



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JANUARY 17, 2018

Filing Date: December 18, 2017
Case No.: 2017-016394LBR
Business Name: AIDS Legal Referral Panel
Business Address: 1663 Mission Street, Suite 500
Zoning: NCT-3 (Neighborhood Commercial Transit)
85-X Height and Bulk District
Block/Lot: 3514/030
Applicant: Bill Hirsh, Executive Director
1663 Mission Street, Suite 500
San Francisco, CA 94103
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
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BUSINESS DESCRIPTION

The AIDS Legal Referral Panel (ALRP) is a 501(c)(3) nonprofit organization that was founded in 1983 and officially incorporated in 1989. ALRP is governed by a 30-member board of directors. ALRP was formed in 1983 by attorneys Frederick Hertz, Steven Richter, Mark Senick, and Gary James Wood as a committee of the LGBT organization Bay Area Lawyers for Individual Freedom (BALIF). The founders were responding to the deaths of many gay men from complications of AIDS. Their original intent was to help these dying men draft legal documents such as wills and durable powers of attorney in order to help them die with dignity and fulfill their wishes about healthcare and disposition of assets. The four began by publicizing a phone number that people with AIDS could call to receive legal help, and by recruiting other attorneys to join them.

The four founders and 10 other original ALRP members sustained the organization the first few years without any other infrastructure, but the number of clients was mounting, and the diversity of their legal needs was growing – many were encountering discrimination, housing threats and problems with insurers. In 1986, ALRP hired attorney Clint Hockenberry as its Administrator (and later, Executive Director). Until 1989, they provided services as a committee of BALIF; however, even during this period ALRP had its own budget, funding sources, and staff. With Hockenberry at the helm, ALRP grew from a grassroots community of concerned attorneys to an established lawyer referral service. Fundraising efforts expanded, and ALRP professionalized its recruitment, training and supervision of volunteers. ALRP also began partnering with the Bar Association of San Francisco's Volunteer Legal Services Program (now the Justice & Diversity Center), and this partnership continues to today.

Hockenberry expanded outreach to better serve people of color, children, women, injection drug users,

non-native English speakers and the homeless. During Hockenberry's tenure, ALRP hosted the first national AIDS Law Conference and published the first AIDS Law Manual, extended outreach to other counties, was awarded Ryan White CARE Act funds and founded a Public Policy Project. ALRP was incorporated in 1989 and physically separated from BALIF in 1990, becoming an independent organization separate from BALIF with its own Board of Directors.

In March 1992, Hockenberry passed away from AIDS, but the agency's work continued. Kristin Chambers, ALRP's second Executive Director, and her successor, Irwin Keller, maintained Hockenberry's model of dynamic client services. Under Chambers' and Keller's tenures, the 1990s saw an expansion of services and public policy efforts and an improved client referral system that better served the legal needs of the HIV community. Full-time housing attorneys were hired when rising real estate prices left many people with HIV confronting homelessness. "Working in the Cycle of HIV," an educational manual published in conjunction with AIDS Benefits Counselors (now Positive Resource Center) and the Employment Law Center, was created to respond to the large numbers of people with HIV who wanted to return to the workplace after experiencing positive outcomes from new treatments. On the public policy front, ALRP advocated for national health care reform, continued and improved HIV privacy and confidentiality protections, and promoted Social Security reform to provide expanded, fair and adequate access to benefits.

In 2000, Bill Hirsh became ALRP's fourth and current Executive Director. From its roots as a simple lawyer referral service, ALRP has now grown into an organization with 10 staff attorneys and 700 volunteers that offers both direct legal representation and personalized attorney/client referrals in more than 2,100 cases a year. They help people with HIV keep their housing, maintain their financial stability, get and keep their access to health care, fight discrimination in the workplace and address immigration issues that keep them from becoming fully integrated into society. Through their work, especially their housing work, they have helped preserve the character and identity of many neighborhoods and communities in the city.

ALRP has an existing five-year lease that expires in February 2019. Negotiations with the landlord will begin in early 2018. ALRP expects the rent to increase by approximately 15%, which is a significant rent increase. Inclusion on the Legacy Business Registry will enable ALRP to access assistance and grants. If not included in the Registry, ALRP would face a significant risk of displacement.

Located on the east side of Mission Street between Plum and 12th streets at the northern edge of the Mission District. ALRP is within the NCT-3 (Neighborhood Commercial Transit) Zoning District and an 85-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1983.

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

Yes, the AIDS Legal Referral Panel (ALRP) qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. ALRP has operated continuously in San Francisco for 35 years.
- ii. ALRP has contributed to the history and identity of the HIV/AIDS and LGBT communities in all neighborhoods of San Francisco by serving as a source of legal assistance and advocate, particularly in the areas of healthcare, immigration, insurance, and housing. The organization is a regular beneficiary of the Folsom Street Fair, the Castro Street Fair, and LGBT Pride. Also, by helping its clients maintain housing, the organization works to maintain neighbor character by retaining long-term residents.
- iii. ALRP is committed to maintaining the traditions that define the organization, including (a) relying heavily on attorneys to volunteer their time to serve our clients; (b) taking on cases in all areas of civil law, with a special emphasis on fields that impact many people with HIV, such as housing, benefits, immigration and employment law; and (c) providing all services by ALRP staff as free, and providing low-cost services by ALRP volunteers governed by a fee protocol, with no fee charged to clients who earn less than \$20,000 a year.

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

The business is associated with the tradition of supporting the AIDS/HIV and LGBT communities by connecting clients with free or low-cost legal services.

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

ALRP was one of the first agencies formed to provide a specific response to the burgeoning HIV epidemic in San Francisco more than 30 years ago—a highly significant event for the LGBT community, and for the city overall. ALRP was responsible for marshaling the legal community's response to the HIV epidemic. ALRP was awarded the State Bar of California Board of Governors commendation in 1985. It was awarded Honorable Mention for the John R. May Award in 1986. It was recognized by the White House on its 10th anniversary in 1993. It was recognized by Senator Boxer in 2008, by Mayor Ed Lee in 2011, and by Senator Pelosi in 2013.

Clint Hockenberry, Administrator and Executive Director of ALRP from 1986-1992, was also a leader in San Francisco's response to the HIV epidemic in the 1980s.

The building at 1663 Mission Street was constructed in 1925 by architect Samuel C. Herman. The building was evaluated for historical or architectural significance in 1978 by the Foundation for San Francisco Architectural Heritage and assigned a rating of "Contextual Importance".

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

No, the property has not been evaluated for eligibility for local, state, or federal history resource registries.

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

No, the property has not been listed in any historic context statements. However, the history of the AIDS epidemic in San Francisco that ALRP is associated with is addressed in the LGBTQ Historic Context Statement.

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

The work of the organization has been referred to in several newspapers including:

- The Bay Area Reporter (April 25, 1996; July 10, 1997; November 26, 1998; March 4, 2004)
- The San Francisco Sentinel (August 5, 1988)
- The Bay Times (October 28, 2010)
- The Daily Journal (May 27, 1987; October 19, 1994)
- The Recorder (October 25, 1991; January 6, 1992; December 1, 1992; November 23, 1998)
- The San Francisco Chronicle (April 16, 1997; May 4, 1998)
- The San Francisco Examiner (November 12, 1988; July 25, 1996; April 16, 1997).

Copies of articles are included in this Legacy Business Registry application.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1663 Mission Street, Suite 500 (1983-1990 and 2001-present)

Recommended by Applicant

- Relying heavily on attorneys to volunteer their time to serve our clients;
- Taking on cases in all areas of civil law, with a special emphasis on fields that impact many people with HIV, such as housing, benefits, immigration and employment law; and,
- Providing all services by ALRP staff as free, and providing low-cost services by ALRP volunteers governed by a fee protocol, with no fee charged to clients who earn less than \$20,000 a year.

Additional Recommended by Staff

- No additional recommendations

Filing Date: December 18, 2017
Case No.: 2017-016397LBR
Business Name: Noe Valley Bakery
Business Address: 4073 24th Street
Zoning: NCD (24th Street – Noe Valley Neighborhood Commercial)
40-X Height and Bulk District
Block/Lot: 6507/020
Applicant: Mary Gassen, President
4073 24th Street
San Francisco, CA 94114
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Noe Valley Bakery was established in 1989 when Egon Grundmann purchased the existing business, Sweet Cakes, from owner Frank Tarantino after it was listed for sale in November 1988. He changed the name to Noe Valley Bakery when it re-opened in March 1989. Noe Valley Bakery is one of several bakeries that have been located at 4073 24th Street since 1923, including Plate's Bakery from 1933 to 1985 and Sweet Cakes from 1986 to 1988.

Egon Grundmann, originally from Cologne, Germany, had already owned large scale bakeries in San Mateo and Burlingame, but wanted a smaller operation. Grundmann himself and one other baker did most of the baking at Noe Valley Bakery. In 1994, husband and wife Michael and Mary Gassen bought the business. Noe Valley Bakery makes everything daily in the store and sells out almost every day.

Michael Gassen has been a master baker for over three decades. Pulling inspirations from the pastoral and tactile art of baking, Michael has been the creative soul behind his San Francisco neighborhood bakery. He also is the mastermind behind the famous train sets in the store's window display on 24th Street. Mary Gassen is an operations and finance expert for artisan food businesses. Michael handles all the bakery's culinary operations and Mary handles the finances and business administration. The couple opened a second bakery, at 28 West Portal Avenue, in March 2017.

The pressures on profitability are reaching a critical point and Noe Valley Bakery needs help to remain in the Noe Valley neighborhood into the future. The bakery profit margins have always been low, and there are now constant upward pressures on the costs of doing business in San Francisco. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and the upcoming increase in rent, the owners need to find new ways to stay slightly profitable and in business. The one thing that has kept the business profitable in the past is that the original lease had a very reasonable level of rent. This is now in serious jeopardy given that the owners are renegotiating a new lease with the next generation of the Eberle family in August 2018.

Noe Valley Bakery is located on the south side of 24th Street between Castro and Noe streets in the Noe Valley neighborhood. Its building is a contributor to the California Register-eligible 24th Street Commercial Corridor Historic District. The subject business is located within the NCD (24th Street – Noe Valley Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

Noe Valley Bakery was founded in 1989; however, the building has been used as a bakery since 1923 and the building exterior retains features from the earliest bakery, including the storefront.

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

Yes, Noe Valley Bakery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. It has operated for 29 years as Noe Valley Bakery; however, baked goods have been served out of the 4073 24th Street location since 1923, and the location has been used continuously as a bakery for the past 94 years. As such, the business significantly contributes to the neighborhood's history and identity by continuing this long tradition. The business also would face significant risk of displacement if not included in the Registry. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and an upcoming rent negotiation in August 2018, the owners need to find new ways to stay slightly profitable and in business.
- ii. Noe Valley Bakery has contributed to the identity of the Noe Valley neighborhood by continuing a more than 85 year tradition of maintaining a bakery at this location.
- iii. Noe Valley Bakery is committed to maintaining the physical features and traditions that define the bakery and the 1902 building located at 4073 24th Street.

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

The business is associated with the culinary traditions of an artisan full-line bakery. The bakery makes everything from scratch, by hand and in the old world traditions.

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

Yes, the building is a contributor to the California Register-eligible 24th Street Commercial Corridor Historic District. The 24th Street historic district displays the architectural congruity necessary to qualify for listing under Criterion 1 for its early history as the commercial corridor for the Noe Valley streetcar suburb. Generally the 24th Street historic district features a range of one to three story buildings that have ground floor commercial storefronts that were constructed either originally as part of the building, or were later alterations made to residential buildings. As the street became more and more commercialized, early residences were modified to accommodate a retail space on the ground floor. Contributors to the historic district are mixed residential and commercial buildings constructed sometime between the 1880s,- when the first

residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.

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, including Noe Valley Bakery has been written about in SF Chronicle, SF Business Times, CNET, Food & Wine Magazine and Gourmet Magazine among others..

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 4073 24th Street (1989-present)
- 28 West Portal Avenue (2017-present)

Recommended by Applicant

- Full line of artisan baked goods
- Building façade and footprint at 4073 24th Street

Additional Recommended by Staff

- Storefront components at 4073 24th Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature
- Storefront displays of baked goods

Filing Date: December 18, 2017
Case No.: 2017-016398LBR
Business Name: San Francisco Market Corporation
Business Address: 2095 Jerrold Avenue, #212
Zoning: PDR-2 (Production, Distribution, and Repair)
80-E Height and Bulk District
Block/Lot: 5284A/004
Applicant: Michael Janis, General Manager
2095 Jerrold Avenue, #212
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The San Francisco Wholesale Produce Market (“SFWPM” or the “Produce Market”) was built in the early 1960s and opened in 1963 in the Bayview-Hunters Point commercial district as part of a redevelopment effort. The merchants at that time were moved from what is now the area near the Embarcadero Center, where they had been in operation since the 1870s. The City and County of San Francisco assisted with obtaining financing for the project, which was fully repaid from merchant rent. The SFWPM, which held a 50-year ground lease from the City that expired in January 2013, operated from 1963-2013 as a City-controlled entity operated jointly by the City and County of San Francisco Market Corporation and the San Francisco Produce Association, with oversight by the City Controller and the Real Estate Department.

In 2013, when the 50-year ground lease expired, the leadership of the Produce Market, in order to preserve the long-term stability of the businesses, decided to create a new governance structure in the form of a non-profit entity. The City and County of San Francisco Market Corporation became the San Francisco Market Corporation and was able to negotiate a 60-year ground lease and plans for expansion under new legislation backed by Mayor Ed Lee and Supervisor Malia Cohen. The legislation provided the ground lease, and as a result the Produce Market plans to invest \$100 million in order to continue the economic benefit that it provides to the city of San Francisco.

The Produce Market currently occupies 300,000 square feet of space in 10 buildings, housing over 30 produce wholesalers and distributors, a restaurant and a catering business. The property is bound by Innes Avenue to the north, Kirkwood Avenue to the south, Toland Street to the west, and the railway alignment to the east. The independent merchant businesses, united at one distribution center, are dedicated to providing Bay Area markets and retailers of all kinds with quality fresh produce. The merchants employ 650 full time employees. Over 50 percent of these businesses have operated more than 20 years, one since 1888.

The mission of the San Francisco Market Corporation is to link the produce and food communities of San Francisco and beyond through the successful operation and development of the Produce Market. The

merchants sell and distribute a wide variety of produce to retailers across the Bay Area, including restaurants, independent grocery stores, hotels and other food businesses.

The Produce Market has become integral to San Francisco's culinary fabric by carrying out the behind-the-scenes sourcing and distribution of produce, while also partnering in pioneering the City's composting program to bring organic waste back to the region's farms.

San Francisco Market Corporation office is located on the south side of Jerrold Avenue between Toland and Selby streets in the Bayview neighborhood. The subject business is located within the PDR-2 (Production, Distribution, and Repair) Zoning District and an 80-E Height and Bulk District.

STAFF ANALYSIS

Review Criteria

8. *When was business founded?*

The City and County of San Francisco Market Corporation was founded in 1963. The corporation was transferred from a City-controlled entity to the control of the San Francisco Market Corporation non-profit in 2013. The San Francisco Wholesale Produce Market, which is governed by the San Francisco Market Corporation, was originally founded in 1870s along the Embarcadero Center. The Produce Market has been in its current location since 1963.

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

Yes, San Francisco Market Corporation qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. San Francisco Market Corporation has operated for 55 years, first as a City-controlled entity and now as a non-profit entity. The corporation is also associated with the Produce Market that it governs and that has operated in the City for nearly 150 years.
- v. San Francisco Market Corporation has contributed to the identity of the Bayview neighborhood and to San Francisco's culinary heritage by acting as a foundation for the food economy in the City. The corporation governs the Produce Market, which supplies markets, stores, hotels, and restaurants throughout the region, and it provides many local jobs in the community. The business also provides local access to produce to the surrounding residents.
- vi. San Francisco Market Corporation is committed to maintaining the physical features and traditions that define the produce market. The market is located in a large scale PDR neighborhood in buildings that are industrial warehouses housing many vendors. The long-term ground lease secured by the corporation provides the opportunity to redevelop the market into an even more cohesive hub for produce vendors, as new buildings will be built to house these vendors. There is also a plan to enclose the market to prevent through traffic and allow a safer, greener atmosphere for the vendors. The corporation has already completed two new modern structures, one of which is Gold LEED Certified at 901 Rankin Street which houses three vendors including Good Eggs and Mollie Stones. The entire area is

undergoing a massive redevelopment project in partnership with the Public Utilities Commission in order to further maintain the area as a hub for San Francisco's industrial economic sector, and the San Francisco Wholesale Produce Market is central to this vision..

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

The business is associated with the culinary traditions of a wholesale food market that distributes produce throughout the region to local markets and restaurants.

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

Yes. Different from many small businesses in San Francisco, the San Francisco Market Corporation is largely associated with the development of the produce and food service sectors in San Francisco. The first largescale redevelopment of the SFWPM in 1963 was a significant event for the wholesale produce industry, as it provided a stable space for produce vendors to conduct business, and food service businesses to access product. The additional signing of a 60-year ground lease in 2013 and the formation of the nonprofit entity to protect the Produce Market also served as a landmark event in protecting PDR space in a city with very dire real estate issues.

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

No.

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

No.

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

Yes. Throughout the history of the Produce Market, it has been mentioned in a wide range of publications, from local media publications to business trade publications. Some of these publications include: SF Chronicle, The Packer (an industry publication), TechCrunch, Produce Business, Good Food Economy Digest, SF Magazine, SF Gate, SF Business Times, KPIX News, SF Examiner, FreshDigest and many more publications pertaining to the industry as well as local media.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2095 Jerrold Avenue, #212

Recommended by Applicant

- Large warehouses

Additional Recommended by Staff

- Large open space (Marshalling Yard)
- Wide variety of vendors
- Night time operation
- Affordable spaces to incubate new and small vendors

Filing Date: December 18, 2017
Case No.: 2017-016399LBR
Business Name: Lucca Delicatessen
Business Address: 2120 Chestnut Street
Zoning: NC-2 (Neighborhood, Commercial, Small-Scale)
80-E Height and Bulk District
Block/Lot: 0486A/018
Applicant: Paul Bosco and Linda Fioretti, Owners
2120 Chestnut Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Lucca Delicatessen was opened in 1929 by Michele (Mike) Bosco along with his partners, Chef Maggiore Colona and Italo Cencini.

Mike Bosco was born and raised in Glenwood Springs, Colorado. He grew up working on the Denver & Rio Grande Railroad and working at the Star Hotel in Glenwood. Like many other Italians in the years before the Great Depression, he decided to move to San Francisco to start a business and raise his family. At the time, the Marina District was hardly inhabited. Historic photographs show Chestnut Street and surrounding blocks at the time with many vacant lots. As the neighborhood became more populated, landlords realized that by converting the spaces under their upper-story units to retail they could generate more income. Chestnut Street became a thriving shopping district. This is how Lucca Delicatessen was born – it was originally a parking garage beneath a 6-unit apartment building.

The owners of Lucca Delicatessen sold many imported Italian and French shelf items. They created a kitchen in the rear of the store to cook and produce Italian food. They purchased a machine built in Italy to make ravioli and fresh pasta. The raviolis were so popular that the owners of Lucca Delicatessen decided to start delivering them. One of their first customers was the Fairmont Hotel. As the business and neighborhood grew, deliveries were no longer needed as customers would simply come into the store.

In 1959, Maggiore and Italo sold their ownership in the deli to Mike Bosco. Mike's son Ed Bosco had been working at the deli since he was a young boy. After the sale of the deli to Mike, Mike and Ed worked together to manage the business. In 1968, Ed became the sole owner of Lucca Deli. Ed ran Lucca Delicatessen continuously for 40 years with great success. His commitment to fresh, quality food and customer service was paramount. Business blossomed with his attention to detail, demand of consistency and continental style and service.

In the 1980s, Ed's children Linda and Paul began working at Lucca Delicatessen during summers and some weekends when they were in high school. Both went to college. After they graduated from college

and started their own careers, Ed began talking about the possibility of selling the deli. This was a wake-up call for Linda and Paul who couldn't imagine someone else running Lucca's. So after growing up in the deli and working all those summer vacations and holidays – they both decided to come into the business full-time. Today, Linda Bosco Fioretti and Paul Bosco represent a brother and sister team with over 25 years' experience running the shop.

Lucca Delicatessen is located on the north side of Chestnut Street between Pierce Street and Mallorca Way in the Marina District. Its building is a contributor to the California Register-eligible Marina Corporation Residential Historic District. The subject business is located within the NC-2 (Neighborhood, Commercial, Small-Scale) Zoning District and an 80-E Height and Bulk District.

STAFF ANALYSIS

Review Criteria

15. *When was business founded?*

Lucca Delicatessen was founded in 1929.

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

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

- vii. The business has operated continuously by the Bosco family for 89 years as Lucca Delicatessen.
- viii. Lucca Delicatessen has contributed to the identity of the Marina District and to San Francisco's culinary heritage by providing Northern Italian food and recipes originating from the areas of Lucca and Piedmonte. The Bosco family helped develop an Italian community in San Francisco.
- ix. Lucca Delicatessen is committed to maintaining the physical features and traditions that define the Italian deli that has served the Marina District since 1929.

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

Yes, the business is associated with the culinary traditions of Northern Italy, originating from the areas of Lucca and Piedmonte. The delicatessen makes its own ravioli.

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

Yes. The property is located within the California Register-eligible Marina Corporation Residential Historic District. The historic district is bounded by Marina Boulevard to the north, the east side of Scott Street, the west side of Fillmore Street, and the north side of Chestnut Street (not including commercial or mixed-use properties along Chestnut) represents the high volume of initial residential development that took place in the short time following the PPIE (1922-1940) and the unique approach to attracting residents by utilizing and incorporating ideas drawn from previously developed residence parks such as curvilinear streets to provide maximum picturesque views of the bay. The Marina neighborhood is characterized by single-family dwellings with the occasional multi-unit dwelling scattered throughout and commercial

corridors along Lombard Street and Chestnut Street. The predominant architectural styles are Mediterranean Revival, Spanish Eclectic, and other Period Revival style buildings. Overall, there is great uniformity in scale, styles and materials throughout the neighborhood. The period of significance is 1922-1939.

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

No.

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

No.

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

Yes, the business has been cited in numerous publications, including Lucca Delicatessen has been written up in the SF Chronicle, Marina Times, New York Times, Sunset Magazine, AAA magazine, American Airlines magazine, Hoodline, and SF Eater. The business has been mentioned in many travel and food destination books and is a Zagat-rated business.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2120 Chestnut Street

Recommended by Applicant

- Lucca sign
- Traditional green, red, and white striped awning
- 1920s black storefront tiles
- Original storefront windows
- Original store shelving
- Ravioli machine
- Front window displays
- Hanging cured meats
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad
- Employee training and long-term retention

Additional Recommended by Staff

- No additional recommendations

PROJECT DESCRIPTION

The Applicants have 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 nominations require 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 ALRP, Noe Valley Bakery, San Francisco Market Corporation, and Lucca Delicatessen 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 Applications

SC: [LBR%20Case%20Report%2012_17_18%20\(ID%20971092\).doc](#)



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

Filing Date: December 18, 2017
Case No.: 2017-016394LBR
Business Name: AIDS Legal Referral Panel
Business Address: 1663 Mission Street, Suite 500
Zoning: NCT-3 (Neighborhood Commercial Transit)
85-X Height and Bulk District
Block/Lot: 3514/030
Applicant: Bill Hirsh, Executive Director
1663 Mission Street, Suite 500
San Francisco, CA 94103
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
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415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR AIDS LEGAL REFERRAL PANEL, CURRENTLY LOCATED AT 1663 MISSION STREET (BLOCK/LOT 3514/030).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 17, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the AIDS Legal Referral Panel qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for the AIDS Legal Referral Panel.

Location (if applicable)

- *1663 Mission Street, Suite 500*

Physical Features or Traditions that Define the Business

- Relying heavily on attorneys to volunteer their time to serve our clients;
- Taking on cases in all areas of civil law, with a special emphasis on fields that impact many people with HIV, such as housing, benefits, immigration and employment law; and,
- Providing all services by ALRP staff as free, and providing low-cost services by ALRP volunteers governed by a fee protocol, with no fee charged to clients who earn less than \$20,000 a year.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-016394LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

Filing Date: December 18, 2017
Case No.: 2017-016397LBR
Business Name: Noe Valley Bakery
Business Address: 4073 24th Street
Zoning: NCD (24th Street – Noe Valley Neighborhood Commercial)
40-X Height and Bulk District
Block/Lot: 6507/020
Applicant: Mary Gassen, President
4073 24th Street
San Francisco, CA 94114
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NOE VALLEY BAKERY, CURRENTLY LOCATED AT 4073 24TH STREET (BLOCK/LOT 6507/020).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years, the business is significant to San Francisco history, and the business would face significant risk of displacement if not included in the Registry; and

WHEREAS, the subject business has contributed to the Noe Valley neighborhood and City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 17, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Noe Valley Bakery qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for the Noe Valley Bakery.

Location (if applicable)

- 4073 24th Street (1989-present)
- 28 West Portal Avenue (2017-present)

Physical Features or Traditions that Define the Business

- Full line of artisan baked goods
- Building façade and footprint at 4073 24th Street
- Storefront components at 4073 24th Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature
- Storefront displays of baked goods

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-016397LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

Filing Date: December 18, 2017
Case No.: 2017-016398LBR
Business Name: San Francisco Market Corporation
Business Address: 2095 Jerrold Avenue, #212
Zoning: PDR-2 (Production, Distribution, and Repair)
80-E Height and Bulk District
Block/Lot: 5284A/004
Applicant: Michael Janis, General Manager
2095 Jerrold Avenue, #212
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
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415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO MARKET CORPORATION, CURRENTLY LOCATED AT 2095 JERROLD AVENUE, #212, (BLOCK/LOT 5284A/004).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Bayview neighborhood and City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 17, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the San Francisco Market Corporation qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for the San Francisco Market Corporation.

Location (if applicable)

- 2095 Jerrold Avenue, #212

Physical Features or Traditions that Define the Business

- Large warehouses
- Large open space (Marshalling Yard)
- Wide variety of vendors
- Night time operation
- Affordable spaces to incubate new and small vendors

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-016398LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

Filing Date: December 18, 2017
Case No.: 2017-016399LBR
Business Name: Lucca Delicatessen
Business Address: 2120 Chestnut Street
Zoning: NC-2 (Neighborhood, Commercial, Small-Scale)
80-E Height and Bulk District
Block/Lot: 0486A/018
Applicant: Paul Bosco and Linda Fioretti, Owners
2120 Chestnut Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
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CA 94103-2479

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Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LUCCA DELICATESSEN, CURRENTLY LOCATED AT 2120 CHESTNUT STREET, (BLOCK/LOT 0486A/018).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Marina District's and City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 17, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Lucca Delicatessen qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for the Lucca Delicatessen.

Location (if applicable)

- 2120 Chestnut Street

Physical Features or Traditions that Define the Business

- Lucca sign
- Traditional green, red, and white striped awning
- 1920s black storefront tiles
- Original storefront windows
- Original store shelving
- Ravioli machine
- Front window displays
- Hanging cured meats
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad
- Employee training and long-term retention

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-016399LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



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-2017-18-023
Business Name: AIDS Legal Referral Panel
Business Address: 1663 Mission Street, Suite 500
District: District 6
Applicant: Bill Hirsh, Executive Director
Nomination Date: October 30, 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? _____ Yes _____ ☒ No

1663 Mission Street from 1989 to 1990 (1 year)
114 Samsome Street, Room 1129 from 1990 to 1995 (5 years)
582 Market Street, Suite 912 from 1995 to 2000 (5 years)
205 13th Street, Suite 2170 from 2000 to 2001 (1 year)
1663 Mission Street, Suite 500 from 2001 to Present (16 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

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: December 18, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

October 30, 2017

Re: Nomination of AIDS Legal Referral Panel (ALRP) for the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate AIDS Legal Referral Panel (ALRP) for the Legacy Business Registry. Since 1983, AIDS Legal Referral Panel (ALRP) has been providing legal services to an especially vulnerable population, people living with HIV/AIDS.

For over three decades, San Francisco's response to the AIDS epidemic has been a model to the rest of the country and indeed to the rest of the world. The volunteer army that was mobilized in the 1980's is still alive and well in agencies like ALRP. Each year ALRP leverages more than a million dollars in donated legal services. As the legal needs of its clients have changed over the years, so has the agency expanded its services to meet those needs, most especially in the areas of immigration, insurance, and housing. I strongly believe the business would benefit greatly from being a part of San Francisco's Legacy Business Registry, and thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

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:		
AIDS Legal Referral Panel		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Bill Hirsh, Executive Director Vincent Novak, ALRP Board Co-Chair Emily Nugent, ALRP Board Co-Chair		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1663 Mission St., Suite 500 San Francisco, CA 94103	((415))701-1200	
	EMAIL:	
	bill@alrp.org	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.alrp.org	https://www.facebook.com/AIDSLegalReferralPanel/	

APPLICANT'S NAME	
Bill Hirsh	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Executive Director	
APPLICANT'S ADDRESS:	TELEPHONE:
	(415) 701-1200
	EMAIL:
	bill@alrp.org

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0380493	C1511881

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
1663 Mission Street	94103	1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1983-1990	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
114 Sansome St., Rm 1129	94104	Start: 1990 End: 1995

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
582 Market St., Ste 912	94104	Start: 1995 End: 2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
205 13th St., Ste 2170	94103	Start: 2000 End: 2001

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1663 Mission St., Ste 500	94103	Start: 2001 End: current

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.

Bill Hirsh

Name (Print):

Date:

Signature:

AIDS LEGAL REFERRAL PANEL
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 AIDS Legal Referral Panel (ALRP) is a 501(c)(3) nonprofit organization that was founded in 1983 and officially incorporated in 1989.

ALRP was formed in 1983 by attorneys Frederick Hertz, Steven Richter, Mark Senick and Gary James Wood as a committee of the LGBT organization Bay Area Lawyers for Individual Freedom (BALIF). The founders were responding to the deaths of many gay men from complications of AIDS. Their original intent was to help these dying men draft legal documents such as wills and durable powers of attorney in order to help them die with dignity and fulfill their wishes about healthcare and disposition of assets. The four began by publicizing a phone number that people with AIDS could call to receive legal help, and by recruiting other attorneys to join them.

The four founders and 10 other original ALRP members sustained the organization the first few years without any other infrastructure, but the number of clients was mounting, and the diversity of their legal needs was growing – many were encountering discrimination, housing threats and problems with insurers. In 1986, ALRP hired attorney Clint Hockenberry as its Administrator (and later, Executive Director). Until 1989, we provided services as a committee of BALIF; however, even during this period ALRP had its own budget, funding sources, and staff. With Hockenberry at the helm, ALRP grew from a grassroots community of concerned attorneys to an established lawyer referral service. Fundraising efforts expanded, and ALRP professionalized its recruitment, training and supervision of volunteers. ALRP also began partnering with the Bar Association of San Francisco's Volunteer Legal Services Program (now the Justice & Diversity Center), and this partnership continues to today.

Hockenberry expanded outreach to better serve people of color, children, women, injection drug users, non-native English speakers and the homeless. During Hockenberry's tenure, ALRP hosted the first national AIDS Law Conference and published the first AIDS Law Manual, extended outreach to other counties, was awarded Ryan White CARE Act funds and founded a Public Policy Project. ALRP was incorporated in 1989 and physically separated from BALIF in 1990, becoming an independent organization separate from BALIF with its own Board of Directors.

In March 1992, Hockenberry passed away from AIDS, but the agency's work continued. Kristin Chambers, ALRP's second Executive Director, and her successor, Irwin Keller, maintained Hockenberry's model of dynamic client services. Under Chambers' and Keller's tenures, the

1990s saw an expansion of services and public policy efforts and an improved client referral system that better served the legal needs of the HIV community. Full-time housing attorneys were hired when rising real estate prices left many people with HIV confronting homelessness. “Working in the Cycle of HIV,” an educational manual published in conjunction with AIDS Benefits Counselors (now Positive Resource Center) and the Employment Law Center, was created to respond to the large numbers of people with HIV who wanted to return to the workplace after experiencing positive outcomes from new treatments. On the public policy front, ALRP advocated for national health care reform, continued and improved HIV privacy and confidentiality protections, and promoted Social Security reform to provide expanded, fair and adequate access to benefits.

In 2000, Bill Hirsh became ALRP’s fourth Executive Director, a role he continues to fill to this day. From its roots as a simple lawyer referral service, ALRP has now grown into an organization with 10 staff attorneys and 700 volunteers that offers both direct legal representation and personalized attorney/client referrals in more than 2,100 cases a year. We help people with HIV keep their housing, maintain their financial stability, get and keep their access to health care, fight discrimination in the workplace and address immigration issues that keep them from becoming fully integrated into society. Through our work, especially our housing work, we have helped preserve the character and identity of many neighborhoods and communities in the city.

ALRP has an existing five-year lease that expires in February 2019. Negotiations with the landlord will begin in early 2018. ALRP expects the rent to increase by approximately 15%, which is a significant rent increase. Inclusion on the Legacy Business Registry will enable ALRP to access assistance and grants. If not included in the Registry, ALRP would face a significant risk of displacement.

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

ALRP has provided continuous service to people with HIV in San Francisco since its founding in 1983.

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

ALRP is not a family-owned business.

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

ALRP does not have an "ownership" but is governed by a 30-member board of directors. Board members are nominated by the Board's Nominations Committee. Terms are for two years, and can be renewed. Officers are chosen by the Board in a vote at the beginning of each calendar year, after an open nominations process and a recommendation from the current executive committee, comprised of the board Co-chairs, Treasurer and Secretary.

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.

This item is not applicable.

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.

ALRP is located at 1663 Mission Street in San Francisco. The location has housed small and mid-sized nonprofit organizations and small businesses for decades, though more recently there has been an influx of technology-related firms. ALRP has been at its current location since 2001.

CRITERION 2

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

ALRP has served people with HIV from every neighborhood in San Francisco. We have contributed significantly to the identity of the HIV and LGBT communities in San Francisco. We were among the first HIV-specific agencies in San Francisco, and we quickly became part of the broader framework of HIV services in the city—the well-known “San Francisco Model” for providing a comprehensive and largely volunteer-based response to the HIV epidemic, which was overwhelming the city, and especially the LGBT community. We remain an integral part of the HIV and LGBT communities to this day:

- We handle more than 2,100 cases each year, with a focus on issues that have a very significant impact on the health and well-being of our clients, especially housing, immigration status, disability income, and employment.
- We offer client presentations, staff trainings, and other joint services in collaboration with other HIV agencies including the San Francisco AIDS Foundation, Shanti Project, Positive Resource Center, API Wellness Center, Mission Neighborhood Health Center, Ward 86, Catholic Charities, Larkin Street, Project Open Hand, Maitri, Westside Mental Health, HealthRight 360, Lutheran Social Services and AIDS Housing Alliance.
- We are a regular beneficiary of the annual Folsom Street Fair, for which we provide dozens of volunteers each year.
- We have frequently been a beneficiary of the Castro Street Fair and LGBT Pride, and have also provided volunteers for those events.
- ALRP’s Executive Director serves as a co-chair of the HIV/AIDS Provider Network, an organization HIV/AIDS service providers, which has advocated for funding for San Francisco’s HIV services, helped to prepare the City to implement the Affordable Care Act, and is currently working to help the City become the first in the country to achieve the goals of Getting To Zero: zero new HIV transmissions, zero HIV related deaths and zero HIV stigma.

Through our efforts to help people with HIV retain their housing, we have also preserved neighborhood identity. The mostly low-income, mostly LGBT clients that we provide with eviction defense (and other forms of housing legal services) contribute to the identity of their neighborhood—often, they face eviction because they are long-term tenants, giving landlords a strong financial incentive for evicting them. Last year alone, we helped more than 700 San Francisco residents fight to keep their housing and ensure its habitability.

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

ALRP was one of the first agencies formed to provide a specific response to the burgeoning HIV epidemic in San Francisco more than 30 years ago—a highly significant event for the LGBT community, and for the city overall. ALRP was responsible for marshaling the legal community’s response to the HIV epidemic. That response has grown to include 700 attorneys from some of the city’s largest firms and from solo practitioners alike. Our volunteers contributed more than \$1.3 million in free legal services in 2016 alone.

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

There are many references to our work in newspapers including the Bay Area Reporter, the Bay Times, the Daily Journal and the Recorder, and also in the San Francisco Chronicle and the San Francisco Examiner. This 1988 issue of the San Francisco Sentinel has an article about ALRP on page 12, a copy of which is included in this Legacy Business Registry application:

http://digitalassets.lib.berkeley.edu/sfbagals/Sentinal/1988_SFS_Vol16_No32_Aug_05.pdf

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

Yes, Clint Hockenberry was a leader in San Francisco’s response to the HIV epidemic in the 1980s.

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

ALRP’s record of service reflects its commitment to the community. We have been providing services to people with HIV since 1983. We have 700 volunteers, a 30-person Board of Directors and 14 full-time staff. Our work receives more than \$800,000 annually in support from City departments including the San Francisco Department of Public Health, the San Francisco Human Services Agency and the San Francisco Mayor’s Office of Housing. Additionally, we raise approximately \$700,000 annually from private sources (e.g., individuals, law firms, foundations and corporations) to fund our work. We are committed to serving the community, and the community is committed to funding those services.

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

ALRP serves two intersecting communities: the LGBT community and the HIV community. Members of both communities can be found throughout the city, with concentrations of population in the Castro, the Tenderloin and South of Market. Both communities are diverse. In 2016, 49% of ALRP’s clients were White, 15% were African-American, 25% were Latino, 5% were Asian/Pacific Islander, 1% were Native American and 5% self-classified as Other.

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

No

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

We serve approximately 1,100 San Franciscans annually. We help them keep their housing, gain legal status in this country, obtain access to health care and income benefits and keep their jobs. The health and well-being of these San Franciscans would be substantially diminished without ALRP. No other provider in the city has the expertise to serve this community.

CRITERION 3

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

Essential features that define ALRP include the following: (a) We rely heavily on attorneys to volunteer their time to serve our clients; (b) We take on cases in all areas of civil law, with a special emphasis on fields that impact many people with HIV, such as housing, benefits, immigration and employment law; and (c) All services provided by ALRP staff are free, and all services provided by ALRP volunteers are governed by a fee protocol, with no fee charged to clients who earn less than \$20,000 a year.

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)

ALRP has a commitment to all three of the business features outlined above, and we consider all three of them to be essential to the historical character of our work.

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.).

This question is not applicable.

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.

This question is not applicable.

ALRP Agency Milestones



ALRP

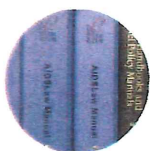
1983

ALRP becomes the first legal services provider in the nation dedicated to meeting the needs of people with HIV.



1986

The Bar Association of San Francisco's Volunteer Legal Services Program (VLSP) becomes ALRP's fiscal sponsor.



1988

ALRP publishes the first editions of the *AIDS Law Handbook* and *Social Security Self-Help Manual*.



1989

ALRP incorporates with a new name: The AIDS Legal Referral Panel of the San Francisco Bay Area.



1990

ALRP receives its first government grant through the federal Ryan White CARE Act.



1992

ALRP receives U.S. Dept. of Health & Human Services Award for Outstanding Accomplishment in serving people with HIV.

500
PANEL
ATTORNEYS

1994

Over 500 volunteer attorneys, paralegals and notaries now serving on the ALRP Panel.

1986

Clint Hockenberry joins ALRP as its first paid staff member, as ALRP caseload reaches 1,000.



1987

ALRP becomes the largest AIDS legal services program in the country, with more than 250 volunteer attorneys serving on its Panel.

250

PANEL
ATTORNEYS

1987

ALRP's AIDS Community Outreach Program (ACOP) begins reaching out to underserved populations, including women and people of color.



1988

ALRP coordinates the first national conference on AIDS legal services, inspiring similar panels nationwide.



1990

ALRP serves more than 2,000 clients assisted by a Panel of over 400 volunteers.

400

PANEL
ATTORNEYS

1991

ALRP establishes its Public Policy Program and hires Paul DiDonato as its first Director of Public Policy.



1992

Clint Hockenberry passes away from AIDS; Kristin Chambers hired as ALRP's second Executive Director.





1994

Eileen Hansen becomes the second Director of Public Policy; Rachel Maddow joins ALRP as a John Gardner Public Service Fellow.



1998

ALRP launches the AIDS Housing Advocacy Project (AHAP) to provide direct legal representation in housing matters.



1999

ALRP receives BALIF's Legal Services Award for excellence in serving people with HIV.



2000

ALRP surpasses \$1 million in annual leveraged pro bono legal services from volunteer Panel attorneys.



2004

ALRP receives the Bill Kraus AIDS Service Provider Award from the Harvey Milk Democratic Club.



2006

ALRP launches the HIV Insurance Protection Project (HIPP) to help clients with insurance-related legal matters.



2010

ALRP surpasses 60,000 legal matters since its founding in 1983.



2011

ALRP's annual operating budget surpasses \$1 million.



2013

ALRP honors Congresswoman Nancy Pelosi at ALRP|30 Justice From the Heart Annual Reception & Auction.



1996

Irwin Keller becomes ALRP's third Executive Director.



1998

ALRP receives the Richard Savilla Award from La Raza Centro Legal for outstanding contributions to the Latino community.



2000

Bill Hirsh becomes ALRP's fourth (and current) Executive Director.



2003

ALRP launches the ALRP Immigrant HIV Assistance Project (IHAP) to help clients with immigration-related legal matters such as political asylum and naturalization.



2005

ALRP receives the Award for Excellence in Volunteer Management from The Volunteer Center.



2008

ALRP's volunteer Panel reaches the 700 mark.



2010

ALRP launches the HIV Consumer Advocacy Project (HCAP) to help HIV+ consumers access public healthcare services and mediate disputes with HIV/AIDS service providers.



2012

ALRP receives the American Bar Association's Forger Award for excellence in legal services provision and advocacy.

1511881

ARTICLES OF INCORPORATION
OF
AIDS LEGAL REFERRAL PANEL
OF THE SAN FRANCISCO BAY AREA

ENDORSED
FILED
in the office of the Secretary of State
of the State of California

DEC 29 1989

MARCH FONG EU, Secretary of State

I. NAME

The name of the corporation is AIDS LEGAL REFERRAL PANEL OF THE SAN FRANCISCO BAY AREA.

II. PURPOSES

The 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. The charitable purposes of the corporation include but are not limited to operating a nonprofit organization to provide 1) legal assistance to persons with acquired immune deficiency syndrome (AIDS), other human immunodeficiency virus (HIV) disorders, or who are legally affected by the HIV epidemic, who are otherwise financially and physically unable to obtain such services; 2) a free legal referral and information service for persons with AIDS and other HIV disorders; 3) education and information of AIDS legal issues to the general public; and 4) educational and training materials for professionals on AIDS legal issues.

III. INITIAL AGENT FOR SERVICE OF PROCESS

The name of the initial agent of the corporation for service

of process is Mark A. Senick, whose complete business address is 333 Franklin Street, San Francisco, California 94102.

IV. DEDICATION AND DISSOLUTION

(a) The property of this corporation is irrevocably dedicated to charitable purposes and no part of the net income or assets of this organization shall ever inure to the benefit of any director, officer, or member thereof, or to the benefit of any private person.

(b) On the dissolution or winding up of the corporation, its assets remaining after payment of, or provision for payment of, all debts and liabilities of this corporation shall be distributed to a nonprofit fund, foundation, or corporation which is organized and operated exclusively for charitable purposes and which has established its tax-exempt status under Internal Revenue Code Section 501(c)(3).

(c) If this corporation holds any assets on trust, or the corporation is formed for charitable purposes, such assets shall be disposed of in such manner as may be directed by decree of the superior court of the county in which the corporation has its principal office, on petition therefor by the Attorney General or by any person concerned in the liquidation, in a proceeding to which the Attorney General is a party.

V. LIMITATION ON CORPORATE ACTIVITIES

No substantial part of the activities of this corporation shall consist of the carrying on of propaganda, or otherwise

attempting to influence legislation, nor shall this corporation participate or intervene in any political campaign (including publishing or distribution of statements) on behalf of or in opposition to any candidate for public office.

VI. DISTRIBUTION OF INCOME AND
PROHIBITED ACTIVITIES

Notwithstanding any other provision in these Articles of Incorporation, the corporation shall be subject to the following limitations and restrictions:

(a) The corporation shall distribute its income for each taxable year at a time and in a manner that will not subject the corporation to the tax on undistributed income imposed by Section 4942 of the Internal Revenue Code of 1986.

(b) The corporation shall not engage in any act of self-dealing as defined in Section 4941(d) of the Internal Revenue Code of 1986.

(c) The corporation shall not retain any excess business holdings as defined in Section 4943(c) of the Internal Revenue Code of 1986.

(d) The corporation shall not make any investments that will subject it to tax under Section 4944 of the Internal Revenue Code of 1986.

(e) The corporation shall not make any taxable expenditures as defined in Section 4945(d) of the Internal Revenue Code of 1986.

IN WITNESS WHEREOF, the undersigned, being the Incorporators

of AIDS LEGAL REFERRAL PANEL OF THE SAN FRANCISCO BAY AREA, have
executed these Articles of Incorporation on December 21, 1989.

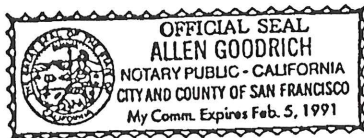
Mark A. Senick
MARK A. SENICK

Paige Wickland
PAIGE WICKLAND

STATE OF CALIFORNIA)
) SS
COUNTY OF SAN FRANCISCO)

On this 15th day of December, 1989, before me, Allen Goodrich, a notary public, personally appeared MARK A. SENICK, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that he executed it.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

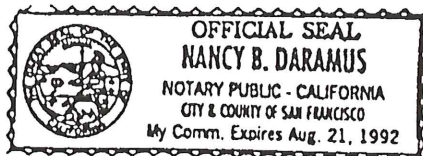


Allen Goodrich
Notary public of the State
of California
My commission expires:
2/5/91

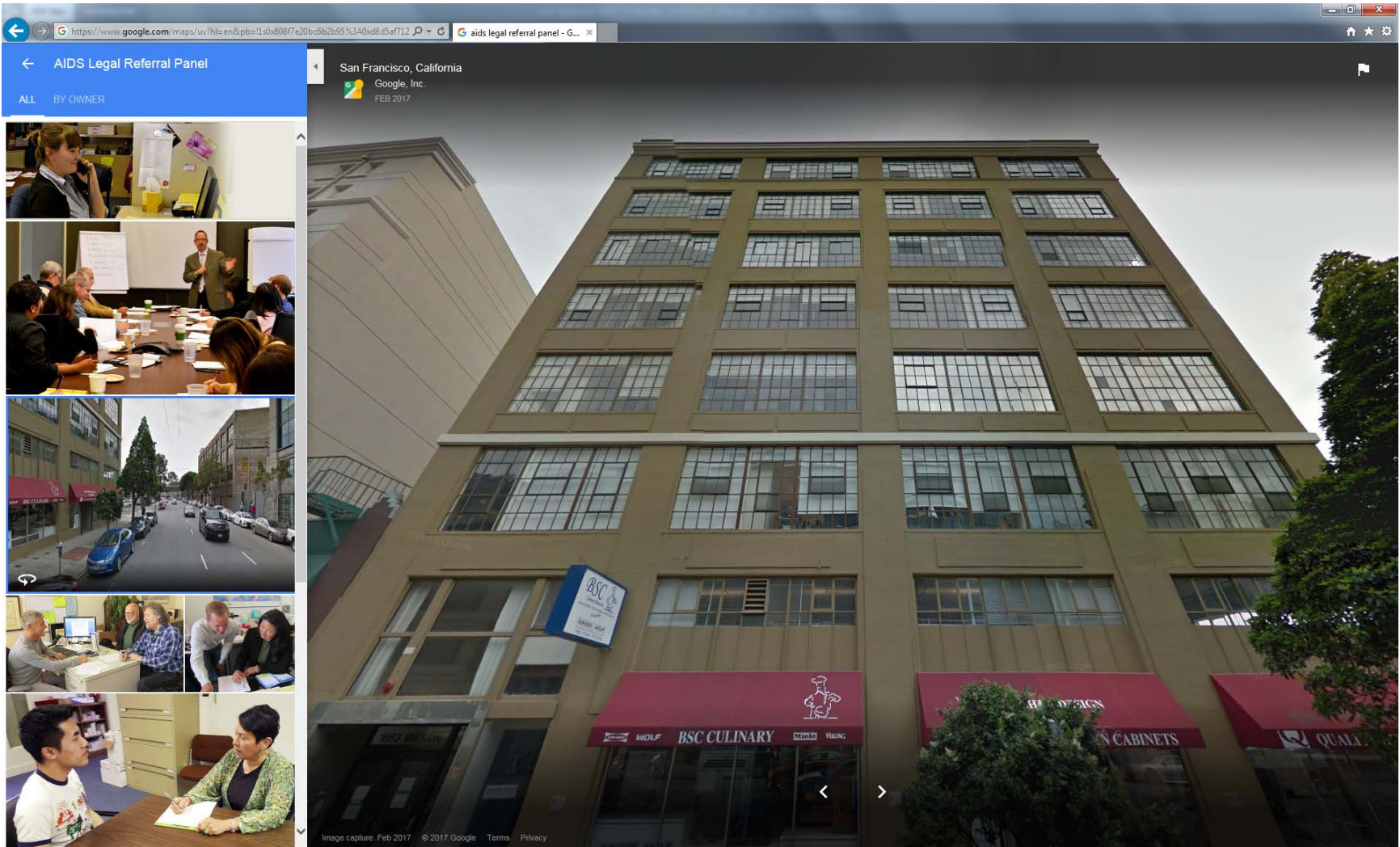
STATE OF CALIFORNIA)
) SS
COUNTY OF SAN FRANCISCO)

On this 21st day of December, 1989, before me, Nancy B. Daramus, a notary public, personally appeared PAIGE WICKLAND, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged that she executed it.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.



Nancy B. Daramus
Notary public of the State
of California
My commission expires:
8.21.92



STARBOARD
AVAILABLE
1663 MISSION
100% FINISHED
100% HARDWARE
100% ELECTRICAL

1663 MISSION



SUB-ZERO LAUREL
THE LIVING KITCHEN

1663 MISSION STREET

SECOND FLOOR

200 Law Offices

225 La Casa de Las Madres

250 Helium

MEZZANINE

Mezz 1: America Works of California, Inc.

Mezz 2: Greenwald Press
Nakamura Graphics

THIRD FLOOR

310 S.F. Study Center
S.F. Mental Health Clients Rights Advocates
(SPMHCRRA)

320 San Francisco Parks Alliance

FOURTH FLOOR

400 Gateway Learning Group

460 National Housing Law Project

FIFTH FLOOR

500 AIDS Legal Referral Panel

501 ViewMagic

504 Housing Rights Committee

520 Kenzen

525 eCompliance

560 Standard Cyborg

SIXTH FLOOR

602 I.L.R.C.

603 Latino Wellness Center

604 Youth Speaks Inc.

650 SERP Design Center

SEVENTH FLOOR

700 Support for Families

720 Sentio/Thistle





AIDS Legal Panel Workload Grows In San Francisco

By DAVID OLTMAN

Requests for assistance from an AIDS legal referral panel in San Francisco are skyrocketing as more and more AIDS victims come to grips with legal aspects of the deadly disease.

At the same time, the San Francisco panel is fielding inquiries from around the world on how to address the legal ramifications of AIDS and is helping other cities form similar volunteer legal assistance programs.

The 145 clients served during March of this year is the largest monthly total the AIDS Legal Referral Panel has ever had, said San Francisco attorney Gary Wood, co-chairman

More Bay Area news, page 25

of the management committee for the AIDS Legal Referral Panel. "The number of cases we are handling this year is up significantly from last year."

The panel of volunteer attorneys, formed in 1983 to assist AIDS patients, served 1,035 clients in 1986. During the first four months of 1987, the panel served 457 clients. Those providing volunteer work say they expect a steady increase in calls for assistance from clients with legal questions regarding AIDS.

The panel, co-sponsored by the Bay Area Lawyers for Individual Freedom and the National Education Fund for Individual Rights, is the largest legal referral organization for AIDS victims in the United States. It has a bank of about 200 volunteer attorneys and can call on from 130 to 150 of them at any time to provide assistance to AIDS patients.

Resources On Hand

"We are the biggest and have the resources to provide assistance on the broadest range of legal questions about AIDS," Wood said. "That fact has encouraged others who want to start similar panels to contact us."

Wood said he has traveled recently to Los Angeles, Des Moines, Houston and Honolulu to help form AIDS legal referral panels. The Los Angeles AIDS referral panel has a bank of about 55 volunteer attorneys, he said.

"We have been at this long enough and have trained enough lawyers to have a package available to assist in the formation of these panels," he said.

The San Francisco panel provides videotaped presentations covering various AIDS-related legal problems to people wishing to form similar panels, Wood said. "We also put out sample bylaws, articles of incorporation and the necessary State Bar reporting forms," he said.

Wood said the panel also receives calls from people in other countries seeking advice on how to answer legal and social questions about AIDS. "Many of the questions we field are on the social issues surrounding AIDS, since other countries sort of look to the U.S. as a leader in that regard."

The panel covers an area from Monterey to Santa Rosa and does provide some services to clients from as far away as Redding and Fresno, Wood said. "The number of requests from the outlying areas is increasing dramatically," he said, adding that some of those areas will eventually have to set up volunteer panels of their own.

"I don't think we can be relied on to be that effective in those outlying areas," Wood said.

Wood said that although the number of AIDS cases has reached a plateau among gay men, the panel is expecting a steady increase in referrals because of a rise in the number of cases in the black and Latino communities.

Caseloads Increasing

"We are averaging about 115 cases per month and expect that number to creep up to from 125 to 130 cases per month in the next three to four months," said Clint Hockenberry, administrator for the AIDS Legal Referral Panel.

Hockenberry, the only full-time staff person working for the panel, said that about 70 people were served during January and February of last year and there has been "a steady increase in calls for assistance since then."

About half the calls received by the panel have to do with questions on wills and durable powers of attorney for providing health care, Hockenberry said.

"Our attorneys will go to where the client is when necessary," Hockenberry said. The

See Page 25 — AIDS

AIDS Legal Referral Panel Handles Insurance, Job Issues

Continued from Page 1

ice to AIDS patients who are bedridden been termed "wills on wheels." The next-largest number of legal inquiries to the AIDS panel are on insurance matters. Job discrimination, Hockenberry said, two issues are related since 85 percent of ability coverage in the United States is by the employer.

In one recent one-week period "we have four or five clients who have been denied by their insurer for AZT treatment," he said. "This is the only known successful treatment for AIDS," Hockenberry said. Many insurance companies that normally provide coverage for prescription drugs are denying coverage for AZT treatment because they say it is still an experimental drug, he said. The California Department of Insurance recently said it expects those insurers to pay for prescription drugs to provide coverage specifically for AZT treatment. The Federal Drug Administration has also ruled AZT is no longer an experimental drug, it said.

Insurance Problems

Not being able to present this information to insurance companies means they will be under," Hockenberry said. "But it is a transition period before the insurance companies come down and say they are going to pay for AZT treatment and that time is crucial to AIDS patients. We hope they will come down quickly with the ruling."

Hockenberry said a recent ruling by the U.S. Supreme Court holding that infectious diseases (tuberculosis in the Court's decision) are a handicap has had a ripple effect on discrimination against AIDS patients.

"The number of calls about employment discrimination has been easing up somewhat," Hockenberry said. Local ordinances in San Francisco, Berkeley and Hayward prohibiting discrimination against AIDS patients also helped ease the number of complaints, he said.

Financial questions — how to deal with credit problems and possible bankruptcy — are also fielded by the panel, Hockenberry said. "This disease can strike very, very quickly and devastate you financially," he said.

The issue of privacy and confidentiality for AIDS patients is another major concern for the panel, Hockenberry said.

A lawyer on the panel has filed a claim under California law against Shasta County for the refusal by two physicians at the county-run hospital to perform a hernia operation on a welfare recipient who tested positive for AIDS.

Questions on Operation

"This person was tested without his knowledge or consent and came up HIV (Human Immunodeficiency Virus) positive," Hockenberry said. The physicians told the patient that it was beyond their ability to treat for a hernia and that he would have to travel to

San Francisco for the operation, Hockenberry said.

Berkeley attorney Alice Philipson, co-chair of the panel's management committee, is seeking redress through the California Tort Claims Act and said a lawsuit will be filed on behalf of the Shasta County patient.

Philipson said she has failed in her attempts to have the Shasta County District Attorney prosecute the case and that the state Attorney General's office has said it will not order charges to be filed. The patient has since had the hernia operation performed by another physician in Shasta County, she said.

Dental Case

Another recent case brought to the attention of the panel involved a local dentist who refused to treat an AIDS patient who had volunteered information about the disease. The treatment was refused after the dentist revealed the patient's illness to other staff members, Hockenberry said.

"The law says that you cannot disseminate information about whether a person has tested HIV positive," Hockenberry said. "That information should be kept within the confines of the patient-physician confidentiality."

Hockenberry said the panel has been closely monitoring the situation at the state correctional facility in Vacaville, which has isolated AIDS patients from the main prison population.

"We have received reports from three or four people who have smuggled out information," Hockenberry said. "These people (AIDS patients) have not been able to see a psychiatrist, physician or dentist and have been denied hot food."

The panel handles a substantial amount of litigation work for its clients, particularly in the insurance and discrimination areas, Hockenberry said. "Just by the volume of cases we handle, we have a lot of cases that do go to trial, although these people are not crusaders and because of their shortened life expectancies, do not want to get into long-term litigation," he said.

The panel calls on attorneys for referrals and litigation work from the Bay Area Lawyers for Individual Freedom and others from the volunteer legal services program sponsored by the Bar Association of San Francisco.

Training for Attorneys

The first training session for attorneys from the bar association who signed up for the panel was held last September, said Janet Zeldin, coordinator for the association's volunteer legal services program. The association has provided about 70 volunteer attorneys to the panel, she said.

"A lot of these attorneys have not worked for people with AIDS and it can be quite a devastating experience for them if they are not prepared," Zeldin said. "But many of them come back and say this work is the most valuable experience of their careers," she said.

"Originally, the panel consisted of 25 attorneys doing wills and powers of attorney for AIDS clients," Wood said. "Now, we do any kind of legal service for a client with AIDS or an AIDS-related complex or anyone suspected of having the disease."

Attorneys on the panel can call on members of the Bay Area Physicians for Human Rights during litigation concerning the medical benefit rights of AIDS patients, Wood said.

"For people with AIDS who lose their jobs,

most don't have disability insurance, so they fall back on Social Security or on state disability insurance," Wood said. The panel represents clients who have been denied Medi-Cal claims and those who have been denied Social Security benefits, he said.

Katherine Franke, a member of the management committee for the AIDS legal panel, said while there are enough attorney volunteers to answer with basic questions on how to write wills and execute powers of attorney, there is a shortage of lawyers to do pro bono work in other areas where AIDS patients are concerned.

"Some of these areas require some litigation work and many people in private practice can only put in so much time on no-fee generating type work," Franke said. "We have also had a number of attorneys who have said they need a little sabbatical from this type work," she said.

Franke said that the large San Francisco law firms have been very helpful in allowing their attorneys to volunteer for the AIDS Legal Referral Panel. She said the need now is for attorneys to address specific areas of AIDS legal concern and for attorneys in certain geographic areas, such as the East and South bays.

'Living Wills'

San Francisco attorney Mark Senick has been volunteering for the AIDS Referral Panel since its inception. He has helped write wills and draft powers of attorney, also known as "living wills," for AIDS patients.

"The living will is a document that directs that no extra life-support means be taken under certain circumstances," Senick said. Power of attorney papers allow AIDS patients to designate another person and an alternate to make health care decisions for them, he said.

"The kinds of health care decisions you can have made for you are the same ones you can make for yourself," Senick said. "Basically you have the right to consent to treatment or the right to refuse to consent to treatment."

Senick said that the power of attorney is particularly important to gay men suffering from AIDS. "They are in a relationship with another man and want that man to be able to make health care decisions for the patient without interference from the family," Senick said.

Writing wills and providing assistance with estate planning for AIDS patients is also an important part of the panel's work, Senick said. "Often times they don't even know how to structure the little property that they do have."

Hospice Settings

Senick said that most of the clients referred to him by the panel come into his office, but that he also calls on AIDS patients in hospital or hospice settings.

"There have been a couple of times that I haven't got there fast enough — not so much because the person died but just that by the time I arrived, a patient was so far gone that they couldn't make rational decisions," Senick said.

Despite the often grim aspects of the work, providing legal assistance to AIDS patients is rewarding, Senick said. "So often when these people leave the office, they are so happy to get this part of it behind them, it really relieves them of a burden. I feel good because they feel good."

Gay Softball League Play-Off Schedule, p. 30

S A N F R A N C I S C O

Sentinel

**AIDS Healing
Success Story**
p. 15

August 5, 1988

Vol. 16, No. 32

500 Hayes Street, SF, CA 94102

75¢ Outside SF Bay Area

THE GAY PICKET LINE: Walkout by Health Care Workers Has Gay Angle



Among the disputes that drove hospital workers and nurses to strike against seven city hospitals are issues involving lesbian and gay health care workers. George Mendenhall reports. p.3

'Monarch of the Dailies' Welcomes a Mississippi Queen

'SF Examiner' Provides Fast Track for Gay Editor's Career

Greg Brock, Sunday editor of the *San Francisco Examiner*, is arguably the most powerful openly gay newsmen in the United States. The operative phrase is "openly gay," since the closets of the Fourth Estate are no less crowded than those of corporate America. Brock is one of the few upfront journalists in the country working at the policy-making level in a major daily newspaper.

Brock's candor has not been a deterrent to his career. Reliable sources in-

**ON THE
JOB**
ARTHUR LAZERE



Greg Brock.

dicating that advancement to an even more significant position, assistant managing editor for news, is imminent.

During his 14 years in the business, Brock, 35, has garnered experience with the *Washington Post*, the *Charlotte Observer* and the *Palm Beach Post*. Larry Kramer, executive editor of the *San Francisco Examiner* and the man who hired Brock away from the prestigious *Washington Post*, comments, "Greg has a very rare mix of talent. He is a great newsman and he knows graphics and presentation."

Continued on page 4

American Gay Poetry: Light, Dark and Multi- Colored

Steve Abbott Uncovers
the "Roots" of
Gay Poetics

p.20



Marc Breindel
Talks History with
Poet Thom Gunn

p.19

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Week at a Glance .. 28

AT THE COURTHOUSE

KEN CADY

The Nuts and Bolts of AIDS Law

In this modern era when the housecall is virtually a thing of the past, Bay Area lawyers who volunteer for the AIDS Legal Referral Panel are now providing "wills on wheels," according to co-chair Clint Hockenberry. The agency provides free legal services for the drafting of wills and powers of attorney for persons with AIDS or ARC. Since many urgent situations present themselves, the attorneys are prepared to go to the person's house or to the hospital when necessary. Three hundred local lawyers have been involved with the volunteer project.

For many of the referral panel's clients, the broader issues of civil liberties are meaningless. They are concerned with practical issues involving daily survival and often come to the panel in a panic over a situation that needs immediate attention. Since the laws surrounding AIDS are often unclear in their application to the disease, attorneys like Hockenberry are on the cutting edge of a new legal field.

"I've personally dealt with 3,500 clients in almost three years," he told the *Sentinel* last week. "It's an overwhelming thing." The cases that develop are assigned to the volunteer attorneys, who are "the real heroes," Hockenberry says. "I'm amazingly proud of them." The panel provides training for the volunteers in legal issues surrounding AIDS as well as sensitivity issues. In November it is sponsoring a national workshop to help lawyers provide legal services to persons with AIDS

and ARC.

Operating on an annual budget of \$100,000, the agency last year provided over \$750,000 of free legal services. In the first six months of 1988 there were 865 new cases referred to the volunteers. Fifty percent of the cases involve providing wills and powers of attorney.

As readers of this column know, it is essential for persons with AIDS or ARC to have prepared these legal documents. According to Hockenberry, some people "dilly-dally until it is too late and the person is no longer competent. Then there if often nothing we can do." If there is no will or conservatorship for an incompetent person, the law provides for the family to take over. But many times this is contrary to what the person would have wanted. In the later stages of the disease it is often impractical to obtain a conservatorship for a sick lover due to the time constraints involved. The law does not favor gay

couples and those in alternative relationships. Hockenberry says that conservatorships are "not really an option."

Why do people insist on postponing these important matters? The lawyer says that in these situations, "the attorney is like the grim reaper. People don't want to talk about death. It's a really emotionally charged issue." When the preparations have not been made, however, the emotions involved in being unable to see a sick lover or take care of a deceased's body are difficult for everybody.

In addition to providing free wills, the agency also provides other services for a fee based upon ability to pay. "AIDS can bring out the best and the worst in people," Hockenberry observes. Cases involving domestic violence against the PWA are seen as well as cases involving undue influence or otherwise taking advantage of a person's vulnerability because of illness. There are the legal battles over disposal of a person's remains even at times when the legal documents have been prepared. Because the documents exist, the threat of a lawsuit is usually sufficient to deter persons wanting to ignore the client's wishes.

Hockenberry states that employment and housing discrimination complaints have declined this year as the law becomes more settled on these issues. Problems involving the military, immigration, criminal matters and creditors still make up a portion of the caseload. For many PWAs, finances become a serious problem, and

creditors begin hounding them. Hockenberry advises many people to "just say no" to creditors because they are judgment-proof. This means that they don't have any money to pay even if the creditor gets a court judgment against them. In this event, there isn't even a necessity to file bankruptcy. Creditors will often cease their attacks if they are just told the truth about the person's health.

Insurance companies are quickly becoming the real scoundrels of the modern legal battle surrounding AIDS. In this respect, Hockenberry says, "It's a minefield out there!"

One health provider refused to pay the costs of a biopsy on a Kaposi's sar-

coma lesion, claiming it was "cosmetic surgery." Another recent complaint involved a business with 13 employees which lost its entire health coverage because 1 of the 13 was a PWA. In another instance, a company of nine employees, one with AIDS and one with ARC, was forced to endure increases of 130% in premiums over a five-month period. The company then offered a new policy at the original rate but excluding the PWA and the PWARC. A frightening situation which may increase if the legislature allows insurance companies to test for AIDS before insuring involves cancellation of the entire group policy with alternative coverage under a "new" policy being

offered. Of course, persons infected with HIV would be excluded, even if they have been paying under the old policy for years. Confidentiality issues for persons with HIV disease continue to be a problem. Hockenberry advises that you "don't tell your doctor anything you don't want to see on the front page of the newspaper." Situations exist where hospital records are available to hundreds of people. Doctors sometimes make mistakes in their entries which can cause problems for the patient in seeking life or other insurance. In one case, a doctor might write "ARC" when he means "HIV+," a major difference since state law forbids insurers to con-

The AIDS Legal Referral Panel provides free legal services for the drafting of wills and powers of attorney for persons with AIDS or ARC.

sider HIV status in determining eligibility for insurance or employment. Hospitals are often reluctant to admit their mistakes.

For a similar reason, he advises applicants for insurance not to list a beneficiary of the same sex on an application. In this case Hockenberry recommends that the estate be listed as the beneficiary to avoid screening problems.

PWAs and PWARCs have enough to do without hassling with the government or other bureaucrats. If you know someone who could use the services of the AIDS Legal Referral Panel, have them call 864-8186. It could make a big difference.

San Francisco Examiner

★★★★
Saturday
NOVEMBER 12, 1988
FINAL
TWENTY-FIVE CENTS

Spectra: Change your mind?

Do we really change our minds? New research suggests that brain cells and nerve connections in some animals may alter as they grow, changing the way they think and remember and process information. [Page D-1]



Legal mess in AIDS crisis

People with AIDS are fighting a legal struggle as well as the illness. [A-2]

Warriors fall in Phoenix

The Suns hand Golden State a lopsided defeat, 141-103. [C-1]



Frank Sinatra at Circle Star

Old Blue Eyes' somewhat ragged show did have its moments. [B-1]

AIDS crisis is creating legal plight

Infected struggling to protect rights

By Katherine Seligman
OF THE EXAMINER STAFF

The AIDS crisis has become a legal crisis as thousands infected by the human immunodeficiency virus (HIV) struggle to hold onto their jobs, medical insurance and homes, experts on the epidemic say.

"Outside of the very biggest cities, there isn't any help available," said Clint Hockenberry, administrator of San Francisco's AIDS Legal Referral Panel.

Hockenberry spoke Friday at the first national AIDS law conference, held in San Francisco.

"Only 10 legal-aid programs throughout the United States are providing legal services to the over 1.5 million persons with AIDS and AIDS-related complex (ARC)," he said.

The daylong conference at the War Memorial Building, sponsored by legal-assistance groups, drew more than 300 people from 30 states and several countries. Lawyers and AIDS policy experts led a series of workshops on employment discrimination, wills, fund raising and criminal law.

They also discussed AIDS testing — a controversial issue Californians acted on Tuesday by defeating Proposition 102, which would have forced health officials to report the results of AIDS tests. The measure's rejection at the polls was applauded by panelists.

Pat Christen, public-policy director of the San Francisco AIDS Foundation, said its defeat was due partly to Gov. Deukmejian's support. The furor over his "ridiculous opinion" was responsible for turning the tide against the measure, she said.

"Had he not come out for it, others like (Surgeon General C. Everett) Koop wouldn't have stood up," she said.

The aftermath of 102

Hockenberry said the proposition's defeat should not make people forget that a similar measure could be introduced in the future. Public attitudes toward people with AIDS and ARC, and those infected with HIV, are gradually changing, he said, but discrimination is still rampant.

Once diagnosed, many lose their jobs and, consequently, their medical benefits. As new treatments prolong the lives of people with AIDS, more legal help will be needed, Hockenberry said.

The Legal Referral Panel's caseload is 2,000 a year and growing, he said.

Robert Barnes, legal supervisor at the Legal Aid Society of San Francisco, cited a recent poll in the New England Journal of Medicine that showed that while only 11 percent of Americans think AIDS can be transmitted in the workplace, 30 percent don't want to work next to someone with it.

Ironically, some of the most blatant discrimination is in health-care fields, Barnes said. In one recent case that received widespread publicity, FBI agents refused to be seen by a San Francisco physician diagnosed with AIDS. After the doctor filed a lawsuit, a U.S. District Court judge issued a temporary restraining order protecting his job.

Other health workers were not as fortunate, said Barnes. The Cook County Hospital in Illinois has given patients the right to refuse treatment by staff members infected with the AIDS virus.

The same hospital took privileges away from a doctor with AIDS, but reinstituted them after he agreed to wear two sets of protective gloves — one more pair than is advised by the Centers for Disease Control.

"If anyone should know these guidelines, it's the hospitals," said Barnes, "but they are worried about losing business."

The RECORDER

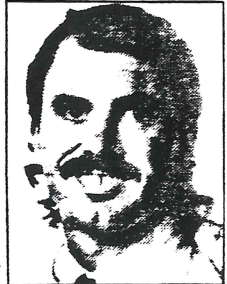
FRIDAY, OCTOBER 25, 1991

The **San Francisco AIDS Legal Referral Panel** recently appointed **Paul Di Donato** to the newly created position of director of policy. He began as director Sept. 17.

Di Donato, 31, was legal director of National Gay Rights Advocates from 1990 until it closed in May 1991. Before he joined the NGRA as a senior staff attorney, he was in private practice in San Francisco. He earned his law degree from Harvard Law School in 1985 and has taught courses at New College School of Law. In 1985, he was selected for the Revson Women's Law and Public Policy Fellowship which he undertook at the Disability Rights Education and Defense Fund in Washington, D.C.

The AIDS Legal Referral Panel, founded in 1983, provides free and low-cost legal services to people with AIDS and symptomatic HIV infection. The organization has served over 10,000 people since its inception.

The **Legal Aid Society of San Francisco** announced Oct. 15 that **Michael Adams** had been hired as the society's sixth **Felix Velarde-Munoz** Intern.



Adams, 30, began with the society on Sept. 30. He graduated with distinction from Stanford Law School in 1990. He is presently a member of the board of directors **ADAMS** of the Bay Area Lawyers for Individual Freedom. Before joining the society, he worked as a law clerk to U.S. District Court Judge **Marilyn Hall Patel**.

The internship program offers a new lawyer or recent law school graduate an opportunity to receive experience and training in all aspects of public interest law practice. The program is named after **Felix Velarde-Munoz** who practiced law at the Legal Aid Society from 1981 to 1983 and subsequently died of AIDS.

NEWSLETTER

BAR ASSOCIATION
OF SAN FRANCISCO

Volume IX, Issue 1

An Official Publication of the Bar Association of San Francisco

January 6, 1992

Clint Hockenberry

Executive Director, AIDS Legal Referral Panel

On December 2, 1991, the U.S. Department of Health and Human Services honored five community organizations from around the country for their outstanding work in the fight against AIDS. The AIDS Legal Referral Panel, one of these five voluntary organizations and the only legal service that HHS has ever recognized, received the Assistant Secretary for Health's Award for Outstanding Accomplishment in "providing access to vital legal services to people with symptomatic HIV."

Clint Hockenberry, Executive Director of the AIDS Legal Referral Panel, accepted the award on behalf of the organization. Clint, and the entire staff of the AIDS Legal Referral Panel, are especially proud of the award, as it signifies that legal services are part of the total delivery of AIDS care. As David McCullough, the Panel's 1990 Paralegal of the year put it, "In being able to provide so many different kinds of legal help to people with AIDS, the AIDS Panel performs a truly critical function; it helps to buffer that very capriciousness, that unpredictability, which AIDS so often imposes on people's lives."

Clint's community and activist involvement with health issues affecting the gay and lesbian community began long before he became Executive Director of the AIDS Legal Referral Panel and long before AIDS was a national concern. In the mid-1970's, as President of the Gay Men's Health Clinic in Washington, D.C., Clint noticed particular indicators on a health level, such as an increased rate of tuberculosis in gay males, that alerted him and others to the fact that health problems specific to the gay population existed. From 1982 to 1984, Clint was the Executive Director of Americans for Democratic Action, in Washington D.C., and during 1984 and 1985, he was a health planner in Northern Virginia. Clint earned his J.D. from Georgetown University in 1981. Since law school, Clint has focused his energies on disability discrimination. He became Executive Director of the AIDS Panel in December of 1985, nearly three years after the inception of the Panel.

The Panel was originated by the Bay Area Lawyers for Individual Freedom in 1983. Initially, the Panel's function was to provide "bread and butter" legal services for people with AIDS and their caregivers; more often than not, their lovers. The Panel dealt with such legal issues as powers of attorney and will-drafting. As the scope and nature of the AIDS crisis mushroomed, the Panel likewise broadened its scope to include the more complex issues it deals with today; such as landlord/tenant, employment discrimination, immigration, child custody, and criminal law. Presently

the Panel, supported by the Bar Association of San Francisco's Volunteer Legal Services Program and the Bay Area Lawyers for Individual Freedom averages 220 cases a month.

The Panel became associated with VLSP in 1986. Since then, VLSP has recruited hundreds of volunteer San Francisco attorneys for the Panel through brochures, regular newspaper articles, and speaking engagements of Bar Association staff. VLSP administers training programs for Panel attorneys and recruits experts to provide the training. VLSP staff attorneys also provide individual assistance and support to Panel attorneys, answering legal questions and making referrals to mentor attorneys when needed. The VLSP clerical staff handles the case-tracking system for Panel clients. The cooperation between the Panel attorneys and the VLSP staff and its attorneys has greatly relieved the daily pressures on the Panel's small staff and provided an added level of quality assurance for Panel clients.

Since 1986, the Panel has grown from having a total budget of \$25,000 to having enough in reserve to survive for one year, if all fund-raising efforts stopped. Since 1986, the Panel's Board of Directors has assumed fund-raising responsibilities and has built up a diversified financial base. Significantly, the Panel recently received its first government grant, designed to provide additional assistance to clients with benefits and insurance problems.

In addition to expanding its financial network, the Panel has organized and implemented four successful programs: Client Services, Outreach, Benefits Advocacy and Policy. Client Services, directed by Ron Hypolite, is responsible for the intake of phone calls to the Panel, and direct client contact. Outreach, directed by Kerrington Osbourne, is responsible for targeting clients and volunteer attorneys in areas outside San Francisco, primarily by establishing new clinics or by providing practicing attorneys to existing clinics whose clients need legal advice. Benefits Advocacy, directed by Kristin Chambers, deals specifically with helping clients receive social security and employer-provided benefits, as well as aiding clients in bankruptcy matters. Finally, Policy, directed by Paul D. Donato, is a new program designed to promote policy change, rather than litigation, as the primary means of legal protection for people with HIV and AIDS. This program's current emphases are twofold. Because insurance policies are beginning to exclude AIDS patients from coverage, or impose monetary caps on the amount that will be paid out for medical care, the program's first goal is to advocate that monetary caps present in



Clint Hockenberry

insurance policies be excluded. The second, equally important goal is to modify the present social security regulations so that existing exclusions, which disproportionately affect people of color or women and children with AIDS, are removed.

Clint sees his directorship responsibility as keeping the AIDS Legal Referral Panel current, so that it meets the needs of its individual clients. This is a considerable challenge, because people with AIDS are living and working longer. Clint is confident, however, that the Panel will be able to meet the challenge because of the caliber of its staff and volunteers. As Clint is quick to point out, the image of lawyers shines when one looks at the pro bono efforts of the legal community in the battle against AIDS. No other profession can compare in terms of its advocacy and generosity.

For information on how to become involved with the AIDS Legal Referral Panel, contact Janet Seldon, of the Bar Association's Volunteer Legal Services Program, at (415)764-1600. Walt Disney's World on Ice Discount Tickets We are offering tickets to Disney on Ice coming Feb. 6 through Feb. 16 at a discounted rate. Regularly priced \$12.50 tickets are available for either \$11.00 adult and \$10.50 child or \$11.50 adult and \$11.00 child depending on performance. This year's show includes Roger Rabbit, Rescue Rangers, DuckTales and Ariel, the Little Mermaid. This is a beautifully staged ice skating show that you won't want to miss! Call Jean Diaz at 267-0721 for an order form or look for it in your BASF December or January CLE Bulletin.

AIDS Case

INS Jails Delegate To S.F. Health Meeting

By Lori Olszewski
Chronicle Staff Writer

A Dutch delegate on his way to the national Lesbian and Gay Health Conference, which begins tomorrow in San Francisco, is being held in a Minnesota jail by federal immigration officials because he has AIDS.

Hans Paul Verhoef, 31, of Rotterdam, the Netherlands, is being detained by the Immigration and Naturalization Service on the ground that he cannot come to the United States because he has an infectious and communicable disease, according to Representative Nancy Pelosi, D-San Francisco, who is working to secure Verhoef's release.

"The best weapon we have against AIDS is prevention. And here we have a person on his way to a meeting in San Francisco where important prevention strategies will be conveyed and he is in jail," Pelosi said.

"We do not believe the intent behind the immigration law was to exclude tourists," said Pelosi, who is approaching the U.S. attorney general for a waiver that would allow Verhoef to proceed to San Francisco and the health meeting. A total of 1,500 people from across the United States and the world are expected to attend.

Verhoef was taken to the Scott County Jail, about 20 miles from the Minneapolis-St. Paul airport, after U.S. Customs officials discovered the drug AZT in his baggage on Sunday, according to a friend who was with him. A jail spokesman told The Chronicle yesterday that Verhoef could not accept phone calls.

Steve Morin, legislative assistant to Pelosi, said Verhoef told customs and immigration employees he had AIDS when he was questioned about the AZT, a drug used to treat people infected with the human immunodeficiency virus.

"He didn't try to hide it," Morin said. "We also question this on humanitarian grounds, putting some-

one in jail under these circumstances."

Pelosi and her staff have been in touch with federal immigration officials in Minnesota.

INS staff members maintain that Verhoef should go home to the Netherlands and not be allowed to enter the United States because of a provision in immigration law that excludes people with contagious diseases.

Clint Hockenberry, administrator of the AIDS Legal Referral Panel in San Francisco, said Verhoef's situation illustrates the problems people infected with the AIDS virus have making international trips. Many other countries besides the United States, such as Japan and India, also exclude tourists with HIV infection.

"There has to be something that triggers their suspicion, like the AZT or Kaposi lesions. We get a lot of questions from people who wonder whether they should bring their AZT with them because of that," Hockenberry said. "It's a ridiculous policy."

San Francisco Chronicle

Published every day by The Chronicle Publishing Co., 901 Mission Street, San Francisco, California 94103

Second class postage paid at San Francisco and at additional mailing offices (USPS 479760)

POSTMASTER: Send address changes to The San Francisco Chronicle, P.O. Box 3074, San Francisco, California 94119

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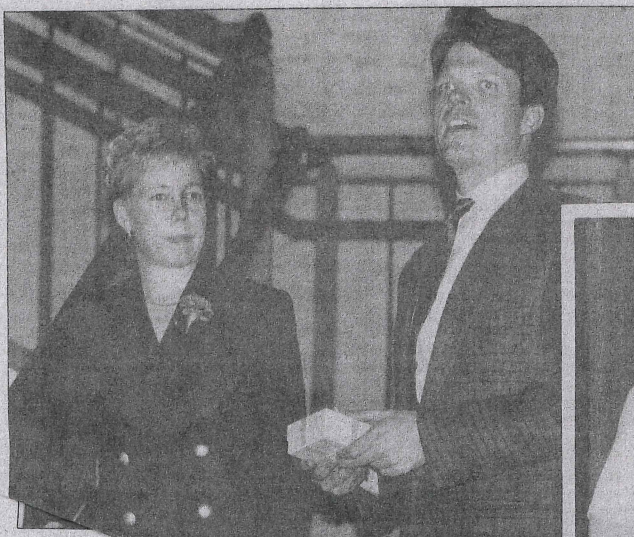
Full text of The Chronicle from January 1, 1985 is available via computer through the DataTimes network. Call (800) 642-2525 for information.

Unbillable Hours

AIDS Law Group Raises \$75,000

Orrick, Herrington & Sutcliffe

Photographs by GREG URQUIAGA



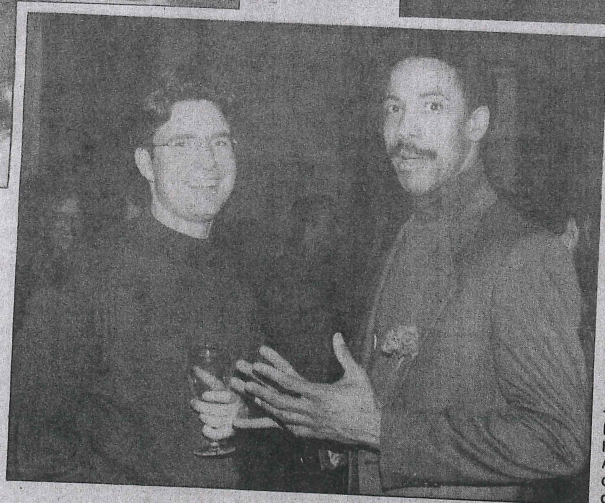
Board member Constance Hiatt (above), a Pillsbury Madison & Sutro associate, presented Morrison & Foerster managing partner Keith Wetmore with the Law Firm of the Year Award for MoFo's work on behalf of the panel. Pillsbury associate Susan Stokes (right) won Attorney of the Year honors at the Nov. 21 event.



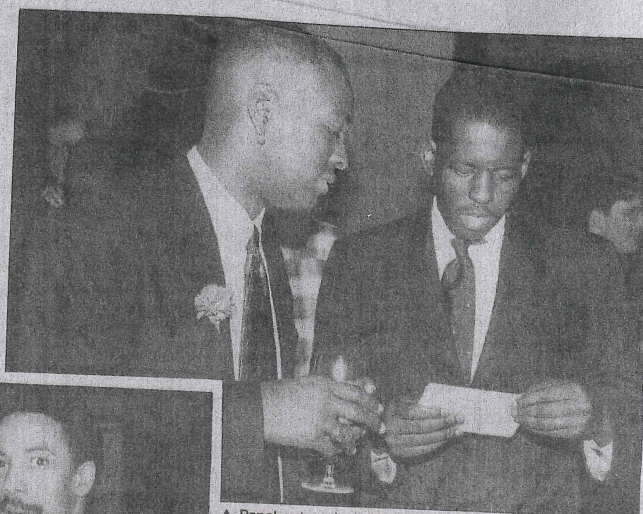
▲ AIDS Legal Referral Panel executive director Kristin Chambers and director of policy Paul DiDonato at the panel's annual reception, which raised about \$75,000 for the nonprofit group.



▲ Panel staffer Esther La and Michael Fargo, an office volunteer for the panel, were among the 250 to 300 people who attended the event. The panel estimates it will have referred about 2,800 clients to its list of roughly 450 Bay Area attorneys this year.



▲ Panel outreach director Kerrington Osborne (left) and Lee Woods, a volunteer with the Black Coalition on AIDS, discuss the event over cocktails.



▲ Steve Coger (left), a student at Michigan Law School, and Ron Hypolite, the panel's client services director, also were on hand. A special appearance was made by Supervisor Roberta Achtenberg — one of President-elect Bill Clinton's top Democratic supporters — who addressed what a Clinton presidency could mean to gays, lesbians and people with AIDS.

tion says. "The intent was clear that this project was for the classroom [yet] it was always obvious that this would hit the bookstores as well. We want everybody to enjoy them."

Guitton says she and Irons did not pursue the project for the money. They received "an advance of \$10,000 at the most" and all revenues will revert to the publisher to fund similar projects, she says. There is talk of a

follow-up set focusing on childrens' or women's rights.

In the meantime, Guitton is preparing to take the tapes and the book to San Diego's inner city schools come January.

"That's why [the project] was done in the first place," she says, "and this is where it should be."

— Krysten Crawford

As Its Mission Matures, S.F. AIDS Panel Still Waits for the Cure

Gay San Franciscans in 1983 were being felled right and left by a deadly new disease called AIDS, and many found themselves suddenly requiring help with things they hadn't expected to need for decades — drafting a will and assigning powers of attorney.

Steve Richter, an attorney with Bay Area Lawyers for Individual Freedom recognized the need, and helped establish the AIDS Legal Referral Panel to locate attorneys willing to help AIDS patients for free.

Richter later died of AIDS, but the panel survived and marks its 10th anniversary on Nov. 20 with an evening reception in the San Francisco City Hall rotunda.

ALRP does far more than draft wills these days. It has matured into a powerful legal force and is recognized as a leader in the realm of AIDS work. The group now handles everything from family law to insurance issues to employment cases to landlord-tenant disputes.

A 1983 hand-written list of about 25 volunteer referral attorneys — some of them students — has grown to around 500 in computer files.

"It's almost become an HIV legal rights and legal policy center in Northern California," says former policy director Paul DiDonato.

"Pound for pound and dollar for dollar, [ALRP] is one of the best — if not the best



MERYL SCHENKER

PAUL DIDONATO: "Pound for pound and dollar for dollar, [ALRP] is one of the best — if not the best — agencies of its kind," says the panel's former policy director.

— agencies of its kind," says DiDonato, who recently left to become policy associate for the San Francisco AIDS Foundation. "People are beginning to find out about it nationally as well."

The group's early ventures included fighting insurance discrimination and preventing airlines from refusing to transport

Corporate Counsel Group To Get 1st Woman Chief

Sara Holtz, deputy general counsel at Nestle USA Inc., is in line to become the highest-ranking female officer of the American Corporate Counsel Association and its first woman leader.

Nominated by the ACCA board of directors, Holtz is on a slate that will be formally elected Wednesday in Washington, D.C., at the association's ninth annual meeting. She will serve as vice chairman in 1994 and chairman the following year. Next year's chairman will be Norman Krivosha of Ameritas Life

Insurance Corp.

About 25 percent of ACCA's 9,300 members are women, said spokeswoman Cecilia Sepp, but no woman has served in the first or second chair. The organization also has never had a minority vice chairman or chairman.

Holtz is the top lawyer at two Nestle divisions, Nestle Beverage Co. in San Francisco and Wine World Estates Napa County. She was division counsel for The Clorox Co., of Oakland, before joining the Switzerland-based food giant in 1990.

Holtz refused to discuss her new position until after Wednesday's vote.

— Jennifer Thele

people with AIDS. Its effectiveness grew in 1986, when Clint Hockenberry — who became one of the most prominent AIDS-law attorneys in the nation before his death last year — was hired to run the show.

One major milestone, says executive director Kristin Chambers, was when the group associated with the Bar Association of San Francisco's Volunteer Legal Services Program in 1985.

It was "a huge step . . . allowing us to recruit a much broader range of volunteer attorneys," Chambers says. In addition, the BASF program's prestige helped ALRP become recognized as "legitimate."

Today, ALRP is housed in an 11th-floor office in San Francisco's Financial District — a mansion compared to the "cubbyhole" it first occupied in the Mission District's Employment Law Center.

DiDonato and Kathleen Larson, a member of ALRP's board of directors, say a crowning achievement is that the group has become a force in analyzing issues and creating policy. It even helped in the research for *amicus curiae* briefs last year in a landmark U.S. Supreme Court case on insurance caps.

"Because we have so many attorneys, we

can handle just about any area of civil law," Chambers says. The only areas the group farms out, she says, are cases involving prisoners and criminal defense.

Larson, whose first contact with ALRP was as a Morrison & Foerster legal secretary working with an attorney doing pro bono work for the panel, says the group is especially unique because of its long-range goal.

"It would be wonderful if we could get ourselves out of business," she says, "and have no clients."

In other words, to be there for a cure.

— Mike Mc

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SAN FRANCISCO

Daily Journal

Wednesday, October 19, 1994

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MOVERS & SHAKERS | CYNTHIA JOYCE

AIDS Panel Recognizes Pro Bono Efforts

The AIDS Legal Referral Panel presented its annual awards in honor of those who have made outstanding legal contributions to people with AIDS or HIV.

Elizabeth Hansen, a Castro-based estate planner, was named Attorney of the Year for her work in two Tenderloin legal clinics.

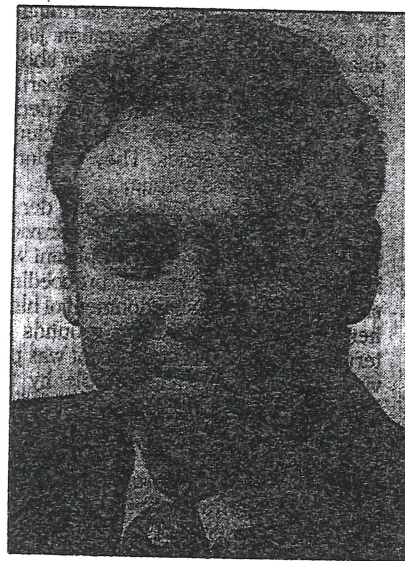
Hansen, 30, has worked for the past year at the Tom Waddell Clinic and at Continuum HIV Day Services drafting documents, setting up schedules for legal consultations, and going through Social Security Insurance claims and disability claims for people with HIV or AIDS.

"This has given me a real wake up call," Hansen said of her work at the clinic. "There just isn't anything better to do with your time. I could go on and on about the rewards — spiritual, psychological and otherwise."

Hansen says that although the benefits far outweigh the deficits of her volunteer work, she has had to confront the skepticism of several colleagues who don't consider pro bono work "real law."

"A lot of my colleagues don't really want to acknowledge that this is real attorney work, like it's not important," she lamented. "So I constantly have to explain to them — while holding my temper — that there are financial rewards as well. I don't think that's why people should volunteer, but having developed an entire area of expertise doing pro bono work, I can better serve my paying clients as well."

Hansen said she hopes to develop other joint pro bono projects. One project she is considering is working with the

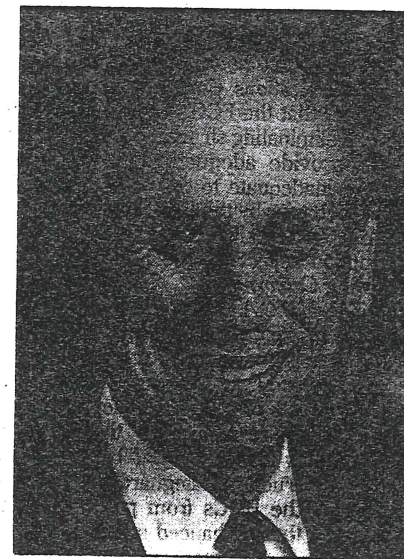


Manuel Fishman

SPCA to get landlords to allow people with HIV or AIDS to have pets.

"Even if they had to pay damage deposits or something," Hansen said, "I think that would be a really cool thing to see happen."

Others honored Friday night were **Thomas Walsh** as Notary of the Year, for his frequent visits to hospitals to notarize documents; legal secretary **Dawn DeBois** as Volunteer of the Year; and **Larry Mercer** as the first recipient of the Clint Hockenberry Award for his intensive, long-term pro bono work. The award honors the former executive director of



Fred B. Weil

the panel who died of AIDS complications in 1992.

Pillsbury Madison & Sutro was named Firm of the Year for helping many people with AIDS obtain Social Security benefits.

The Community Service Award was given to the volunteers who coordinate the **AIDS Bike-a-thon**.

"These are but a few of the hundreds of volunteers who have delivered essential legal services at no cost to thousands of persons with AIDS or HIV this year," said **Kristin Chambers**, executive director of the panel. "We hope these awards will encourage other lawyers to join in

this ongoing effort."

□

Manuel Fishman has been elected to the State Bar to serve as the 1995 chairman of the Real Property Law Section. Special counsel to O'Melveny & Myer Fishman, 41, works in the firm's San Francisco office. His practice focuses on representing institutional lenders and owners in secured lending, leasing and the purchase and sale of commercial property.

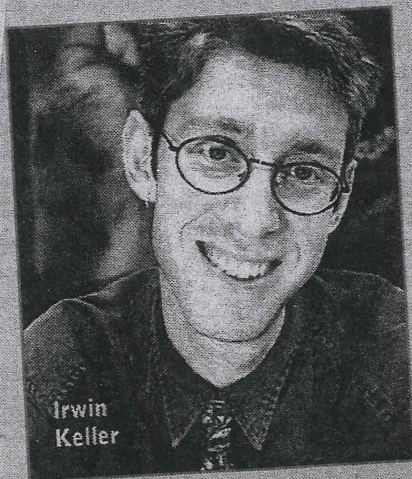
With more than 7,200 members, the Real Property Section sponsors educational programs, publishes a quarterly legal journal and provides opportunities for involvement in State Bar-sponsored activities.

□

Fred B. Weil has been named partner with Hansen, Bridgett, Marcus, Vlahos Rudy. Formerly managing partner of Broad, Schulz, Larson & Wineberg, We 52, has a business transactions and corporate law practice and also specializes in taxation and tax-exempt organizations, education, and estate planning.

□

Oma Edgar has been named a labor and employment associate at Pettit & Martin. Formerly an associate with Perkins Coie of Seattle, Edgar, 29, received her degree from Hastings College of the Law in 1991.



Irwin Keller

Jane Philimon Cleland

Keller heads AIDS Legal Referral Panel

by Dennis Conkin

Longtime AIDS legal advocate Irwin Keller became the director of the AIDS Legal Referral Panel, the oldest HIV legal service group in the country, on April 18.

Keller, a University of Chicago Law School graduate, is the author of the 1988 Chicago Ordinance on Human Rights, which prohibits discrimination on the basis of sexual orientation, military discharge status, and source of income.

A former associate of Thelen, Marrin, Johnson and Bridges, a San Francisco law firm, Keller joined ALRP in 1992 as the director of the agency's benefits program, where he specialized in insurance issues, government benefits, and debt relief for people with HIV and AIDS.

"Legal matters are difficult at any time," Keller said. "When compounded by AIDS or HIV they can be devastating."

With a staff of 12 and a budget of \$500,000, ALRP provided pro bono legal assistance to an estimated 3,000 clients last year in more than 20 areas of law — including insurance and government benefits, housing, wills, durable power of attorney, and other areas of specialty.

As the face of AIDS changes, so do the long-term needs of ALRP clients, Keller told the *Bay Area Reporter*.

"As more women are living with HIV, we see more problems concerning children," he said, "because most of the women we see with HIV have children."

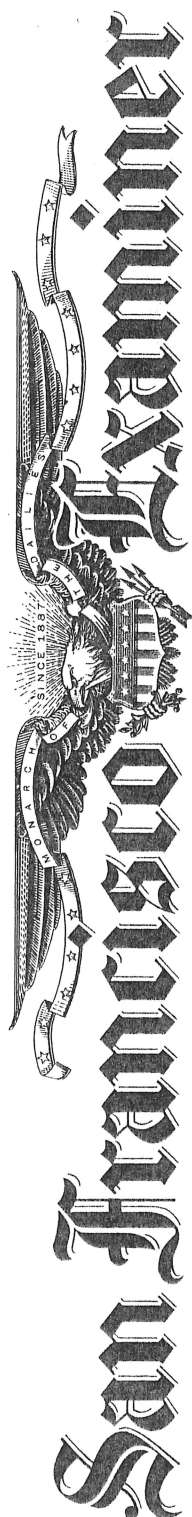
According to Keller, access to healthcare — and insurance payments for AIDS treatments — remain critical issues for people with AIDS, as do right-wing legislative attempts to abridge civil rights.

"We're seeing a resurgence of HIV-related discrimination," he said, "and we're seeing a cycle of legislative attempts to create mandatory HIV testing and mandatory names reporting." ▼

AIDS Legal Referral Panel can be reached at (415) 291-5454.

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New legal issue of AIDS in '90s: Privacy rights

In 1980s, most common cases were over discrimination

By Nanci Kulig
MEDILL NEWS SERVICE

WASHINGTON — AIDS-related legal battles in the 1990s tend to involve individual privacy rights, a shift from the previous decade, when discrimination cases were most common, a new study concludes.

"AIDS litigation is really a mirror of American society," said Lawrence Gostin, a Georgetown University law professor and author of the study on AIDS lawsuits, funded by the Menlo Park-based Kaiser Family Foundation and released Wednesday.

The study revealed that many 1990s cases involved employees in health care or other settings where there were possibilities of exposure to blood. In balancing privacy rights against the risk of HIV transmission, courts frequently have ruled in favor of mandatory testing of health care workers, Gostin found.

In the previous decade, cases were more likely to involve discrimination against those with AIDS in schools, workplaces and housing developments. The courts for the most part supported the rights of people with AIDS.

The study, titled "The AIDS Litigation Project III," analyzed more than 300 cases involving HIV or AIDS issues decided in state and federal courts from January 1991 to last month. Two previous studies analyzed cases from the '80s in five-year intervals.

AIDS-based bias hasn't disappeared, though.

"AIDS discrimination is alive and well 15 years into the epidemic, even in San Francisco, which is an enlightened community," said Irwin Keller, executive director of

the Bay Area's AIDS Legal Referral Panel.

Keller said the panel handled about 3,000 cases a year for people with AIDS who had been discriminated against in housing, health care or other areas.

In the '90s, said Gostin, courts have consistently upheld the duty of HIV-infected people to inform their sexual partners. But so far they have ruled that promiscuous behavior alone, most notably in the case of basketball player Magic Johnson, does not legally require informing partners.

Today's courts, Gostin said, are hearing more cases involving transmission risks beyond sexual and needle-sharing partners. People claiming to have been "assaulted with a deadly weapon" have brought criminal cases against people with AIDS for spitting, biting or hitting. Those cases have been treated seriously by the courts and occasionally have resulted in charges of attempted murder, he said.

"As science strives to overcome the formidable challenges of the HIV-AIDS epidemic, so too must the law seek to abate the similarly intractable social burdens," Gostin said.

But the up-and-coming area of AIDS litigation is insurance law, including coverage limits for AIDS treatment.

Some people with HIV can get insurance

Life insurer's plan hailed as proof that nature of illness has taken turn for the better

By Michael Dougan
OF THE EXAMINER STAFF

An Illinois insurance company's plan to offer life insurance to some customers with HIV is being hailed as further proof that the nature of the illness has taken a turn for the better.

Guarantee Trust Life Insurance, based in Glenview, Ill., announced this week that it will insure HIV-positive applicants who are younger than 49, meet certain health profiles and don't have AIDS.

"What I really like about it is that they are treating (HIV) as a treatable chronic illness, which is entirely appropriate for many people," said Betsy Johnsen, a benefits attorney with the Aids Legal Referral Panel in San Francisco.

The program will initially be offered on a test basis in Guarantee

Trust's home state.

Guarantee Trust officials said they are introducing their HIV policies in recognition of the fact that new drugs — specifically protease inhibitors — have dramatically expanded the life span of many people with HIV.

"I think it's extremely encouraging that they're doing it," said California Insurance Commissioner Charles Quackenbush. "It shows that they've been carefully following the medical research on this."

While praising Guaranteed Trust for offering the life insurance, Bay Area insurance specialists and AIDS activists say people infected with HIV have always been able to purchase life insurance but under limited conditions and often for smaller payouts.

"It obviously is a major change," said insurance specialist and AIDS activist Chuck Cole. "The majority of insurance companies have not been selling insurance to people with HIV."

Cole and Johnsen said there have been several ways for HIV-infected people to buy policies — the best being group policies provided at work or through a professional organization.

"Group plans typically don't test for HIV," Johnsen said.

She said life insurance policies are important for people with HIV because they offer the prospect of viatication — in which a company buys out a person's policy at a discount, giving the individual badly needed cash. The company then collects its premium when the person dies.

Cole is Northern California representative for Life Benefactors, a viatication firm. He also lectures before HIV groups about ways to obtain insurance.

Cole said so-called "simplified" insurance policies are another option for people with HIV.

"There are some companies that do not ask an HIV-specific question on some of their simplified issue forms," he said. Nor do they require the physical exams and blood tests often mandated to receive the more common general issue insurance policies.

"Guaranteed issue" policies are also available, Cole added. For these policies, advertised on TV with a pitch toward older customers, "if you're breathing and you can pay the premium, you get it," he explained.

While many require buyers to be a certain age — say 55 and up — others offer policies to people as young as 30, Cole said.

Simplified issue policies can hold face values of up to \$100,000, Cole said, but "the lower the face value you ask for, the less scrutiny your application gets. Most people go in the \$50,000 to \$75,000 range."

One insurance specialist, who asked not to be identified, said some HIV-positive buyers take out several simplified issue policies simultaneously, achieving a total face value as high as that offered by Guarantee Trust while paying less in premiums.

Cole said longevity gains among people with HIV will not spell the end of the viatication business.

4/16/97

HIV-Infected Offered Life Insurance

Trial program notes
AIDS drug success

By Laura Castañeda
Chronicle Staff Writer

Life insurance policies are being offered for the first time to people infected with HIV, but only on a trial basis to Illinois residents at steep prices.

The announcement yesterday by Guarantee Trust Life Insurance Co. of Glenview, Ill., is significant because it recognizes the success of protease inhibitors in extending the lives of many AIDS patients.

"It's another step forward in acknowledging the power of new treatment options," said Timothy Rodrigues, a spokesman for the San Francisco AIDS Foundation.

"It's not for everybody, but it's a start in the right direction," said Betsy Johnsen, a benefits attorney for the AIDS Legal Referral Panel in San Francisco.

However, even Guarantee Trust said the cost of this new insurance may be too high for most people.

"We're excited about being able to offer this product, but there may not be a market for it," said Monty Edson, Guarantee Trust's senior vice president for marketing.

If the 90-day trial is successful, Guarantee Trust plans to roll out the plans nationally.

Many insurance specialists and AIDS activists believe the move by Guarantee Trust will encourage other insurers to begin offering life insurance products to people with HIV.

"We expect other insurance

HIV: Life Insurance Offered

From Page 1

companies will be looking closely at this to see if they can design their own products," said Ken Vest, a spokesman for the Washington D.C.-based American Council of Life Insurance.

Guarantee Trust is offering whole life coverage ranging from \$25,000 to \$250,000 to people who are under 49 years of age and do not have full-blown AIDS.

Other requirements for coverage include HIV treatment for at least nine months, T-cell counts no lower than 400, and an average viral load that has not exceeded 5,000 over the past year.

Edson said the company wants applicants to be working and insured so that they can afford to pay for their HIV treatments.

People who were infected with HIV from sharing needles during intravenous drug use are not eligible for the insurance, he said.

The price for the Guarantee Trust policies for people with HIV will be substantially higher than its impaired risk policies, said Edson.

With the standard impaired risk product, a 30-year-old man who doesn't smoke would pay between \$55 and \$110 a month for a \$50,000 whole life policy. If that same person were HIV positive, the policy would cost about \$300 a month.

With a whole life insurance policy, the face amount is constant

and will be paid if the insured person dies at any time while the policy is in effect. Premium payments are fixed and remain the same from the effective date to maturity date.

Many insurance companies across the country offer so-called impaired risk life insurance for people who had organ transplants, cancer, heart problems or suffer from diabetes.

The only plans available to people with HIV are "guaranteed issue insurance" plans that do not ask about a person's health status, or group insurance plans.

But guaranteed issue insurance is expensive, usually provides around \$25,000 of coverage, and is typically limited to people age 50 or older.

Edson said the Guarantee Trust plans have no restrictions on viatical settlements, where the terminally ill sell their policies for a fraction of their value.

Guarantee Trust, a 60-year-old company with more than 1 million customers and \$175 million in assets, specializes in insuring impaired individuals.

ALRP workshop to provide legal will power

by Shan Schwartz

Without the benefit of legal marriage, gay and lesbian couples are considered by most communities' laws to be strangers. Should one person become ill or pass away, a queer partner may have no say or legal recourse to make decisions on their loved one's medical care or handling of possessions following death.

But with just a few legal documents, individuals and couples can make sure they've established rights for themselves or others to make decisions for them. A free community workshop this weekend can help people make the legal preparations necessary to deal with such unforeseen circumstances.

"Where There's a Will, There's a Way" will take place this Saturday, July 12, from 10 a.m. to 1 p.m. in Koret Auditorium at San Francisco's New Main Library. The workshop is sponsored by the AIDS Legal Referral Panel (ALRP), the National Center for Lesbian Rights, and the Public Library's Gay and Lesbian Center.

Irwin Keller, executive director of ALRP, said it was not difficult for gays or lesbians to make the necessary preparations to protect their families.

"Those of us who are gay, lesbian, bisexual, or transgendered, we don't have the same governmental protections for our families," he said. "But some of those protections we can recreate, in a way to protect our partners or our children, despite the fact that the law doesn't recognize our relationships."

Keller said that nearly anyone — single or partnered — should think about what would happen if they suddenly became incapacitated or died.

"Good intentions don't always

survive catastrophes," Keller said. "The biggest misconception is not a misunderstanding of 'Are we protected?' but, 'Could something happen?'"

Indeed, anything could happen — from possibly foreseen health problems to sudden accidents. Keller said that even people with HIV, who in the past have made more preparations for the event they become ill, are lately doing less planning because of better HIV treatments.

"Right now with the success people are experiencing with protease inhibitors, a lot of people with HIV have stopped planning for the possibility of illness. But as a community, we need to think about the fact that for us, things do need to be spelled out in case something happens," he said. "And something *could* happen."

Saturday's workshop will be split into two parts. The first half will address basic partnership protections that even single people can use, such as wills or durable powers of attorney for healthcare.

"Wills can be relevant for people regardless of whether they have a lot of assets," Keller said. "The most frequent calls we get are about someone's estate because they didn't have a will, and now a lover or family or roommate are fighting."

Following a mid-workshop break, where participants can actually draft and execute documents with on-site notaries, the second half will focus on more complex estate planning for individuals who own real estate or have other substantial assets.

Bring your homework

Keller said participants can attend either half or the entire workshop, depending on their needs and interests. He said participants should do a little homework before the workshop if they

hope to prepare or sign a legal document during the workshop.

"Think in advance about who you trust to make decisions the way you would want them made, should you become unable to specify your wishes," he said. "Or put more simply, 'If you were in a coma, who would you want standing guard at the bed?' and then give some thought to what you'd want that person to do."

Following the workshop, participants will probably have more homework to do to prepare additional documents appropriate for their own unique situations.

Keller said people should know that legal documents such as these can be important even for single people or people without a great amount of assets, but are definitely important for anyone in a committed relationship.

"If you create the right documents, your will will have to be your will," he said. "Your wishes will have to be carried out, and it doesn't matter if you're in a same-sex couple or an unmarried couple. There's a tremendous amount of independence and autonomy we can exercise if we take the moment it takes to think about it and plan."

"It's a gift to your friends and loved ones," he said. "The small investment in time is well worth it."

Workshop presenters will include Kate Kendall, executive director of the National Center for Lesbian Rights; Diane Cash, an estate planning attorney and board chair of ALRP; Jim Lee, an estate planning attorney and ALRP volunteer; and Angela Padilla, an ALRP volunteer and board member with the NCLR. ▼

"Where There's a Will, There's a Way" is free and open to the public, but reservations are encouraged. To make a reservation, call ALRP at (415) 291-5454.

BAY AREA REPORTER 7/10/97

MONEY & JOBS

MONDAY, MAY 4, 1998

B1

WORKWAYS

Ilana DeBare

When the Boss Gossips About Worker's HIV

Q: I recently told my boss I had HIV, the virus that causes AIDS, and asked if he could run interference on some minor issues for me in order to minimize my stress level. (HIV is aggravated by stress.) Later I found out that he'd gossiped about this with all the managers in the division. I've decided to leave, since I feel I can no longer trust this manager. What options do I have?

A: Sit down, take a deep breath, try to set aside your anger, and think about whether you really want to quit. If you like the company, you may want to consider other ways of dealing with this, such as seeking an apology from your manager or transferring to a different part of the firm.

No matter which option you choose, you have a little bit of leverage — because your manager's gossip was not only insensitive but illegal.

California law requires employers to keep their workers' medical records confidential, according to Betsy Johnson of the AIDS Legal Referral Panel in San Francisco. As someone with HIV, your privacy may also be protected by the Americans with Disabilities Act. (The U.S. Supreme Court is currently considering whether the ADA covers people who have HIV but no symptoms of AIDS.)

"The manager has the right to tell anyone necessary such as the human resources department, but he or she does not have the right to idly spew this

You could theoretically sue for invasion of privacy. But few lawyers would take the case, since you haven't been fired or suffered other quantifiable economic harm.

However, you still can sit down with your boss or someone from human resources and point out that they've violated your rights.

San Francisco vocational counselor Betty Kohlenberg offers these ideas for how they could help set things right:

- Establish an explicit company policy about confidentiality of medical information, and make sure managers know about it.

- Provide training in AIDS sensitivity and disability rights for all managers.

- Guarantee that any references given about you won't mention your HIV status or this dispute.

- Transfer you to another division, if working with this supervisor has become impossible.

- Figure out a way to help you manage your stress and keep doing your job — which is what your boss should have done to begin with.

"If he really feels he has to leave because he can't live with this particular manager," Kohlenberg added, "I think he could make a case for the company to continue paying his salary until he finds a new job."

Want more input? Contact Positive Resource, a San Francisco nonprofit that provides employment help to people with HIV and AIDS, at (415) 928-1448. Or call the AIDS Legal Referral Panel at (415) 291-5454.

Bar Talk

People and Practices

AIDS Group Marks 15th Year

Finding few takers for the stylish lavender chapeau she donated to raise funds for the AIDS Legal Referral Panel, guest auctioneer Drucilla Ramey upped the ante Wednesday by explaining the usefulness of the hat's matching veil.

"It makes it harder for guys you don't like to kiss you," Ramey, sporting a black veiled hat herself, said as several people chuckled. "It takes a certain amount of temerity."

The lines worked, as the hat was quickly snatched up for 55 bucks by — surprise! — San Francisco Municipal Court Judge David Ballati for his wife. Ramey, executive director of the Bar Association of San Francisco, had baited Ballati earlier while auctioning off 10 comedy club tickets.

"Judge Ballati," Ramey had said, "you've always struck me as a droll fellow." Seems she

was right.

That exchange took place at the ALRP's 15-year anniversary party, held 20 stories above downtown San Francisco in offices leased by Pillsbury Madison & Sutro. About 150 lawyers, judges, clerks and others — gay, straight, or otherwise — showed up to honor the group that was founded in 1983 to help AIDS patients with their legal affairs.

Begun mostly to draft wills and assign powers of attorney, the group, which coordinates work by volunteer lawyers, has grown into one of the country's most powerful civil rights firms for people with AIDS.

Executive director Irwin Keller announced at the party that since its founding, ALRP has handled more than 30,000 cases and has established legal clinics throughout the Bay Area. Recently, he said, the group took a big step by hiring

its first full-time lawyer, Peter Kearns, to handle AIDS-related evictions and housing discrimination, which, he noted, now comprise one out of four new cases.

"It's a big change for ALRP," he said.

The evening had a festive feel to it, cathartic in a sense for a group whose daily work can sometimes be grim and tiring. But underlying the frivolity was serious work.

Auctioned items — including autographed books, signed photos, and tickets to an opera, a play and a 49ers game — raised about \$8,000, with other thus-far untabulated donations raising the take even higher.

Every little bit helps, ALRP lawyers say, and could tide them over until the day they pray for — when a cure for AIDS puts them out of business.

— Mike McKee

COMMUNITY NEWS

ALRP marks 15 years

by Cynthia Laird

Exemplifying the legal community's noblest instincts of volunteerism and public service, the AIDS Legal Referral Panel (ALRP) marked 15 years of legal service to the HIV community at a reception Wednesday, November 18. The event honored Bay Area lawyers and legal professionals – over 1,200 of them – who have given their time and expertise to protect the rights of people living with HIV and AIDS.

The nation's oldest organization dedicated to meeting the civil legal needs of people with HIV/AIDS, ALRP began in 1983 when a handful of lawyers saw their friends become sick with a mysterious and fatal illness. Those lawyers established a list of volunteers who would visit people with AIDS at home and in hospitals to write wills and medical powers of attorney to help protect their rights.

Since then, ALRP has assisted clients in over 30,000 legal matters, said Irwin Keller, executive director.

"People with HIV and AIDS today face new legal challenges. As people with HIV live longer lives, they are likely to encounter more legal problems," said attorney Sarah Thomas, ALRP's client services director. According to Thomas, the promise of new HIV therapies has caused many ALRP clients to think about entering or returning to the work force. Those considerations often involve sticky legal questions in order to take medications on time with the proper food, and how to respond to harassment or discrimination in the workplace.

Another dramatic shift in the legal needs of people with HIV or AIDS has been in the area of housing. ALRP has experienced a tremendous upsurge in the number of people with HIV or AIDS who need help responding to a residential eviction. This year, nearly one-quarter of all ALRP



Supervisor Tom Ammiano delivers a proclamation to ALRP Board Co-Chair Diane Cash (center) and Executive Director Irwin Keller (R).

clients are calling for help with a housing matter.

"Our clients are overwhelmingly poor," Keller said. "They have been impoverished by AIDS and disability. They are often longtime tenants paying low rents. In San Francisco, a city with less than one percent vacancy, that makes them prime targets for eviction."

Responding to the crisis, ALRP launched its AIDS Housing Advocacy Project during this anniversary year. In addition to offering help through volunteer attorneys, ALRP staff will provide direct representation in eviction and housing discrimination cases. According to Peter Kearns, ALRP's housing attorney, "Stable housing is essential for people to be able to manage a complex HIV treatment regimen. If evicted, our clients may end up homeless and unable to adhere to their HIV treatments. For these clients, maintaining shelter is quite literally a matter of life and death."

ALRP helps clients in a broad array of complex legal matters. The agency continues to assist New Zealand native Christopher Arnesen in his fight to obtain disability benefits earned after nearly 30 years of working and paying taxes in San Francisco. "Chris is caught in a bureaucratic Catch-22," said Betsy Johnsen, ALRP's benefits attorney. "He was told to

leave the U.S. in order to apply for Social Security benefits, then he was told he needed to return to the U.S. in order to collect those benefits, but the INS [Immigration and Naturalization Service] barred him from returning because of his HIV status." ALRP assembled a team of volunteer lawyers to work on his case, which is still pending. According to Johnsen, "The case will set an important precedent, hopefully a positive one."

Arnesen, a renowned travel photographer, had some of his images of Papua New Guinea on exhibit at the recent ALRP reception and they were part of a silent and called auction to raise funds for the agency. ▼

**For more information on
ALRP's services, call (415)
291-5454.**

Bill Hirsh takes over at ALRP ^{BAR} March 2000

by Jose Antonio Vargas

Longtime disability rights attorney Bill Hirsh has been named executive director of the AIDS Legal Referral Panel, the agency's board of directors announced this month. Hirsh takes over for Irwin Keller, who left the agency earlier this year to pursue an off-Broadway career with the Kinsey Sicks, a dragapella beautyshop quartet.

A 1986 graduate of Golden Gate University Law School, Hirsh most recently served as executive director of the Mental Health Association of San Francisco. He also had served as directing attorney for the Mental Health Advocacy Project of the Santa Clara County Bar Association Law Foundation. He has over 10 years of experience in community-based nonprofit organizations.

"All my work has been with nonprofits. For me, it's an effective way of promoting social change," Hirsh said. "What we do here in the ALRP is help get people with AIDS appropriate legal representation. We provide the highest quality we can with the limited resources that we have available."

As the leading provider of legal



New ALRP head Bill Hirsh

services to people with HIV in the San Francisco Bay Area, ALRP was one of the nation's first organized responses to the AIDS epidemic. The agency was formed by a committee of Bay Area attorneys who met in the early 1980s to help fill the needs of people hospitalized with varying AIDS-related illnesses. Formed in 1983, ALRP has handled over 35,000 legal matters. Today, it employs a staff of 11, including five in-house attorneys and coordinates a network of 600 volunteer attorneys.

According to Hirsh, the legal needs of people with HIV/AIDS has dramatically changed. In the

past, lawyers were needed only to draft wills and provide durable power of attorneys. Nowadays, as people living with HIV live longer and continue to be part of the work force, Hirsh pointed out that there are other issues that need legal attention.

"The epidemic is not over and the need to protect the legal rights of people affected by HIV and AIDS has not ended," Hirsh explained. "Housing, healthcare, employment, and family law matters have moved to the forefront of the legal arena for ALRP clients, and ALRP's legal services have expanded to meet the needs of our clients." ▼

For more information on ALRP, call (415) 291-5454.

COMMUNITY NEWS

San Francisco loses \$4M in AIDS funding

by Matthew S. Bajko

Numerous AIDS service organizations face dire consequences after learning that the federal government is slashing more than \$4 million in AIDS funding to San Francisco this year.

Already, client services are being reduced and some agencies could shut down due to the lack of funds, health officials warned.

"This is devastating. Some agencies will fold," warned Jim Illig, director of government affairs at Project Open Hand, whom Mayor Gavin Newsom appointed to the Health Commission this week [see story, page 4].

The Health and Human Services Administration announced this week that the city will receive less than \$29.9 million this year in Title I funds under the Ryan White CARE Act. The amount is a 12 percent decrease from the \$33.9 million San Francisco received in fiscal year 2003.

"I am shocked that it would be this much of a cut. It is shocking," said Illig.

In 2002 the city lost \$2.2 million or 6.2 percent of its Title I funds, receiving close to \$33.5 million that year. To absorb the lost funding, the city's HIV Health Services Planning Council asked the agencies funded through the program to take a 6.2 percent cut.

Brad Hume, co-chair of the

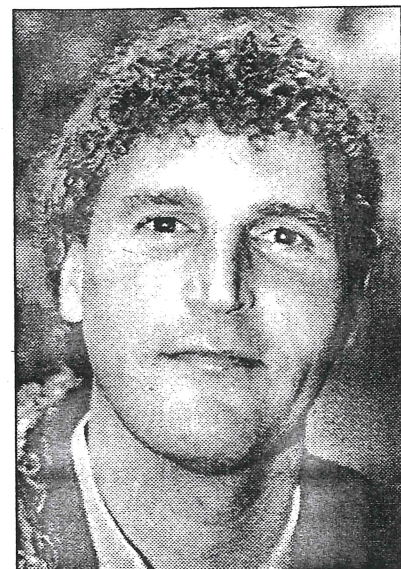
HIV Health Services Planning Council, said the city had been bracing for more cuts this year, but had planned for a 10 percent decrease at most.

"I am stunned and devastated," said Hume. "It is more severe than anyone thought. The impact will be even greater than we are seeing."

Three months ago, numerous AIDS agencies received warnings from the city that their funding could be gone come March. Two years ago the planning council decided in such an event to defund whole program categories, including dental care, legal help, outpatient substance abuse, and complimentary therapies like acupuncture and herbal medicines. Hume said he expects the city to release a complete list of cuts to services today (Thursday, March 4).

"It is a shake-up of the system of care. Some programs will cease to exist and will not be available anywhere else," said Hume. "There will be a little bit of chaos I would imagine for providers trying to transition their clients into similar services that exist or cope if they are going to not be getting services at all."

The AIDS Legal Referral Panel board met Tuesday night to discuss the future of its agency. It stands to lose 40 percent of its funding and will have to curtail the amount of free legal advice it



ALRP's Bill Hirsh

provides to people living with AIDS.

"It is going to be devastating for our organization. We know that there will be a dramatic impact on our ability to provide services to the community," said ALRP Executive Director Bill Hirsh.

While Hirsh said the agency has some contingency plans in place, he nonetheless said, "We, as I can assert everyone else is, are totally shocked at the level of cuts. No one had anticipated they would be this deep. We are working our damndest to get through it."

At Continuum, the agency

AIDS funding

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stands to lose nearly \$240,000 in funding for its adult day health-care program, said Laura Thomas, the agency's director of government grants and public policy. The money covered meals delivered by Project Open Hand and paid for clients who are not covered by MediCal.

"Things feel pretty grim. This is on top of state cuts to MediCal and the fact the city has no money to support health services," said Thomas. "Yes, we are definitely trying to find other funding. I just don't know where the money is going to come from to pick up the services."

Although there is not much she can do to increase the city's Title I award, House Minority Leader Nancy Pelosi (D-San Francisco) nonetheless vowed Tuesday to fight the reduction and any future cuts in AIDS funding.

"These cuts will be devastating to San Franciscans living with HIV/AIDS and their service providers. Health and Human Services Secretary Tommy Thompson owes the people of San Francisco an explanation," said Pelosi through a spokesman.

The funding cut only adds to the already severe budgetary problems facing both the state and city. AIDS agencies are already battling Governor Arnold Schwarzenegger's proposals to cap enrollment in the AIDS Drug Assistance Program and decrease HIV funding by 2 percent. Facing a near \$300 million deficit, Newsom received proposed budgets with cuts of 15% from the city's departments on Tuesday.

Thompson announced the Title I funds on Monday, March 1. While the 51 grants total more than \$595 million, the award is \$5 million less than the \$600 million the government awarded in 2003.

"These grants will increase access to quality health care for those Americans living with HIV or AIDS, especially those who need help the most, including minorities, the uninsured, and the underinsured," Thompson said. "This funding will help save lives and improve the quality of life for those affected by this terrible disease."

The grants to 51 eligible metropolitan areas (EMAs), which include both formula and supplemental grants, are funded under Title I of the Ryan White Comprehensive AIDS Resources Emer-

gency Act. Formula funds are awarded based on the estimated number of people living with AIDS in the city, and supplemental funds are awarded competitively among EMAs based on demonstration of severe need and other criteria. A portion of the grant awards will fund the Minority AIDS Initiative to bolster care and services among minority populations. HHS' Health Resources and Services Administration oversees CARE Act programs.

Kevin Ropp, a HRSA press officer, said nearly \$3.5 million of San Francisco's cut came in supplemental funding, with another \$600,000 cut in the city's formula award. The supplemental funding is competitive, Ropp explained, where all 51 EMAs compete against each other for the funding based on their ability to demonstrate severe need.

"What that means is our objective reviewers, people outside of this agency who reviewed the applications and ranked them, found that San Francisco's need wasn't as great as some of the other cities," said Ropp. "It may have been how the application was written or for any number of factors."

Local officials contend the city's lost funding is payback for its liberal politics and constant criticism of federal health policies. Illig said he views the funding cuts as punishment to the city from the federal government.

With the funds being announced on the same day as the new fiscal year, Illig said, "The feds delayed this and just dropped it on San Francisco. This is a direct attack on San Francisco, our values, our service system, and our stance on this administration of how they waste money on other things. We have been the most outspoken on how they are wasting money on wars while there are huge problems at home."

Ernest Hopkins, director of federal affairs with the San Francisco AIDS Foundation, said the funding reductions are a confluence of both changes in how the federal government doles out CARE funds and ire with the city's politics and positions.

"We have a political hit we take for being San Francisco and a hit we take because our award looks very disproportionate in comparison to other EMAs. The last couple of reauthorizations San Francisco has been a focus of attention by other parts of the country in an effort to see how they could reduce the San Francisco award so it

looks more in line with awards the other EMAs received," said Hopkins.

Ropp dismissed the notion that the city's funding decrease is a retaliatory action by Republicans in Washington who have criticized San Francisco's AIDS care and HIV prevention methods for years.

"It certainly is an objective review process. We are not involved in it, we just take what the reviewers provide us," said Ropp.

Other cities also receiving less money this year include Miami (\$2 million cut), Los Angeles (\$4 million), Oakland (\$400,000), and San Jose (\$200,000). Cities receiving more funds this year include Caguas, Puerto Rico (\$200,000 increase), Chicago (\$2.2 million), and New York City, (\$18.3 million).

While San Francisco officials can protest their funding award, Ropp said that "once the Title I funds are expended there is no other pot of money from which to draw on to increase or decrease awardees' funds."

San Francisco agencies could try to recoup the lost funding through the state when it receives Title II funding. Those awards are expected to be announced in April, and last year brought \$118.2 million to California.

"I am certain a fair amount of that money will end up going to San Francisco," said Ropp.

Next year Hopkins predicts the city will take another hit to its Title I funding "until we get to a place where our Title I award is consistent with the number of AIDS cases we have in our system. So yes, I am predicting more cuts to come next year. People should be prepared." ▼

COMMUNITY NEWS

HIV+ man wins suit against CVS pharmacy

by Zak Szymanski

ProCare Pharmacy – now known as PharmaCare, an HIV/AIDS specialty store on Castro Street owned by CVS – wrongly refused to accommodate its former employee's HIV/AIDS-related medical needs, a San Francisco Superior Court jury found last month.

The jury awarded nearly \$277,000 to Gregory Daniels, a former manager of the store who claimed that CVS had failed to provide him with the reduced schedule he needed to take care of his health.

Daniels, 35, was the most senior staff member in the store and worked there from April 2000 until June 2003. He told the *Bay Area Reporter* that his most recent management team refused to give him reduced hours, making it difficult for him to get enough rest and make it to his medical appointments without sacrificing his job.

"They harassed me over the amount of time off that I needed," said Daniels. "They were making it really hard for me and weren't



Rick Gerhart

Plaintiff Gregory Daniels

letting me go to the doctor."

Daniels said that eventually he felt pressured to choose between his health and his job.

"The people they serve are HIV-positive people, so it just blew my mind," he said.

The jury in the case found that CVS refused to provide Daniels with the necessary paperwork to get a reduction in his workweek schedule and concluded that he was forced to resign to protect his

health. Daniels said that the period of unemployment that followed was a tremendous hardship, and he lost his wages, insurance, and his apartment.

After he left his job at ProCare, Daniels found himself at a seminar sponsored by the Positive Resource Center in conjunction with the San Francisco Human Rights Commission that addressed the rights of HIV-positive people in the workplace beyond the Family Medical Leave Act.

"It was then that I realized all the laws that CVS had blatantly blown to hell," he said.

PRC and HRC worked in conjunction with the AIDS Legal Referral Panel to help Daniels, who was referred to ALRP panel attorney Barry Willdorf.

Willdorf and co-counsel Laura Stevens handled the case on a contingency fee basis, spending two years and more than \$40,000 of their own money, according to a press release from ALRP.

"We are very pleased with the outcome," said a statement from Willdorf. "People in California don't realize that our state employment discrimination law is broad-

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COMMUNITY NEWS

Pharmacy

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er than what the FMLA provides for, so this should be a wake-up call to corporations doing business in California that FMLA is not the only statute they need to know."

Stevens agreed.

"This was a very strong case that had clear merit and a client who clearly needed help. But the case also had wider importance – out of state corporations shouldn't come to California and ignore California's better laws," said Stevens.

CVS headquarters is based in Rhode Island but the company is the largest retail pharmacy chain in the country, with more than 5,500 locations in 36 states. "They are large enough to be much more responsible than they were in this matter," said Stevens.

ALRP Executive Director Bill

Hirsh called the Daniels case "an example of the San Francisco HIV/AIDS service agency network at its best," noting how PRC, HRC, and ALRP all joined forces to seek justice for a victim of discrimination.

Daniels agreed.

"I'm really glad I had these organizations like ALRP to put me in touch with my attorneys," he said. "And if PRC hadn't sponsored that meeting I probably wouldn't be here right now."

CVS did not return calls by press time, but Stevens told the *B.A.R.* that the company filed a notice of intent to appeal, which reserves its right to pursue that avenue.

"I wouldn't be surprised if they appealed," said Stevens. "I expect they are going to object to everything for the sole purpose of delay and mean-spiritedness which has been a feature of their behavior throughout this case." ▼

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AIDS Legal Referral Panel Celebrates 27 Years of Service

By Dennis McMillan
 Published: October 28, 2010

AIDS Legal Referral Panel (ALRP) provides free and low-cost legal services to people with HIV/AIDS in the San Francisco Bay Area. ALRP is the only institution in the San Francisco Bay Area whose entire mission is dedicated to providing free and low-cost legal assistance and education on virtually any civil manner to persons living with HIV/AIDS. This includes such widely disparate areas as housing, employment, insurance, confidentiality matters, family law, credit, government benefits or public accommodations, to name just a few. This is accomplished through either direct representation of clients by one of ALRP's five attorneys or by careful placement of clients with one of ALRP's 700 panel attorneys.

Founded in 1983, ALRP has handled over 50,000 legal matters for their clients over the last 27 years. Their goals are simply to provide legal counsel and representation on often-complex legal matters with respect to HIV/AIDS for a community of individuals often least able to afford it, and to leverage the resources of the private bar for the public good. In the process, they increase resources dedicated to the public interest through the private market, and they increase the skill and capacity of the legal community to handle the intricacies of HIV/AIDS related law and representation.

ALRP held an awards party on Oct. 20 at the War Memorial Veterans Building Green Room entitled, "From the Heart."

Speaker of the House Nancy Pelosi sent along a congratulatory letter to ALRP with LGBT liaison Don Bernal, in part stating, "ALRP is an essential part of the San Francisco system of care and support for people living with HIV/AIDS which continues to be a model for the nation. This year marks the anniversary of a major victory in the fight against AIDS in the form of the Ryan White Care Act. Together we will defeat the devastating effects of AIDS on our community."

ALRP Executive Director Bill Hirsh introduced the evening's emcee and presenter of awards, State Senator Mark Leno. He stressed how important it was to elect Jerry Brown as California Governor and Barbara Boxer and Nancy Pelosi in order to keep vital HIV, LGBT, and social issues in the forefront.

Leno honored Martha J. Simon with the Clint Hockenberry Leadership Award, "to someone who has done so much for the community - someone we admire and respect for her 20-plus years of service." Originally when AIDS was taking so many lives so quickly, her job had been to get patients' papers in order to prepare them for their imminent death. But present days, because of many lifesaving drugs, people with AIDS are living longer, fuller lives, and her job is to work with insurance papers and various forms dealing with work and compensation to enhance their lives.

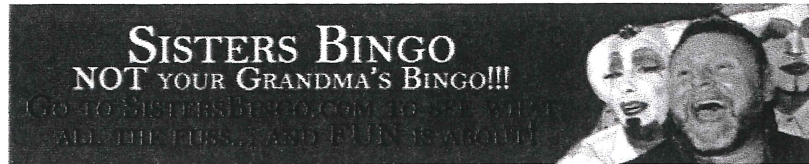
Leno presented the Attorneys of the Year Award to Michael Bracamontes and Ryan Vlasak, calling them "true champions of social justice." Vlasak said the people who really deserved the award were the team of lawyers who helped the clients, and the clients themselves for their bravery in the legal fights involved with HIV/AIDS. "We want to thank our staff who aren't afraid to take on anything," said Bracamontes.

The firm of Lewis, Feinberg, Lee, Renaker & Jackson, P.C. received the Firm of the Year Award for its litigation victories "that have literally changed the practices of major corporations and restored wages to hundreds of thousands of employees," according to Leno. "Their insurance benefits victories make the difference of whether or not a client can pay for health care and other needs," Leno said, "For their generosity and years of dedicated service, ALRP is proud to honor them with this award." Dan Feinberg accepted, noting how shocking it is to try to get clients the benefits they so obviously deserve. "The fact is that some insurance companies still don't recognize that AIDS is a disabling disease for many people, and they don't want to honor their promises," he said. "A win can literally be a lifesaver." He concluded, "It has been a wonderful relationship over the years between this firm and ALRP, and I hope to continue that in the many years to come."

In 2006, ALRP launched the HIV/AIDS Insurance Protection Project in response to a growing number of clients needing help gaining and retaining access to medical/ disability insurance and prescription drug coverage. Since then, almost 1,000 clients came to ALRP needing help - including more than 300 last year alone - more than ten times the anticipated number. Your donation will help support the HIPP Insurance Attorney in directly handling the overwhelming number of clients coming to ALRP for help with their insurance-related legal matters. Contact ALRP at (415) 701-1200 or ALRP.org.

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Honoree Marti Simon, ALRP ED Bill Hirsh and presenter State Senator Mark Leno. Photo by Rink.

THE STATE BAR OF CALIFORNIA
BOARD OF GOVERNORS

acknowledges and commends

AIDS PROJECT
BAY AREA LAWYERS FOR INDIVIDUAL FREEDOM
SAN FRANCISCO



*for its efforts to ensure equal access to justice
for California's underrepresented*

David M. Heilbron

David M. Heilbron
President
State Bar of California

1985

in recognition of
excellence in organized
service to the community

Honorable Mention

for the 1986

John R. May Award

is presented to

*Bay Area Lawyers
for Individual Freedom's
AIDS Pro Bono Panel*

October 23, 1986

The San Francisco
FOUNDATION

In presenting this Honorable Mention, The San Francisco Foundation recognizes the vital work of BALIF's AIDS Pro Bono Panel in its provision of free legal services to individuals with Acquired Immune Deficiency Syndrome (AIDS) and AIDS Related Condition (ARC).

BALIF is honored for its successful efforts to educate the legal community about AIDS-related issues, and to mobilize their support and participation.

The San Francisco Foundation commends BALIF's AIDS Pro Bono Panel for its initiative, deep commitment, and effective response to a critical contemporary problem.

Henry M. Metzger
Chairman, Awards Committee

W. A. Kelly
Director, The San Francisco
Foundation

THE WHITE HOUSE
WASHINGTON

September 2, 1993

I am delighted to send my congratulations to the AIDS Legal Referral Panel on the occasion of your tenth anniversary.

Your efforts to provide free and low-cost legal services to underprivileged individuals with HIV/AIDS in the San Francisco Bay area have given hope to many who might otherwise experience discrimination in our society. You can take pride in your contribution to protect, educate, and serve those with HIV/AIDS and, most importantly, to encourage compassion and understanding for those living with this disease. Your generosity and service have improved numerous lives, and I commend you for your deep concern for persons with HIV/AIDS and for your commitment to civic duty.

Best wishes for a memorable anniversary year and much continued success.

Bill Clinton

BARBARA BOXER
CALIFORNIA

COMMITTEES:
COMMERCE, SCIENCE,
AND TRANSPORTATION
ENVIRONMENT
AND PUBLIC WORKS
FOREIGN RELATIONS

United States Senate

HART SENATE OFFICE BUILDING
SUITE 112
WASHINGTON, DC 20510-0505
(202) 224-3553
<http://boxer.senate.gov/contact>

November 13, 2008

AIDS Legal Referral Panel (ALRP)
1663 Mission Street, Suite 500
San Francisco, CA 94103

Dear Friends:

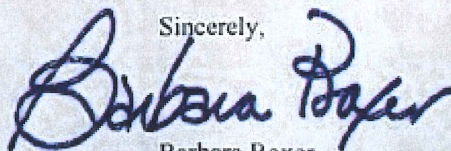
Please accept my warmest greetings as you gather for the AIDS Legal Referral Panel's (ALRP) "From the Heart" 25th Annual Reception & Auction. I am proud to be serving on the Honorary Committee for tonight's event. Although I cannot be there with you, I send you my best regards for a memorable evening.

Since 1983, ALRP has provided free and low-cost legal representation services, and numerous educational legal programs, to assist those within the HIV/AIDS community in need of legal counsel. I applaud ALRP for its ongoing commitment to the fight against HIV/AIDS, and for addressing the legal concerns of countless San Francisco and Bay Area residents.

In the Senate, I am continuing our fight to maintain and increase funding for HIV/AIDS research, treatment and prevention. We cannot and will not rest until we find a cure.

I would like to congratulate all of the staff, clients, volunteers, and supporters of ALRP on the 25th Anniversary of this laudable organization. I hope you have a memorable celebration, and I wish ALRP many more years of success!

Sincerely,



Barbara Boxer
United States Senator

1700 MONTGOMERY STREET
SUITE 210
SAN FRANCISCO, CA 94111
(415) 403-0100

312 NORTH SPRING STREET
SUITE 1748
LOS ANGELES, CA 90012
(213) 894-5000

501 T STREET
SUITE 7-600
SACRAMENTO, CA 95814
(916) 448-2787

2500 TULARE STREET
SUITE 5290
FRESNO, CA 93721
(559) 497-5109

600 B STREET
SUITE 2240
SAN DIEGO, CA 92101
(619) 239-3484

201 NORTH E STREET
SUITE 210
SAN BERNARDINO, CA 92401
(909) 888-8525

PRINTED ON RECYCLED PAPER

Proclamation

City and County of San Francisco

WHEREAS, the City and County of San Francisco traditionally honors the achievements of notable organizations, and for 28 years, the dedicated work of the AIDS Legal Referral Panel has represented San Francisco values at their best; and

WHEREAS, for nearly three decades, the AIDS Legal Referral Panel (ALRP) has accomplished their mission of helping people with HIV/AIDS maintain or improve their health by resolving their legal issues with free and low-cost services; and

WHEREAS, ALRP is the only institution in the San Francisco Bay Area solely dedicated to providing free and low-cost legal assistance and education on virtually any civil matter to persons living with HIV/AIDS; and

WHEREAS, since 1983, ALRP has handled over 60,000 legal matters for their clients, often providing representation on complex legal matters for a community of individuals least able to afford it; and

WHEREAS, last year, ALRP helped over a thousand people with HIV/AIDS with over two thousand legal matters, successfully leveraged over \$1.5 million in donated legal services and provided legal training for over 300 attorneys; their efforts to help our residents with issues of housing, bankruptcy and credit, immigration, employment, insurance, family law, government benefits, confidentiality and public accommodations are significant contributions to the vitality of our City that will continue to benefit many for generations to come

WHEREAS, as we continue our efforts to find a cure for HIV/AIDS, organizations like the AIDS Legal Referral Panel are helping to ensure that people living with HIV/AIDS receive the services they need and have the quality of life they deserve; now


THEREFORE BE IT RESOLVED, that I, Edwin M. Lee, Mayor of the City and County of San Francisco, in celebration of their 28th anniversary, do hereby proclaim October 19, 2011 as...

AIDS LEGAL REFERRAL PANEL DAY

In San Francisco!



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.



Edwin M. Lee
Mayor



Nancy Pelosi
Democratic Leader

October 17, 2012

Dear Friends,

Greetings as you gather to celebrate AIDS Legal Referral Panel's 29 years of outstanding service improving the lives of persons living with HIV/AIDS. I join you in congratulating tonight's honorees – Boone Callaway, Emily A. Nugent, and the firm of Reed Smith LLP.

The free and affordable legal assistance provided by ALRP is an essential part of San Francisco's system of community-based care and support for people living with HIV/AIDS, which continues to be a model for the nation. Thank you to the ALRP board, staff and volunteers for your commitment and service. The rest of our country has learned from your example.

It was 31 years ago when we first heard that doctors at UCSF were seeing cases unlike anything they'd seen before, symptoms that harkened back to the Middle Ages. At first, it didn't even have a name. Soon, we knew it as AIDS, and quickly, it began to take a terrible toll. In the beginning, many of us were going to two funerals a day.

We understood that AIDS is a very resourceful virus; so too did we become resourceful, pursuing new science, mobilizing in new ways, taking fresh approaches to prevention, treatment, and care. We knew we had to organize, not just agonize – and organize, we did – giving voice to people living with HIV/AIDS here in San Francisco and across our country.

I was proud to share San Francisco's experience during my speech earlier this year at the International AIDS Conference, which returned to the United States for the first time in two decades because we ended the travel ban on people living with AIDS. We also succeeded, under the leadership of President Obama, in developing our first comprehensive National HIV/AIDS Strategy, and passing the Affordable Care Act which will ensure that everyone, including people with HIV, has insurance and the ability to afford lifesaving medications.

Our country cannot turn away from these achievements; we must build on them. We live in dramatically different times than when the AIDS epidemic began, and we must continue to invest in research and innovation, and in the search for a cure.

Thank you again to ALRP and tonight's honorees for your leadership in the fight against HIV/AIDS. Working together, we will defeat this epidemic and its devastating effects on communities at home and around the world.

Sincerely,

Nancy Pelosi
NANCY PELOSI
Democratic Leader



Nancy Pelosi
Democratic Leader

October 16, 2013

Dear Friends:

Thank you for the great honor of receiving the 2013 Clint Hockenberry Leadership Award from the AIDS Legal Referral Panel. Please join me in thanking my dear friend, Ambassador James Hormel, for his tireless leadership to increase awareness and compassion for those afflicted by HIV/AIDS.

In 1983, a small band of dedicated attorneys joined together with a single goal: To restore the dignity that our society had denied to Americans suffering from HIV/AIDS. That extraordinary mission became a San Francisco establishment thanks to the bold vision, leadership, and perseverance of Clint Hockenberry. Because of his immeasurable efforts, the AIDS Legal Referral Panel is celebrating its 30th anniversary as a pillar of our global efforts to creatively and effectively combat the AIDS epidemic.

I am deeply honored and humbled to receive an award so rightfully named for a remarkable community leader. Clint Hockenberry extended his hand to people of color, children, women, non-native English speakers, the homeless—he was a voice for the voiceless. It is that kind of public service that inspired my very first speech on the House floor, where I vowed to enlist Congress in the fight against AIDS. Since that day in 1987, House Democrats have worked across the aisle and with Presidents of both parties to accelerate development of an HIV vaccine, expand access to Medicaid, increase funding for research, care, treatment and prevention initiatives, as well as restore funding to San Francisco's systems of care for people living with HIV/AIDS. As we continue our work in Washington, we shall not waste a single opportunity to give a voice and extend a hand to those living with, combatting, and overcoming the AIDS epidemic.

Thank you, ALRP, for this award and for thirty years of your leadership, dedication, and singular achievement in our fight against AIDS. As we look ahead to the next thirty years, I look forward to working with all of you to make the dream of an AIDS-free generation a reality for our city, our country, and communities across the globe.

Thank you again for this incredible honor, and best wishes for a memorable 30th anniversary celebration.

Best regards,

Nancy Pelosi

NANCY PELOSI
Democratic Leader



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-2017-18-020
Business Name: Noe Valley Bakery
Business Address: 4073 24th Street
District: District 8
Applicant: Mary Gassen, President
Nomination Date: October 16, 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? _____ Yes _____ ☒ No

4073 24th Street from 1989 to Present (28 years)
28 West Portal Avenue from 2017 to Present (9 months)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

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: December 18, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

October 16, 2017

Dear Director Regina Dick Endrizzi:

I'm writing to nominate the Noe Valley Bakery for the Legacy Business Registry. For 28 years, the Noe Valley Bakery has been a mainstay of the neighborhood of Noe Valley. Without the Bakery, the neighborhood wouldn't be the same.

The Noe Valley Bakery has been a place for the neighborhood to come together over the years. The cakes and treats from the bakery have made countless celebrations special. I strongly believe the business would benefit greatly from being a part of San Francisco's Legacy Business Registry, and thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy". The signature is written in a cursive, flowing style.

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:		
Noe Valley Bakery and Bread Company, Inc. DBA Noe Valley Bakery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mary Gassen and Michael Gassen		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
4073 24th Street San Francisco, CA 94114		((415) 550-1405
		EMAIL:
		maryg@noevalleybakery.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
https://noevalleybakery.com/	https://www.facebook.com/noevalleybakery/	https://www.yelp.com/biz/noe-valley-bakery-san-francisco

APPLICANT'S NAME	
Mary Gassen	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
4073 24th Street San Francisco, CA 94114	(415) 716-9310
	EMAIL:
	maryg@noevalleybakery.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0936452	1895871

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
4073 24th Street	94114	2/15/95
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	2/95 - present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
28 West Portal Avenue	94127	Start: 03/22/17 End: N/A

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.

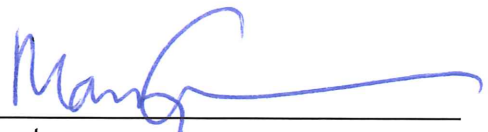
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Mary Gassen

11/6/17



Name (Print):

Date:

Signature:

NOE VALLEY BAKERY

Section 4: Written Historical Narrative

CRITERION 1

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.

Noe Valley Bakery was established in 1989 when Egon Grundmann purchased the existing business, Sweet Cakes, from owner Frank Tarantino after it was listed for sale in November 1988. He changed the name to Noe Valley Bakery when it re-opened in March 1989. Noe Valley Bakery is one of several bakeries that have been located at 4073 24th Street since 1923, including Plate's Bakery from 1933 to 1985 and Sweet Cakes from 1986 to 1988.

Egon Grundmann, originally from Cologne, Germany, had already owned large scale bakeries in San Mateo and Burlingame, but wanted a smaller operation. Grundmann himself and one other baker did most of the baking at Noe Valley Bakery. Erich Eberle, the former owner of Plate's Bakery, also came in once or twice a week to help out.

During the time of Grundmann's ownership, husband and wife Michael and Mary Gassen lived in Noe Valley and for years contemplated owning their own bakery. They used to walk by 4073 24th Street daily and dream that they could own it one day. They wanted to revitalize the concept of the neighborhood full-line bakery that had all but vanished from San Francisco's neighborhoods with only a few, mostly ethnic, exceptions. In the fall of 1994, they received a call that Noe Valley Bakery was for sale and they went full speed ahead to make their dream happen. Grundmann never meant to sell his bakery so quickly, but after two heart attacks and the advice of his doctor, he decided it was best for him to sell the business because he was not handling the stress well in operating it. (Noe Valley Voice, February 1995).

On opening day on February 18, 1995, Michael and Mary Gassen filled the shelves of their new bakery with a huge inventory so that the neighborhood would see they were open for business. They had enough baked goods for the first few days – or so they thought. When they opened the doors, they sold out of everything by noon! Noe Valley was eager for a quality neighborhood bakery and they haven't let up since. Noe Valley Bakery makes everything daily in the store and sells out almost every day.

Michael Gassen has been a master baker for over three decades. Pulling inspirations from the pastoral and tactile art of baking, Michael has been the creative soul behind his San Francisco neighborhood bakery, growing it to be as delicious as it is profitable. Michael got his start at Tiffany Bakery as a baker's helper at 14 years old, where he quickly turned in a mop for a mixer. His lifetime passion for baking has taken him through bakeries all over California including Oh

La La, La Seine, Acme Bread, Semifreddi's and Il Fornaio. When he's not overseeing the bakery, Michael loves mentoring other food business owners, teaching them the creative and culinary skills needed to run a successful business. He loves bike riding in Marin and Sonoma and cooking at home with his family. He also is the mastermind behind the famous train sets in the store's window display on 24th Street and can be caught in the garage many nights working on his newest display.

Mary Gassen is an operations and finance expert for artisan food businesses. After running her San Francisco neighborhood bakery profitably for over 20 years, Mary opened Launch, her consulting business where she brings the best of her analytical strengths and years of experiences to help food business owners keep more of their hard earned money and fall in love with their businesses again. She's no stranger to operations large and small, having lead major restaurant brands, like Il Fornaio, through openings and expansions and helping dozens of local artisan shops smooth operations or clean up their financials. When she's not running Noe Valley Bakery or helping others get a handle on their finances and operations she can be found hunting for new foods, geeking out on efficiency systems and cooking at home with friends.

Michael and Mary make the perfect mom-and-pop team as Michael handles all the bakery's culinary operations and Mary handles the finances and business administration. The couple opened a second bakery, at 28 West Portal Avenue, in March 2017.

The pressures on profitability are reaching a critical point and Noe Valley Bakery needs help to remain in the Noe Valley neighborhood into the future. The bakery profit margins have always been low, and there are now constant upward pressures on the costs of doing business in San Francisco. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and the upcoming increase in rent, the owners need to find new ways to stay slightly profitable and in business. The one thing that has kept the business profitable in the past is that the original lease had a very reasonable level of rent. This is now in serious jeopardy given that the owners are renegotiating a new lease with the next generation of the Eberle family in August 2018. Getting listed on the Legacy Business Registry will be exactly the help the owners need to remain open in Noe Valley for the next 20 years. The Legacy Business Program will be an important component of the lease negotiations and possibly the key to the bakery's continued viability in Noe Valley.

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

In the Noe Valley location, there has been almost no business interruption in over 94 years – 4073 24th Street is the neighborhood's bakery.

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

The business is currently owned and operated by husband and wife Michael and Mary Gassen.

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

The ownership history of Noe Valley Bakery is as follows:

1989 - 1994:	Egon Grundmann
1994 - Present:	Michael and Mary Gassen

There is a rich history to the Noe Valley Bakery location at 4073 24th Street. It has been the neighborhood bakery in Noe Valley since 1923. The current property owner, Erich Eberle, was a baker in that location starting in the 1964 at Plate's Bakery and later bought the bakery and building from Mr. Plate. The Gassens purchased the Noe Valley Bakery from Egon Grundmann who had operated it for five years as Noe Valley Bakery.

Timeline of 4073 24th Street, San Francisco as a bakery

1923-1925:	Bakery; BF "Benj F" Owens
1926:	Bakery; Louis Egenburger
1927-1932:	Bakery; Wilfred and Ethel Werner
1933-1967:	Plate's Bakery; Henry and Dorothy Plate
1968-1985:	Plate's Bakery; Erich and Marianne Eberle
1986-1988:	Sweet Cakes; Frank Tarantino
1989-1994:	Noe Valley Bakery; Egon Grundmann
1994-Present:	Noe Valley Bakery; Michael and Mary Gassen

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.

A copy of the asset purchase agreement executed in October 1994 between Egon Grundmann and Michael and Mary Gassen for the purchase of Noe Valley Bakery is available upon request.

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 4073 24th Street is classified as a Category A building ("historical resources present") with regard to the California Environmental Quality Act. The building at 28 West Portal Avenue is classified as a Category B building ("properties requiring further consultation and review").

CRITERION 2

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

Noe Valley Bakery has been embraced by neighborhood residents for its vision and consistently excellent quality of baked goods and friendly service. The mission of Michael and Mary Gassen is to create a place where everything is made from scratch on premises and baked by people standing 10 feet in front of its customers. This allows the customers to see and experience the love and care that goes into each item. It is also a place where you are welcomed by a friendly smile and personal greeting, where your server remembers your name and your favorite treats and cares about what is happening in the neighborhood. The interactive experience taps into the old world concept of the artisan bakery, and the revitalization of a full-line neighborhood business. Throughout the business's operation, the Gassens have listened to their customers and adapted menus to meet changing tastes and preferences. Noe Valley Bakery is more than a great neighborhood bakery—it's a community resource.

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

Whenever there are significant events in the neighborhood, Noe Valley Bakery is there to help. After all, what is a celebration without cake? Among the many events the business has supported are:

- St. Paul's School's 100th anniversary – cake for 1,000 participants
- Noe Valley Ministry's many anniversaries and celebrations
- Jewish Community Center of San Francisco's Rosh Hashanah Ceremony (annually)
- St. Phillip's School Festival (annually)
- Noe Valley Library's 100th Anniversary
- SF Friend's School's Blue Party Fundraiser (annually)
- Academy of Friends' Oscar Night Fundraiser (annually)
- Taylor Family Foundation's Fundraiser (annually)
- Warrior Canine Connection (annually)
- KALW Public Radio (annually)
- St. Anthony's Dining Room (annually)
- One Warm Coat (annually)
- Food Runners – daily food donations since 1995

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

Noe Valley Bakery has been written about in SF Chronicle, SF Business Times, CNET, Food & Wine Magazine and Gourmet Magazine among others.

Is the business associated with a significant or historical person?

Some of our well-known regular customers are: Gavin Newsom, Bevan Dufty, Matt Cain, Willie Brown and Tracy Chapman.

How does the business demonstrate its commitment to the community?

Michael and Mary Gassen are great citizens of Noe Valley because they are both passionately devoted to the neighborhood. First, they understand their role in the community and take seriously the role that the neighborhood bakery plays in the every-day lives of Noe Valley residents. Second, they have forward-thinking vision and have participated (and will continue to participate) in the improvement of Noe Valley — they know that they cannot rest on their laurels and need to stay relevant in the marketplace as the neighborhood continues to change.

Michael and Mary Gassen have participated in many Noe Valley Merchant Association events. Among them are the annual Hay Ride, Easter Egg Hunt, Harvest Festival and Wine Walk.

Michael and Mary Gassen were instrumental in getting Noe Valley designated as a Community Benefit District (CBD) and strongly support its mission to beautify and improve Noe Valley. Mary was the Treasurer at its inception and served in that capacity for five years.

Michael and Mary support many Noe Valley organizations and their fundraising efforts through donations and gift certificates. One of the most popular items at any silent auction is a gift certificate for one of our celebration cakes, so we give one to almost everyone who asks so they can raise money to help their cause. We support our neighborhood organizations, but also other organizations that are important to our customers. Among the many recipients of these gifts are: Rooftop School, Sacred Heart, French American School, Miraloma Elementary, Harvey Milk Civil Rights Academy, Fairmount School, Gates & Bridges Preschool, Commodore Sloat School, San Francisco Day School, Laurel Hill Nursery School, Children's Day School, Phoebe A. Hearst Preschool, Project Open Hand, Plate by Plate, Cooper's Dream Rescue, Susan G Komen Race for the Cure, Pathway for Kids, SF Japanese School, St. Anthony, George Washington High, SF Boys Chorus, West Portal Lutheran School, Clarendon Alternative School, Mercy High School, New Generation Health Center, West Portal Elementary Arts Festival, SF Waldorf School, Stuart Hall, Leonard Flynn School, French American School, Mission Dolores Academy, Katherine Michaels School, Tenderloin Health, Adda Clevenger School, SF Junior League, Gateway High School, Muttville Senior Dog Rescue, Buen Dia Family School, City College, LGBT Seniors and SF Suicide Prevention.

The owners also take seriously their role as mentor to the young people from Noe Valley that they have hired as retail employees and bakers. They train them to understand the role of a business in a community and how to provide friendly place for neighbors to meet with efficient service. It is always fun when a young person comes to apply for a job and says that every birthday cake they have ever had was from the bakery!

Provide a description of the community the business serves.

Noe Valley Bakery serves the neighborhood of Noe Valley, but also serves as a destination bakery for people from all over the city of San Francisco. People from all age groups and all demographics love a bakery. While walking down the street with their children, or running

errands in the neighborhood, or shopping for a dinner party with friends; Noe Valley Bakery has something for everyone. Noe Valley Bakery has always tried to be the complete neighborhood bakery, meaning it wants to serve the complete community. We have smiley face cookies for children and a blueberry morning pastry just like it was made 40 years ago for our older neighbors. We serve all of the community all day, every day. Consistently good products and service are how we serve all the people who come through our doors.

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

The Gassens understand how important it is to preserve independent businesses in San Francisco. They feel strongly that independent, unique businesses make our city a better place to live; that it would be a shame if all of San Francisco's storefronts were occupied with large corporations and chains. As a matter of fact, Mary started her consulting firm Launch (www.sflaunch.com) so she could help other independent food businesses thrive in our challenging economy. She conducts a few free seminars yearly through SF Made to encourage and share expertise with other food entrepreneurs so they will unleash their creativity to the San Francisco community. She also has lots of free resources to help new businesses of all kinds get started. The Gassens know that Noe Valley would be a less wonderful place for its residents to live without their bakery. They also feel that way about other SF institutions like Noe Valley Cheese Company, Pasta Gina's, Bernie's, Martha and Brothers, Chloe's, Anchor Oyster Bar, Tartine Bakery, Bi-Rite Foods and many others. If we lose businesses like these, our city will be less interesting and less wonderful.

CRITERION 3

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

Noe Valley Bakery is part of a dying breed: an artisan full-line bakery. That means that we make a full line of baked goods from breads to breakfast pastries, cookies and cakes every day fresh from scratch on the premises. We passionately believe that what makes us different is you can see the person making your baked goods standing ten feet away from you.

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 will always make everything we sell from scratch, by hand and in the old world traditions that are our hallmark. We donate all day-old baked goods to Food Runners each day and bake fresh for our customers. We will never deviate from this business model.

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.).

The mission of Noe Valley Bakery is to preserve the existing character of their bakery and focus all energies on making great baked goods. The building façade and footprint is the same as it has been for 90 years and fits in with Noe Valley's overall architectural heritage.

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.

Included in this application are some pictures of the bakery when Michael and Mary Gassen purchased it in 1994.

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2018

EXPIRATION DATE
06-30-2018

FY 2017-18

BUSINESS ACCOUNT NUMBER

0936452

LOCATION ID

1124677-10-161

TRADE NAME (DBA)

NOE VALLEY BAKERY

BUSINESS LOCATION

4073 24TH ST

BUSINESS

NOE VALLEY BAKERY/BREAD CO INC


THIRD PARTY TAX COLLECTOR

☐ PARKING TAX

☐ TRANSIENT OCCUPANCY TAX

NOE VALLEY BAKERY/BREAD CO INC
4073 24TH ST
SAN FRANCISCO CA 94114-3715

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

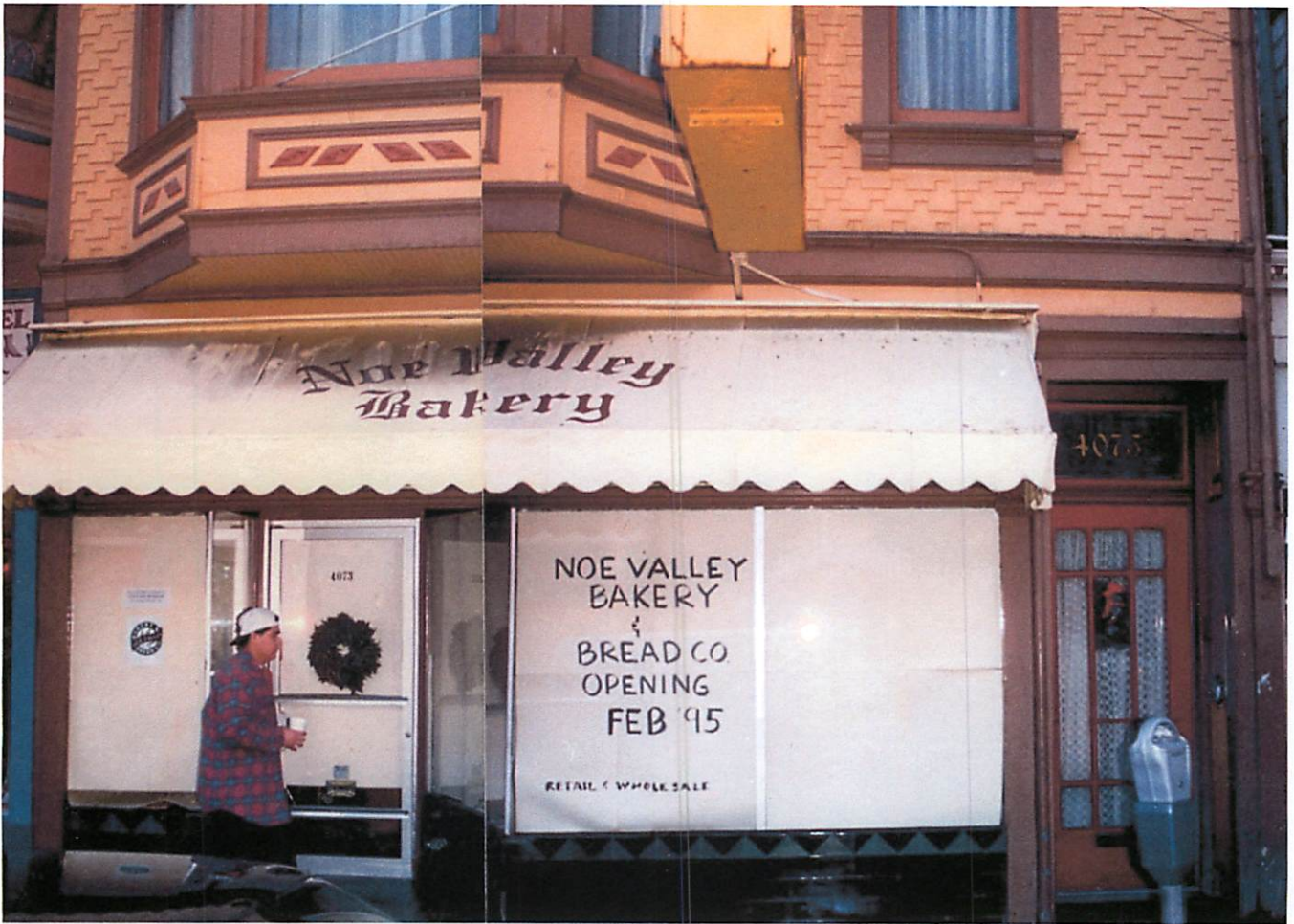
NOE VALLEY
4073 24th Street



Michael Scraping paint
circa January 1995



Mary Gassen circa 1996



Front of Store
December 1994



Bakery storefront circa 1996



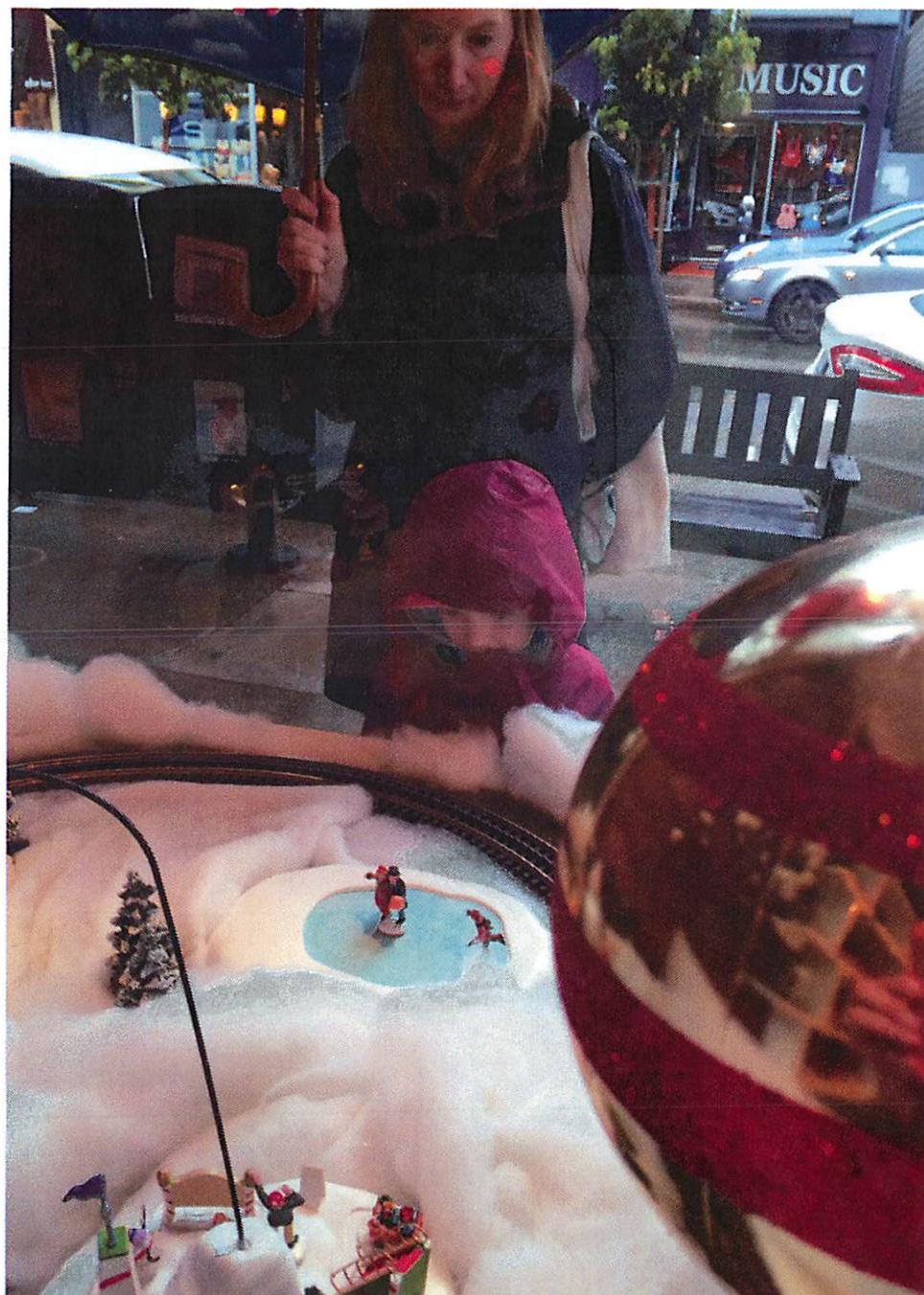
Michael Gassen circa 2000



Interior remodel 2014



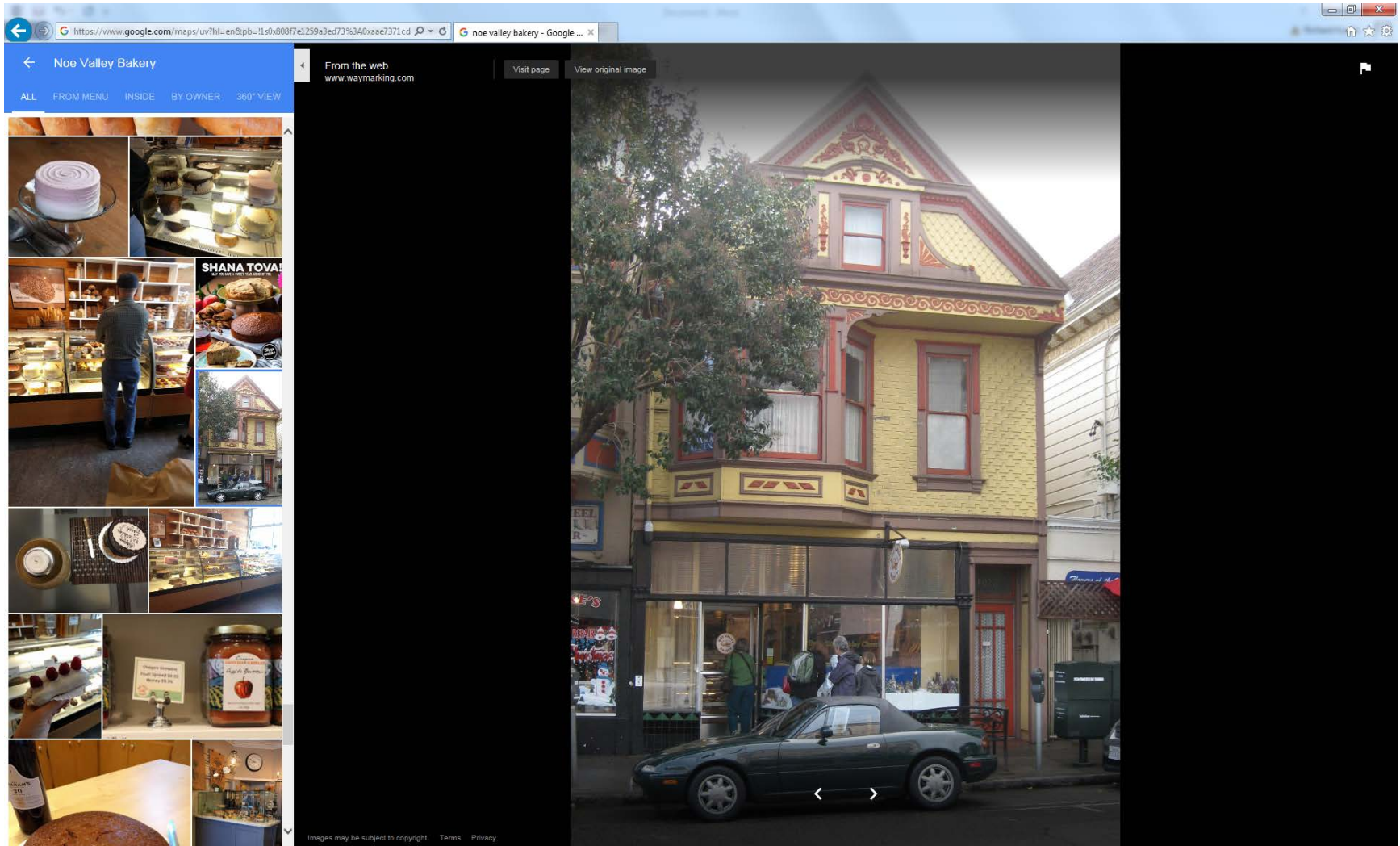
Bakery's 20th Anniversary
Gassen Family
2015

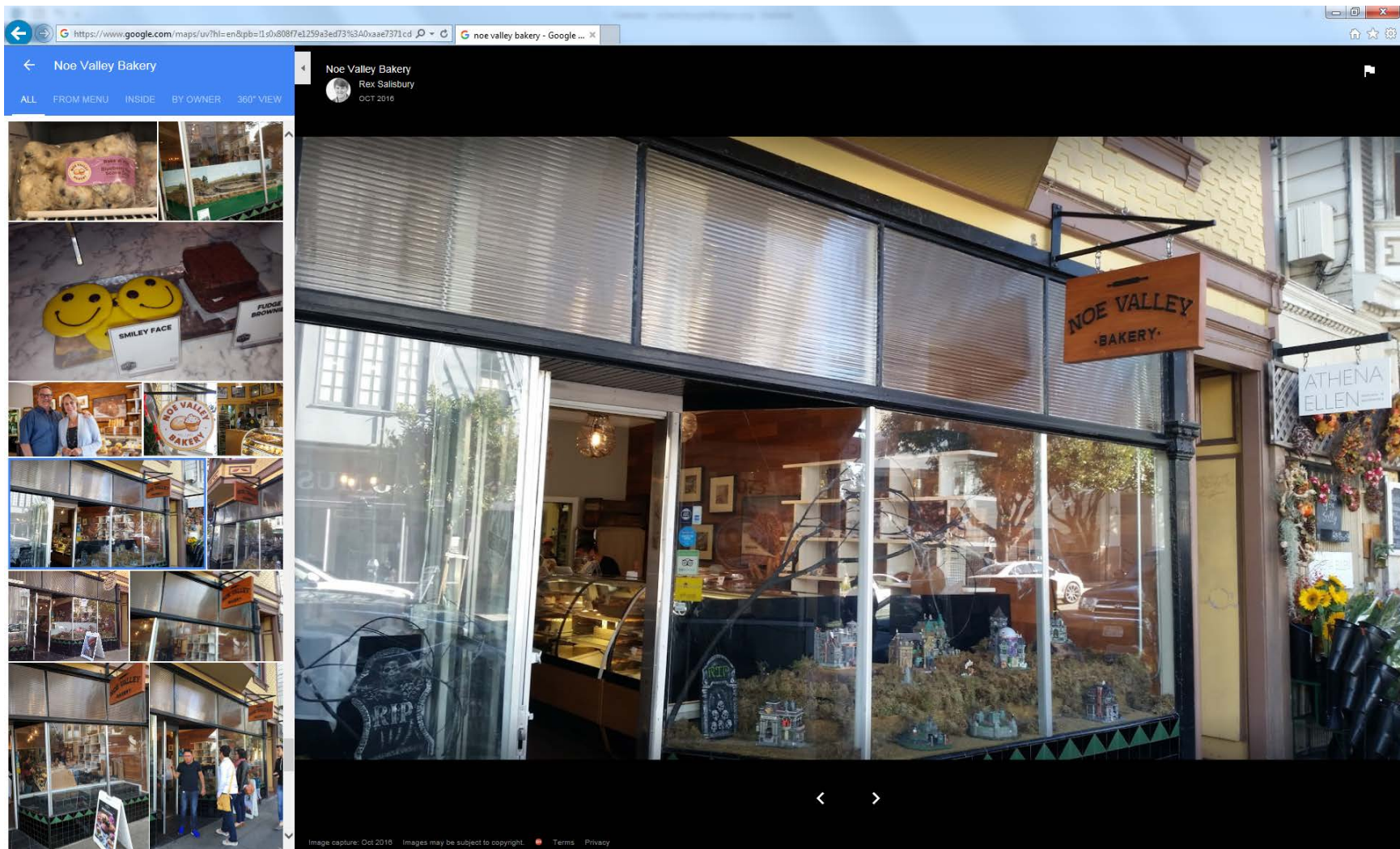


Noe Valley loves our window
displays circa 2015



current photo
2017

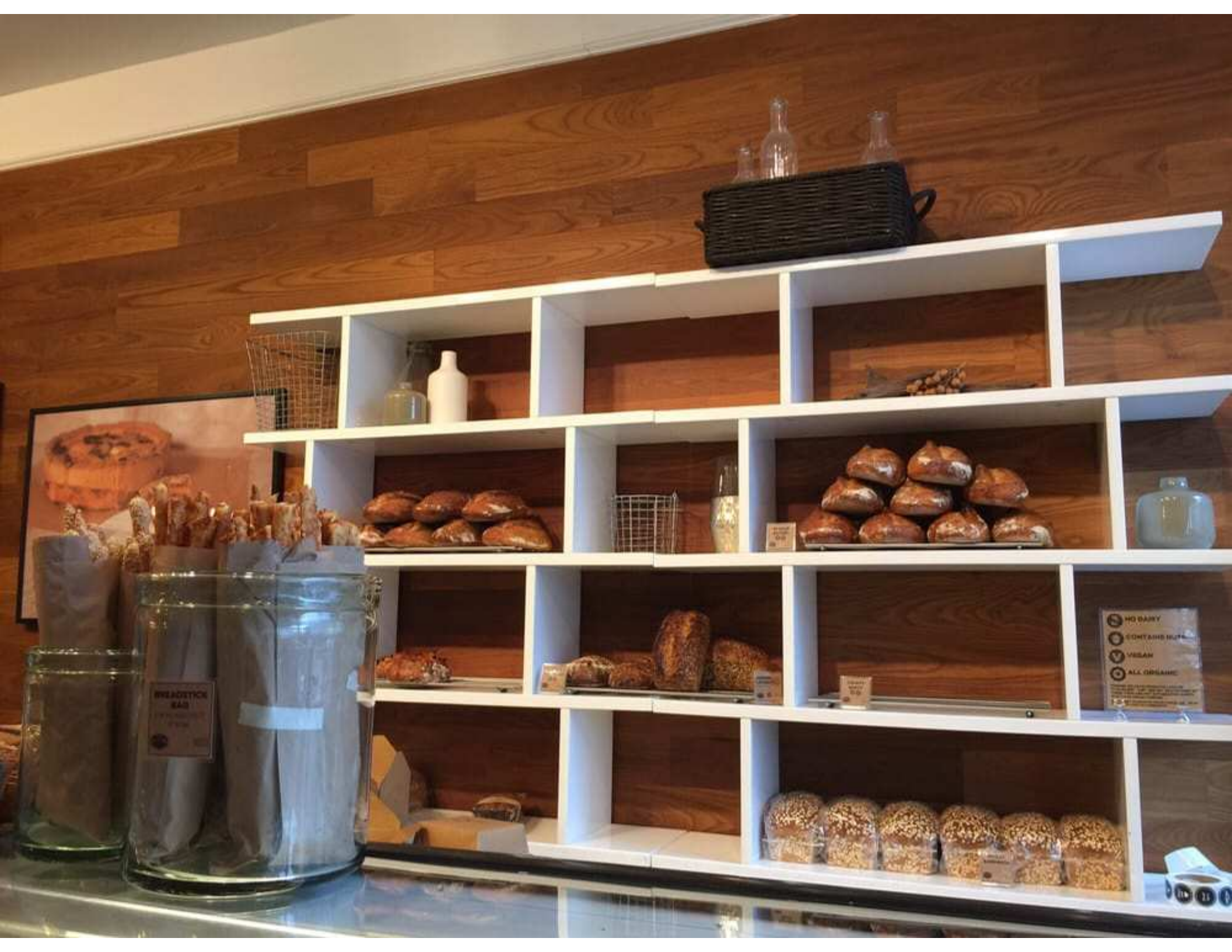




BAKERY &
NOE VALLEY
BREAD CO.











EGGS

CAKE

QUICHE

TARTS

CUPCAKES

CUPCAKES

CUPCAKES

CUPCAKES

CUPCAKES

CUPCAKES



TRIPLE BAKED
ALMOND
CHOCOLATE

VALANCHA
CHOCOLATE
COOKIES

CHOCOLATE
COOKIES

FRUIT SLIC

WHIPPED
CREAM
BREAD

CHOCOLATE
COOKIES

CHOCOLATE
COOKIES

CHOCOLATE
COOKIES

CHOCOLATE
COOKIES

CHOCOLATE
COOKIES



OUT SWEET
BAYVIEW
Earl Grey Dark Chocolate
Earl grey tea etc. and dark chocolate
\$2.00

OUT SWEET
BAYVIEW
Salted Caramel
Salted caramel and chocolate
\$2.00

OUT SWEET
BAYVIEW
Kalamata Spiced Chocolate
Kalamata spiced chocolate and chocolate
\$2.00

OUT SWEET
BAYVIEW
Milk Chocolate
Milk chocolate and chocolate
\$2.00

Carrot Sprinkle Cookie
\$1.00



PIES

APPLE
MIXED BERRY
STRAWBERRY RHUBARB *
PEACH BLACKBERRY *
CHERRY *

*CHECK FOR AVAILABILITY

\$26.00

COFFEE		ESPRESSO	
Latte	\$3.50	Espresso	\$1.50
Cappuccino	\$3.50	Latte	\$3.50
Flat White	\$3.50	Cappuccino	\$3.50
Macchiato	\$3.50	Flat White	\$3.50
Amaretto	\$3.50	Macchiato	\$3.50
Vanilla	\$3.50	Amaretto	\$3.50
Chocolate	\$3.50	Vanilla	\$3.50
Strawberry	\$3.50	Chocolate	\$3.50
Blueberry	\$3.50	Strawberry	\$3.50
Raspberry	\$3.50	Blueberry	\$3.50
Lemon	\$3.50	Raspberry	\$3.50
Lime	\$3.50	Lemon	\$3.50
Orange	\$3.50	Lime	\$3.50
Peach	\$3.50	Orange	\$3.50
Apple	\$3.50	Peach	\$3.50
Cherry	\$3.50	Apple	\$3.50
Pineapple	\$3.50	Cherry	\$3.50
Mango	\$3.50	Pineapple	\$3.50
Papaya	\$3.50	Mango	\$3.50
Guava	\$3.50	Papaya	\$3.50
Passion Fruit	\$3.50	Guava	\$3.50
Lychee	\$3.50	Passion Fruit	\$3.50
Dragonfruit	\$3.50	Lychee	\$3.50
Jackfruit	\$3.50	Dragonfruit	\$3.50
Melon	\$3.50	Jackfruit	\$3.50
Watermelon	\$3.50	Melon	\$3.50
Cantaloupe	\$3.50	Watermelon	\$3.50
Honeydew	\$3.50	Cantaloupe	\$3.50
Seedless	\$3.50	Honeydew	\$3.50
Organic	\$3.50	Seedless	\$3.50
Noni	\$3.50	Organic	\$3.50
Goji	\$3.50	Noni	\$3.50
Acai	\$3.50	Goji	\$3.50
Pomegranate	\$3.50	Acai	\$3.50
Blackberry	\$3.50	Pomegranate	\$3.50
Raspberry	\$3.50	Blackberry	\$3.50
Strawberry	\$3.50	Raspberry	\$3.50
Blueberry	\$3.50	Strawberry	\$3.50
Blackberry	\$3.50	Blueberry	\$3.50
Blackberry	\$3.50	Blackberry	\$3.50

EASTER DAY
7AM TO 2PM




SALTED CARAMEL
CAKE 8"

SALTED CARAMEL
CAKE 8"

LEMON
CAKE 8"

LEMON
CAKE 8"

NOT MILKY 8"

NOT MILKY 8"

NOT MILKY 8"

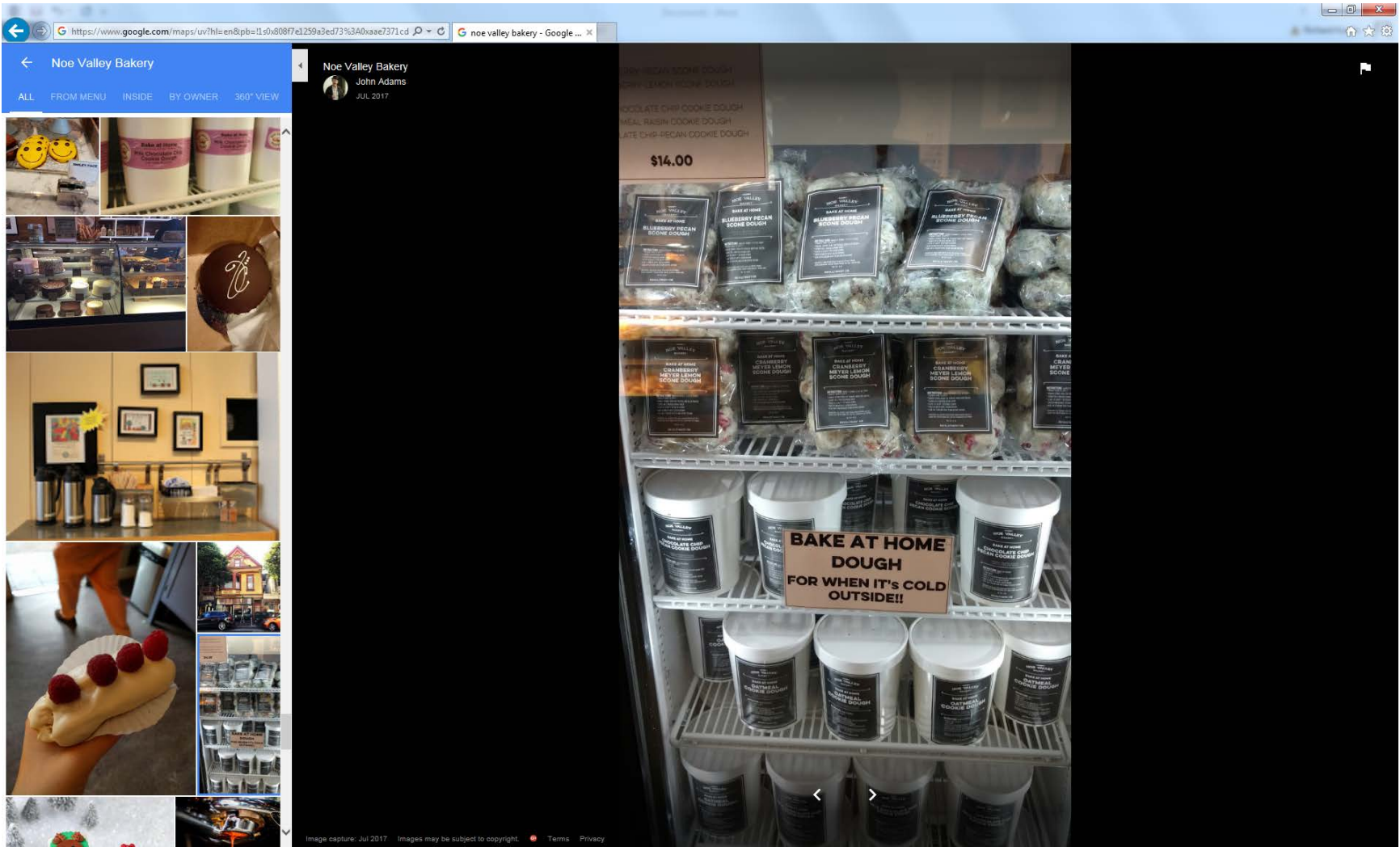
NOT MILKY 8"

CHOCOLATE
MOUSSE 8"

CHOCOLATE
MOUSSE 8"

CHOCOLATE
MOUSSE 8"

CHOCOLATE
MOUSSE 8"



WEST PORTAL

28 West Portal Avenue



28

PEACE
LOVE
BAKE

NOE VALLEY
BAKERY

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MONDAY - FRIDAY

7AM - 6PM
SATURDAY - SUNDAY

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TRY OUR NEW FOOD MENU

STOP BY!
WEEKDAYS 7AM-7PM
WEEKENDS 7AM-6PM











LEMON DROP
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\$2.50

DIPP'D MINI
CUPCAKE
\$2.50

MOST-EST MINI
CUPCAKE
\$2.50

VANILLA
CUPCAKE
\$2.50

MOST-EST
CUPCAKE
\$2.50

CARROT
CUPCAKE
\$2.50

CHOCOLATE
CARAMEL
\$2.50

RASPBERRY
ST. GERMAIN
ECLAIR
\$2.50

GIANDUJA
CHOCOLATE
ECLAIR
\$2.50

CLASSIC
ECLAIR
\$2.50

SALTED
CARAMEL
ECLAIR
\$2.50



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Volume 15 Number 12

November 2001

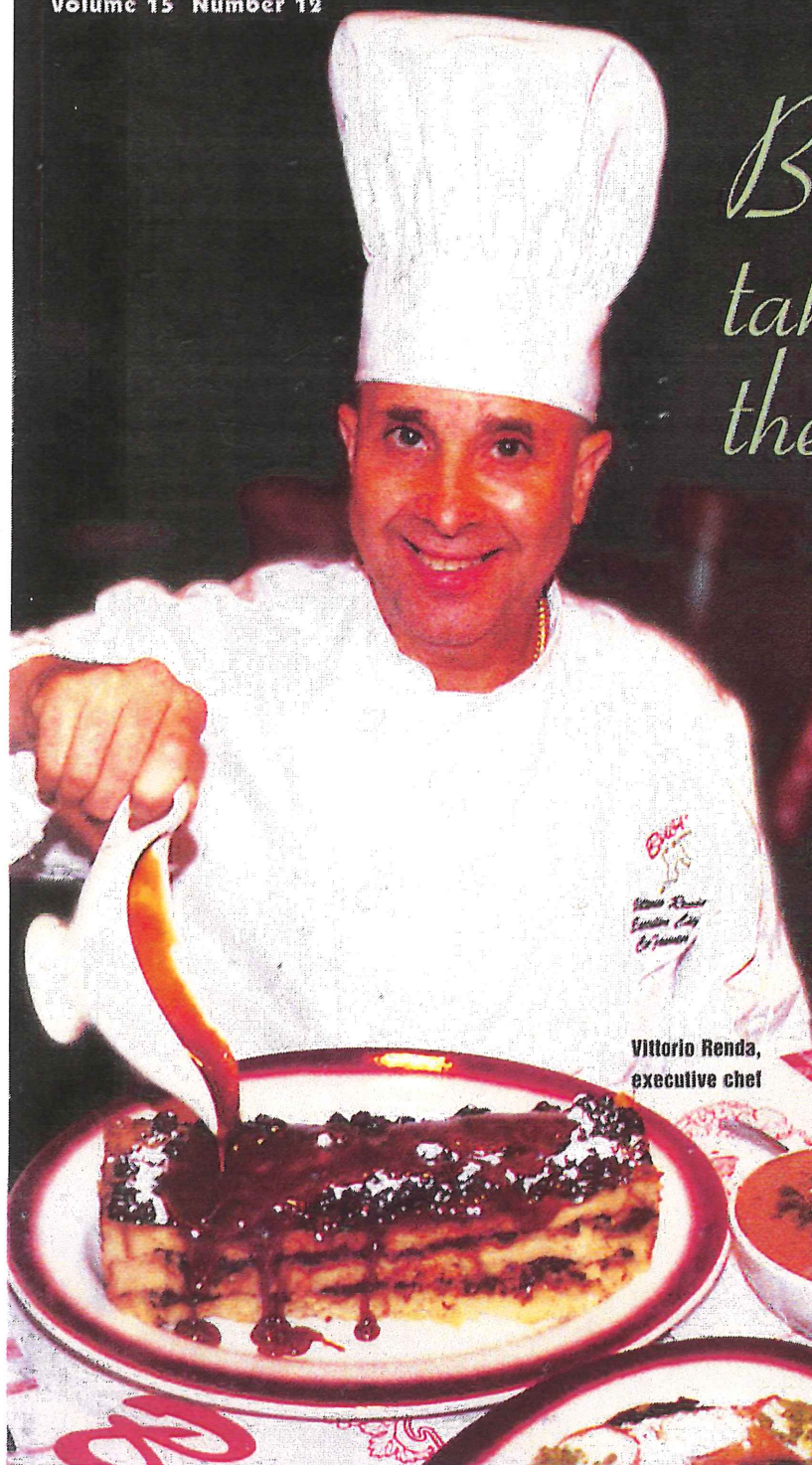
*Buca di Beppo
takes desserts to
the extreme p.72*

**Sam's Club in-stores:
No. 2 and trying harder p.38**

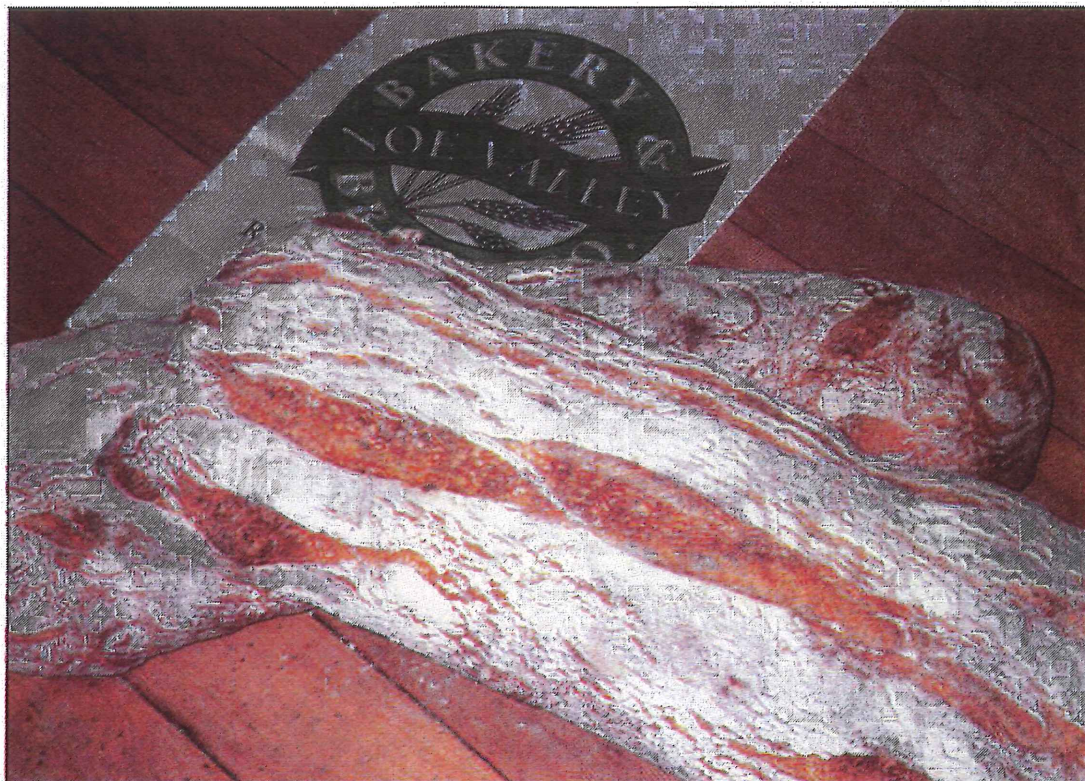
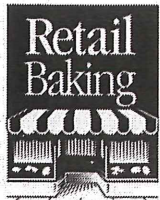
**How Noe Valley Bakery
breaks away p.50**

Beyond blueberry muffins . . p.68

visit us at www.bakery-net.com



Vittorio Renda,
executive chef



Noe Valley's products uphold a high standard of quality and creativity to succeed in this competitive bakery market.

How Noe Valley breaks from the crowd

Located among some of the best bakeries in the country, Noe Valley distinguishes itself from competitors with creative products and neighborhood bakery appeal.

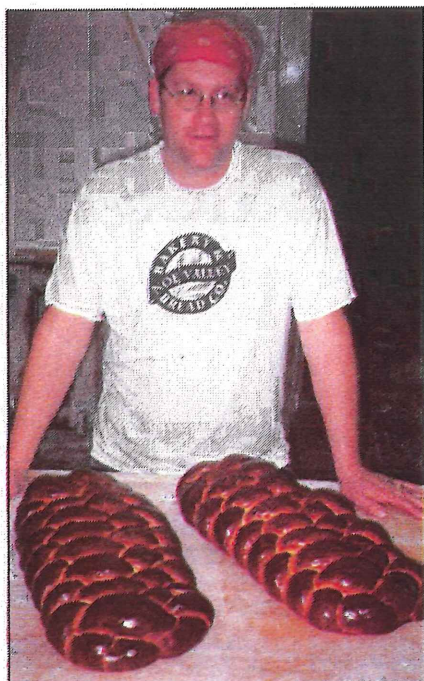
By Beth D'Addono, contributing editor

San Francisco is a great bread town. What started with the gold-panning 49ers and their penchant for sourdough has evolved into a place where world class bakers create some of the nation's finest artisan and specialty breads. Acme is the name that everybody knows, a byproduct of the original Berkeley dining revolution led by the venerable Alice Waters, but Acme certainly does not define the genre. Smaller, neighborhood artisan bakeries are alive and well in the city by the Bay. Noe Valley Bakery & Bread Co. is one such bakery leading the charge.

Founded in February, 1995, by husband-and-wife team Michael and Mary Gassen, Noe Valley has carved a respectable niche in both the retail and wholesale market by offering personal service and creative takes on artisan breads and organic products with a neighborhood bakery identity. The company's retail shop is located on 24th Street



Mary and Michael Gassen, both with culinary backgrounds, met while working for a restaurant and continue their partnership in marriage and business with their Noe Valley Bakery and Bread Co.



Michael Gassen produces 6-lb. challah breads, which are special ordered by local synagogues.

p.m. and baking at 5 p.m. Packaging begins at 9 p.m., so that four drivers can start their delivery routes by 3 a.m. Michael, who admits to being "anal about time and temperature," color codes containers holding bread starters, color coordinating them with corresponding production sheets. "It's a great visual aid, a big help to the staff." He also keeps thermometers in every room of the commissary to

ensure that conditions are ideal during every step of the production process.

Production of specialty cakes, breakfast items, cookies, pies and tarts begins around 4 a.m., with production divided between the commissary and the 24th Street store, which opens at 7 a.m. daily. All cake orders are prepped the night before and finished the day of delivery. Pastry chef Rita Treanor oversees a staff of five who bake and freeze layers several times a week to stay one step ahead of production demand. Every specialty cake flavor is produced three times per week.

At the retail store, sales break out to 35% cakes and cookies, 35% breads and 30% miscellaneous, which includes breakfast items and a growing line of savory quiche and sandwiches. "The savory products have sold better than we anticipated at the bakery. I'd say adding sandwiches and quiche to our product line has increased the sales by between \$10,000 and \$12,000 per month," Michael says. The Gassens added lunch items because of customer demand. "Our lunch items are straightforward, homey—nothing too complicated. But it's what our customers were asking for."

Michael and Mary Gassen have worked hard to build their business



Noe Valley roasts about 1000 lbs. of onions weekly to prepare its Asian-cooking-inspired onion sesame baguettes.

to its current level. Both agree that one of their biggest challenges is delegating responsibility, so the company's strong management team can do its job. "Within five years we got married, bought the business, had two babies and bought our commissary operation," Mary recalls. "If we waited for the 'right time' to do everything, nothing would ever happen."

Maintain growth level

"For now, my goals are for the business to run smoothly, to keep performance at a high level," she says. "In 2000, we also sold and bought a house and expanded our wholesale operation by adding a sales manager to the team. I'm ready to step back a little bit and spend some time with our kids."

Despite San Francisco being home to the most competitive bread market in the country, Michael says there is still plenty of room for expansion. "We don't want any more units—two locations and two people work out just fine. Of course, you can never say never. But at the time, we have no plans to open up another store. We're happy as long as our flagship bakery does what it's supposed to do—be a destination bakery in San Francisco." **LB**

Noe Valley Bakery & Bread Co. at a glance

Primary business: retail/specialty wholesale baking

Market served: San Francisco Bay area

Annual sales: \$2.5 million annually

Number of stores: 1 retail store and bakery, 1 commissary

Bakery size: 1,700-sq.-ft. retail bakery, 6,000-sq.-ft. commissary

Key personnel: Michael & Mary Gassen, owners

Product line: artisan breads (including a selection of organic breads), cakes, breakfast pastries, tarts, cookies, wedding and specialty cakes

Product breakdown: 35% cakes and cookies, 35% breads and 30% miscellaneous, which includes breakfast items and a growing line of savory quiche and sandwiches

Signature products: organic Black Mission fig bread, dried apricot and candied ginger loaves, artichoke focaccia, onion sesame baguette

Major equipment: bread divider, reversible sheeter, proofer, rotary rack oven, 12-window deck oven, freezer

Plans: maintain current retail and specialty wholesale business, expand organic bread line

Bakery supply distributors: Cook Natural Products, JBS, Unisource, Mani Imports

Breadsticks generate 'dough'

Don't underestimate the humble breadstick. Although it might rate novelty status on the product list, breadsticks can bolster the bottom line and fill an important customer demand.

At least that has been Michael Gassen's experience at San Francisco's Noe Valley Bakery & Bread Company. Gassen, who runs the Bay area specialty retail bakery and wholesale operation with his wife Mary, has found that hand cut bread sticks are an easy-to-prepare product popular with both the retail customer and restaurants and caterers on the wholesale side.

"I've worked at bakeries that use machines for their bread sticks, and I think the results are terrible," Gassen says. Noe Valley produces an average

of 600 lbs. of three varieties of bread sticks every week—plain, made with semolina flour; pecorino cheese; and a mixed seed variety. "They're really not very labor intensive," he says. "And, they can be made by just about anyone in any setting."

Crisper breadsticks

By adding a stone ground, organic whole wheat flour to his mix, Gassen achieves a crisper, more cracker-like consistency in his breadsticks, as opposed to the denser, chewier type of sticks made from left-over bread dough. "The wheat flour allows the dough to take on a little more moisture," he says.

Bakers roll the dough out into 10-lb. logs and proof it covered with plastic wrap at room temperature

for two hours. They then cut the bread sticks with a double handled cheese knife and bake them at 415°F for 14 minutes.

The breadsticks fit nicely into Noe Valley's normal production schedule. And because they have a long shelf life, they can be produced every other day to meet customer demand. "You can price breadsticks aggressively as long as the quality is there," Gassen says.

The bakery currently charges \$6 a lb. for the product wholesale, which accounts for 70 percent of breadstick sales. "Even cutting by hand, we can go through about 150 pounds an hour," Gassen says. "Breadsticks are a great item to push to caterers and restaurants that have bar food. You'll be surprised how many you'll sell."

near Castro, an eclectic block distinguished by funky shops, cafes and galleries. The couple took over a bakery that had been operating since 1908, remodeled the space and installed new fixtures and equipment. Their continued success, measured approach to expansion and commitment to innovation and quality offers an example for any retail specialty operation to follow.

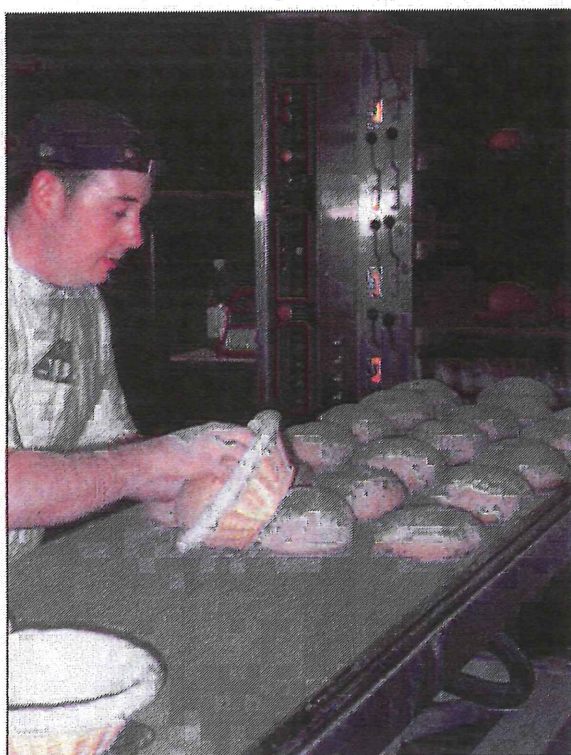
The pair brought an impressive baking and foodservice pedigree to their endeavor. Michael had 12 years of baking experience at Il Fornaio, Acme and Semifreddi's. Mary graduated from the California Culinary Academy in 1986 and worked at China Moon restaurant and Il Fornaio, where the pair met in 1991.

Wholesale business booms

Once they decided to strike out on their own, the Gassen's bakery was an instant success. In fact, it was almost too successful out of the starting gate. "For the most part, the neighborhood bakery didn't exist in San Francisco when we opened," Michael recalls. "Everything was on a more epic level. On our first day of

business, we were out of bread and cakes by 1 p.m."

Not only did Noe Valley Bakery & Bread Co. manage to show a profit after one month, the Gassens also found themselves deluged with wholesale customers from hotels, gourmet markets and restaurants. "San Francisco has the best breads in the country," Michael says. "To compete, we needed to be different." Distinctive products like organic Black Mission fig bread, dried apricot and candied ginger loaves, double raisin bread, artichoke focaccia and fruit breads, along with savory breads flavored with thyme, olives and caramelized onions, distinguished Noe Valley from the competition. Organic breads make up about 20% of the total product line, an area that the



Kalamata olive breads, here being loaded by production manager Mike Boyle, proof in baskets for about four hours before baking.

Gassens foresee expanding in the future.

Initially exhilarated by their sudden notoriety, the couple realized that the onslaught of wholesale



Café mocha mousse cakes are among Noe Valley's top selling dessert cakes.

accounts threatened to overwhelm their fledgling business. They took the gutsy step of dropping more than half of their wholesale accounts while they regrouped, putting systems in place to meet the demand without compromising the quality of their product or service.

As the business grew, instead of investing dollars in opening more retail outlets, the couple decided to invest in production equipment and space. They had completely outgrown their 24th street baking operation. "We had too much equipment—it was literally tearing the building apart," Michael says. "And, we were working on old stuff. I remember our original mixer was held in gear with a bungee cord."

Investing for the future

The Gassen's invested more than \$200,000 to equip a 6,000-sq.-ft. commissary, which they opened in December, 1997. Conveniently located in an industrial park not far from their retail shop, the former dim sum factory has been key to the growth of their business, which now generates \$2.5 million annually, 75% of which is wholesale busi-

ness. "When we hired a sales director, our wholesale business really took off," says Michael, who still bakes bread two shifts a week.

Knowing when to step back and let his managers do their job has been key to the bakery's growth, Michael says. "We got to the point where I had to decide if I was going to be in production or in sales or become the CEO. I decided to get out of the way and let the people I hired do their jobs." Michael has even managed to cut his hours back to an average of 55 to 60. "I realized my hours have to decrease to manage the company. I can't spend as much time in production." Of course, like many people in the bakery business, Michael puts in 16 hour days, seven days a week, during the holiday season.

Managing good people

Noe Valley's baking and administrative crew of 60 reflects San Francisco's diversity. "Baking attracts an interesting mix of people," Michael says. "We have an aeronautical engineer, a theoretical math major,

a former Yugoslavian jet fighter pilot—people who prefer to work part time or offbeat hours than jobs in a corporate environment."

The Gassens run a tight shop. They do not care if employees are pierced, tattooed or creatively coifed, but they have zero tolerance for bringing negative attitudes and personal problems to the job. "That has to stay outside, or it affects everybody's attitude. Because we're clear on that, our crew knows where we stand and things run pretty smoothly," Michael says.

"As much as possible, we try to keep people's personal life outside of the door," Mary says. "Business can't be a replacement for family. We're fair, sometimes to a fault, but if we have to make the tough decisions, we make them."

Managers on the retail side are expected to take ownership of their jobs. They are held responsible for the financial success of their departments and are rewarded by a quarterly bonus plan based on the performance of the stores.

For Mary, the most gratifying aspect of her job is seeing a person come up through the ranks and take ownership of a department. Mary, who designed the one-week job training program for bakery staff, also handles all marketing aspects of the business.

Her marketing talents helped the business thrive, says her husband. "If it were up to me, we'd be out of business," he jokes. The company devotes an average of 2% of sales to marketing—an investment that has clearly paid off. Along with the marketing and training, Mary oversees finance and general administration of the business, as well as taking charge of monthly profit and loss meetings and running weekly reports to capture ongoing sales and labor costs. She also works behind the bakery counter to stay in touch with the customers.

Color codes smooth production

On the production end, a typical bread baking day includes bench work at 5:30 a.m., molding at 1:30

A sampling of Noe Valley retail prices

ARTISAN BREADS:

Organic whole wheat sourdough, 1.25 lbs.	\$3.25
Organic San Francisco sourdough, 1.12 lbs.	\$3.25
Asiago cheese, 1 lb.	\$4
Sweet baguette, 13 ozs.	\$1.75

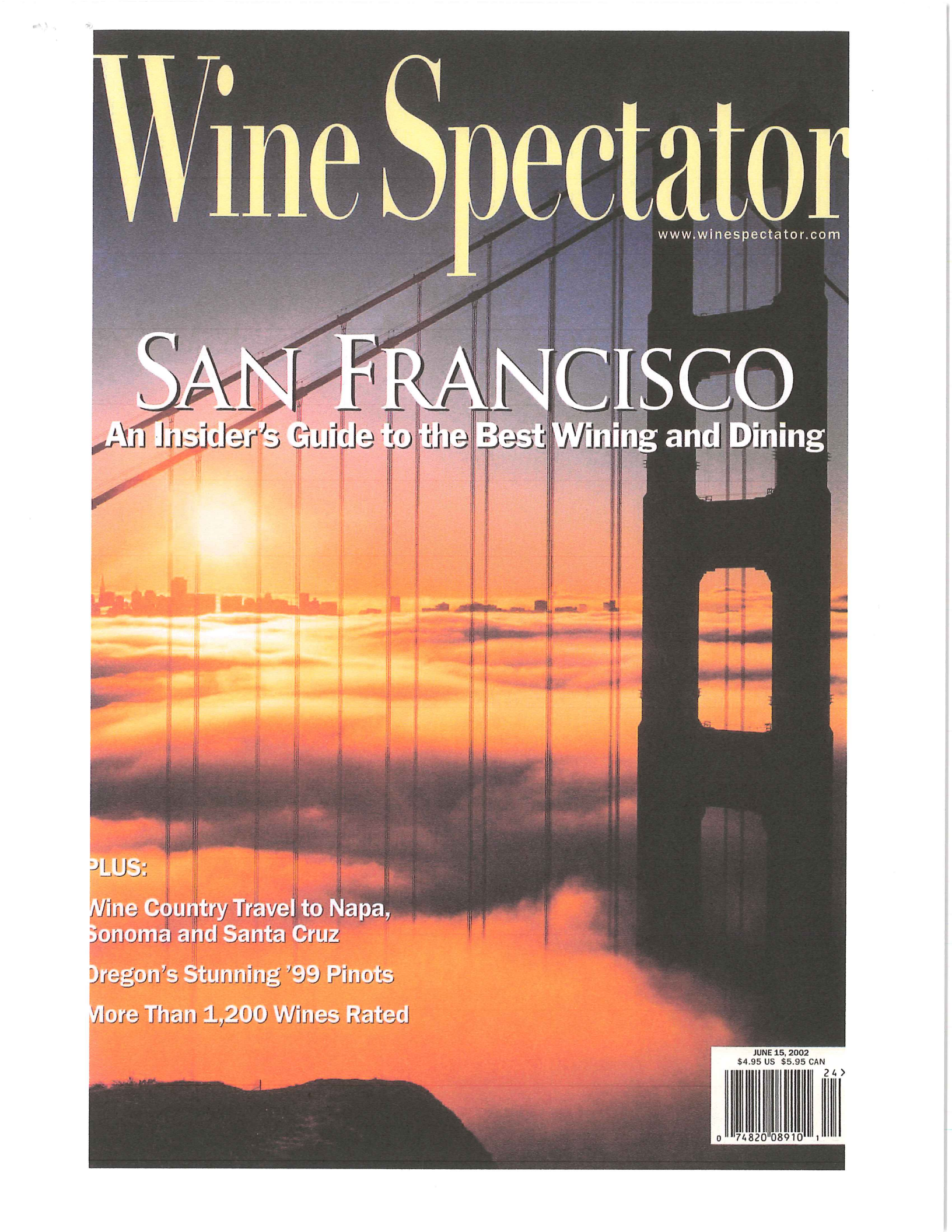
SPECIALTY BREADS:

Cherry chocolate, 1 lb.	\$4.50
Challah, 1.25 lb.	\$3.95
Organic fig, 1.25 lb.	\$4.25
Walnut multi-grain, 1.25 lbs.	\$4

CAKES:

Carrot cake with cream cheese icing, 8 ins.	\$22
Café mocha mousse cake, 8 ins.	\$24
Lemon meringue tart, 8 ins.	\$16
Apple pie, 8 ins.	\$14
Pumpkin pie, 8 ins.	\$14
Chocolate chip cookie with pecans, 2 ozs.	\$1.25
Blueberry muffin, 6 ozs.	\$1.75

Wine Spectator

The background of the cover is a photograph of the Golden Gate Bridge in San Francisco at sunset. The bridge's suspension cables and towers are silhouetted against a vibrant orange and yellow sky. The city skyline is visible in the distance through the bridge's structure.

www.winespectator.com

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BEST BAKERIES

Where to go for distinctive sourdough and more • BY MARYANN WOROBIEC

The Bay area bread scene has been rising since it began more than 150 years ago, when Gold Rush-era pioneers first made the city's now-celebrated sourdough bread. Bay area sourdough gets its signature tang from a combination of a naturally occurring yeast and bacterium. Visitors will find sourdough in bread baskets all over town, most of it baked by the San Francisco French Bread Co., which turns out some 2 million loaves weekly.

Besides sourdough, there are *boulangeries* that bake classic French baguettes, and specialty bakers that do authentic Italian loaves and exciting original breads. You'll find top-quality choices all around town. Here are a few of our favorites:

ACME BREAD CO.

1601 San Pablo Ave., Berkeley Telephone (510) 524-1021

While the Acme storefront in Berkeley isn't big—barely a dozen customers can fit inside—the impact this shop has made on the Bay area's bread world is enormous. President and co-founder Steve Sullivan, formerly a busboy at Chez Panisse, baked exclusively for the restaurant before opening this place in 1983. Since then, it's become famous for its rustic, hearth-baked loaves, all handmade. Try the traditional *pain au levain* or walnut *levain*. If you can't make it to Berkeley, look for Acme breads in San Francisco grocery stores.

ARTISAN BAKERS

Web site www.artisanbakers.com

This family-owned bakery sells to some 200 retail outlets in the Bay area. In 1996, co-owner Craig Ponsford, as a member of the American Baking Team, baked the bread that won the Coupe du

Monde de la Boulangerie (World Cup of Baking) in Paris. Thick-crust Pugliese and specialty loaves such as dry Jack and roasted garlic sourdough, jalapeño corn, potato rosemary and sour rye make Artisan Bakers a favorite.

BOUDIN BAKERY

Web site www.boudinbakery.com

There are 20 Boudin (pronounced boo-DEEN) cafés in the Bay area, many of them located in heavily touristed areas, such as Fisherman's Wharf and Ghirardelli Square, and loaves are sold at the airport for those who want a last taste before leaving. Chilly visitors are drawn to Boudin's sourdough bread bowls filled with steaming hot clam chowder. The oldest business in San Francisco, it was founded in 1849 and has been using the same sourdough starter recipe ever since. The cafés are cheerful places offering a variety of sandwiches and pizzas celebrating the sourdough theme.

BOULANGERIE BAY BREAD

2325 Pine St. Telephone (415) 440-0356

2310 Polk St. Telephone (415) 345-1107

1000 Cole St. Telephone (415) 242-2442

Step into any one of these three little bakeries and you're immediately transported to Paris. The quaint storefronts are crammed with bundles of baguettes, stacks of *pain au levain* and loaves of walnut bread, their display cases full of croissants, brioches, tarts, macarons, croquets bordelais, financiers, sablés bretons and canelés de Bordeaux. Staff people are friendly and patient—a good thing, as it can take a long time to figure out which (or how many) of these treats to get.

NOE VALLEY BAKERY

4073 24th St. Telephone (415) 550-1405

On weekends, customers spill out the door and onto the sidewalk in front of this charming Noe Valley neighborhood bakery. Noe Valley Bakery produces some of the most exciting breads in the Bay area, in winning flavor combinations such as chocolate-cherry or apricot-ginger. Blueberry-pecan scones, focaccias, iced cookies and fresh fruit tarts are also popular, as is their signature fig bread. Noe Valley goods can be found at local shops, restaurants and farmers' markets, but nothing beats the selection and welcoming service at the cozy original store. □



Acme Bread Co. manager Marie Ellington shows off some of the shop's nationally famous loaves.

edible

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The Bay Area's Smartest Food Magazine

NEIGHBORHOODS:
CASTRO AND NOE VALLEY
ERIC SCHLOSSER
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FALL 2011 NO. 26

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www.sandboxbakerysf.com

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1890 Fillmore St
(415) 923-0711

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www.kneadpatisserie.com

MISSION PIE
2901 Mission St
(415) 282-1500
www.missionpie.com

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www.batterbakery.com

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www.blackjetbakingco.com

Noe Valley Bakery

Michael and Mary Gassen, co-owners

Artisan fig bread and cheese-chive croissants line the glass shelves at Noe Valley Bakery. But owner and head baker Michael Gassen says that they aren't just flinging dough. "We sell emotion. It just happens to look like a cupcake."

Frenzied feelings have defined Noe Valley Bakery from its start. Michael and his wife, Mary, bought the bakery in 1994 just days before their wedding. While they planned a quiet opening, unsure when they'd get the go-ahead from the City Planning Department, they were met with immediate customer loyalty. "On the first day, at 7am, someone pulled up in a cab," Mary says. "They bought a coffee and a pastry, as if we had been open for 20 years."

But this wasn't a typical bakery, or at least not anything like the one that stood in the same space before them. The Gassens were devoted to revitalizing a full-line neighborhood bakery experience,

where everything is made from scratch—happily ridding the pantry of the cake mixes and mold inhibitor left over from the previous owner. And making pastries—iconic and sometimes by request—that meet patrons' expectations.

Being a local bakery, though, also means adapting to the shifts of the neighborhood. Or, as Mary says, like a piece of bread, "we'd get stale." And while Noe Valley Bakery is a fixture on 24th Street, the arrival of Whole Foods suddenly stole some cookies from their cookie jar. This didn't drive Mary and Michael to panic, though. It led them to specialty cakes. "The change took our breath away a little," she says, "but I love Whole Foods as a customer. And we used this as motivation to explore what else we could offer that was different."

With towers of colorful fondant and even Angry Bird-themed cakes, Mary says business is booming. And just like their first day, the new cake business was met with a ready audience. "This is exactly what we want our next 15 years to be about," she adds. "A constant search for what makes us unique."

NEIGHBORHOOD PICKS:

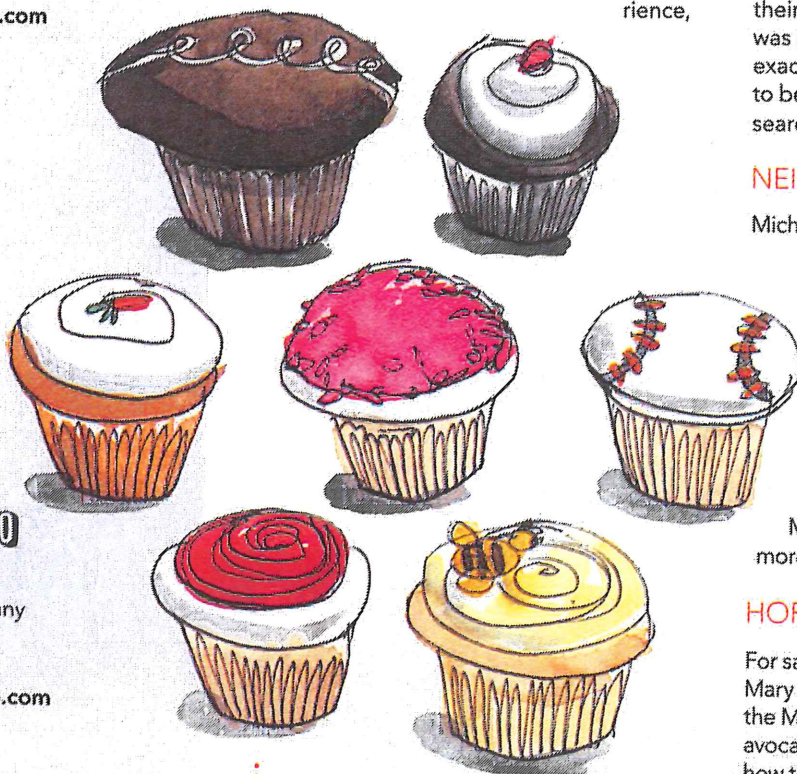
Michael and Mary love other Noe staples like La Ciccia, the 24th Street Cheese Company and newcomer Little Chihuahua.

THE NEIGHBORHOOD NEEDS:

With Drewes Bros. down at the end of Church and Avedano's in Bernal Heights, both Michael and Mary think the neighborhood needs more emphasis on the full-line butcher.

HOP MUNI FOR:

For salsa verde and homemade tortillas, Mary heads to La Palma Mexicatessan in the Mission. "They always have perfect avocados," she says. "And I'm not sure how they do it."



NOE VALLEY BAKERY



The PROGRESSIVE BAKER™ UPDATE

Trends & Ideas for Today's Baker

Case History

The Melting Pot: Artisan Bakers

Signature breads—evoking far-away lands and hard-working ancestors—are the bread and butter of award-winning baker Craig Ponsford's Sonoma, CA-based shop, Artisan Bakers.

Ponsford creates a little bit of Europe in his artisan breads for his retail and wholesale customers. A trip to Artisan Bakers might reveal a French baguette (like his winning loaf from this year's Coupe du Monde competition), a Russian rye, a German beer bread or even a Native American cornbread.

"All countries have their own breads, their own methods. I like to be able to create that

'melting pot effect' with products and methods," he explains.

The international nature of the bakery was inspired by a trip—as a spectator—to the Coupe du Monde four years ago.

American (Baguettes) In Paris Take The Cake

The Coupe du Monde competition proved that being a progressive baker can yield high rewards.

Four members of the Bread Bakers Guild of America traveled to Paris with high hopes, but small chances, of capturing a title in the bi-annual Coupe du Monde de la Boulangerie, an international baking competition.

The 1996 Baking Team U.S.A. included Glenn Mitchell, *Grace Baking Co.*, Albany, CA; Craig Ponsford, *Artisan Bakers*, Sonoma, CA; Jeffrey Hamelman, *Hamelman's Bakery*, Brattleboro, VT; and Greg Mistell, team manager. They landed first place in the Baguettes and Specialty Breads category.

Team application requirements include a statement on baking philosophy, a video tape of the baker at work, a selection of baked goods for judges to taste, and a commitment to baking simplicity as well as traditional baking methods.

For Ponsford this title gives the U.S. worldwide respect in the baking field. "We've been accepted into the family of world-class bakers," Ponsford claims.

Tom McMahon, executive director of the Bread Bakers Guild of America



The 1996 team comprised Glenn Mitchell, Craig Ponsford, and Team Captain Jeffrey Hamelman; Greg Mistell (not pictured), a 1994 team member, was team manager.

agrees. "I hope the win has some impact on baking in the U.S. We have proven that we can be the best."

All team members agreed that the four months of training (which included practice sessions in Pittsburgh) was the best preparation their individual bakeries could have received, even if it was a tremendous sacrifice. "I knew the business would have to be sacrificed if I was accepted," comments Ponsford. "We hired extra people to help. Now, people are calling me the best baker in the world," he says, a bit embarrassed.

Cargill Foods Flour Milling recently pledged a donation of \$50,000 to the National Baking Center at Dumwoody Institute in Minneapolis, MN. "There is a need for better education in the basics of baking. Cargill's contribution to the National Baking Center shows leadership and a vision that will encourage an effort to meet that need. The gift Cargill pledged shows recognition of the importance of the smaller, traditional baker and the resurgence of consumer interest in good quality, healthy baked products."—Tom McMahon, Project Director, National Baking Center

 CARGILL FOODS

Flour Milling

Case History

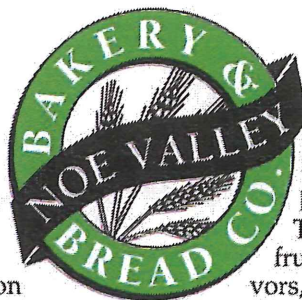
Creative Creations Noe Valley Bakery & Bread Co.

Michael Gassen and his wife Mary, owners of the *Noe Valley Bakery & Bread Co.*, San Francisco, CA, have their share of competition in the Bay Area.

"San Francisco has the best breads in the country," Michael says. "To compete we need to be

different. We don't make a seeded baguette, for example, we just can't compete on that level."

So what do the Gassens invent instead? Organic Black Mission fig bread, dried apricot and candied ginger loaves, double raisin bread, artichoke focaccia and fruit breads, for



starters. "Things like thyme, olives, cherries, coconut and ginger give breads an esoteric, unusual flavor," Michael says.

To find the freshest local fruits and unusual flavors, such as the sour cherries used in sour cherry chocolate baguettes, the Gassens began scouring the city's famous farmers' markets, and applied the same home-grown thinking to marketing. Noe Valley took a local approach, selling breads and other baked goods at one of the local markets, and has increased weekly sales by 750 loaves a week. The Gassens plan to add more farmers' markets to their retail outlets. A 10-foot green, black and white

tent with the company logo helps foster recognition and distinction between the host stand and the bakery's well-known retail location.

"Because we try not to do what everybody else does, we are an asset to the farmers' markets," he adds.



Market Report

Keeping Up With The Continent

On the average, Europeans eat more bread than Americans, whether it be rye, wheat, sourdough, kaiser, French, Italian, etc., (see graph). Perhaps with the recent win by the U.S. Baking Team at the Coupe du Monde competition in Paris will come a greater awareness and appreciation of good breads in the U.S., and, more importantly, increase the annual per-capita bread consumption.

Country	Annual Per-Capita Bread Consumption (lbs.)
Germany	178.2
Italy	154.0
Greece	154.0
France	123.2
Britain	114.4
U.S.A.	52.0

Source: International Bakers Association

Merchandising & Promotional Planner

Do you have a merchandising or promotional tip that has brought you more sales? Send it to: Beth Lorenzini, Editor, *The Progressive Baker*, Cahners Publishing Co., 1350 E. Touhy Ave., Des Plaines, IL 60018. Or fax it to 847/390-2089.

► **Try anything.** Most retail bakeries have found sampling new products is essential for getting customers to try them. But at Noe Valley Bakery & Bread Co., the staff is instructed to let customers try a sample of anything in stock, in order to help a customer make a decision. Noe Valley will also sell a half-loaf of bread, or other smaller portions, to give customers the opportunity to try new items at home.

► **Show them the door.** At *Paul's Bakery* in Van Buren, AR, new products—new varieties of cakes, for example—are posted on the front door. That way, says Co-Owner Joanne Lehnert, everyone is sure to find out about them.

► **Be a [sole] sponsor.** Instead of simply advertising during a radio program, James McMillan of the *Tiffany Bakery & Eatery* in Columbia, SC, sponsors the noon request hour. That program gets a larger listening audience, and a sponsorship position assures they hear the name "Tiffany Bakery & Eatery" multiple times. "It's helped us pull in an extra \$200 to \$300 a week," McMillan says.

► **Go for the guarantee.** Ken Swanson, owner of Ken's Bakery in Sauk Rapids, MN, has nothing against radio advertising rates...as long as there's a guaranteed pay-off. He and his local station devised a program, where listeners purchase gift certificates directly from the radio station for less than face value: \$7.00 for \$10.00 worth of baked goods. Swanson only pays for his advertising through the certificates, so he is paying to reach customers who he knows are interested in his products.

► **Show 'em your stuff.** Many bakers have added glassed-in walls or open kitchens to allow customers to watch the baking process. But at the *Tiffany Bakery & Eatery* in Columbia, SC, McMillan added a glass wall so that customers could see their cakes being decorated. "On most Fridays I've got three decorators making 60 cakes for people. This is an art and our customers like to see how it's done," he explains. No doubt it conveys a message of care about quality that pays off in repeat sales from loyal clientele.

► **Give a history lesson.** At Texas French Bread Inc. in Austin, TX, Judith Willcott provides take-home cards telling the history of the bread, where the bread's name came from, and offering serving suggestions, with each loaf.

FOOD & WINE

GET COOKING

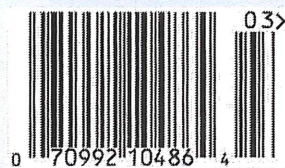
61 COZY RECIPES YOU'LL CRAVE

**MASTERING
STEAKHOUSE
CLASSICS
AT HOME**

**STAR
CHEFS'
FAMILY
MEALS**

This pajama-friendly potpie is our wintry go-to (p. 52).

MARCH 2017




**CELEBRATE
SPRING WITH AN
EPIC FEAST**




NOE VALLEY
•BAKERY•

THE VALUE OF CONSISTENCY

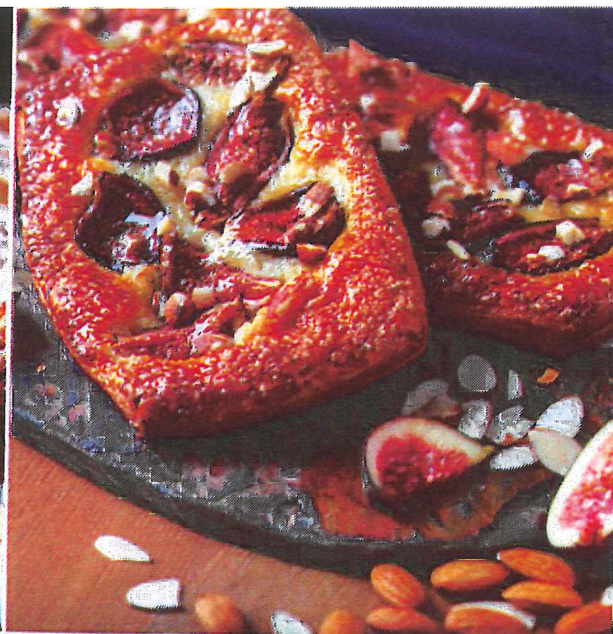
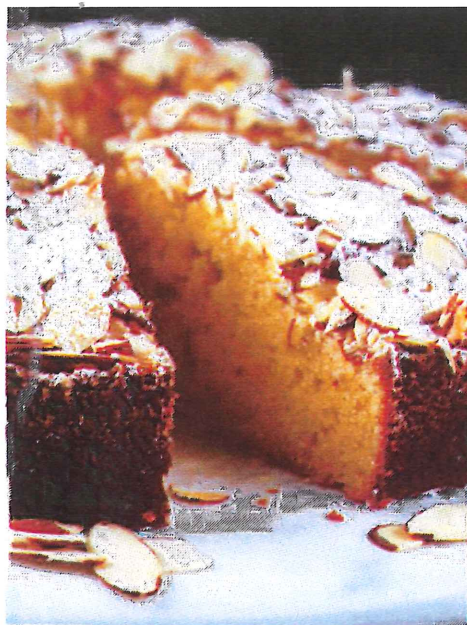
Think of your favorite local bakery and you're probably envisioning a place exactly like San Francisco's Noe Valley Bakery, with a second shop that's just opened in the nearby West Portal district. For owner/baker Michael Gassen, who founded the shop in 1995 with his wife, Mary, that's exactly as it should be. The couple had worked together for the Il Fornaio restaurant and bakery chain, and wanted to create a place that felt familiar, comfortable, and reliable. "We're a part of people's lives, helping them with their most important celebrations," he says. "In a constantly changing city, we're a constant presence."

The bakery creates a full range of baked goods – from breakfast pastries to rich desserts – and Chef Gassen prefers to use ingredients that are all natural and locally sourced. As a baker, it's no surprise that he uses an enormous supply of Blue Diamond almond products. "With Blue Diamond, I get a consistency of flavor and texture," he says. "I know I can always expect the same results."



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GOOD IS IN EVERYTHING WE DO



A NEW SPIN ON **TRADITIONAL FAVORITES**

Since the day he opened Noe Valley Bakery, Chef Gassen has been utilizing Blue Diamond almonds in various forms. Sliced, slivered, or whole, they go into batters and are used as garnishes. He loves to grind slivered almonds into a meal for such items as his Ligurian-style Baci di Dama cookies. With the introduction of Blue Diamond's almond flours, he says, he'll be able to skip this step. "Using almond flour is a much more French approach," he explains. "It creates a denser texture and more moisture in the dough. But it also adds a lightness, because of the fats, that provides a nice lift in the finished product."

Chef Gassen has already begun swapping out wheat flour with almond flour in many of his bakery items. A traditional Italian Olive Oil Cake garnished with natural sliced almonds and confectioner's sugar. A twice-baked Almond Croissant with almond-paste filling. An open-faced Croissant *Tartine* — either sweet or savory. And an almond-based sandwich cookie filled with hazelnut-chocolate *gianduja*.

"I've found that if I use the natural almond flour, the tannins from the skins provide an extra nuttiness and more intense flavor," he says.

**BLUE
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Global Ingredients Division

QUALITY

YOU CAN COUNT ON

Looking ahead to future trends in baking, Chef Gassen says that he's started to use some sprouted grains, and the popularity of gluten-free products is here to stay. "Because of the familiar role we play in this neighborhood, our own trend is to go back to the basics of traditional baking," he says. "We'll always provide our customers with new takes on old favorites." A big part of that approach is knowing where an ingredient comes from, and he relies on Blue Diamond to source the highest quality of almond products.

"As artisans, we're constantly looking for fresh inspiration and motivation and new resources," Chef Gassen says. "This new almond flour enables me to make my products tastier and even healthier by replacing traditional processed gluten flours." In addition, he values the high level of customer support he knows he can receive from Blue Diamond's Global Ingredients Division. "I know if I have a question or issue, I can call them," he says. "I really feel there's a strong partnership between us."

**ENTRUST YOUR BRANDS
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<http://hoodline.com/2017/03/noe-valley-bakery-debuts-second-location-in-west-portal>



Noe Valley Bakery Debuts Second Location In West Portal

by Susan Xu

Mon. March 27, 2017

Location: 28 West Portal Ave., San Francisco, CA



Photo: Noe Valley Bakery

[Back in November](#), we reported that [Noe Valley Bakery](#) (4073 24th St.) would be opening a second location in West Portal, at 28 West Portal Ave. Now, the new location is officially open—complete with a cupcake-filled display case.



Inside Noe Valley Bakery in West Portal. | **Photo: Noe Valley Bakery**

The bakery, which opened on March 22nd, received more than \$10,000 in financial assistance from neighbors, who prepaid for baked goods through [Credibles](#), a service that allows new businesses to get money upfront in exchange for offering credits for goods once they open.

Unlike the original location, the new bakery offers seating, with a gray and "sea mist green" color scheme. The freshly baked treats include cookies, croissants, eclairs, challah rolls, warm breads and savory "tiles," made from croissant dough.



Photo: Julie L.

Owner Michael Gassen and his wife Mary purchased the original 24th Street bakery in December 1994, and the mom-and-pop business has been steadily growing ever since.

Much like its predecessor, the West Portal expansion is set in a family-friendly neighborhood; it takes over the former home of Noah's Bagels.

Noe Valley Bakery West Portal is now open Monday–Friday from 7am–7pm, and Saturday–Sunday from 7am–6pm.

From: Debra Niemann [mailto:debranemo@gmail.com]
Sent: Friday, September 22, 2017 2:55 PM
To: LegacyBusiness (ECN) <LegacyBusiness@sfgov.org>
Subject: Letter of Recommendation for Noe Valley Bakery

Dear Rick,

The Noe Valley Association a CBD whole heartedly endorses the Noe Valley Bakery for the San Francisco Legacy Business program.

The actual storefront has been a bakery for about 100 years and its current owners, Michael and Mary Gassen have created a very successful bakery by offering the community a wide variety of baked goods as well as sandwiches and coffee, coffee being a major staple of business on 24th Street. One of their best business practices is the creation of new products, not just baked goods but goods you can bring home to complete and or great small sandwiches you can buy on the run. Their products have won many awards, especially their breads. The double raisin and cherry chocolate are served at many a morning community meeting in Noe.

But Mary and Michael have done more than create exceptional baked goods, they have consistently contributed to the community both their busy savvy as small business owners and their wonderful baked goods. Mary served as treasurer of the NVA when it was first formed in 2005. She helped us form the CBD and continued to serve as treasurer from start-up to 2010, five years of service. Michael has been generous in his donations to the community. Starting with the Harvest Festival in 2010 when we held pie eating contests and we'd roll a red wagon down to the bakery and bring back 20 pies for the contest, all donated. Or the time we held a holiday cookie decorating project as part of 24 HoliDays on 24th Street, Michael donated the plain holiday cookies and the kids got to decorate them, same goes for past Easter Egg Hunts and their donation of hot cross buns or easter egg cookies.

The Noe Valley Bakery has been an exemplary member of the Noe Valley community and the NVA strongly recommends they be included in the legacy program.

If you have further questions or need any additional information please contact me directly.

All good wishes,
Debra



Debra Niemann
Executive Director
Noe Valley Association CBD
www.noevalleyassociation.org
ph: 415-519-0093
debranemo@gmail.com



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-2017-18-025
Business Name: San Francisco Market Corporation
Business Address: 2095 Jerrold Ave., #212
District: District 10
Applicant: Michael Janis, General Manager
Nomination Date: November 1, 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? X Yes No

2095 Jerrold Ave., #212 from 1963 to Present (54 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: December 18, 2017

Richard Kurylo
Manager, Legacy Business Program





MALIA COHEN
馬莉亞郭嫻

November 1, 2017

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

Re: Nomination of the Wholesale Produce Market to the Legacy Business Registry

Dear Director Dick-Endrizzi,

I am writing to nominate the Wholesale Produce Market to the Legacy Business Registry.

Wholesale Produce Market has evolved over a 100+ year history, moving to the Bayview District in 1963 as an essential pillar of the Bayview in its redevelopment phase.

The Wholesale Produce Market has also served as an incubator for more than 30 startup food vendors, providing real estate and business acumen for each tenant business. The Market's has been historically essential in connecting out-of-town growers and cultivators to San Francisco's acclaimed farm-to-table restaurant scene. The landmark "Food Recovery" recycling program is an important step in working to minimize waste and create a sustainable food system for the City.

This business plays an essential role in the lasting and critical identity of the City's small business community, the industrial and PDR sectors of District 10, and in the health and well-being of our citizens and our retailers across the city.

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:		
San Francisco Market Corporation		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
We are a non-profit. 1963-2013 City of San Francisco Market Corporation 2013-present: San Francisco Market Corporation		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2095 Jerrold Ave #212 San Francisco, CA 94124		(415) 550-4495
		EMAIL:
		mjanis@sfproduce.org
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.sfproduce.org	N/A	N/A

APPLICANT'S NAME	
Michael Janis	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
General Manager	
APPLICANT'S ADDRESS:	TELEPHONE:
Same as above	(415) 550-4495
	EMAIL:
	mjanis@sfproduce.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0475482	C3447699

OFFICIAL USE: Completed by OSIS 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
2095 Jerrrold Ave #212	94124	1/31/1963
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1/31/63 - 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
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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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.

Michael L. Janis 9-12-17 [Signature]
Name (Print): Date: Signature:

San Francisco Market Corporation

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 San Francisco Wholesale Produce Market (“SFWPM” or the “Produce Market”) was built in the early 1960s and opened in 1963 in the Bayview-Hunters Point commercial district as part of a redevelopment effort. The merchants at that time were moved from what is now the area near the Embarcadero Center, where they had been in operation since the 1870s. The City and County of San Francisco assisted with obtaining financing for the project, which was fully repaid from merchant rent. The SFWPM, which held a 50-year ground lease from the City that expired in January 2013, operated from 1963-2013 as a City-controlled entity operated jointly by the City and County of San Francisco Market Corporation and the San Francisco Produce Association, with oversight by the City Controller and the Real Estate Department.

In 2013, when the 50-year ground lease expired, the leadership of the Produce Market, in order to preserve the long-term stability of the businesses, decided to create a new governance structure in the form of a non-profit entity. The City and County of San Francisco Market Corporation became the San Francisco Market Corporation and was able to negotiate a 60-year ground lease and plans for expansion under new legislation backed by Mayor Ed Lee and Supervisor Malia Cohen. The legislation provided the ground lease, and as a result the Produce Market plans to invest \$100 million in order to continue the economic benefit that it provides to the city of San Francisco.

The Produce Market currently occupies 300,000 square feet of space in 10 buildings, housing over 30 produce wholesalers and distributors, a restaurant and a catering business. The independent merchant businesses, united at one distribution center, are dedicated to providing Bay Area markets and retailers of all kinds with quality fresh produce. The merchants employ 650 full time employees. Over 50 percent of these businesses have operated more than 20 years, one since 1888.

The mission of the San Francisco Market Corporation is to link the produce and food communities of San Francisco and beyond through the successful operation and development of the Produce Market. The merchants sell and distribute a wide variety of produce to retailers across the Bay Area, including restaurants, independent grocery stores, hotels and other food businesses.

The Produce Market has become integral to San Francisco's culinary fabric by carrying out the behind-the-scenes sourcing and distribution of produce, while also partnering in pioneering the City's composting program to bring organic waste back to the region's farms.

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

San Francisco Market Corporation is not a family-owned business. However many of the merchants located within the Produce Market are family-owned generational businesses.

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

From 1963 until the 50-year ground lease ended in 2013, the City and County of San Francisco Market Corporation operated as a City-controlled entity, jointly managing the SFWPM with the San Francisco Produce Association with oversight from the Office of the San Francisco Controller and the Real Estate Department. In 2013, when the lease ended, the City and County of San Francisco Market Corporation became the San Francisco Market Corporation, a non-profit entity whose goal is to continue to manage and grow the Produce Market. San Francisco Market Corporation currently operates with a Board of Directors and is no longer a City-controlled entity. It maintains a 60-year ground lease on the space to ensure the stability of the Produce Market as a space for produce merchants to sell their goods.

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 is not listed on any historic registry, however it is located in the heart of the Bayview-Hunters Point Production Distribution Repair (PDR) sector and has operated as a PDR space for over a century.

CRITERION 2

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

The Produce Market has long been associated with Bayview-Hunters Point and the greater city of San Francisco due to its longstanding history in the city. The current market, located since 1963 in the Bayview-Hunters Point commercial district, makes up a large produce district in the neighborhood, along with many other restaurant suppliers. The San Francisco restaurant community is heavily reliant on the Produce Market as it is a one-stop-shop for many of its produce needs, as well as many of the other restaurant resources nearby in the neighborhood. The Produce Market also has a regional pull, as restaurants from all over the region from Napa to Monterey visit or are serviced by the Produce Market to procure their produce, as it is easily accessible between I-280 and US 101 in the industrial Bayview District.

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

Different from many small businesses in San Francisco, the San Francisco Market Corporation is largely associated with the development of the produce and food service sectors in San Francisco. The first largescale redevelopment of the SFWPM in 1963 was a significant event for the wholesale produce industry, as it provided a stable space for produce vendors to conduct business, and food service businesses to access product. The additional signing of a 60-year ground lease in 2013 and the formation of the nonprofit entity to protect the Produce Market also served as a landmark event in protecting PDR space in a city with very dire real estate issues.

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

Throughout the history of the Produce Market, it has been mentioned in a wide range of publications, from local media publications to business trade publications. Some of these publications include: SF Chronicle, The Packer (an industry publication), TechCrunch, Produce Business, Good Food Economy Digest, SF Magazine, SF Gate, SF Business Times, KPIX News, SF Examiner, FreshDigest and many more publications pertaining to the industry as well as local media.

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

San Francisco Market Corporation has a long history of working with the city's political elite. Because of its contribution to the vitality of San Francisco's food economy, the Produce Market has been a high priority of many politicians. George Moscone was behind the initial relocation of the Produce Market to Bayview-Hunters Point, though it was contentious among the vendors at the time. One of the vendors who worked to keep the Produce Market at its original downtown location was Joe Carcione, who later became famous for his role on television as the Green Grocer. Other figures include Mayor Ed Lee, Supervisors Malia Cohen and Sophie Maxwell, who both stood in support of maintaining the space as a mainstay of produce distribution in San Francisco.

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

The mission of the San Francisco Market Corporation is to link the produce and food communities of San Francisco and beyond through the successful operation and development of the San Francisco Wholesale Produce Market.

The vision of the San Francisco Market Corporation is to make the San Francisco Wholesale Produce Market a vibrant, thriving and sustainable food center.

The San Francisco Wholesale Produce Market fulfills an essential role in the Bay Area's food system. As the integral infrastructure link between farmers and consumers seeking fresh produce, the Produce Market provides a variety of services:

1. A Healthier Bay Area: The Produce Market supplies retail outlets throughout the Bay Area with fresh, healthy, affordable produce, as well active involvement in increasing access to healthy food in San Francisco as a founder of the Healthy Retail SF program, and produce donations to Bayview community organizations;
2. A Culinary Destination: The Produce Market is central to the behind-the-scenes supply chain that makes San Francisco a delicious place to live and visit;
3. Business Incubator: Supporting over 30 businesses, the San Francisco Market Corporation can provide the space, expertise and produce for anyone starting or growing a food business;
4. Support for Farmers: The merchants at the Produce Market source from local and regional farms, increasing the supply of local food and providing critical market access;
5. Food Recovery: The Produce Market has launched a first-of-its-kind food recycling program, working to prevent perfectly edible, healthy produce from going to waste; and
6. Education: Through programming open to community members of all ages, the San Francisco Market Corporation pulls back the curtain on food infrastructure and educates the public on how produce travels from farm to plate.

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

The San Francisco Market Corporation provides services and goods to a myriad of different communities through the wide variety of produce vendors it serves at the San Francisco Wholesale Produce Market and the nature of the Produce Market itself. The vendors themselves utilize regional suppliers, many of whom are farmers throughout the Bay Area and the Central Valley, and provide 650 jobs to members of the local community and the Bay Area. The vendors supply produce to a diverse array of restaurants, local markets, independent grocery stores, hotels and other food businesses ranging from all parts of the Bay Area, north to Napa and south to Monterey. Through donations to local community organizations based in Bayview-Hunters Point, the Produce Market serves the local residents with access to healthy produce. The Produce Market also has the goal to provide employment opportunities to the residents of Bayview-Hunters Point, a neighborhood with the city's highest unemployment rate and also highest percentage of diabetes as a result of it being a "food desert." The San Francisco Market Corporation serves to mitigate these issues and provide jobs and healthy food to the community whenever and wherever it can.

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

No, the San Francisco Wholesale Produce Market is located on an industrial site that does not have any such historical or cultural significance attached to it.

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

The loss of the San Francisco Market Corporation and, consequently, the San Francisco Wholesale Produce Market that it manages would be an enormous blow to the food economy of San Francisco, affecting the local community, the restaurant community and those that work for one of the various vendors that operate in the Produce Market. Because the Produce Market is concentrated in the Bayview-Hunters Point neighborhood, many of the restaurants do not have to travel long distances to gather their produce, and because the vendors are all located in the same place, travel time, money and pollution is lessened as a result. The city would also be losing a produce entity that has a history of over 135 years in San Francisco, as well as a key provider of jobs in the community.

CRITERION 3

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

The San Francisco Market Corporation operates and develops the San Francisco Wholesale Produce Market. The Produce Market is a wholesale business that provides a space for 31 produce vendors to conduct business in San Francisco. The Produce Market is located in one of the last PDR districts in San Francisco, the Bayview-Hunters Point commercial district, and is made up of several large warehouses that house the vendors in easily accessible spaces for distribution purposes. During operational hours, the vendors usually have trucks lined up to load and distribute produce throughout the region to local markets and restaurants. The site itself can largely be seen as a bustling market providing jobs and produce to the Bay Area and beyond.

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)

The San Francisco Market Corporation is largely committed to maintaining the traditional sense of a food market. Produce markets have largely existed throughout history in many forms, however the one-stop-shop model that the Produce Market provides is an essential tradition that defines the business. Having a wide variety of vendors in the same place allows suppliers and restaurant/market clients to have ease of access to the goods they need to operate their businesses. The Produce Market also has a longstanding tradition of operating during the night,

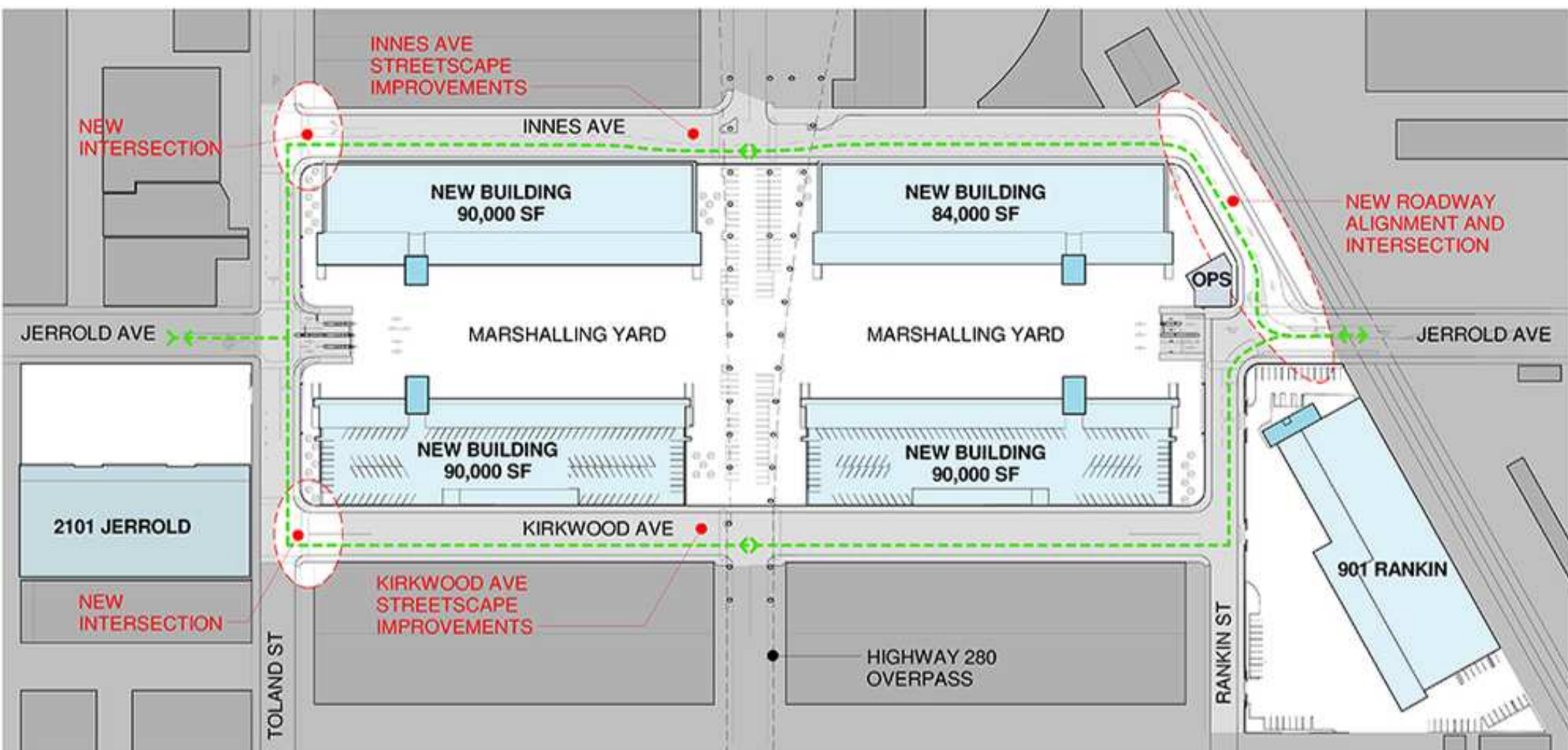
as this is when restaurants and other food-related businesses traditionally can purchase their produce in order to have it on site for their operating hours. Incubator space is also a tradition that the Produce Market has held on to, as being an affordable space for new vendors to grow and expand their clientele. The San Francisco Market Corporation has long held the tradition of providing space where the produce industry can grow and thrive and providing affordable space to small produce vendors to access the enormity of the Bay Area food scene and culture.

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.).

The San Francisco Wholesale Produce Market is located in a large scale PDR neighborhood in buildings that are largely bland industrial warehouses housing many vendors. The long term ground lease, however, provides the opportunity for the San Francisco Market Corporation to redevelop the Produce Market into an even more cohesive hub for produce vendors, as new buildings will be built to house these vendors. There is also a plan to enclose the Produce Market to prevent through traffic and allow a safer, greener atmosphere for the vendors. The San Francisco Market Corporation has already completed two new modern structures, one of which is Gold LEED Certified at 901 Rankin Street which houses three vendors including Good Eggs and Mollie Stones. The entire area is undergoing a massive redevelopment project in partnership with the Public Utilities Commission in order to further maintain the area as a hub for San Francisco's industrial economic sector, and the San Francisco Wholesale Produce Market is central to this vision.









SAN FRANCISCO
WHOLESALE PRODUCE MARKET

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THAT CHEONG PRODUCE

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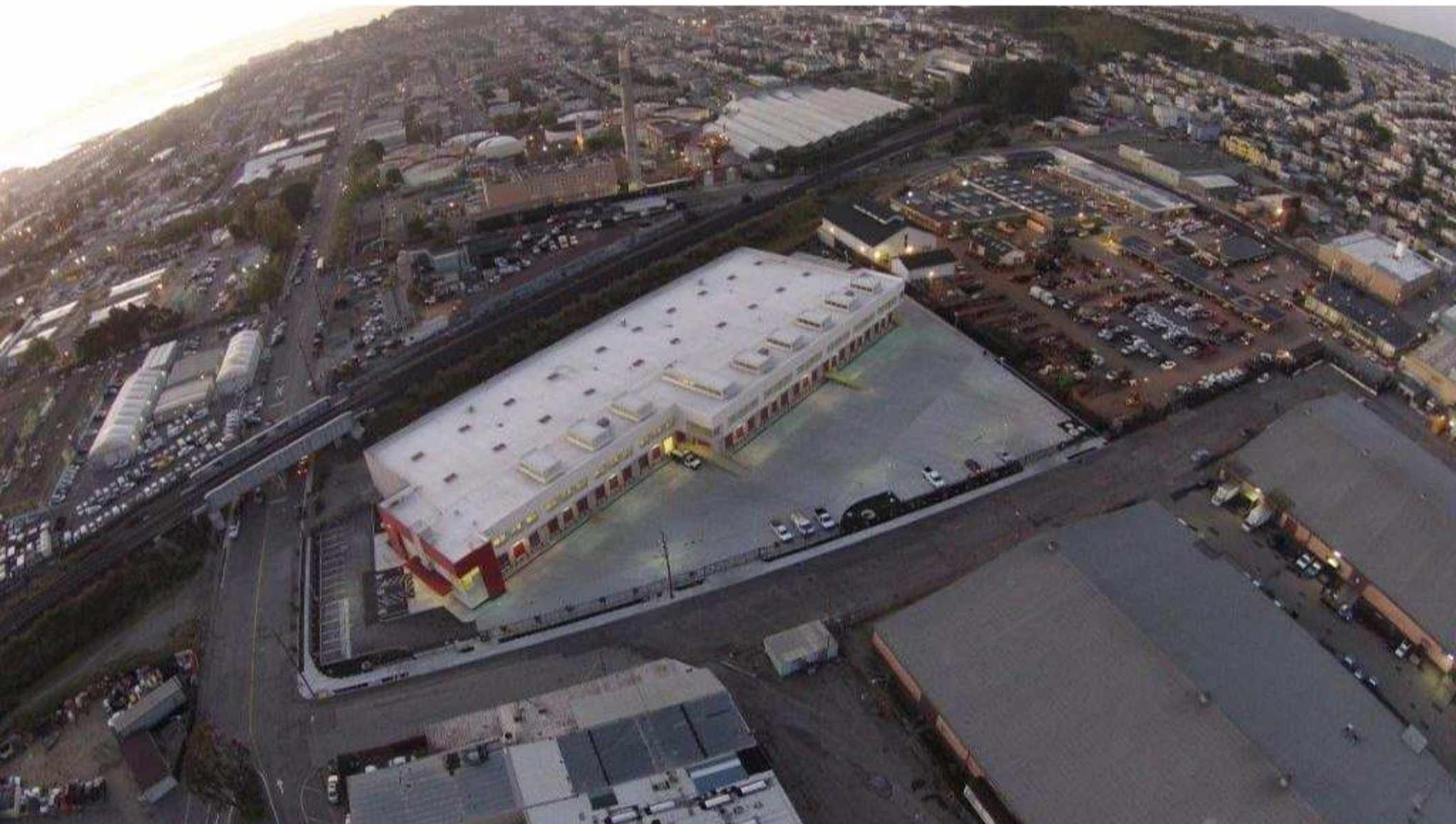
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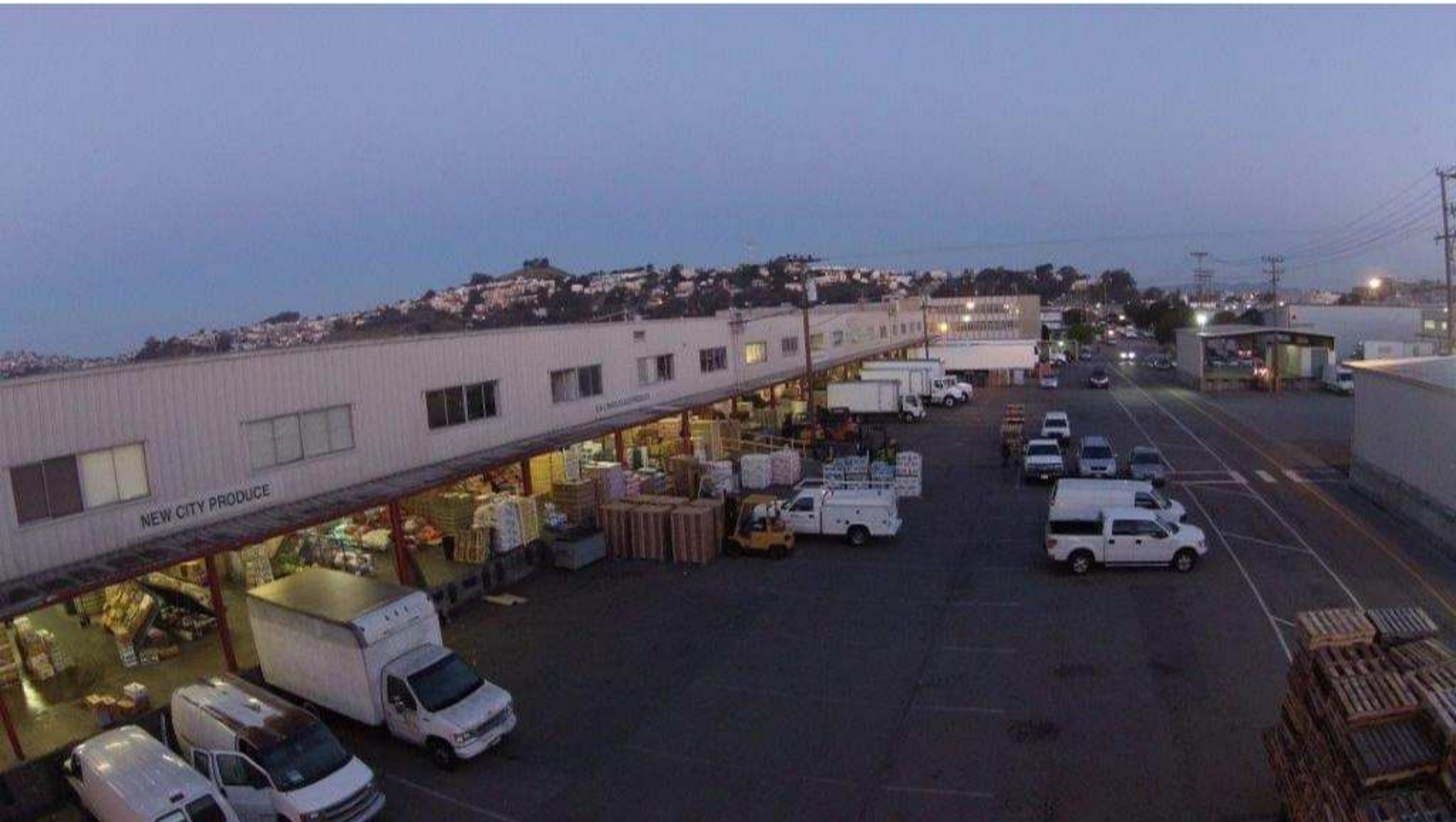


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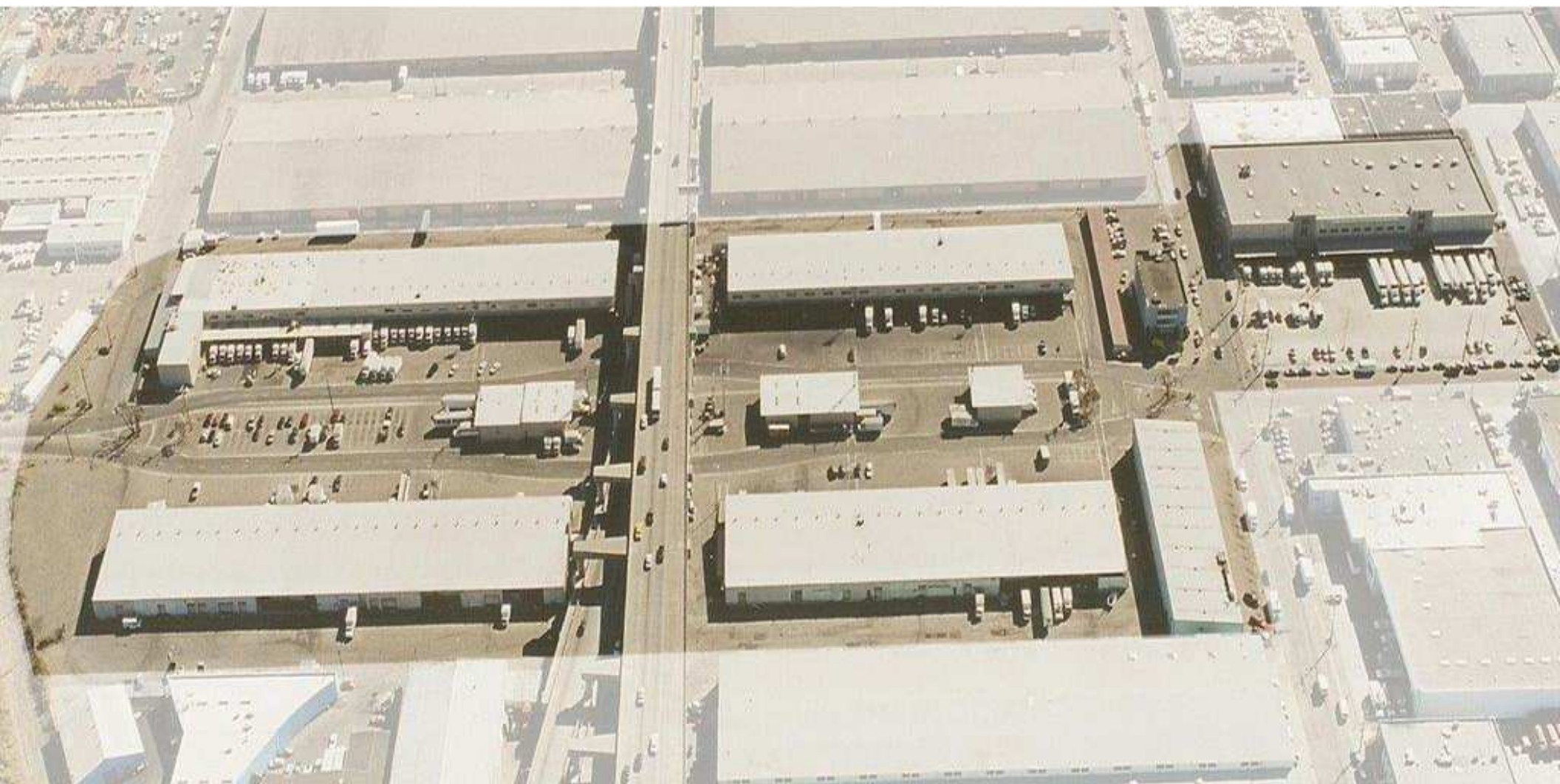






















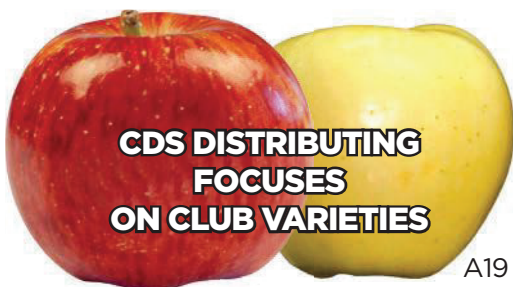




INSIDE ➤



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Expansions, newcomers invigorate produce market

By Mike Hornick
Staff Writer

The San Francisco Wholesale Produce Market continues to find renewal in the arrival of new merchants and expansions by veteran companies.

Stanley Produce is soon moving to a building on the west side of the market. "They're making a major investment and upgrading with new refrigeration," Michael Janis, general manager of the San Francisco Wholesale Produce Market, said Sept. 14. "The new space and new location at the market and investment will position Stanley Produce to build upon its many years of success."

New City Fruit & Produce recently expanded its refrigeration and its kitchen for employee meals. Within the past year, S&L Wholesale Produce added another stall to its operations. Shasta Produce has doubled its space and is in the process of installing refrigeration.

The 60-year lease renewal that the market received from the city in 2013

continues to generate investment.

"Since then, the amount of improvements done not only by the market but by the merchants is phenomenal," Janis said. "That fits right within our strategy of long-term continual investing and upgrading of the market."

The wholesale market has also taken another step toward e-commerce with the arrival of GrubMarket, which delivers organic and locally sourced products. Another merchant from the online and organic world, Good Eggs, has solidified its position in the San Francisco Bay Area after struggling in some other cities. Good Eggs operates in about 55,000 square feet.

"What's unique about our market is the diversity of business types," Janis said. "In San Francisco, it's natural to have businesses marrying technology and distribution. Businesses are sharing infrastructure yet competing, but the technology component stands out. These two are typical technology companies funded by outside sources.



Courtesy Arcadio's Produce

The San Francisco Wholesale Produce Market has a history of making space for small startup produce companies, and Arcadio's Produce is the latest company making a go of it, says Michael Janis, the market's general manager. Arcadio's was operating out of a truck before market management found them 400 square feet.

They have people cooling and they also have people coding. It's a very different business model, but what they have in common with merchants who have been here for 80 or 90 years is that they're moving food."

The market also remembers its his-

tory of making space for small startups. Earl's Organic Produce started with a desk on a back dock and is now in 35,000 square feet.

Arcadio's Produce is the latest example of a new company trying to carve out a niche.

"They were just operating out of a truck," Janis said. "They needed a little space, but the market has been full. We never want to slam the door, we want to keep it open for what may become the next big company. So we found them about 400 square feet and a small refrigerator about a year ago. Now they've got three or four trucks, they're busting at the seams and need more room."

Arcadio's Produce partner Manuel Orozco and his brother worked at GreenLeaf for about 12 years before striking out on their own.

"We kept giving a lot of support to the market, mainly some new customers," Orozco said. "They gave us a chance and a little space."

"GreenLeaf's people really know what they're doing, and we were lucky to learn the whole process there," he said. "We're doing something small but similar with good quality, good customer service and prices." Arcadio's now has about 40 clients.

Earl's Organic finds niche for premium locally grown produce

By Mike Hornick
Staff Writer

Just a few acres, or even pallets, of organic fruits and vegetables can be enough to excite some retailers in the San Francisco Bay Area, so Earl's Organic Produce connects them with product from California's boutique growers.

The extra cost that inevitably adds to blueberries, tomatoes, apples and the rest can only be justified by quality. Flavor is the main attribute. Unusual timing or great shelf life can also help.

"Everybody's selling organic one way or another, whether it's Raley's, Whole Foods or Safeway," said Earl Herrick, owner of Earl's Organic Produce. "So smaller retailers command their presence on the market by having something unique. Though it may be higher priced, most people understand they're getting unique items with added value. We enjoy working that small grower."

Blueberries from Forbidden Fruit Orchards, a 6-acre oper-

ation in Lompoc, Calif., were making their last hurrah of 2016 in late September with the arrival of a single pallet at Earl's Organic. The wholesaler has worked with grower Sandy Davis for a decade or so.

"We're able almost to auction them off," Herrick said. "We try to find the right price point that it takes me a week to sell a pallet in the fall. We sometimes see resistance because of sticker shock, but if you compare it to any of the imports in flavor there's no comparison. People have kept them for up to two weeks in a refrigerator. It's a blueberry that can hold up and you can cherish."

Price premiums on such items can stop seeming absurd when you consider some things that are happening in the broader produce industry.

"Look at apple prices, with Honeycrisp selling for \$80 a carton," Herrick said. "If the volume is right, you can find the money that works for everybody."

"Forbidden blueberries aren't for everybody, but the retailers

who have it sell a lot," he said. "What happens is that you get a broad exposure to different people. They may not buy five or six clamshells, but a lot are buying steadily."

Earl's Organic has lately been featuring tomatoes from another boutique grower, Ellwood Canyon Farms in Goleta, Calif.

"The owner took over an old property that was grown organically for decades but hadn't been worked for a while, called the Growing Concern," Herrick said Sept. 23.

"This spring he had a great crop of sugar snap and snow peas. Now in his tomato program he's running up some great mixed medleys, heirlooms and a nice San Marzano roma. It's kind of a farmers market thing, but he's able to pack it and have the quality such that we can resell it and get it to the smaller retailers in the Bay Area who appreciate unique items. Again, we're able to support a small grower on his land doing a great job."

For apples, Earl's Organic

will have California fruit until it runs out, probably in November, and source fully from the Pacific Northwest thereafter. Until then the wholesaler will promote regional growers like Rider and Sons, Freedom, Calif.; and Cuyama Orchards in Santa Barbara County.

"We love Cuyama's fuji's, their galas, grannies and Honeycrisp, and of course their Arkansas blacks," Herrick said. "It's a great selection of high quality apples, grown at a little higher elevation and in the middle of nowhere, so there isn't the usual pest pressure."

When local sources dry up, there are other ways to profit.

"A wholesaler has an opportunity when the local deals end," he said. "Then we're able to supply local customers with a larger percent of their set."

When rains and chill come to much of California, for example, Earl's will turn to partners in the Mexican vegetable business like Covilli.

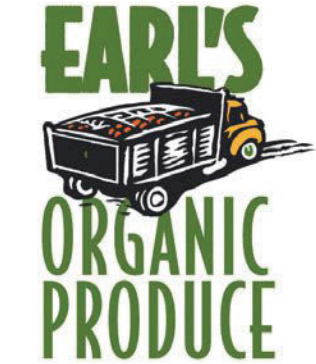
Some California items proved disappointing. Organ-

ic keitt mangoes, for example, were available in much lower numbers to the wholesaler than last year.

"It's a wonderful mango," Herrick said. "Last year we had outstanding movement, but this year was just a fraction."

An early end to the California avocado season was also a surprise.

Earl's Organic Produce recently named a new director of sales, Drew Knobel, who's a vet-



eran of the San Francisco scene.

"Our growth continues to be strong," Herrick said. "We're up to 90 employees now."

White tablecloths fade; corporate dining gains

By Mike Hornick
Staff Writer

The foodservice scene in the San Francisco Bay area has been drifting away from fine dining formats, but bars and corporate cafes are gaining ground.

Those cafes are picking up some of the slack for produce sellers, and even the bars need garnishes or appetizers.

Employees stuck with one- or two-hour commutes each way, often in company-provided buses, are eating more of their meals in corporate foodservice — a growing part of the business for distributors like Brisbane, Calif.-based GreenLeaf Produce.

When they go out on the town, it's often for drinks instead of lunch or dinner.

"The white tablecloth restaurants are struggling," said Frank Ballentine, GreenLeaf Produce president. "They're designed mainly for the baby boomer generation. In the city they're being replaced by a lot of high-tech workers, and that's not where they want to go. The demographics determine the type of restaurant."

Rising rents and labor costs plus a shortage of labor have

forced many restaurants to raise prices and the result has been a loss of foot traffic.

"Produce prices are basically flat or in a bit of deflation on average now," Ballentine said. Naturally, that can't make up for what's happening to other costs.

GreenLeaf's corporate foodservice clients include Apple and Facebook.

"The corporate cafes are doing well," he said. "They're

feeding more people and more meals as they grow. They're putting employees on buses because the commute is so bad in the Bay Area. They want to get the most productivity out of them that they can, so they provide the food and a lot of services to keep everyone happy."

"That changes the restaurant scene," Ballentine said. "Because if you're full and you go out, you're going to drink. So most of the restaurants that are opening, especially in Silicon Valley, are basically bars serving high-end bar food."

"They're going for mixology drinks which run from \$18 to \$26," he said. "There are also fast-casual restaurants, or high-end places for \$100 a plate and up. There is always a need for quality produce."

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- Morales Produce
- Parkview Produce
 - Petra Produce
 - Rigo's
- Shasta Produce
 - T.M. Summit
- Twin Peaks Distributing
- United Produce

** tenant list in alphabetical order*

San Francisco market dives deep for food recovery

By Mike Hornick
Staff Writer

The San Francisco Wholesale Produce Market has made big strides toward getting unmarketable but still fresh produce to food banks faster and in higher volumes during a three-month pilot project.

In one three-week stretch the project, which in September neared completion, recovered about 30,000 pounds of produce that otherwise would have been composted. That was from just four merchants — Washington Vegetable, S&L Wholesale Produce, Stanley Produce and Berti Produce.

The market's 30 merchants donate more than 100,000 pounds each year. The new program's amounts can't be generalized yet, given sharp weekly fluctuations. But the yearly gains are expected to be substantial if or when it's scaled to all 30, a step the board will soon consider.

A new hire, Carolyn Lasar, is coordinating the market's effort. Before, merchants were largely left to handle things on their own.

"Food recovery is a huge issue na-



Courtesy San Francisco Wholesale Produce Market

The San Francisco Wholesale Produce Market's Carolyn Lasar shows colored carrots recovered from market vendors for donation to a food bank. Lasar was hired recently to coordinate the market's 30 merchants in a pilot project to collect more of the market's unmarketable produce.

tionwide now," said Michael Janis, general manager for the San Francisco Wholesale Produce Market. "Like other markets we've done great work with food banks and nonprofits for years, moving excess product to them. But then we asked, what happens if we dive deep into this and have a market

team member work every day with our merchants to identify every potential pound or box that could be diverted for people to eat?"

"Despite everyone's best efforts, there is still product moving into compost that could be going to hungry mouths," he said.

There are many ways good produce becomes unmarketable, from cosmetic flaws to incompatibility with a buyer's processing equipment. Part of the market's task now is to get it ready for receivers.

"Often our partners don't have the capacity to deal with the product if they have to remove leaves, clean it or can only use half a box," said Andrea Brock, program manager for the San Francisco Wholesale Produce Market. "We're putting in some work to make sure what people get from the market is 100% ready to use."

"It's like repacking, but we call it gleaning because that's the term used in food recovery at the farm level," Janis said. "Historically we thought of this as waste management, but now we're positioning it around food recovery."

Donors also benefit.

"It takes a lot of effort by our merchants to donate product," Brock said. "Often it takes several calls to different organizations to arrange a pick-up. Since Carolyn took that work on, she's made it possible to get more product off the market."

The social responsibility initiative

also has implications for the bottom line.

"If this product can get to organizations that distribute food, that will save merchants fees for composting it," said Janis.

"Warehouse and cooler space is limited," Brock said. "If there's product merchants can't sell, they are excited to be able to give it away and free up space for incoming product."

Given the high profile of social responsibility issues in the San Francisco Bay Area, the program might also attract volunteers over time.

"Many food banks today have wonderful programs for volunteers who help pack or unpack boxes," Janis said. "We can envision a program at the market where people who are passionate about this help us glean the product."

"We put some resources into this and measured the results, and thus far they show that a longer-term program could benefit people meaningfully," Janis said. "Our big finding is that we're delighted by how much more is out there. This is new product that's being recovered. It's not taking the place of other product."

CDS Distributing Inc. aims to be the leader in supplying newer club apple varieties to its customers, such as Honey Bear Tree Fruit Co.'s Smitten apple variety, which the company is introducing in a bigger way this year, says Alberto Navarro, sales manager.



Courtesy CDS Distributing Inc.

CDS Distributing is Smitten with club apples, tree fruit

By Mike Hornick
Staff Writer

Most fresh apples on the northern California market pass through San Francisco-based CDS Distributing Inc.

"CDS has positioned itself as the premier leader in the newer club varieties, introducing them to foodservice, retail and wholesale," said Jan Garrett, who joined the company in July as vice president of marketing and business development.

Varieties gaining acceptance or continuing their growth trend of recent years include Ambrosia, grown primarily by CMI Orchards; Smitten, from Honey Bear Tree Fruit Co.; and the Aurora Golden Gala from Auvil Fruit Co.

"The Smitten we're introducing in a bigger way," said Alberto Navarro, sales manager. "You'll see point-of-sale material and demos in the stores. We're really pushing that."

"Last year there was just a handful of Smitten out of Washington. Now we expect quite a few more," he said "We look forward to it becoming one of the top apples in the next four or five years. It's from New Zealand originally, with a flavor similar to braeburn or crisp pink."

Navarro got his first taste of the new Aurora crop Sept. 16, the same week that Ambrosia kicked off at CDS. "The flavor is really good," he said. "It's a delicate apple with a nice balance, not too tart and not too sweet."

Other offerings include SweeTango and Honeycrisp.

For Honeycrisp, f.o.b. prices in the \$60 to \$70 range haven't killed demand. "No matter what they retail for, people want them,"

Navarro said. "Each year that goes further through the season, and it will probably be the third or fourth-most grown apple in Washington within a few years."

On top of those and more common commercial varieties, organic heirloom apples will be on offer this fall through CDS co-owner Craig Campbell in his role as grower and partner in Harmony Orchards, Tieton, Wash. Apples grown there include Ashmead's Kernal, golden russet, Pixie Crunch and Lady, said Navarro. They typically go to smaller local retailers or restaurants.

"Lady apples are a niche item, hand-polished, really cool-looking and they're the size of a golf ball," Navarro said. "He packs about 12,000 boxes a year, all in 12-pound boxes." Lady, also known as the Christmas apple, is available mid-September to early January.

In late September there were still some California apples on the market, but the big action was on Washington fujis, galas, granny smiths and other mainstream varieties.

"The older varieties like red delicious and golden delicious are transitioning out in volume and most new acreage is being planted in the club apple varieties," Garrett said.

CDS Distributing serves clients ranging from Chico and Sacramento in the north to as far south as Bakersfield. Besides apples, the company offers a wide range of tree fruit, potatoes and onions. In California, CDS represents 80% of apple volume grown in the state and 75% of cherry volume. Its products are sourced from several regions and countries.

Twin Peaks adds Mexican vegetables

By Mike Hornick
Staff Writer

Twin Peaks Distributing Inc. is extending its reach, adding Mexico vegetables to its offering and drawing more on Texas citrus than last year.

"We are trying to shake up the industry with what we're doing here," said Guy Davidoff, co-owner with Robert Scuteguazza of South San Francisco-based Twin Peaks. "We have so many different commodities and a lot of chain stores don't know it. We'd love to do business with them."

Lunardi's Markets is one local retail chain served.

Some changes were sparked by the recent arrival of Jack Holliday, a sales veteran previously with Bay Area Produce Inc., at Twin Peaks.

"He has brought in a whole new energy level and is pushing hard in the Mexican vegetable deal as well as creating a melon deal," Davidoff said. "It's all new to Twin Peaks. Jack has brought a whole new dimension to our company."

Another salesman, Jose Zelada, handles a citrus deal supplied from California, Texas, Peru and even Australia. The company

represents Wonderful Citrus, including its Halos mandarin label.

"The California citrus market is very tight now, so we plan on having plenty of supply out of Texas," Davidoff said in late September.

Out of Mission, Texas, Twin Peaks was loading Mexican lemons from Wonderful Citrus. The distributor is also bringing in Texas oranges and Wonderful's Sweet Scarletts red grapefruit.

"The grapefruit will start around Oct. 10-12 and we'll have them in the Bay Area," he said. "Sweet Scarletts is a premier label on the local markets here. Wonderful does an exceptional package." Texas navels will probably start the first week of October. The distributor will also have some valencias.

Twin Peaks' fall California and Chile grape deals are run by Mike Richards, sales. The company's California grape marketing partners include Sunlight International Sales, R J Sales and Columbine Vineyards.

Richards and Holliday collaborate on a cucumber deal with grower-shipper Prime Time International, and get peppers there as well. Cucumber supply out of Baja was short in late September.

"Cucumbers are a very tough deal to



Courtesy Twin Peaks Distributing Inc.

Salesmen Jack Holliday (from left), Jose Zelada and Mike Richards join co-owner Guy Davidoff Sept. 16 at Twin Peaks Distributing Inc. in South San Francisco.

work and we're lucky to have people like Prime Time trying to help us along this path to grow," Davidoff said. "They started cucumbers a couple years ago with outside growers, and then went from the growers' label to the Prime Time label."

Pepper supply, on the other hand, was good, with loading in Somis, Calif., on reds, greens and yellows.



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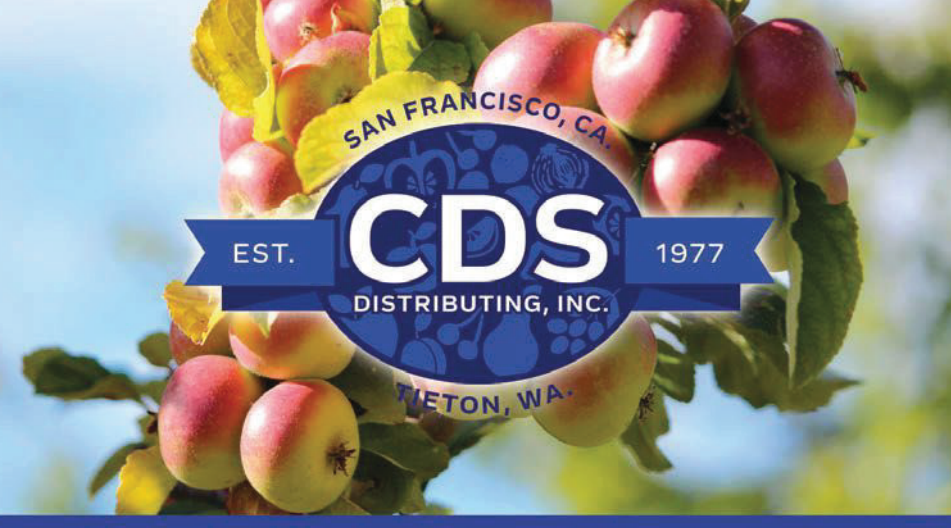


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FOOD ISSUES

Second life for fresh produce

By Tara Duggan

Ebony Wilkerson's eyes widen when she sees the cases of fresh portobello mushrooms and bunches of bright green organic cress with their roots still attached.

"You want to take something?" asks Carolyn Lasar, food recovery coordinator at the San Francisco Wholesale Produce Market, whose job is to get donations of produce that merchants can't use to local organizations that feed the hungry.

"Yes!" says Wilkerson, who prepares 50 to 60 meals and snacks every day for homeless families at Catholic Charities in San Francisco. This is her first time getting donations at the market. Normally she has to sort through whatever she can find at the Food Bank and uses up her budget at Safeway or Costco. The quality here is so much better, with boxes of still-pristine Earthbound Farms organic salad greens and cauliflower that couldn't be sold because of slight marking.

"I'm super excited," she says. "I can't wait to do sweet-and-sour cauliflower."

Located in the Bayview neighborhood, the San Francisco Wholesale Produce Market is one of the Bay Area's biggest produce hubs inside one of its largest food deserts. At the end of a working day, which goes from midnight to 7 a.m. for the 31 produce businesses that lease space at the market, there's usually a lot of leftover fresh and edible fruit and vegetables that can't be sold for various reasons — and nowhere to store it.

"For us to throw it in the dumpster is a crying shame," says Stanley Corriea Jr. of Stanley Produce Co., who has 150 pounds of sprouting garlic, each box worth \$95 at its prime, to donate.

In August, the market hired Lasar to ensure that more of the food goes to the hungry rather than compost bins.

Working with about half of the merchants, the program has recovered more than 224,000 pounds of produce, enough to supply roughly 186,000 meals.

Walking around the market with more visitors from Catholic Charities, Lasar points to a donation of 50 cases of broccoli packed in ice with freshly cut stems but slightly yellow tips.

"But that looks better than Safeway," says Tim Evans of Catholic Charities.

There are several reasons the food gets left over. A supplier might send a produce company the wrong order — on the day I visited, those 100 cases of organic salad greens were supposed to be arugula — and the produce company can't find anyone to buy it. Or the produce might be like the broccoli, perfectly edible but just past its prime, making it unusable for a grocer that needs it to last several days. Or there might just be a glut.

Yet getting all this food to the needy is complicated. There's a window of just a few hours between when merchants decide to give it up and charities have to come get it. Lasar doesn't know what's available until she gets to work each morning, and then she quickly texts clients, including Mother Brown's Kitchen in the Bayview, Glide Memorial United Methodist Church, Food Runners and Little Sisters of the Poor. They have to pick it up by 10, whether in a van, if they have one, or someone's station wagon.

Homeless shelters and soup kitchens have their own limits on cold storage and staff, and menus are often planned months in advance. Getting donations of spinach or cress to add to a salad is easier than vegetables that need a lot of prep.

"Nobody wants artichokes," Lasar says.

For years, the wholesale market donated extra produce to the SF-Marin Food Bank,

which now more often works directly with large farms. In 2013, the market signed a new 60-year lease with the city, and its organization changed to nonprofit status. That's when it expanded its community programs, including one that gets more fresh produce into corner stores in the Bayview.

Ironically, the wholesale market was where the city piloted its compost collection program back in 1996, which diverted organic matter from landfill. Now the goal is to divert food from the compost bin.

The wholesale market is applying for a grant so it can expand the program and possibly invest in its own cold storage to hold donated food longer for charities. Eventually, it might get its own delivery vehicles.

Recovering more food reduces the merchants' compost fees. But that's not the main reason they do it. As the cost of living surges, so do hunger rates in San Francisco, which increased by 4 percent between 2007 to 2014 according to SF-Marin Food Bank.

"The saddest thing is when you have to lock up the garbage," says Corriea, whose grandfather and father found-





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Gabrielle Lurie / The Chronicle

Top: At S.F.'s Wholesale Produce Market, Carolyn Lasar (right) hands a box of donated greens to Ebony Wilkerson of Catholic Charities. Above: Organizing donated fruit at the market.

ed his company in 1941 when the wholesale produce market was located on the Embarcadero.

Lasar has worked in food recovery and agriculture for years, and she knows all the work and resources that go

into growing each onion and orange. She'd love to get more of them to people in need.

"With each of the cracks in the system, the resources slip away," she says. "On the other side, you have so many hungry people — so many people

without an adequate healthy diet.

"The food is here."

Tara Duggan is a San Francisco Chronicle staff writer. Email: tduggan@sfgchronicle.com Twitter: @taraduggan

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<https://www.thepacker.com/article/foodservice-plays-big-role-bay-area>



Foodservice plays a big role in Bay Area

Tom Burfield

October 13, 2017 01:11 PM



CORRECTED: With a town full of foodies and home to some of the finest restaurants in the U.S., it's no wonder foodservice plays an important role for Northern California produce distributors.

“San Francisco is the world of foodies,” said Larry Brucia, president of the San Francisco Wholesale Produce Market Board of Directors and president, CEO and owner of Burlingame, Calif.-based John Sutti & Associates Inc., a firm that designs and builds supermarkets.

“People are not afraid to be adventurous in food,” he said.

That’s why chefs love looking at new things, like colored cauliflower or edible flowers, he said, and that presents a lot of opportunities for produce suppliers.

“Things that are unique and different are embraced,” he said. “Not all of them work — some of them fail — but others catch on.”

The produce market has a highly diverse customer base, added Michael Janis, general manager. And the restaurant segment is “a huge strength.”

Companies like Cooks Co. Inc. and VegiWorks Inc. continue to perform well, he said.

“They focus heavily on the restaurant side,” he said. “Without a doubt, they continue to see a lot of growth.”

Twin Peaks Distributing Inc. on the Golden Gate Terminal Market in South San Francisco has done a “significant amount” of foodservice business consistently for the past six or seven years, said Guy Davidoff, an owner of the company.

“We have wonderful neighborhood restaurants,” he said, which means people don’t have to get dressed up and go out to a fancy eatery to enjoy good food.

“Consumers want the best produce,” he said.

The San Francisco area is close to the growing area and has foodservice distributors that provide “some of the finest product in the U.S.,” Davidoff said.

Bay Area Herbs and Specialties LLC on the Golden Gate Produce Terminal does a lot of foodservice business, said Steven Hurwitz, owner and president, and sales are strong.

“The economy in the Bay Area is very robust,” he said.

That means big companies have bigger budgets for entertaining in restaurants, Hurwitz said.

While restaurants may buy a certain amount of organic produce, not many are certified organic or offer 100% organic fruits or vegetables, said Robert Lichtenberg, director of purchasing for Earl’s Organic Produce on the San Francisco Wholesale Produce Market.

“Where there’s a marketing edge, they use (organic),” he said. “But if it’s not marketed as organic, mostly, they don’t buy organics.”

Pete Carcione, president of Carcione's Fresh Produce Co. Inc. on the Golden Gate Produce Terminal, said about 20% of the company's business comes from people who buy for restaurants, and he said that volume has increased.

One of the company's customers is The FruitGuys, South San Francisco, which buys ripened bananas from Carcione's that are delivered to offices at some of the region's major technology companies.

Those who procure fruit for the large corporations are very picky about what they buy, he said. Brucia said he sees plenty of potential at foodservice for produce suppliers, particularly those on the market.

"One of the goals of the market should be to continue to reach out to the food community of San Francisco and let them know that coming down to the market and actually seeing and experiencing new products is a very exciting and dynamic thing to do and is worth their while."

Note on correction: The original version of this story incorrectly identified the extent of The FruitGuys' business with Carcione's.



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-2017-18-027
Business Name: Lucca Delicatessen
Business Address: 2120 Chestnut Street
District: District 2
Applicant: Paul Bosco and Linda Fioretti, Owners
Nomination Date: November 3, 2017
Nominated By: Supervisor Mark Farrell

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

2120 Chestnut Street from 1929 to Present (88 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: December 18, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 2



City and County of San Francisco

MARK E. FARRELL

November 3, 2017
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Lucca Delicatessen to the Legacy Business Registry of San Francisco. Lucca's Deli has been a culinary and cultural institution in San Francisco and the Marina community for over 85 years and is a beloved neighborhood institution.

Lucca Delicatessen first opened in 1929 at 2120 Chesnut Street in the heart of the Marina neighborhood and continues to operate at that location without a break in service. Lucca's Deli has remained relatively unchanged in its history, managing to keep the business in the family for three generations. Still retaining the original 1930's tiles and display windows, shelving, cheese rack, and ravioli maker. Well known for fresh, quality food, and familiar faces, Lucca's Deli embodies the definition of a San Francisco neighborhood spot, and is Zagat rated as well as listed in many travel books as a food destination for visitors of the city.

Lucca's Deli has stood out among small businesses for not only their dedication to exemplary customer service, but for also keeping the ingredients and techniques of many recipes the same since opening their doors in 1929. Lucca's Delicatessen's standards that are in place now are being well maintained to ensure the consistency that a strong, loyal, and local clientele deserves.

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark E. Farrell
San Francisco Supervisor, District 2

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:

BOSCO'S DEUCATESSON, INC. DBA LUCCA DEUCATESSON

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)

PAUL BOSCO
LINDA FIONETTI

CURRENT BUSINESS ADDRESS:

2120 CHESTNUT ST.

TELEPHONE:

415) 921-7873

EMAIL:

WEBSITE:

WWW.LUCCADEUC.COM

FACEBOOK PAGE:

YES

YELP PAGE

APPLICANT'S NAME

APPLICANT'S TITLE

APPLICANT'S ADDRESS:

TELEPHONE:

()

EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:

SRBH 19-668949)
0017459 ←

SECRETARY OF STATE ENTITY NUMBER (if applicable):

C0902495

OFFICIAL USE: Completed by OSR 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
2420 CHESEBROT ST S.F.	94123	08/1929
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	CONTINUOUS	
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
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		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~~ **NOT APPLICABLE**

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 licenses 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.

PAUL BOSCO
Name (Print):

Date:

[Signature]
Signature:

LUCCA DELICATESSEN

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 headquarterd location) and the opening dates and locations of all other locations.

Lucca Delicatessen was opened in 1929 by Michele (Mike) Bosco along with his partners, Chef Maggiore Colona and Italo Cencini.

Mike Bosco was born and raised in Glenwood Springs, Colorado. He grew up working on the Denver & Rio Grande Railroad and working at the Star Hotel in Glenwood. Like many other Italians in the years before the Great Depression, he decided to move to San Francisco to start a business and raise his family. At the time, the Marina District was hardly inhabited. Historic photographs show Chestnut Street and surrounding blocks at the time with many vacant lots. As the neighborhood became more populated, landlords realized that by converting the spaces under their upper-story units to retail they could generate more income. Chestnut Street became a thriving shopping district. This is how Lucca Delicatessen was born – it was originally a parking garage beneath a 6-unit apartment building.

The owners of Lucca Delicatessen sold many imported Italian and French shelf items. They created a kitchen in the rear of the store to cook and produce Italian food. They purchased a machine built in Italy to make ravioli and fresh pasta. The raviolis were so popular that the owners of Lucca Delicatessen decided to start delivering them. One of their first customers was the Fairmont Hotel. As the business and neighborhood grew, deliveries were no longer needed as customers would simply come into the store.

In 1959, Maggiore and Italo sold their ownership in the deli to Mike.

Mike's son Ed Bosco had been working at the deli since he was a young boy. After the sale of the deli to Mike, Mike and Ed worked together to manage the business. As time went on, Mike worked less and Ed worked more. In 1968, Ed became the sole owner of Lucca Deli.

Ed ran Lucca Delicatessen continuously for 40 years with great success. His commitment to fresh, quality food and customer service was paramount. Business blossomed with his attention to detail, demand of consistency and continental style and service.

In the 1980s, Ed's children Linda and Paul began working at Lucca Delicatessen during summers and some weekends when they were in high school. Both went to college. After they graduated from college and started their own careers, Ed began talking about the possibility of selling the

deli. This was a wake-up call for Linda and Paul who couldn't imagine someone else running Lucca's. So after growing up in the deli and working all those summer vacations and holidays – they both decided to come into the business full-time

Today, Linda Bosco Fioretti and Paul Bosco represent a brother and sister team with over 25 years' experience running the shop. They are delighted to share in the deli's wonderful tradition and legacy.

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

The business has remained open continuously since it was founded.

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

Lucca Delicatessen is a family owned business. Following is the ownership history:

Mike Bosco, Maggiore Colona and Italo Cencini: 1929 to 1959

Mike Bosco and Ed Bosco: 1959 to 1968

Ed Bosco: 1977 to 1991

Linda Bosco Fioretti and Paul Bosco: 1991 to Present

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

N/A

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.

N/A. There are additional materials that show Mike Bosco as owner more than 30 years ago, including the Business Tax Registration Certificate.

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 is not included on an historic registry. It is classified by the City as a Category B building (i.e., property requiring further consultation and review) with regard to the California Environmental Quality Act. However, the name "Lucca Delicatessen" is registered with the United States Patent and Trade Office.

CRITERION 2

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

Mike Bosco and his partners, along with many other Italian immigrants, came to San Francisco and the Marina District and brought with them the Northern Italian food and recipes originating from the areas of Lucca and Piedmonte that their forefathers made before them. By starting Lucca Delicatessen, Mike and his partners gave people jobs, fed hungry stomachs and helped develop an Italian community that was just emerging in San Francisco. Many Italians that settled in the area chose Lucca's as their go-to store where they knew they could get the products for the family recipes that their ancestors made.

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

Lucca Delicatessen donated food and was still open for business to customers after the Loma Prieta earthquake and on September 11, 2001. The owner was interviewed by CNN after the earthquake as one of the businesses in the area still going strong. Many customers during both of these unfortunate events were able to purchase provisions from us and head to home or shelters.

Lucca Deli also been fortunate to feed customers wanting to celebrate World Series, Super Bowls, NBA championships, birthdays and weddings. During the winning 2010 Giants season, the deli delivered a 7-foot long sub to the Giants clubhouse during the playoffs.

Lucca Delicatessen worked with the San Francisco Yacht Club during the America's Cup, and San Francisco's Fleet Week is one of the busiest weeks along with the December holidays.

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

Lucca Delicatessen has been written up in the SF Chronicle, Marina Times, New York Times, Sunset Magazine, AAA magazine, American Airlines magazine, Hoodline and SF Eater. The business has been mentioned in many travel and food destination books and are a Zagat-rated business.

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

Many politicians and celebrities have come through the doors of Lucca Deli over the years. Some of the names are very identifiable with the history of San Francisco: the Pelosis, the Aliotos, the San Giacomos, the Newsoms and the McGowans. Some of the deli's former and current customers over the years include Joe Montana, Brian Wilson, Pat Burrell, Nicole

Kidman, Sally Field, Danielle Steele, Janet Yellen, Diane Feinstein, Joe DiMaggio and Marilyn Monroe.

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

Lucca Delicatessen makes donations of money and food to the community. Most donations are customer based and are usually for fundraising for schools that their sons/daughters are attending. The deli also donates gift baskets and gift cards for fundraising purposes. Lucca Deli has been donating food for the Marin Italian Athletic Club's bocce ball tournament for the last several years for fundraising in order to give kids education scholarships. The deli has also donated gift baskets to supporters of San Francisco Court Appointed Special Advocates (CASA), which works with abused and neglected children involved in deprivation proceedings.

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

The majority of the customers of Lucca Delicatessen are neighborhood families, up-and-coming young professionals and tourists from around the globe. Many of the business's regulars are known by first name.

There are many San Francisco families that have been shopping with Lucca Delicatessen for generations. There are also many customers who have moved but, when visiting, stop by to say hello and shop as the sights and smells remind them of their past.

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

N/A

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

There are only three delicatessens in San Francisco that have been in business since the early 1900s, and Lucca Delicatessen is one of them. Shutting down any of these delis would have an effect on any community. For example, when Panelli Bros and Florence Ravioli Factory and Deli shut down in North Beach, we began to see some of their customers shopping in our place. The same goes for us. If we were to shut down, the authentic deli shopper has to find somewhere else to go.

CRITERION 3

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

Lucca Delicatessen is all about consistency, quality and tradition. This cannot be achieved without crediting the employees. Lucca Deli has been fortunate to have employees who are

committed to this belief. Of the business's 13 employees, several have been with the company for 10 years or more. One of the sandwiches called the Don's Lucca Special was named after a worker who was with Lucca Deli for 30 years.

Going to Lucca's is an experience. It has an old-world charm that is unique to the Marina. Folks first see the Lucca sign on the window and the traditional green, red and white striped awning similar to those that hang from many Italian food establishments. Then they see the front windows with all of the different products for sale – pastas, wines, olive oil, vinegars, cookies, torrone, panforte and more. The next thing that brings them in is the smell of the salami hanging on the rack and the prosciutto being sliced on the slicer. Once customers are inside, everywhere they look there is something good to buy – cold cuts, cheeses, olives, bread, roasted chickens, and prepared to go items. It reminds one of taking a mini vacation to Italy. All sorts of smells can be emanating from the kitchen into the front depending on what the chef is up to. It's an old-school, take-a-number-to-get-helped sort of place. On the weekends, things can get a little noisy as there could be up to 10 customers waiting to be served.

Many years ago, there were all Italian men behind the counter, and the housewives' would come in and shop to buy items and go home and cook for the family. Today, ready-to-go food is more important. Originally, all of our sandwiches were only made to order, but a fixed price sandwich menu was created in 2011. Customers now have a list of sandwiches to choose from as well.

Since the internet came along, Linda and Paul created the website, Facebook page and downloadable apps for ordering food without having to wait. Lucca Deli also works with Postmates for customers that prefer delivered food. Lucca also does catering for parties and events.

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.

Lucca's is committed to sourcing products from only the finest purveyors. Many items are imported from Italy and can be difficult to find anywhere else. Lucca's also has certain recipes such as ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata and potato salad that have been handed down from Mike Bosco's era with the commitment of keeping them the same. Lucca Delicatessen's ravioli is arguably the best in San Francisco and is made from the original machine from the 1930s. The recipe and process has not changed since the business was founded. Many delis have abandoned making pasta this way because of the amount of labor that is involved. It takes an employee at least one year to master. One stage of the process uses the machine, but cutting and rolling the ravioli is all done by hand. It's a lost art.

Most of Lucca's cold cuts are purveyed from Molinari and Sons factory in South San Francisco, which has been supplying Lucca's since the beginning. Some of the cheeses and shelf items (like

Rocca Reggiano Parmigiano) can only be found at Lucca Delicatessen and are shipped to different locations throughout the United States. The owners are committed to serving the best, freshest food in the neighborhood, which is why the business is open every day with the exception of only four major holidays.

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.).

Lucca Delicatessen still retains the original 1930s tiles and original display windows. The black tiles of the storefront's bulkhead are part of the building's façade from the 1920s era. This includes the apartment door entryway and alley door area. All the shelving inside the store is original, including the cheese rack at the rear of the store. The rack that holds salami over the counter is also original, as is the pasta machine in the kitchen. The awning was recently replaced, but the original colors from the 1930s have been maintained.

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.

N/A



CALIFORNIA STATE BOARD OF EQUALIZATION

Seller's Permit

ACCOUNT NUMBER

4-64

B-172512

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

Lucca Delicatessen
Mike & Edward E. Bosco
2120 Chestnut St.
San Francisco CA 94123

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

Not valid at any other address.

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Executive Secretary

W. F. Freeman

DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED



04 413

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
RECEIPT FOR RENEWAL OF ALCOHOLIC BEVERAGE LICENSE

LICENSE

TYPE NUMBER

20 33047

3800

BUSINESS
LOCATION:

THE LICENSE NUMBER SHOWN ABOVE MUST AGREE WITH THE NUMBER ON THE PERMANENT LICENSE.

OFF SALE BEER & WINE

BOSCO EDWARD & MIKE
2120 CHESTNUT ST
SAN FRANCISCO CALIF

FEE PAID

\$**12.00

JUL 1, 1965

1965-66

IMPORTANT

THIS RENEWAL RECEIPT FOR THE FISCAL YEAR SHOWN ABOVE MUST BE POSTED WITH THE PERMANENT LICENSE.

JAMES O. REIMEL, Director

IBM J72982

POST THIS
CERTIFICATE
PROMINENTLY

CITY AND COUNTY OF SAN FRANCISCO
CERTIFICATE OF AUTHORITY
TO COLLECT PURCHASE AND USE TAX

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CERTIFICATE NO. BRANCH
REFER TO ABOVE CERTIFICATE
NUMBER IN ALL CORRESPONDENCE

MR MIKE BOSCO
LUCCA DELICATESSEN
2120 CHESTNUT ST

23

James W. Rungfeld

TAX COLLECTOR, 107 CITY HALL
SAN FRANCISCO 2, CALIFORNIA
PHONE: HE 1-2121

IS HEREBY AUTHORIZED PURSUANT TO ORDINANCE NO 4537 (SERIES OF 1939) TO COLLECT PURCHASE AND USE TAX AND TRANSMIT SAME TO THE TAX COLLECTOR, CITY AND COUNTY OF SAN FRANCISCO

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IBM 175459X













Fresh RAVIOLI

2120

Lucca Delicatessen

Lucca
Delicatessen
SERVING THE MARINA SINCE 1979

LUCCA

delicatessen on wheels

Italian Sandwiches
Pasta
Panzanella
Tiramisu



SINCE



LUCCA

Delicatessen

1928

*Lucca
Delicatessen*

Hand RAVIOLI 2120 *Lucca Delicatessen* 2120

OKtoberfest
celebration
Sept 28 - Oct 1
10am - 10pm









Lucca Delicatessen

SERVING THE MARINA SINCE 1929

Help wanted!!
Full-time and
Part-time
please inquire

Love Lucca's but
Hate to Wait?
ORDER ONLINE
- NO WAIT!

LUCCA'S

Daily Specials

- Monday: CHICKEN PASTICCINO
- Tuesday: SALAD & BREAD
- Wednesday: LEMON PASTICCINO
- Thursday: PASTICCINO & BREAD
- Friday: PASTICCINO & BREAD
- Saturday: PASTICCINO & BREAD
- Sunday: PASTICCINO & BREAD

BARACCHI
Cantina - Italia











"Sons"
Sagegino Parmigiano
(made by the author's grandfather)
\$12.00/lb

"Locatelli"
Pecorino Romano
Cacio only
(extremely salty, strong flavor like grating
cheese of choice in southern Italy)
\$12.00/lb

Dry Jack
(California's "Parmigiano", made
with goat milk)
\$12.00/lb

Domestic Parmesan
\$12.99/lb

Montasio
(Italian cow's milk with a mild
tangy, buttery flavor and
aroma)
\$12.00/lb

Grana Padano
(Italian cow's milk - perfect for
grating or melting)
\$12.00/lb

Pave Vecchio
(Italian cow's milk - aged 18 months)
\$12.00/lb

GREAT PRICE
Aged Asiago
(Italian cow's milk - aged 18 months)
\$12.00/lb



Holland's Pimento
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Maison Comptoir
Piquette
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Wageningen
Aged 12 months
100% Dutch Gouda
\$12.95/lb

GREAT PRICE
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Holland's
Gouda with Pimento
100% Dutch
\$12.95/lb

Patis Belque
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Comte de Chypre
Aged 12 months
100% Dutch Gouda
\$12.95/lb

"Gouda"
Aged 12 months
100% Dutch Gouda
\$12.95/lb

GREAT PRICE
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Gouda
Aged 12 months
100% Dutch Gouda
\$12.95/lb

Imported Dutch
Piquette
Aged 12 months
100% Dutch Gouda
\$12.95/lb

GREAT PRICE
Aged 12 months
100% Dutch Gouda
\$12.95/lb





McCray











THE BEST OF

San Francisco



by Don and Betty Martin

has selected

LUCCA DELICATESSEN

As One of the City's Ten Best Delicatessens

LUCCA DELICATESSEN 2120 Chestnut Street (at Steiner), 921-7873. Italian. Open 10 a.m. to 6:30 p.m. Monday-Friday, 9 a.m. to 6:30 p.m. Saturday, and 9 a.m. to 6 p.m. Sunday. For more than 50 years, this tiny rosticceria and deli has dispensed its famous herb-flavored, vegetable-stuffed roast chicken to the Marina District faithful and to others lured from the city's farthest reaches. Roast beef and turkey also are featured, along with fritattas, salads and a fair assortment of cheeses, spiced meats, sausages, and wines.

The place has that special cluttered look of a good Italian deli, with overflowing food cases and counters, and fat sausages dangling from the ceiling. Lucca modestly calls itself "The tastiest little deli in the world." That may sound a bit brash, but withhold judgment until you savor the roast chicken.

Chronicle Books

The Best of San Francisco by Don and Betty Martin is published by Chronicle Books and is available at bookstores everywhere.

San Francisco

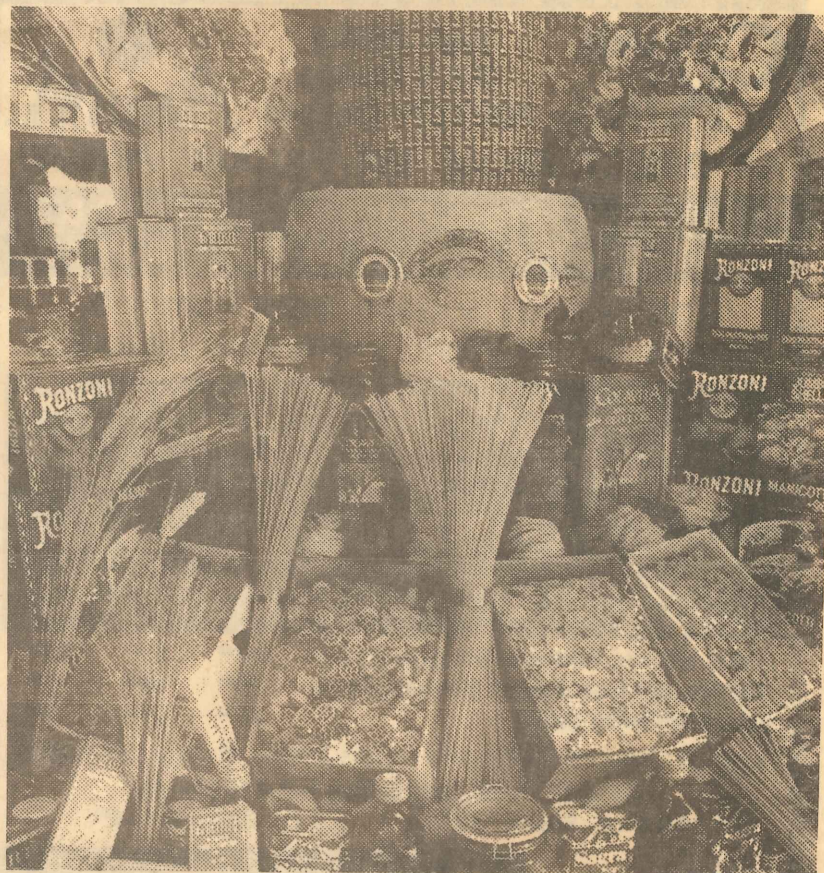
CHESTNUT STREET between Pierce and Steiner Streets is a cozy, aromatic stretch of 50-year-old Italian delis and 100-year-old bakeries. Although the Oct. 17 earthquake caused extensive damage as close as a block away, business on this Marina District street recovered quickly, as soon as power was restored.

People are again coming to Chestnut Street from all over for prepared foods, holiday treats and entire take-home Italian dinners. With a good parking place and a few well-chosen stops, it is possible to pick up everything from soup to nuts or, more precisely, from minestrone to pignoli.

In fact, the minestrone at the family-owned Lucca Deli, 2120 Chestnut, is a secret of the chef, Steve Magnani, who has been making it here for 12 years. He also directs the near-balletic choreography of ravioli making. Tomato sauces, with or without meat, may accompany any of their 30 fresh or dried pastas, or the freshly made gnocchi. Lucca's chicken is either roasted with vegetables and peppers or sautéed with artichokes and olives. The deli carries Acme Bread and three kinds of Italian mineral waters. The phone number is 415-921-7873.

Across the street at 2231, the Chestnut Street Grill offers multi-ethnic, carry-out selections: spinach- and ricotta-stuffed cannelloni, rigatoni and sausages, mulligan stew and a Bavarian sausage plate. The grill makes an unbelievable 111 different sandwiches, each named for a favorite patron. The self-styled San Francisco king of Buffalo chicken wings, the Grill serves 24,000 a year. The number is 415-922-5558.

Desserts proliferate on Chestnut Street. La Seine, at 2150, displays its



The New York Times/Terrence McCarthy

A window display at the Lucca Deli on Chestnut Street.

jewel-box arrangements of petit fours, madeleines, chocolate triangle tea cakes and raspberry butter cookies. Its specialty, Opera Cake, layers of coffee butter cream and chocolate ganache, is just as tempting as the mocha roulade or chocolate-topped marjolaine (415-921-8833).

Epler's Bakery, 2317, is a favorite of those nostalgic for jelly doughnuts, bear claws, old-fashioned cheese Danish and black-and-whites, cookies frosted half with chocolate, half with vanilla. Specialties of this 1880's-era bakery include fudge-drizzled shad-

ow cake, raspberry wreaths and lemon dobosh. Among the excellent breads are oat bran, butter crust and European milled herb grain bread fragrant with such unusual herbs as nettle leaves, chamomile and thorn (415-931-1036).

The hand-lettered easel outside Wineshop at 2175 lists the day's wine buys, all under \$6 (415-922-8448). And at Growing Concern, is always an inexpensive white mums or mixed table (415-922-8448).

JEANNETTE F.

San Francisco Examiner



Grid grub

Where to get the best takeout
for your playoff party

Italian deli

All right, maybe you're up to a little bit of cooking. I suggest picking up the delicate cheese and spinach-filled ravioli from **Lucca Delicatessen** (2120 Chestnut St., at Steiner, 415-921-7873). These ravioli are made with the tenderest noodle dough, and the fillings — especially the ricotta, Parmesan and chard — are always fresh and delicately seasoned. An \$8.49 box serves three to four.

All you have to do is bring a large pot of salted water to a boil, carefully add the ravioli, bring the

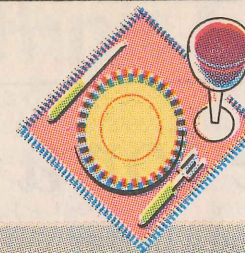
water back to the simmer and gently cook them for three or four minutes. I scoop them out of the water with a Chinese mesh strainer on a bamboo stick. The trick is to drain them well. Then you can drizzle them with melted butter and grated Parmesan, sold by the hunk or pre-grated at Lucca, or with Lucca's exceptional Bolognese sauce (\$4.75 a pint).

Antipasti

Begin the meal with antipasti selected from Lucca's counter — thinly sliced prosciutto from Parma, olives, a very decent calamari salad, a marinated vegetable salad with artichoke hearts and hunks of avocado, and bread sticks. The house-made minestrone is also excellent. A meal catered from Lucca adds up quickly, but the quality is high.

San Francisco Chronicle

FOOD



DINING OUT Page 7

QUICK COOK Page 8

WINE Page 4

San Francisco Edition

Cookware Manufacturers Are Happy To See Red

BY KAROLA SAEKEL

Chronicle Staff Writer

Red is hot. The old kitchen blues — those deep-cobalt pots, canisters, heavy-duty mixers and even trash cans — enlivened our cooking areas for years.

Then, about a half dozen years ago, we saw the greening of our kitchens — forest-green everything. Now, several firms, led by cookware manufacturer Chantal, have banded together in the Chili Red Alliance to bring us hot-red skillets and pitchers, pots, blenders, even side-of-sink water filters.

The red revolution has been evident at the San Francisco Gourmet Products Show, a trade show that winds up its four-day run at Moscone Center today. Chantal's whole line of heavy enameled carbon steel cookware is available in the flaming new hue.

Bright Accents

If you don't want to upset your kitchen's color scheme, don't worry — blue, green and traditional white are still around. But a few red pieces might perk up your *batterie de cuisine*. Baking dishes with black interior are particularly handsome. And there is something fetching about a red tea kettle.

Vitrex also coats some of its steel cookware with a red porcelain finish. But the big display of Mamma Ro Italian red earthenware — plates, cups, saucers and more — isn't new at all. "Red's been our best-seller for 15 years," said a company representative. This year's color challenger: *melanzane* (eggplant, of course).

But red quite literally made a splash in Farberware's large demonstration kitchen, where

ALL IN THE FAMILY



SQUARING OFF: Luigi DiGrande hand-rolls ravioli at Lucca Delicatessen in San Francisco

PHOTOS BY CHRIS STEWART/THE CHRONICLE

Small neighborhood delis offer handcrafted ethnic favorites

BY KAROLA SAEKEL

trasted with fire-engine-colored sinks. The advantages of Farberware's newest pans were demonstrated here by Rubicon restaurant's pastry chef, Elizabeth Falkner, who treated showgoers to baby Dutch pancakes with sauteed fruit and then distributed recipes.

Falkner hasn't been the only well-known chef to lend class to this for-the-trade-only show.

Most notably, there is the Wolfgang Puck Professional Cookware booth, featuring the pots used in Puck's kitchens here, at Postrio, and in Southern California at Spago, Chinois on Main, and Puck's cafes.

Triple-Ply Construction

Puck says construction of Tri-Ply steel with its aluminum core ensures even heat distribution over the whole surface of the pans, which translates into faster, even cooking. Despite Puck's upscale image, the cookware isn't astronomical in price; a set of three pots with see-through lids and a skillet will retail for about \$200 (and you can find it at places like Price-Costco).

Puck plans to expand the line to include bake ware, nonstick saute and omelet pans, a pasta cooker, a pizza set and more.

In the ballroom of cavernous Moscone Center, yet another celebrity chef drew a crowd. That

Chronicle Staff Writer

DELICATE, DELICIOUS, DELICATESSEN, deli: The very words go down like ripe Brie on a slice of baguette.

Visiting a deli has little in common with grocery shopping, which is not among most people's Top 10 favorite things to do. For entertainment value, loading a shopping cart with potatoes, cabbage,

milk and raw chicken is on a par with emptying the dishwasher.

But a deli offers a different experience altogether. These dispensaries of cold cuts, roasted meats and poultry, cheeses, salads, pasta dishes, sauces, dips, spreads, pickles —

and more, more, more — are bucking a national trend. Many single-focus independent stores — from butcher shops to ice cream parlors, hardware stores to haberdashers — have disappeared, unable to compete with the mega stores, the chains and the discounters.

Not so delis — nor, for that matter, their beloved first cousin, the corner bakery. A far cry from the

DELIS: Page 2

Old favorites



More delis around the bay

Page 6

NOSHING IN THE CITY

The logical place to launch a San Francisco deli roundup is in North Beach, the neighborhood whose Italian heritage is preserved in a triumvirate of delis within a couple of blocks of one another — all thriving and all family-run. The owners of each will tell you their store's the best — statements that speak of pride rather than braggadocio.

■ **MOLINARI'S** claim to being the oldest Italian deli around can hardly be disputed. This busy store, nearly 100 years old, has been on its present corner since 1912. It benefits, too, from its famous name: Molinari salami and other made-in-San Francisco sausages are known far and wide.

The sausage-making operation long ago outgrew the North Beach venue, and the Molinaris have been out of the picture for more than 30 years. About half of what's sold in the store is made in-house: two kinds of ravioli, tortellini, sauces and salads — “We have a full kitchen,” says owner Joe Mastrelli.

Sandwiches made on hot rolls (de-



MEAT A LA MIDWEST: Owner Joe Sattler at Chicago-style Moishe's Pippic

livered twice each day) are big business. Mastrelli finds that health concerns have changed patrons' buying patterns: “You don't sell a lot of big chunks of cheese. People now want little slices.”

Molinari Delicatessen, 373 Columbus Avenue (at Vallejo); (415) 421-2337.

■ At **PANELLI BROS.**, Richard Panelli says, “This is the best sand-

wich in town,” as he piles salami, mortadella, ham, cheese, peppers and more onto a roll (the Panelli combination, \$3.95, plus 30 cents for tomato and lettuce).

He and brother Bob are not the brothers for whom the store was named. Their uncle, Edigio Panelli, opened a store on Grant Avenue in 1920. When he moved to Stockton

ROUNDUP: Page 3

PRODUCTS: Page 2



BY LEA SUZUKI/THE CHRONICLE; STYLING BY DAN BOWE

SPARKLING WITH HEAT: Coconut milk spiked with ginger and spices coats curried clams

A Culinary Passage Through India

Coastal-region cooks make the most of fish

BY LAXMI HIREMATH

Special to The Chronicle

With more than 4,000 exotic miles of coastline — along the Arabian Sea, the Indian Ocean and the Bay of Bengal — and numerous inland lakes and rivers, it's hardly surprising that Indians have evolved a cuisine that uses fish and seafood in hundreds of creative ways.

Whether it's a lobster steamed with mint and cilantro in banana leaves or a gingery salmon braised in coconut milk — or even the Bombay “duck,” a bony smoked fish prized as an appetizer — Indian cooks know how to enhance the qualities of the seafood they love.

To Western tastes, the resulting curries are nearly always haunting and exotic — even when the preparation is surprisingly easy. India has hundreds of fish recipes, countless local variations, innumerable family specialties. Even less known in the West are the creations of the fishermen and boatmen themselves — sometimes simple and mild, sometimes recklessly pungent.

Here's a quick cruise along India's dramatic coastline.

Near Bombay, the gateway of India, numerous fishing communities dot the coast of the Arabian Sea, each with its own atmosphere.

Let's start with that Bombay “duck.” Of course, it is not a duck. It is a small fish, *bommaloe macchi*, that likely got

its Anglicized name because its Indian name was too hard for the British to pronounce. Dried in the sun on wide bamboo frames, it ends up resembling crispy bacon.

More mainstream is pomfret, a salmonlike fish that's a coastal favorite. I like it stuffed with fresh coconut and herbs, then slowly steamed in banana leaves. The bright green packets make an attractive presentation at the table, and guests can assemble their own spicy salsa as an accompaniment.

GOA

Farther down the emerald coast is Goa, a tiny peninsula lush with jungles, beaches and palm groves — and a remarkable cuisine that combines Indian

INDIA: Page 5

DELIS: Mouth-Watering Sights and Smells

From Page 1

fluorescent delicatessen departments of supermarkets, with their homogeneous offerings, old-fashioned delis appeal to all the senses. Like general stores of old, a fine deli does not need to be as gleaming as an auto showroom. A little clutter — boxes of pasta, bins of legumes, simple shelves laden with canned antipasti, grape leaves or sauerkraut — only adds to the appeal.

There's no presliced, prepacked lunch meat; it takes a little longer, but the meat is sliced just for you, as thick or thin as you like it. Usually, that first slice is held out to you on a piece of parchment: "That about right?"

Aside from the visual delights, a real deli is a sniffer's paradise, with the pungent aroma of pickles, the rich scent of tomato sauce with herbs and notes of garlic and roasting meats.

The most appealing delis are shops where owners oversee everything from purchasing to

the making of foods-to-go. The stores reflect the tastes of their owners and often their backgrounds as well. Delis have attitude and identity, whether they are New York style, kosher style, or Middle Eastern, German or Italian.

As a result, they enjoy a loyalty that many of the big guns in the food business can't even dream of. Patrons who have moved to other cities won't let a visit to the Bay Area go by without getting ravioli from Lucca, matzo ball soup from Shenson's, bratwurst from Speckmann's or a sandwich from Oakland's Genova.

In delis, ethnic or cultural heritage plays big. If you grew up in a Jewish household, *gehackte leber* (chopped liver) may be your culinary nirvana. For others, it may be hummus, liverwurst, pickled vegetables or marinated squid, all "old-country" food, whatever that old country may be.

One delightful story — about the families of

British soldiers stationed in Germany after World War II — sums up the pull of ethnic food. During the war years, British bangers, a sausage traditionally made with a goodly amount of breadcrumbs, had become even heavier on the cereal and lighter on the meat. The British soldiers' wives, the story goes, petitioned the post's commanding officer to get them sausages from England. They shouldn't have to eat German sausages, they said: Those were practically nothing but meat.

In the Bay Area's true delis, you'll find foods from bangers to knackwurst, and everything in between.

There are so many delis, we're happy to report, that it would take a small book to list them all. But we have rounded up some favorites that happily celebrate their ethnic and neighborhood traditions (see Pages 3 and 6). And it's likely that you have favorites of your own.

large bottom pot, beef tenderloin with caramelized vegetables in the next, salmon in the third — all without water, fat or salt.

This handsome equipment doesn't come cheap — about \$550 for a starter set.

Not all introductions at the show were in the upper reaches of cooking implements.

New and Improved

There were improvements on existing equipment: Kaiser's 13-inch-long bread pan and charlotte bundt cake pan; a slew of microwave utensils, including a corn popper and several rice cookers (none much above \$10); Sunbeam's revival of the '60s upright rotisserie (still convenient and space-saving, but now with a kebab holder); Villa Ware pizzelle irons that bake two large cookies at a time; and two models of Betty Crocker's mini muffin bakers that pop out five or six little pastries in five minutes.

that's so electronically perfected it even compensates for fluctuations in electric current; Farberware introduced a unit that serves as a bread box and slicing guide combined.

Little Gizmos

And then there were the fun things, the gizmos that may just make kitchen life a little easier.

Extra Hands are a series of plastic servers for pie, spaghetti, salads and more — all shaped like hands. Pyrex has splendid picnic packs of large, lidded bake-serve dishes in their own carrying case with microwavable hot packs or freezer-activated cold packs.

A soap-bar-shaped metal gadget called Nonion is guaranteed to take the smelly oils of onions, garlic and fish off your hands (just rub under running water), and a grater with a bottom lid and one see-through side marked with measurements is called — what else? — the Greater Grater.

Call to find out about health coverage beyond traditional Medicare.

Many Medicare supplements come with a very serious gap — they may not cover preventive care. Get sick, and they'll cover you (but probably not 100%). Want to stay well? Sorry, you may be on your own.

That's why, unlike Medicare supplements, Aetna Senior Choice, a Medicare HMO, includes regular checkups, prescription coverage, eye and hearing exams, and hospitalization — and we cover 100% of approved benefits.

Don't fall into the gap. Call us about a comprehensive health plan that's just right for you. And remember, there's no plan premium for all this additional coverage. All you pay is a few dollars per doctor visit.

Call **1-800-244-7993** today for your free Senior Choice Information Kit.

When it comes to Medicare, don't get stuck in a gap.

Come to a free Aetna Senior Choice meeting near you.*

May 7
Tuesday, 2:30 p.m.
Old Krakow Cafe
385 West Portal Avenue
San Francisco

May 9
Thursday, 10:00 a.m.
Marie Callender's
5B Serramonte Center
Daly City

May 16
Thursday, 10:00 a.m.
Marie Callender's
5B Serramonte Center
Daly City

May 21
Tuesday, 2:30 p.m.
Applebees
311 Lake Merced Blvd.
Daly City

May 8
Wednesday, 2:30 p.m.
Davies Medical Center
Castro & Duboce
San Francisco

May 15
Wednesday, 2:30 p.m.
Applebees
311 Lake Merced Blvd.
Daly City

May 20
Monday, 2:30 p.m.
Davies Medical Center
Castro & Duboce
San Francisco

May 22
Wednesday, 2:30 p.m.
Old Krakow Cafe
385 West Portal Avenue
San Francisco

Aetna Senior Choice

SFNU

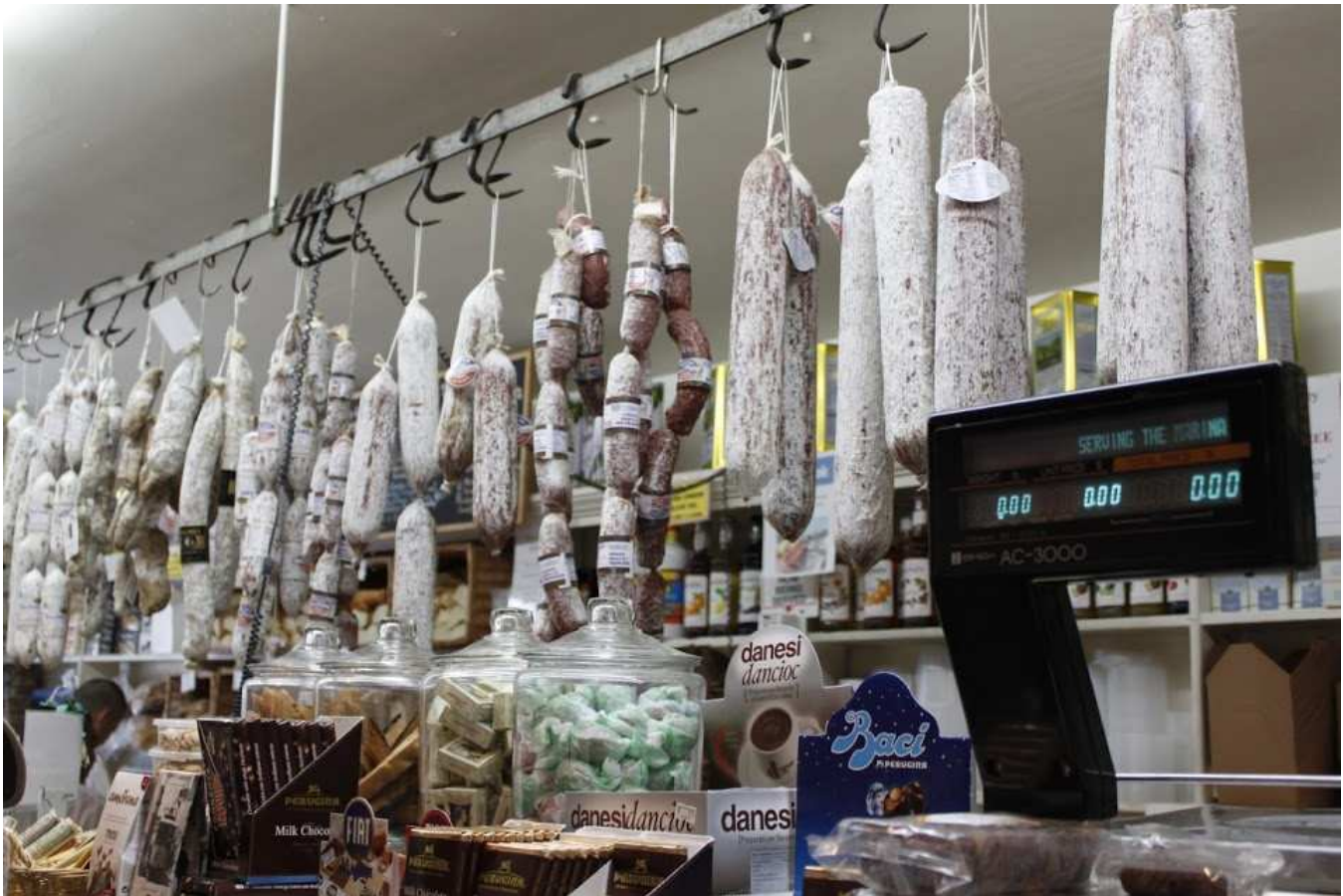
All residents of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Santa Clara counties enrolled in Medicare Part B, including the disabled, may be eligible for Senior Choice. You must continue to pay regular Medicare premiums; some co-payments may apply. Prescription maximum may vary by county. Aetna Health Plans of California, Inc. ("Aetna Health Plans"), a federally qualified health maintenance organization, is a Medicare contractor. *A

MarinaTimes

Celebrating our 33rd Year!

SHORT BITES

Lucca Deli



Lucca Delicatessen

by Susan Dyer Reynolds

MARCH 2013

Lucca is a Marina staple, serving up delicious sandwiches, salads and entrées as well as selling meats, cheeses, pastas, and dry goods from their old-fashioned deli counter. Opened in 1929 by Mike Bosco and partners Maggiore Colona and Italo Cencini, Lucca is still family owned and operated today with the same pride and care by Bosco's grandchildren, Paul Bosco and Linda Bosco Fiioretti. Each sandwich is made (and priced) to order from a great selection of cured meats and cheeses, and they roast their own beef, turkey, chicken, and ham. Whole imported Italian marinated red and yellow peppers make their trademark pepper spread, rolls are delivered fresh, and even the pickles are sliced daily.

Tip: Order your lunch from the website ahead of time to avoid the long lines.

Not to miss: Porchetta, hot coppa, bresaola, rosemary prosciutto cotto, white cannellini bean soup, house-made pastas and meatballs, ceci bean salad, Fra'Mani classic Italian sausage



2120 Chestnut Street (near Steiner)

415-921-7873

www.luccadeli.com

Monday–Friday 9 a.m.–6:30 p.m., Saturday–Sunday 9 a.m.–6 p.m.

Tags: [Lucca Deli](#)

<http://hoodline.com/2016/03/meet-paul-bosco-of-chestnut-street-s-lucca-delicatessen>



Meet Paul Bosco Of Chestnut Street's Lucca Delicatessen



Photos: Stephen Jackson/Hoodline
Fri. March 4, 2016, 9:55am

by Stephen Jackson

Location
2120 Chestnut Street, San Francisco, CA 94123

Hoodline doesn't yet officially cover the Marina/Cow Hollow, but from time to time, we may share important stories from the area. Want to help us expand to more neighborhoods? We're looking for writers (and yes, we pay!)

In 1929, Mike Bosco moved to San Francisco from Glenwood Springs, Colorado and, along with two partners, opened [Lucca Delicatessen](#). Nearly 90 years later, Lucca is still a small, family-run business that serves as a hub for food and conversation in the heart of Chestnut Street.

Today, the business is run by Mike's grandson Paul and his sister Linda, who inherited the business from their father, Ed Bosco. (The Chestnut Street Lucca has no relationship to the other Lucca on Valencia Street in the Mission.) The real jewel of Lucca is arguably its handmade ravioli, which were once dined upon by patrons at the Fairmont Hotel, and are still made using the same machine Mike Bosco shipped to San Francisco from Italy back in the 1930s.

We were lucky enough to catch up with Paul Bosco the other day and talk about the neighborhood, tradition, and his genuine love of the family business.

Tell us a bit about your relationship to the Marina.

Well, I grew up going to work in this neighborhood. My sister and I would come down from Marin with my father when we were kids. We would help out during the summer, when we were in high school. We grew up around food.

This neighborhood, specifically, still had a lot of Italians in it. The Italians started out in North Beach, but as things started to expand in San Francisco, a lot of them migrated to this area. My [maternal] grandfather's house was behind the deli and over one house to the right, and his brother lived across the street. It was a small, tight-knit community, where everyone kind of knew everyone.

Your family has a lot of culinary roots in the city.

Yes. My grandfather on my mom's side and his two brothers started [Columbus Salame](#). Then they sold that company years and years ago ... Columbus Salame's first location was down in North Beach, then they sold it out to one guy, then that guy sold it out to someone else. Now it's a huge company.

My grandfather who started [Lucca] moved to San Francisco from Glenwood Springs, Colorado, probably in the early '20s. He started the deli with two other guys, Maggiore Colona--who was a really good cook--and Italo Cencini. He was partners with them, and after a certain amount of time, he bought them out.



*Lucca cofounder Mike Bosco (back) and his son Ed Bosco (far right) with other employees.
(Photo: Courtesy of Lucca Delicatessen)*

What does a delicatessen like yours bring to a neighborhood?

Obviously, there's the food end of it. But I think it gives people a sense of comfort, a place they can go. It comes down to value, really. Where can I go to get the freshest ingredients and bang for my buck?

Nothing against them, but there's a sandwich place around the corner, and I see the people who go in there are just out of college. I think our customers are a bit more refined. People who want something they know is good, is going to taste good, is healthy, and has quality ingredients. I think that's what the majority of people are looking for. I also think part of it is people wanting to come in and BS a bit with the people behind the counter, stuff like that.

It really comes down to tradition. You know, we have a tradition that we're maintaining in the neighborhood. We try to keep what we've established going. It's a family atmosphere. Instead of just going into some place that might only be there for, say, five years, our place is more of an institution.



What do you like most about your job?

I used to be more behind-the-scenes; I used to do a lot of cooking, a lot of kitchen work and things like that. But I'm basically getting a little bit too old. Now, I like being up front, I like waiting on customers. I totally like taking care of them, slicing meat and all that stuff. Taking a half pound of prosciutto and slicing it for somebody is totally my deal.

What about the act of slicing meat do you love so much?

Aw, man, just the smell of the meat. I just love food. I'm always thinking one meal to the next. When you're in the food business, you're just constantly thinking about food all the time.



What it was like in this neighborhood when you were growing up?

Well, I've been coming down here since I was six years old, back in the '70s. There were a bunch of characters, really. It was funny. That Noah's Bagels across the street used to be a donut shop. You'd go in there in the morning and there'd be just a bunch of crazy characters. At like six in the morning, it would just be packed with people ordering donuts and coffee, and everybody knew everybody else. Then me and my father would walk down the street and see the garbage men and talk to them. It's kind of still the same, in some ways.

How is it the same?

Well, in terms of our customers. There are people we see every day that are regulars, that come in all the time, once a week, twice a week or whatever. You get to know everybody. It's good that way.

But yeah, it was all just mom-and-pop businesses. For example, that Pottery Barn? That was a supermarket. Across the street was a five-and-dime. Over there, you had a stereo store called The Good Guys. They were all just single-owner types of places.



When did you see changes really start to occur?

The big changes happened after the earthquake in '89. That's when I think a lot of people sold. Part of that also has to do with real estate. Once real estate prices started going up, people started thinking it was time to retire.

Are businesses like yours a dying breed?

Not really, but let me tell you what: Nobody can duplicate our ravioli. The machine that's in the kitchen back there is 80 years old. It comes from Italy. Only something like three parts have been replaced on it. The way that we do it, it's done by feel. The guy lays the crust down, puts the filling in, then lays another crust on top, and we roll it out and cut it by hand.

No one else in San Francisco does this. This is old-school. \$15 a box. People will sometimes come by and ask, 'Why does it cost so much?' Well, it's made by hand, and we're not using fillers and stuff. We're ordering center-cut chuck, we're ordering sausage and all these vegetables, and we're roasting it all in the oven the day before. Then we take it out the next day and grind it, then we mix it with swiss chard and eggs for our meat filling. We also do a cheese, and a pumpkin too.



Paul's father, Ed Bosco. (Photo: Courtesy of Lucca Delicatessen)



How many boxes of ravioli do you sell a year?

Thousands. We sell about a hundred boxes a week, minimum. We make them fresh twice a week, on Mondays and Fridays.

What does the future look like for Lucca? Anything new on the horizon?

We're going to keep doing what we're doing right now. It all comes down to maintaining what I have.

Do you have any children you're planning on passing the business down to?

Well, I'm married with no kids. My sister has two daughters, but they haven't really worked here, so I don't know what we're going to do. We haven't really figured that part out. It's hard to say!

Video:

[How Lucca Deli Makes Bosco's Famous Fresh Ravioli](https://youtu.be/1yDUP_M9KYg)

[\(https://youtu.be/1yDUP_M9KYg\)](https://youtu.be/1yDUP_M9KYg)

<https://www.timeout.com/san-francisco/shopping/lucca-delicatessen>



Lucca Delicatessen

Posted: Tuesday May 2, 2017



Lucca Delicatessen

Photograph: Courtesy Lucca Delicatessen

Details

Venue name:	Lucca Delicatessen
Contact:	Visit Website (http://www.luccadeli.com/) Call Venue (415-921-7873)
Address:	2120 Chestnut St San Francisco
Opening hours:	Mon-Fri 9am-6:30pm, Sat-Sun 9am-6pm

Time Out says

Mike Bosco opened Lucca in 1929 in the former garage of a three-story apartment building. It's now run by his grandchildren, Paul Bosco and Linda Bosco Fioretti, but the look and feel of the narrow, old-school Italian deli remains very much the same. Prosciutto and salami still hang from the ceiling and adorn the front window. (They even age cheeses on the same rack.) Follow the store-spanning deli case to the back, where you'll find a display laden with Rocca Parmigiano-Reggiano and Locatelli Pecorino Romano. Peruse the marble board filled with over 50 kinds of cheeses from Denmark, Italy, Vermont, and Wisconsin. The spot takes pride in sourcing organic cheese from makers that avoid genetically-engineered hormones, like Straus Creamery, Sierra Nevada Cheese Company, Springhill Cheese, Organic Valley, and Cowgirl Creamery.