUARY 28, 1997.

Make check payable to the San Francisco Tax Collector. Write your Business Tax ID number in the upper left corner of the check. Sign and return the **ORIGINAL
STATEMENT** with your remittance. This statement must be postmarked by the US Postal Service by 10/31/96 in order to avoid a late filing penalty.

I declare, under penalty of perjury, that I have examined this statement and that the information contained herein is true and complete to the best of my knowledge and belief.

PLEASE SIGN HERE _____ TITLE _____ DATE _____ BUSINESS TELEPHONE
NUMBER _____

THIS STUB IS FOR THE TAX COLLECTOR'S USE. PLEASE DO NOT DETACH.

FORM: 8101B1119

CITY AND COUNTY OF SAN FRANCISCO
TAX COLLECTOR
P.O. BOX 7425
SAN FRANCISCO CA 94120-7425
TELEPHONE: (415) 554-4400

MAKE CHECK PAYABLE TO: SAN FRANCISCO TAX COLLECTOR

PERIOD COVERED: January - December 1997

DELINQUENT AFTER: **OCT. 31, 1996**

BUSINESS TAX ID NUMBER	OWNERSHIP NAME	PAYMENT ENCLOSED
943052723-01	SAN FRANCISCO PROJECT INFORM	

NOTE: Payment enclosed must equal the amount stated on line 3.

1 9430527230100000 0109 199701 00000015000 0 808

A0525195

**SECRETARY OF STATE**

I, *BILL JONES*, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

MAY 17 1999

Secretary of State

R0325195

RECEIVED
JULY 14 1999
OFFICE OF THE SECRETARY OF STATE

**CERTIFICATE OF AMENDMENT OF
ARTICLES OF INCORPORATION
OF**

SAN FRANCISCO PROJECT INFORM, INCORPORATED

MAY 14 1999

BILL JONES, SECRETARY OF STATE

Ken Turner and Gregory Horowitz certify that:

1. They are the President and the Secretary, respectively, of San Francisco Project Inform, Incorporated, a California Nonprofit Corporation.

2. Article I of the Articles of Incorporation of this corporation shall be amended to read in full as follows:

The name of this corporation is PROJECT INFORM, INC.

3. The foregoing amendment of Articles of Incorporation has been duly approved by the Board of Directors of this corporation.

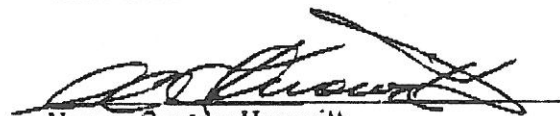
4. Per Section 5814 of the California Corporations Code, we also certify that this corporation has no members and that this amendment need only be approved by the Board of Directors.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in the foregoing Certificate are true and correct of our own knowledge.

Date: April 20, 1999



Name: Ken Turner
Title: President



Name: Gregory Horowitz
Title: Secretary



Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: September 30, 2000

Project Inform Incorporated
205 13th Street, Suite 2001
San Francisco, CA 94103-2461

Person to Contact:

Jeremy L. Vogelpohl 31-03888
Customer Service Representative

Toll Free Telephone Number:

8:00 a.m. to 9:30 p.m. EST
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

94-3052723

Dear Sir or Madam:

This letter is in response to your correspondence notifying us that your organization changed its name from San Francisco Project Inform Incorporated to Project Inform Incorporated. We have updated our records to show your current name as shown above.

Our records indicate that a determination letter issued in March 1994 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Project Inform Incorporated
94-3052723

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

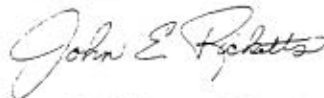
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

A handwritten signature in cursive script, appearing to read "John E. Ricketts".

John E. Ricketts, Director, TE/GE
Customer Account Services

FOR OFFICE USE ONLY.

☐ TAX PAID

DEC 23 2004

☐ TAX EXEMPT

THIS STATEMENT IS A **PUBLIC** RECORD

(SEE SEPARATE SHEET FOR REGULATORY RULES)

FILING STAMP ONLY

ENDORSED

A-0281620-00

FILED

San Francisco County Clerk

DEC 23, 2004

by: MARGARET T. YU

Deputy County Clerk

County Clerk
City Hall, Room 168
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4678

FILING FEE: (Payable by cash, check with a preprinted name or money order payable to SF County Clerk)

\$39.00 - For 1st Business Name and 1st Registrant

\$ 9.00 For each additional business name on SAME statement

\$ 9.00 For each additional registrant (owner) on the SAME statement

THIS ORIGINAL ALONG WITH A PHOTOCOPY MUST BE PRESENTED FOR FILING.

FICTITIOUS BUSINESS NAME STATEMENT

☐ First Filing ☒ Refiling - (see separate sheet)

1. Fictitious Business Name(s):

AIDS Treatment and Research Information

2. Street Address, City, State & Zip code of Principal Place of Business in California (P. O. Box **NOT** allowed)

205 13th Street, Suite 2001, San Francisco, CA 94103

3. Full name of registrant #1 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

San Francisco Project Inform, Inc. (State of California)

Residence Address, City, State and Zip Code for Registrant #1 (P.O. Box **NOT** allowed)

205 13th Street, Suite 2001, San Francisco, CA 94103

Full name of registrant #2 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

Residence Address, City, State and Zip Code for Registrant #2 (P.O. Box **NOT** allowed)

Full name of registrant #3 (If Corporation or Limited Liability Company, indicate State of incorporation or organization)

Residence Address, City, State and Zip Code for Registrant #3 (P.O. Box **NOT** allowed)

4. The business is conducted by: ☐ an individual ☐ a general partnership ☐ a limited partnership
☐ an unincorporated association other than a partnership ☒ a corporation ☐ a business trust
☐ co-partners ☐ husband and wife ☐ joint venture ☐ limited liability company
☐ other - please specify _____

5. The registrant commenced to transact business under the above-listed fictitious business name or names on:
(enter exact date - if future date, write "not applicable") January 25, 2000

6. I declare that all information in this statement is true and correct.

Signed _____

If registrant is a Corporation or Limited Liability Company, sign below

Corporation or LLC Name: **San Francisco Project Inform, Inc.**

Printed Name _____

Signature: _____

Printed Name & Title **Stephen Suacci, Board President**

This statement was filed with the County Clerk of San Francisco on date indicated by the file stamp above.

NOTICE - THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THIS DATE. THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHT OF ANOTHER UNDER FEDERAL, STATE OR COMMON LAW (SEE SECTION 14400 ET SEQ., BUSINESS AND PROFESSIONS CODE.)

CERTIFICATION

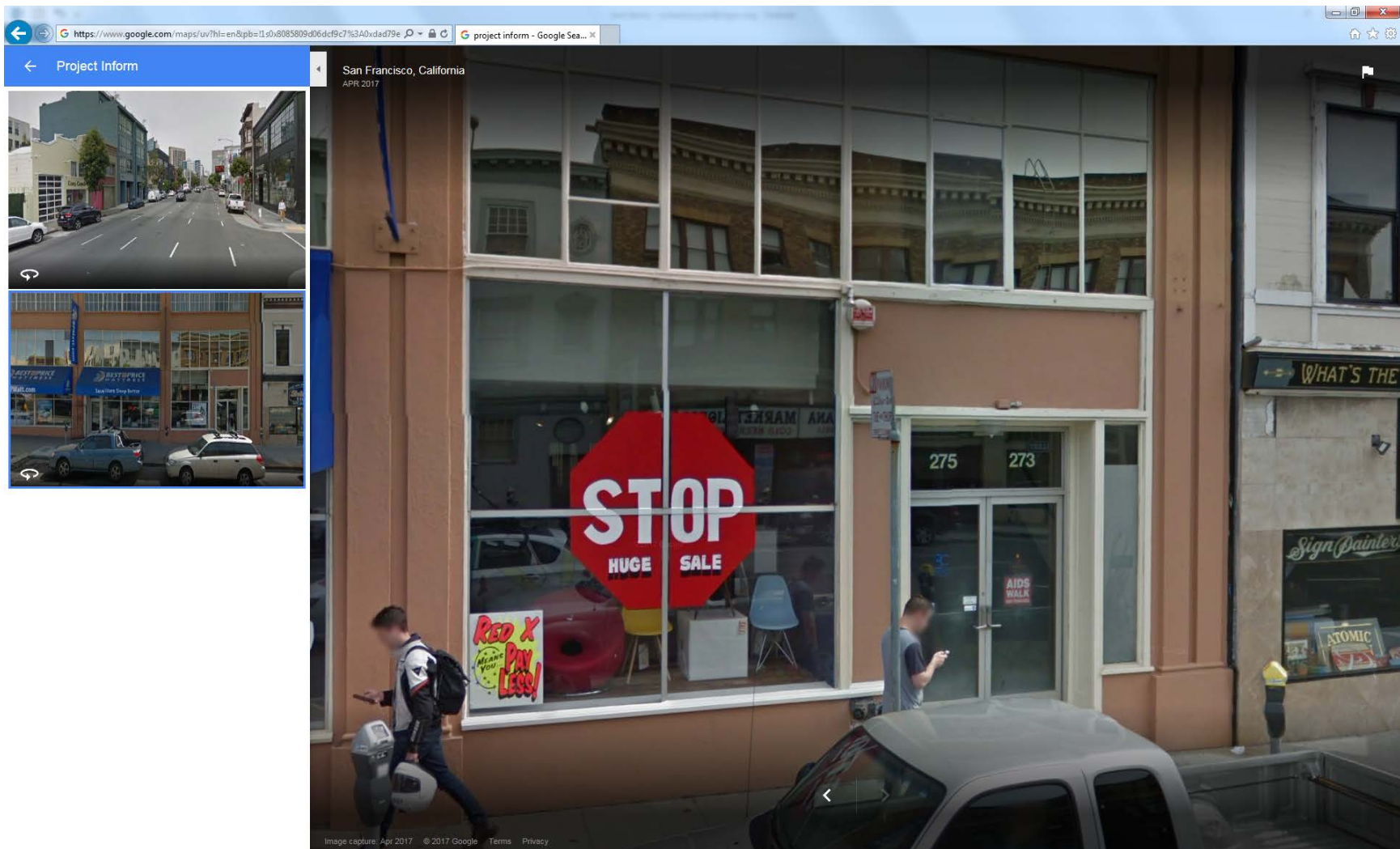
I hereby certify that the foregoing is a correct copy of the original on file at the San Francisco County Clerk's office.

By, _____ Margaret T. Yu, Deputy



San Francisco, California
APR 2017







275

273

INFORM
AIDS
WALK
SAN FRANCISCO























Evening of Hope Live Auction Packages
For the Benefit of Project Inform

PROJECT INFORM PRESENTS

★ ★ ★
**EVENING
of HOPE**

a night of lifesaving fashion

WEDNESDAY, OCTOBER 15, 2008 : 6:00P.M. — 10:00P.M.
INTERCONTINENTAL HOTEL : 888 HOWARD ST. : SAN FRANCISCO : CALIFORNIA

flavor of the city with a
San Francisco's top
ul Southern cooking of
niere is a garden of
order? VALUE: \$1100

on Hotel with someone
ie Square. Then it's off
ee the city like you've
n invite seven other
o Zinzanni. Top off the
ero to Momo's

i and suppl
oot Cellars. Plus, w
rganic LifeWines w
from San Francisco
s luxurious MacAr

er clothing a
fashion phot
o you get the
gns for Appl
to get desig
onicle and
thy. Already
ng for Tommy

Macy's and Sacramento

Photographer — Alex Farnum

Hair and Make-up Artist — Preston Nesbit

Clothing Stylist — Sharon Maloney



Arnold, DON'T
TERMINATE
AIDS FUNDING

Project Inform Buyers Alert WARNING!!! WARNING!!! WARNING!!!

Some health food stores, herbal shops, Chinese grocery stores, and brazen entrepreneurs anxious to cash in on Compound Q (GLQ-223), have begun selling products claimed to come from the Chinese cucumber *trichosanthin kirilowii* (the plant from Compound Q is derived). Products seen so far include *fresh trichosanthin root*, *dried trichosanthin powder*, *pure trichosanthin extract*, a powder used to make trichosanthin tea, and several pills. Some are even advertised openly in gay or AIDS-related publications.

Project Inform has questioned several sources -- including Chinese and American researchers -- about these products and concludes that:

- none offer any possibility of providing the key protein found in Compound Q
- some offer clear potential for harm

In a documented incident in Kansas City (5/7/89), a patient nearly died last week from severe liver poisoning after injecting a liquid derived from so-called trichosanthin root purchased at a health food store. He spent 3 days in the intensive care unit at a University medical center.

For reference purposes: no dried powder can contain real trichosanthin protein, nor can any liquid which has been heated. Furthermore, no product which is eaten or taken orally can deliver trichosanthin to the blood

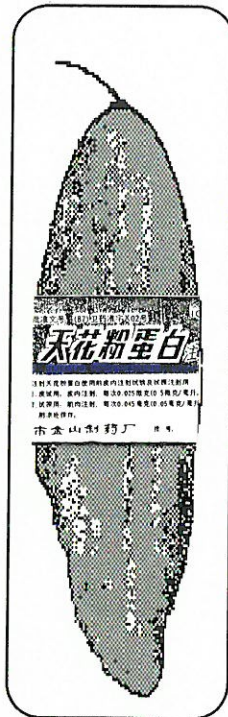
stream, as the digestive process breaks the protein into smaller molecules. There is no way of knowing whether fresh trichosanthin

root sold in stores is really from the right plant species, and even if the correct plants were obtained, there is no way to process the root at home to make the desired protein.

Be wary of all commercial products claiming to be Q. They offer no chance of helping, and considerable risk of harm. Should an off-the-shelf product hurt or kill someone, we wouldn't be surprised to see FDA react by delaying the fledgling study of real Compound Q.

Until more is known, self-prescription with Q-like substances, whether found locally or obtained from China, is a bad idea. If any source offers such a product to a buyers club, Project Inform can have it tested to

determine its content (some products can be dismissed as phony even without testing). Before giving someone money to send you products from China, be forewarned, that FDA will not permit importation of genuine Chinese trichosanthin compounds under the Import Policy (the policy only applies to drugs that FDA believes to be safe, and the agency believes that the safety of trichosanthin completely unknown).



The New York Times |

U.S.

Martin Delaney, 63, AIDS Activist, Dies

By DENNIS HEVESI JAN. 26, 2009

Martin Delaney, a prominent advocate for AIDS patients who challenged the government and drug companies to expedite access to experimental treatments in the early days of the epidemic, died Friday at his home in San Rafael, Calif. He was 63.

The cause was liver cancer, said Dana Van Gorder, executive director of Project Inform, an AIDS advocacy organization based in San Francisco that Mr. Delaney helped found in 1985.

Mr. Delaney, who was never H.I.V.-positive, was drawn into the AIDS movement in the early 1980s when several of his friends became infected and died.

When he heard about a cold remedy, ribavirin, that was being smuggled from Mexico because it had been found to help strengthen the immune system, Mr. Delaney made a several smuggling runs to Tijuana. Soon after, he decided he could be more effective by taking political action.

Project Inform started what Mr. Delaney called “medically supervised guerrilla trials” — community-based studies of the safety and efficacy of drugs, like ribavirin, that did not have federal approval. It sponsored town-hall-style information meetings around the country and set up a national AIDS-treatment hot line.

Mr. Van Gorder said, “Marty and Project Inform challenged the research and pharmaceutical community in the earliest years of the epidemic to consult with H.I.V.-positive patients and their advocates” about treatment options.

Mr. Delaney was a central figure in Jonathan Kwitny’s book “Acceptable Risks” (Poseidon Press, 1992), which discusses the debate about whether terminally ill patients should have access to promising but unproven drugs. “Who should decide which risks are acceptable,” Mr. Delaney is quoted as asking in the book, “the bureaucracy in Washington or the patient whose life is on the line?”

By the early 1990s, Mr. Delaney was a leader in efforts to push the Food and Drug Administration to approve promising drugs more speedily.

The campaign helped prompt the drug agency to issue regulations allowing experimental drugs to be provided to seriously ill people before the drugs received federal approval.

Martin Edward Delaney was born in Boston on Dec. 9, 1945. He is survived by a sister, Lois Delaney-Ogorek, and three brothers, William, Donald and Michael.

Last week, the National Institute of Allergy and Infectious Diseases, a division of the National Institutes of Health, gave Mr. Delaney its Director’s Special Recognition Award for “extraordinary contributions to framing the H.I.V. research agenda.”

He was a member of the institute’s AIDS Research Advisory Committee from 1991 to 1995.

In a statement, the institute’s director, Dr. Anthony S. Fauci, said, “Millions of people are now receiving life-saving antiretroviral medications from a treatment pipeline that Marty Delaney played a key role in opening and expanding.”

A version of this article appears in print on , on Page A28 of the New York edition with the headline: Martin Delaney, 63, AIDS Activist.



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THE BLOG 11/12/2013 06:38 pm ET | Updated Feb 02, 2016

Not Buying Dallas Buyers Club



By Patrick Mulcahey

Critics have showered *Dallas Buyers Club* with praise, which is good news for Focus Features and Matthew McConaughey, whose outsized performance swings for the fences. But it's bad news for LGBT history and the history of AIDS activism.

McConaughey plays Ron Woodroof, a Texan homophobic who loves rodeo, drugs, booze, and loose women and scams for cash. The chance discovery in 1985 that he has HIV and a T-cell count of 9 marks him for imminent death, but he won't go down easy. He buys AZT stolen from a study. He smuggles unproven treatments home from Mexico to sell at a profit, cutting a deal with a drug-addicted transgender woman (a transcendent Jared Leto) who disgusts him for access to gay men who might be desperate enough to pay.

"What is largely missing is the sense that Ron's efforts are part of a larger movement," the *New York Times* review diplomatically suggests. *Variety* puts it more artlessly, gushing over McConaughey as "a redneck bigot who becomes the unlikely savior to a generation of gay men frightened by a disease they don't yet understand."

Really? Is that how you remember it, if you remember it?

ACT UP doesn't exist in *Dallas Buyers Club*, nor do NAPWA, the PWA Health Group, GMHC, John James' *AIDS Treatment News*, the Healing Alternatives Foundation. The film's only gay characters are weak, docile, dithering, relegated to the background, standing in line for what Woodroof is selling — and overselling.

In 1986, after years of blind rage — at the sickness and sanctimony, the calls for quarantine, the hawking of crystals; at affirmation-spewing quacks like Louise Hay; at the sheer, harrowing loss of friends and neighbors and co-workers — I stumbled into Project Inform's shabby little office in San Francisco's Tenderloin neighborhood. Two men, Tom Jefferson and Ron Koslow ("a Texas sissy, honey"), were on the phones, answering questions about experimental treatments for AIDS. (There was no other kind, of

course.) I learned to take calls. I stuffed mailing packets with information about ribavirin, AL721, isoprinosine, interferon, ribavirin, pentamidine, fluconazole, and dextran sulfate and how to get them. I scanned the AmfAR Treatment Directory and study lists from all over to identify clinical trials that our callers might qualify for.

There were only five of us — Tom, Ron, and I in the office, plus our co-founders Martin Delaney and Joe Brewer — and we all had full-time jobs too. Joe was a tireless organizer. Marty was always off writing or networking or lobbying the FDA and NIH. We had an unofficial sixth in Jim Corti, whom nobody else seems to remember now, but who did what Ron Woodroof did, only better and longer and not for money.

When Tom and Ron died, Marty presented me with business cards declaring me Project Inform's first "Hotline Manager." The phones never stopped. Researchers conflicted by the ethics of the trials that they were conducting called to leak findings to us in advance of their publication. Lance Loud, the first gay reality-show star, was a frequent (and fun) caller, along with his nosy, worried mother Pat. I talked to grandmothers on cruises to Japan or Europe, throwing their vacation clothes overboard at night so that they could fill their suitcases with drugs that the FDA wouldn't permit their grandsons to have.

We gave out phone numbers of *farmacias* in Juarez and Tijuana where ribavirin could be bought over the counter. We kept in touch with buyers clubs in Los Angeles, San Diego, D.C., Atlanta, New York, and yes, Dallas too, to keep up on what they were stocking and how to reach them. (They moved a lot.) I don't know if I ever spoke to the real-life Ron Woodroof. We were circumspect about names.

We taught ourselves to read medical journals and were far more sophisticated about AIDS than anyone in *Dallas Buyers Club* is. The movie distorts the facts about AZT, for instance, to make Woodroof seem heroic for his murderous advice to others not to take it. It's true that there were HIV deniers and AZT deniers in our midst who were pushing vitamins and herbs, even regular gusts of ozone up the butt, and clearly AZT had serious toxicities at the dosage tested. It was also clear that AZT worked. Unflagging pressure from Marty and ACT UP and so many others led to expedited approval, before an optimal dose could be established. And why not, since the course of HIV without treatment had already been demonstrated thousands of times?

We were, overwhelmingly, gay men, with our lesbian friends and our mothers and brothers and sisters who wanted to keep us alive. We did what we did because the government wouldn't and the medical establishment didn't know how. We did it because we hated death and would do anything to deprive HIV of one more corpse, friend or stranger. And in the awful crucible of that time, something that had earned the right to be called a gay "community" was born.

Just not in *Dallas Buyers Club*.

I'm a writer myself. I get the attraction to the unlikely hero, the conversion story — St. Paul struck by lightning on the road to Damascus. But nobody goes on to claim that St. Paul invented Jesus. *Dallas Buyers Club* steals our story and tells it like we weren't even there.

What can we do about it? We can honor the heroes of our plague years who staved off our obliteration with no thought toward being played by movie stars. Every gay man, anyone ever affected by AIDS, should know the name Martin Delaney. Learn about him in *The New York Times* or *The Lancet* or the *American Journalism Review*. See why Anthony Fauci, head of the National Institute of Allergy and Infectious Diseases, flew to San Francisco to deliver his eulogy. Read Jonathan Kwitny's *Acceptable Risks* and Arthur Kahn's *AIDS, the Winter War*. Both books are going out of print. Don't let the story of what really happened, and who made it happen, disappear with them.

**Patrick Mulcahey**

Community activist and six-time Emmy-winning daytime TV writer

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Project Inform marks 30 years

NEWS

by Khaled Sayed

Published 04/23/2015



Project Inform Executive Director Dana Van Gorder.
Photo: Khaled Sayed

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An HIV/AIDS organization that has had to adapt to changing times – and changes in the epidemic – will mark its 30th anniversary this weekend.

Project Inform will have a brunch Sunday, April 26 at Fort Mason, themed "30 Years of Information, Inspiration, and Advocacy."

The agency, which started at the height of the AIDS epidemic in 1985, has focused on encouraging better treatments for the disease, as well as to provide information on those treatments to people living with HIV/AIDS and, more recently, hepatitis C.

The agency does policy work around health care, including drug pricing and other coverage issues under the Affordable Care Act.

And, Project Inform came out last year with a series of ads supportive of PrEP, or pre-exposure prophylaxis, serving as a direct rebuttal to ads from Los Angeles-based AIDS Healthcare Foundation that questioned several studies showing PrEP is extremely effective when used as recommended.

It educates people about when and how to use medications to treat HIV and hepatitis C and manage their health care. It also helped to create the National HIV/AIDS Strategy in 2010.

During its first 20 years Project Inform's educational activities were all conducted through its well-regarded National Treatment Hotline, in-person town hall meetings, and publications mailed directly to people. The phone line, which now provides only call-back service weekdays between 10 a.m. and 4 p.m., is known as the HIV Health InfoLine. There's also a Help for Hep line for hepatitis C questions that Project Inform participates in with other hep C organizations.

"With the advent of the Internet, those activities began to slow and we were placing dozens of publications on our website to educate people," Executive Director Dana Van Gorder said, referring to the mailings. "Most of our educational materials are actually printed and distributed directly to people with HIV and hepatitis C through testing sites, community clinics, and social service providers."

Van Gorder, a gay man, has been with the organization for the past seven years, and was a founding member of the steering committee of the "Getting to Zero" effort in San Francisco. That collaboration among HIV/AIDS organizations, public health officials, and researchers, aims to cut new HIV infections by 90 percent by 2020. The ultimate goal is to get to no HIV infections, as the *Bay Area Reporter* previously reported.

"I chair the committee working to increase retention and re-engagement in care and treatment," Van Gorder said. "In the first days of the epidemic when government and industry were slow to investigate treatments for HIV, we smuggled any medication into the country that had a chance of helping people, and later developed our own clinical trials on potential therapies."

According to Van Gorder, as government researchers and pharmaceutical companies began to discover medications in the late 1980s and 1990s, Project Inform was part of the revolution along with ACT UP, demanding that people with HIV and their representatives be involved in all major decisions about bringing drugs to market- selecting compounds to investigate, designing clinical trials, deciding what drugs to approve for use and how to price them.

In those days, Project Inform was led by its founding director, the late Martin Delaney.

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"We have had a role in bringing all of the 32 approved medications to treat HIV to the market," Van Gorder said. "In the early years of drug discovery, we also fought for and won rights for extremely ill HIV patients to access experimental treatments before they were finally approved."

Today, Project Inform is heavily involved in monitoring and advising research into an actual cure for HIV. It has also branched out from HIV.

"In 2011, Project Inform added hepatitis C to its mission," Van Gorder said. "We work with pharmaceutical companies to advise the development of additional drugs to cure this disease."

Project Inform's HIV education booklets are targeted to newly diagnosed people to help them understand the importance of early treatment and the role of treatment in prevention.

"Because other agencies produce educational materials for people with hepatitis C, our booklets on hepatitis C are written for people co-infected with HIV," Van Gorder said. "These are fairly lengthy documents, and so we break them up into sets of booklets that people can read as time permits. We have distributed over 100,000 sets of educational booklets in the last four years."

Project Inform's revenue for this year is projected at \$3,779,628, with \$1.81 million coming from AIDS Walk San Francisco, which takes place this summer. Another \$840,000 is from corporate support, while \$460,000 is from estates and bequests. Van Gorder said that \$234,000 is from foundations, and \$425,000 comes from events and individuals. Van Gorder said the agency expects a surplus this year of \$555,000.

The brunch takes place from 11 a.m. to 2 p.m. at the General's Residence, 1 Fort Mason, San Francisco. Tickets are \$100 per person. For more information, visit www.projectinform.org. Click on "Support Us," then "Events."

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News Briefs: SFAF joins panel on Trump-era policies

NEWS

compiled by Cynthia Laird

Published 05/11/2017

c.laird@ebar.com

Ernest Hopkins. Photo: Courtesy SFAF

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The San Francisco AIDS Foundation and Project Inform will hold "What's at Stake, What We Can Do," a forum that will examine the impact of President Donald Trump's first 100-plus days in office and how policies will affect HIV/AIDS, hepatitis C, and other health issues.

The free event takes place Monday, May 22 from 5:30 to 7:30 p.m. at the San Francisco LGBT Community Center, 1800 Market Street, in the Rainbow Room.

Members of the Project Inform staff will be joined by panelists Dan Bernal, chief of staff to House Minority Leader Nancy Pelosi (D-San Francisco); Vignetta Charles, chief executive officer at Education, Training, and Research; Ernest Hopkins, director of legislative affairs for SFAF; and Monique Tula, executive director of the Harm Reduction Coalition. Scott Shafer, a gay man who's senior editor for California politics and government at KQED, will moderate.

Organizers said in an announcement that the goal of the forum is "to support the community to be active in advocating for humane policies to end the HIV and HCV epidemics."

For more information, visit <https://www.projectinform.org/>.

South Bay Youth Pride Festival

The LGBTQ Youth Space, a program of Family and Children Services of Silicon Valley, will hold its inaugural South Bay Youth Pride Festival Saturday, May 13 from noon to 4 p.m. at 950 West Julian Street in San Jose (not far from the Billy DeFrank Center and the SAP Center).

The event is free and has been organized by and for queer and trans youth in the South Bay.

The festival will feature music, entertainment, food, games and activities, a resource fair, guest speakers, and more.

While intended for LGBTQ youth from ages 13-25 living in Santa Clara County, families and adult supporters are welcome, organizers said.

For more information or to get involved, contact Adrienne Keel at

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akeel@fcservices.org or (408) 343-7942.

Pride dance in Hayward

There will be a Gay Pride Dance Friday, May 19, from 7 to 10 p.m. at the Hayward Area Senior Center, 22325 North Third Street.

Organizers said that all are welcome to attend this LGBTQ dance party, which will include hors d'oeuvres, a mocktail bar, lots of dancing, and a photo booth. Castro Valley Pride's own Billy Bradford will serve as DJ.

Tickets are \$17 in advance or \$20 at the door. A happy hour with beer and wine will be available from 7 to 8 (must be 21 or older).

To purchase tickets, visit www.haywardrec.org and use code 44165 (click on "register for classes" and enter the code).

Huckleberry benefit concert

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Huckleberry Youth Programs will hold its Huckleberry Still Jams benefit concert Saturday, May 20 from 7 to 11 p.m. at the Great American Music Hall, 859 O'Farrell Street in San Francisco.

The organization is celebrating its 50th anniversary this year.

The concert will feature performances by Big Brother and the Holding Company, Rozzi Crane, Krystle Warren, Call Me Ace, and more. The evening will include a musical tribute to the young people Huckleberry served during the Summer of Love and those it continues to support today.

Tickets start at \$125 and can be purchased at <https://www.eventbrite.com/e/huckleberry-youth-programs-50th-anniversary-benefit-concert-tickets-33507916079>.

Boot camp for tenants' rights

The AIDS Legal Referral Panel will hold a tenant rights boot camp Thursday, May 25 from 5:30 to 7:30 p.m. at Strut, 470 Castro Street in San Francisco.

Attendees will be able to get information on how to get a security deposit back, what to do if their apartment needs repairs, what they can do if threatened with eviction by their landlord, and their rights if the building is sold. Additionally, there will be information on organizations that can help tenants and accommodations for those with disabilities.

The workshop is focused specifically on the needs and concerns of people living with HIV and residents of District 8. Refreshments will be provided. The San Francisco AIDS Foundation, which operates Strut, is a sponsor.

To RSVP, email info@alrp.org.

Inaugural Prism Awards

Prism Comics and the Queer Comics Expo have announced the inaugural Prism Awards, which will be presented to comic works by queer authors and works that promote the growing body of diverse representations of LGBTQAI-plus characters in fiction or nonfiction comics.

People can submit nominations until June 1. Winners will be announced at the Queer Comics Expo in San Francisco July 8-9.

To submit a nomination, visit https://docs.google.com/forms/d/e/1FAIpQLSdCuwgotxHFPOw2h04eE1zz7F_Zv2F37g5DVQ-8N3Lmq0u_2Q/viewform.

Taja's Coalition holds trans art contest

Trans Advocates for Justice and Accountability, or Taja's Coalition, has announced it is seeking submissions for a trans art contest.

The coalition, formed after the February 2015 stabbing death of Taja Gabrielle de Jesus, 36, in the city's Bayview district, is looking for works with an anti-violence theme. They will later be used for a citywide media campaign to stop violence against trans people and displayed at an art show this summer.

So far this year, there have been reports of 10 trans people murdered in the U.S. Coalition members noted that most of the victims were trans women of color.

The contest is open to any trans women of color in the Bay Area. Interested people can read the rules and submission guidelines at <http://tajascoalition.org/wp-content/uploads/2017/03/TAJAs-Coalition-art-contest-guidelines.pdf>.

GAPA offers grants, scholarships

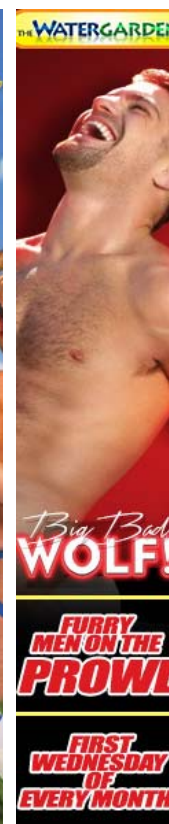
The Gay Asian Pacific Alliance Foundation has announced it is accepting applications for its scholarships and grants.

The 2017 scholarships award up to \$5,000 to students who have demonstrated outstanding activism and leadership within the API LGBTQ community. The deadline to apply is June 30.

The grants award up to \$5,000 to tax-exempt 501 (c)(3) community organizations that are making a positive impact in the API and/or LGBTQ community. The deadline to apply is July 15.

Last year, the GAPA Foundation awarded five scholarships and 14 grants totaling \$34,800.

For more information regarding eligibility and application guidelines, visit <https://gapafoundation.org/>.



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Date	Location	Presenting Organization	Award	
May 19, 1986		Mobilization Against AIDS	13th International AIDS Candlelight Memorial and Mobilization Award	In the difficult war against AIDS, many heroes and heroines have emerged. On behalf of the grateful citizens of San Francisco we are honored to present this award to a heroic agency.
May 19, 1988	San Francisco, CA	Harvey Milk Lesbian and Gay Democratic Club	Bill Kraus Leadership Award	At the forefront in the fight against AIDS, helping our friends make decisions about their lives.
1989	Los Angeles, CA	The Los Angeles Gay and Lesbian Community Services Center	Don Kilhefner Founder's Award	
1989			The Annual Esquire Register	Education and social service
1989	San Francisco, CA	Alice B. Toklas Lesbian and Gay Democratic Club	Achievement Award	For courageously leading the fight to speed access to the latest treatments for AIDS and HIV disease
1990	San Francisco, CA	Human Rights Campaign	Jerry E. Berg Leadership Award	
1990	San Francisco, CA	Golden Gate Business Association	Community Service Award 1990	In recognition of your Outstanding Service to the Gay and Lesbian Community
1990	San Francisco, CA	Cable Car Award	Outstanding Contribution to Community Well Being	
1991	San Francisco, CA	California Association of AIDS Research	1991 CAAA President's Award	For outstanding and influential advocacy work on behalf of persons with HIV disease.
February 7, 1991	San Francisco, CA	BALIF	Community Service Award	In appreciation for its educational efforts and advocacy in securing essential medical treatment for People with AIDS
July 11, 1991	Houston, TX	The AIDS Equity League	In appreciation	
March 20, 1992	Houston, TX	Annual Houston Conference on AIDS in America	Lifetime Achievement Award	
1994	San Francisco, CA	Cable Car Award	Board of Directors Award	Project Inform - "Evening of Hope" 1st annual awards celebration
1995	San Francisco, CA	Harvey Milk Lesbian and Gay Democratic Club	Bill Kraus Leadership Award	For ten years of work to Inform People about all aspects of HIV/AIDS Research to they can make informed decisions about their lives.
May 5, 1995	San Francisco, CA	The City of San Francisco - Mayor, Frank Jordan	Project Inform Day	"Whereas Project Inform offers a message of hope and empowerment through information for the men, women and children of all ethnic and social backgrounds who are infected by this horrible disease; now."
June 27, 1996	San Francisco, CA	Saint Francis Foundation	Distinguished Contributor	In appreciation for outstanding generosity, loyalty and dedication to Saint Francis Memorial Hospital
1998	Los Angeles, CA	Being Alive	Spirit of Hope Award	In appreciation for your unfailing dedication and commitment to people living with HIV and AIDS
June 2, 1999	San Francisco CA	The California Assembly - Assemblywoman, Carole Migden	Certificate of Recognition	In honor of your outstanding commitment to the Gay and Lesbian Community of San Francisco
June 2, 1999	San Francisco CA	The California Assembly	Certificate of Recognition	Presented to Martin Delaney in honor of Project Inform
June 21, 2001	New York, CA	American Foundation for AIDS Research	Award of Courage	
June 4, 2002	Philadelphia, PA	Philadelphia FIGHT	Kiyoshi Kuromiya Award	In recognition of your tireless efforts for the HIV/AIDS community
2003	New York	TAG (Treatment Action Group)	Research in Action Award	
October 25, 2005	San Francisco, CA	The California Assembly - Assemblyman, Mark Leno	Visionary Founder Award	I commend you as you are honored for your inspirational leadership as an educator, agitator, communicator and visionary on behalf of those living with AIDS/HIV. It is thanks to your work and determination that Project Inform has helped clients for twenty years. Congratulations and thank you for all you do!
February, 2006	Maryland	Department of Health and Human Services		I appreciate of your dedication and contribution as a founding member of the Panel on Clinical Practices for Treatment of HIV Infections (1996-2005)
May 13, 2006	San Francisco, CA	The California Assembly - Mark Leno	Certificate of Recognition	Congratulations on the occasion of the 12th Annual Ron Wilmot Bike Ride for Project Inform. I commend your dedication to celebrating the legacy of activism, community involvement and caring for future generations created by Ron Wilmot. He was an inspiration to all whose lives he touched and legacy will live on for years to come. I look forward to the day when the search for a cure is successful and we can join together in celebration.
November 19, 2006		Institute of Human Virology	Lifetime Achievement Award for Public Service	Presented to Martin Delaney for his extraordinary efforts in the field of HIV/AIDS
June 19, 2008	San Francisco, CA	The California Assembly - Assemblyman, Mark Leno	Certificate of Recognition	I commend your tireless commitment to helping others gain access to the vital treatments and information needed to save lives. People living with HIV/AIDS continue to benefit from your selfless efforts while becoming better able to take control of their health and their future.
October 15, 2008	San Francisco, CA	The California Assembly - Mark Leno	Certificate of Recognition	Congratulations as you celebrate a new look for the 2008 Evening of Hope with Condom Couture Fashion Show. I commend you as you strut a pose in support of the advocacy and HIV treatment information you provide to those living with HIV/AIDS. I further commend your efforts to strut down the runway to help individuals take control of their future and manage their health challenges. I congratulate you and thank you for all you do!
January 24, 2011	Washington DC	Communities Advocating Emergency AIDS Relief	Partnership Award	In appreciation for your unwavering efforts to improve access to care and treatment for people living with HIV/AIDS
July, 2015	Newark, NJ	National Association of Black & White Men Together, Inc.	35th Annual NABWMT Convention	Special Achievement Award