

# PANIL Notes

Volume 32 Piedmont Avenue Neighborhood Improvement League - PO Box 20375, Oakland CA 94620

Feb 2007

ASKED ON THE AVENUE

## What should be at the top of Mayor Dellums's agenda?



**Mike Lydon**, Entrada Ave.

The mayor needs a vision that includes retail districts like Piedmont Avenue. We're a cash cow, yet our needs have been sidelined. I'd like to see wider sidewalks, pedestrian-friendly lighting, and seating amenities like those on Alameda's Park and Webster streets. With city support, Piedmont Avenue could become a "walking mall."



**Marla Cass**, Montgomery St.

I'd like to see more police officers, more police patrols, and a better way to address the overall problem of crime. Taking officers away from comparatively low-crime areas such as Piedmont Avenue and putting them in high-crime areas opens our neighborhood to more crime.



**Martin Huff**, 41<sup>st</sup> Street

The mayor should strive to set a standard of integrity, transparency, and public-private cooperation so that students in Oakland schools will be inspired to see public service—both paid and volunteer—as a key component of what makes our society work. Oakland can

become the testing lab for new ideas and emerge as the top model city in the country.



**Linda Propert Sanford**, Rose Ave.

I'd ask him to come up with a creative way to make the Oakland public school system more viable. The better Oakland schools are, the more they're likely to have a ripple effect on everything in Oakland – the crime rate, the economic viability of the community, the economic opportunities for people who live here.



**Margaret Shelleda**, Ramona Ave.

I'd like to see more resources devoted to neighborhood associations, so that local groups can work on neighborhood problems in ways that make sense for their own communities, much in the same way

as our own association, PANIL advocates for us on planning and development issues.



**Jane Margold**, Monte Vista Ave.

Many of my Laney College students need assistance with fundamentals, especially reading comprehension and writing. Yet tutorial services have been limited or canceled for lack of funding. The mayor could ensure that these programs are generously funded so that students can get the one-on-one tutoring they urgently need to pull themselves up the job ladder. They want to succeed; let's help them!

PRESCOTT CIRCUS THEATRE

## Circus Theatre at Piedmont Avenue Elementary School

By Ronile Lahti

Piedmont Avenue Elementary School 4<sup>th</sup> and 5<sup>th</sup> graders stay after school 2 days a week to juggle, walk on stilts, practice their hip hop moves and generally clown around. It is all part of the Prescott Circus Theatre founded in 1984 by Oakland school teacher Aileen Moffitt, herself an alumna of Piedmont Avenue Elementary. It has been an after school program at Piedmont Avenue since 2001. Currently, there are troupes at Prescott School in West Oakland and several other Oakland elementary schools.

Moffitt said her inspiration came originally from Louise Jorgensen's city-wide Christmas Pageants where, Jorgensen said, "Everybody is a Star." The circus curriculum includes teamwork, stage presence, skit development and performance production as well as acrobatics, clowning, hambone, balancing and stilt walking skills.



Working with the program at Piedmont Avenue are two staff teachers, Marilyn Handis and Lisa La Frak as well as Avenue resident artist Christina Vecchiato.

If you missed seeing these wacky clowns in the Halloween parade, plan to attend their special program at the Malonga Casquelourd Center for the Arts, 1428 Alice Street during spring break. All the schools enrolled in the circus will participate. Time and date will be posted on the PANIL web site calendar ([www.panil.org](http://www.panil.org))

Contributions (tax deductible) to further the work of the Prescott Circus Theatre are always welcome and may be sent to the Marcus A. Foster Educational Institute, c/o Prescott Circus Theatre, 3864 Brown Avenue, Oakland, CA 94619.

### February PANIL meeting

Wed, Feb 14, 7:30 pm

Piedmont Gardens 11th Floor Sky Room

110 41st Street

On the AGENDA

Goodbye to Piedmont Avenue Walking Officer Wendy Rae

**Piedmont Avenue  
Neighborhood  
Improvement League  
PO Box 20375  
Oakland CA 94620  
www.panil.org**

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**Steering Committee  
and Working Groups**

**Advertising/Library/Media**

**Joan Dark**

338.1316

jdark@pacunion.com

**Beat 9X NCPC Co-Chair/  
PANIL Distribution**

**Margitta Gardner**

652.6609

migbrynas@aol.com

**Beat 9X NCPC Co-Chair/  
Finance and Membership**

**Bill Manley**

658.2419

bmanleynow@yahoo.com

**Senior Liaison**

**Moira Nichols**

652.3192

**Zoning/Building**

**Valerie Winemiller**

653.4552

vwinemiller@hotmail.com

**PAMA**

**Ann Kraynak**

428.2698

piedmontsys@sbcglobal.net

**City Government**

**District 1 Councilmember**

**Jane Brunner**

238.7001

jbrunner@oaklandnet.com

**District 1 School Director**

**Kerry Hamill**

879.8653

kerry.hamill@ousd.k12.ca.us

**Oakland Police Dept**

**Lt. Jim Meeks**

238.7147

jmeeks@oaklandnet.com

**NSC Paul Brekke-Miesner**

Neighborhood Services Coordinator

238.3102

pbrekke-miesner@oaklandnet.com

**PSO Melvin Bermudez**

Problem Solving Officer

773.6947

mebermudez@oaklandnet.com

**CALL FOR NEW STANDARDS**

**New Utility Boxes Draw Protests**

*By Valerie Winemiller*

As AT&T began installing dozens of above-ground utility boxes on public sidewalks, a cry of protest was raised over their appearance and the obstruction of the pedestrian right of way. The boxes are about 6 feet tall, 4 feet wide and 2.5 feet deep. They contain the equipment for providing new internet services, including internet games. They represent AT&T competition to Comcast's cable television services. Applications are in process for installation of several hundred boxes city-wide, and it is expected that other service providers will also want to install their own boxes.

At the December 19 City Council meeting, Jane Brunner urged her colleagues to adopt a 45-day moratorium on these permits to allow the city to develop better standards for their placement and appearance. The Council's Public Works Committee had supported the moratorium, but Brunner was unable to convince the full Council to do so. Instead, the vote directed city staff to use San Francisco's standards, granting staff discretion to adapt the standards to local conditions until Oakland-specific rules can be adopted.

Regulations on graffiti removal and on prompt removal of outdated or abandoned equipment should be addressed by new rules, along with these additional concerns: 1) better coordination between Public Works and other city agencies, 2) better notification to the public and to Council members about applications, 3) a more detailed design review process, and 4) under-grounding when feasible.

An AT&T spokesperson told the Council the moratorium was unneeded, as the next batch of permits would not be processed that fast by the city anyway. But when Councilmember Brunner asked if AT&T would agree not to install any new boxes for 45 days, in case the permits were processed faster, the AT&T spokesperson refused.

A new state law, the Digital Infrastructure and Video Competition Act, allows phone companies to compete against traditional municipal cable franchises. It is the result of extensive lobbying by AT&T and Verizon, according to the Oakland Tribune (12/28/06). The law preempts the power of local governments to make franchise agreements with cable providers. These agreements usually contain consumer protections and guarantees of equal services in lower income neighborhoods. They also set fees for the use of the public right of way for cable equipment infrastructure.



All photos by Joyce Benna

In the PANIL neighborhood, boxes have appeared at several locations, including:

- Oakland and Monte Vista Aves in front of Plymouth Church
- on Monte Vista by the Piedmont Grocery parking lot
- on Howe St at 40th St Way
- on Yosemite at Piedmont

Some are already marked with graffiti.

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ZONING UPDATE

**New Twist in Approval Process for 4225 Broadway**

Just as city staff was poised to grant zoning approvals for a 19-unit, 6-story development at 4225 Broadway, zoning case planner Peterson Vollman announced that action will be delayed while changes are made to the plans. The developer is reportedly reworking the plans to reduce the square footage.

The plans originally submitted by the developer had stated that the building would be 25,000 square feet. But in studying the drawings, Terrace Street neighbors George Skinner (architect) and Richard Weimer realized that that number was inaccurate and the building was in fact nearly 28,000 square feet. They showed

their calculations to Vollman on January 12, shortly before the approval was set to be announced.

Under Oakland's Zoning Codes, proposed construction of 25,000 square feet or less is approved at the staff level and decisions may be appealed to the Planning Commission. But projects of more than 25,000 square feet are referred directly to the Commission for public hearings due to their presumed greater impacts. Decisions by the Planning Commission are appealed to the City Council.

Neighbors on both Terrace and Emerald Streets have expressed concerns about the building's scale and impacts. A number of Terrace Street houses, on a rise above Broadway, stand to lose views of the Golden Gate and Mt. Tam if the project is built as proposed.



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**Calendar**  
(for more neighborhood events go to [www.panil.org/calendar](http://www.panil.org/calendar))

**PANIL Meeting**  
2nd Wednesday of the month  
7:30 to 9 pm  
11th Floor Sky Room  
Piedmont Gardens  
110 41st Street

**PANIL Steering Committee**  
email [info@panil.org](mailto:info@panil.org) for time, date and place of monthly meeting

**Glen Echo Creek Work Day**  
2nd Saturday of the month  
Monte Vista Avenue, 9:30 am  
654.1930

**Mt. View Cemetery Tour**  
Docent led tour  
2nd Saturday of the month  
10 am, FREE

**Events at the Chapel of the Chimes**  
4499 Piedmont Avenue  
654.0123

**Historical and Botanical Tour**  
3rd Saturday of the month  
10 am to noon, FREE

**Jazz at the Chimes**  
3rd Sunday of the month  
\$20/children under 12 FREE  
2 to 4 pm

**Oakland Heritage Alliance Lecture Series**  
2nd Thursday of the monthly  
7:30 pm  
\$8 OHA members/\$10 non-members/\$5 low income  
Further information:  
[www.oaklandheritage.org](http://www.oaklandheritage.org) or  
763.9218

**Piedmont Avenue Branch Library**  
160 41st Street, 597.5011

**Storytimes**  
Toddlers  
Wednesday, 10:15 am  
Pre school  
Wednesday, 11 am

**Saturday Knitting Club**  
Every Saturday 3 to 4 pm

To place an item on PANIL's calendars, send e-mail to: [info@panil.org](mailto:info@panil.org)

## Betty Wurm (1919-2007)

Charter PANIL member Betty Wurm died at home January 14, days after a family celebration of her 88th birthday. Her husband Ted Wurm, local historian, had died 3 years earlier. A memorial service will be held February 24 at St. Leo's Church at 11:00 am .



Betty was born in Weaverham (Cheshire) England. She met and married Ted during World War II, when he was stationed there with the U.S. Air Force and she was serving in the British Women's Royal Air Force. With their squalling firstborn on one hip, Betty landed in the U.S. as part of a large group of war brides on the Queen Mary and traveled cross-country on the train to San Francisco.

The Wurms bought their house on Glen Echo Creek in 1947 and raised their four children there. All attended St. Leo School, where Betty was active in parent groups through the 1950s and 60s, organizing suppers and dances, and acting in plays and other fund raising events.

When PANIL started in 1974, Betty and Ted were immediate supporters. They advocated for creation of Glen Echo Creek Park, and not only participated in years of work days, but weeded or picked up litter almost daily. When the park was plagued by drunken teens in the late 1970s, Betty was

fearless in demanding civil behavior. Maybe it was the accent she never lost, but even the most loutish teen would never think of talking back. At a memorable City Council meeting in the 1970s, when a corps of landlords and developers were fighting PANIL's efforts to protect the character of the neighborhood, Betty stepped to the microphone and roared, "We are the little people of the world, and we are going to fight and fight and *fight!*"



Betty Wurm stands before the mural at Gaylord's, in front of the depiction of her with her husband, historian photographer Ted Wurm.

Betty and Ted were avid dancers and the life of any party. She was outspoken and shared Ted's ribald sense of humor. Their jitterbugging footwork was so impressive that a page one New York Times story on the 40th anniversary reunion of war brides who had arrived on the S.S.

Queen Mary was accompanied by a large photo of them "cutting a rug."

When Ted ran marathons, Betty accompanied him and frequently walked the route. Together they hiked much of California's beautiful back country, tracing the abandoned railroad rights of way while Ted researched his many books and articles on rail history.

Betty was a passionate tennis player, keeping weekly tennis dates at Davie Tennis Stadium into her 70s. She is survived by her 4 children, 7 grandchildren and 7 great-grandchildren.

### DUE FEB 22

### Attention Piedmont Avenue Artists — Call For Art Work for the Tulip Festival

The Piedmont Avenue Tulip and Art Festival, scheduled for the 5 weekends in April, is seeking a local artist to donate original art work for the commemorative poster for the event.. The Festival highlights the thousands of tulips planted by Mountain View Cemetery and by merchants along Piedmont Avenue to celebrate spring. Submit jpeg or pdf file to Allison Rodman of the Piedmont Avenue Merchant Association: arodman@lifemarkgroup.com. For information, 228-3207



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## Lovely Luxuries

By ShopGirl

*It's still winter. It's still cold. But a little self-indulgence can take the chill off, whether you're treating yourself or planning a Valentine's Day surprise.*

**Piedmont Springs**, celebrating 25 years on Piedmont Avenue, offers four private outdoor hot tubs, a cedar-lined sauna, and a tiled steam room. The popular Combination Room (\$20 an hour) gives you access to a private outdoor redwood tub with sauna and dressing room. For a thorough thaw, try the 80-minute hot stone massage (\$115), introduced to acclaim last year. Piedmont Springs also offers a full range of massage, including prenatal and shiatsu, from \$40 (30 minutes) to \$80 (75 minutes). Make reservations one week in advance (one month in advance for Valentine's Day).

**Polish on Piedmont** specializes in skin and nail services in a refined and relaxing setting. February is Chocolate and Roses month; specials include the Chocolate and Roses Pedicure (45 minutes, \$45), Chocolate and Roses Facial (50 minutes, \$90) and a Chocolate and Roses aromatherapy massage (60 to 90 minutes, \$80 to \$110). Bonus: add a chocolate treatment and rose aroma therapy to any Spa Pedicure, Treatment Facial, or massage (just tell your technician). For the fellows, there's the Gentleman's Facial (\$90/\$95), which takes care of ingrown hairs, dry skin, and other facial issues. And for a truly special gift, consider one of Polish on Piedmont's "boot camps": six weeks of treatments for cellulite, hyper-pigmentation, acne, or bronzing (\$350 to \$700).

**Meditrina**, which opened in November 2005, is a serene oasis in which to enjoy restorative treatments with a global accent, including Southwest Native Grain Therapy (a 60-minute skin-purifying experience; \$125), Zen Facial (incorporating Japanese massage plus essential oils and herbal extracts; \$175), and European ritual baths (\$30 for 20

minutes). The Meditrina Massage for Two (\$180 for 60 minutes or \$250 for 90 minutes) is a double treat: one room, two beds, two therapists. On Wednesdays and Thursdays, subtract \$15 from the price of any treatment lasting 60 minutes or longer.

**Calm A Salon** isn't just a stylish place to get your hair cut or colored. Owner Eryn Harrison is also a makeup magician who'll give you an expert makeover (\$50) or show you how to apply your own cosmetics (\$130 for a lesson in which she "does" half your face and you complete the job). Ask about Trucco Angel Face and Angel Lips, pigment-free holographic cosmetics that transform into shimmery hues, from subtle to intense, when applied. For a really spectacular effect, apply the eyeshadows over black pencil. Amazing!

You're polished, you're pummeled, you're pampered—what's missing? Chocolate, of course! Remedies await in Piedmont Grocery's excellent chocolate aisle: Cocoa Nuts by Cocoa Designs (\$12.99 for a 7.2-oz. tin of chocolate-dipped almonds or hazelnuts), orange twigs from Charles Chocolates (\$13.99 for 7 oz.), or gourmet chocolate bars in assorted flavors from Oakland's own Michael Mischer (\$7.95 for a 4-oz. bar).

Piedmont Springs  
3939 Piedmont Ave.  
652-9191  
piedmontsprings.com

Polish on Piedmont  
4319 Piedmont Ave.  
601-0909  
polishspa.com

Meditrina  
3923 Piedmont Ave.  
601-7111  
meditrinaspa.com

Calm A Salon  
4315 Piedmont Ave.,  
Suite 103 -105  
601-5225  
calmsalon.com

Piedmont Grocery  
4038 Piedmont Ave.  
653-8181

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Have you met the good neighbor who delivers the newsletter to you?



**Gail Truman** delivers PANIL Notes to her neighbors on **Moraga Avenue**.

### Our thanks

We start the New Year by thanking all our loyal and treasured distributors. Without them, PANIL Notes would not reach the 2,000 households it does.

### Don't see your block on the list?

We need your help! It's easy — just walk your street once a month, dropping off a copy of PANIL Notes at each house. To volunteer, contact Margitta Gardner, 652-6609, or e-mail her from the "contact us" button at [www.PANIL.org](http://www.PANIL.org)

### Do You Have News to Share?

Send us neighborhood information!

Email us through the PANIL web site [www.PANIL.org](http://www.PANIL.org)  
or drop us a line to  
P.O. Box 20375, Oakland 94611.

If you live on	meet
38 <sup>th</sup> Street Cerrito Av	<b>Jeffrey Neidleman</b>
41 <sup>st</sup> Street and Piedmont Gardens	<b>Moira Nichols</b>
Arroyuelo Av, Entrada Av, and Glen Av	<b>Valerie Wong</b>
500 block of Fairmount Av 3500 block of Kempton Way	<b>Philip Laing</b>
600 block of Fairmount Av	<b>Kerry Hamill</b>
4100 block of Gilbert St	<b>Nancy Sampson</b>
4200 block of Gilbert St	<b>Elizabeth Lake</b>
4300 block of Gilbert St	<b>Joanna Smith</b>
Glen Eden Av	<b>Rita Kresha</b>
4101 Howe St	<b>Lorna Jones</b>
4200 block of Howe St.	<b>Kurt Scribner</b>
4400 block of Howe St.	<b>Randy Rivera</b>
200 block of John St	<b>Kim Walker</b> <b>Hannah Gandsey</b>
100 block of John St	<b>Lesley Mandros-Bell</b>
700 block of Kingston	<b>Gaye Lenahan</b>
8200/8300 blocks of Mather St	<b>Alex Sage</b>
Monte Cresta Av	<b>Ruby Long</b>
Monte Vista Av Wilda Av	<b>Peg Janosch</b>
Montell St	<b>Elisabeth Soeurs</b>
4100 block of Montgomery St	<b>Peter Donahue</b>
4200 block of Montgomery St	<b>Bess Ellinger</b>
4300 block of Montgomery St	<b>Marc Winokur</b>
4400 and 4500 blocks of Montgomery St View Place	<b>Jana Hall</b>
4400/4500 blocks of Moraga Av	<b>Gail Truman</b>
Moss Way	<b>Linda Taylor</b>
Pleasant Valley Court	<b>Matt and Elizabeth Bjork</b>
Ramona Av	<b>Margitta Gardner</b>
100/200 blocks of Ridgeway Av	<b>Janet Noble</b>
Rio Vista Av	<b>Joe Imwalle</b>
4100 block of Terrace St	<b>Nanda Berman</b>
4200 block of Terrace St	<b>Judy Jennings</b>
4300/4400 blocks of View St	<b>Margaret Thompson</b>
Westall Av	<b>Gary Brower</b>
Yosemite Av	<b>John Pisani</b>

## PANIL Annual Report 2006

The Piedmont Avenue Neighborhood Improvement League was founded in 1974. The bylaws define its mission as:

- To encourage community pride in our neighborhood by providing a forum for neighborhood activity
- To advance common neighborhood interests by acting as an advocate and liaison with governmental bodies and civic organizations
- To promote improvement of institutions and facilities serving our neighborhood, including parks, schools, and library
- To facilitate vigorous citizen participation in all issues affecting our neighborhood, including land use, zoning changes, public safety matters, traffic patterns, and street modifications.

It is a 501(c4) public benefit corporation. The direction of the organization is the responsibility of a Steering Committee of at least 5 and no more than ten persons elected by mail ballot of the members of PANIL. Membership in PANIL is obtained by payment of annual dues.

There are currently five members of the Steering Committee: Joan Dark, Margitta Gardner, Bill Manley, Moira Nichols, and Valerie Winemiller.

### From the Treasurer

*By William Manley, PANIL Treasurer*

This issue of PANIL Notes includes an annual report to the members with an overview of the 2006 activities and the 2006 income and expenses. Last year, PANIL provided resources to ensure community involvement in the plans for Kaiser Hospital expansion, the precedent-setting Oak to Ninth project, and the MacArthur BART transit village. We kept readers informed of the proposals and changes as they evolved and how, where and when individuals could voice their own opinions – all in line with PANIL's mission to facilitate citizen participation.

Our 2006 expenses were lower than usual because only 5 issues of the newsletter were published, not the 12 on our usual schedule. Our annual budget is about \$8,000. Approximately one half comes from dues and one half comes from advertiser's fees. Advertisers' fees underwrite the cost of copying the newsletter, but do not cover all the costs. We rely on dues income for the newsletter and all other activities related to our work.

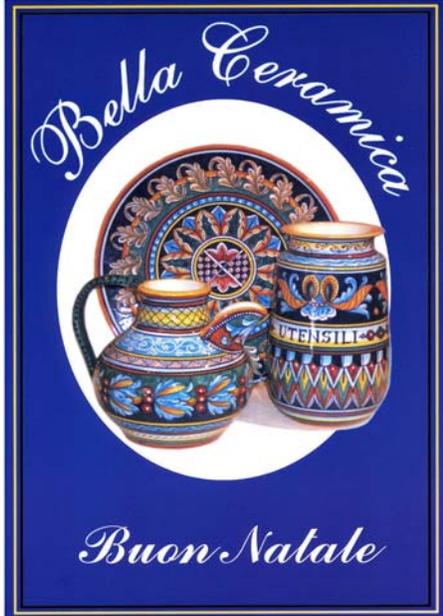
### Finance Report 2006

Total uncommitted PANIL assets as of 12-31-06 -- \$4,596.47

<b>2006 Income</b>		\$3,694.50
Member dues:	1,916.00	
Advertisers' fees	1,705.00	
Sale of whistles	73.50	
<b>2006 Expenses</b>		\$3,931.78
All costs for the newsletter, <i>PANIL Notes</i> (5 issues in 2006)	\$1,923.19	
All costs for the PANIL website	190.80	
All copying	313.19	
Special Projects	1,000.19	
Supplies	434.60	
Post Office Box 20375 rental	50.00	
Bank charge	20.00	

If you want to support PANIL's efforts to keep the neighborhood informed and make our voices heard, become a member. Send a minimum of \$15 with your name, address, phone and e-mail address to  
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**Note that  
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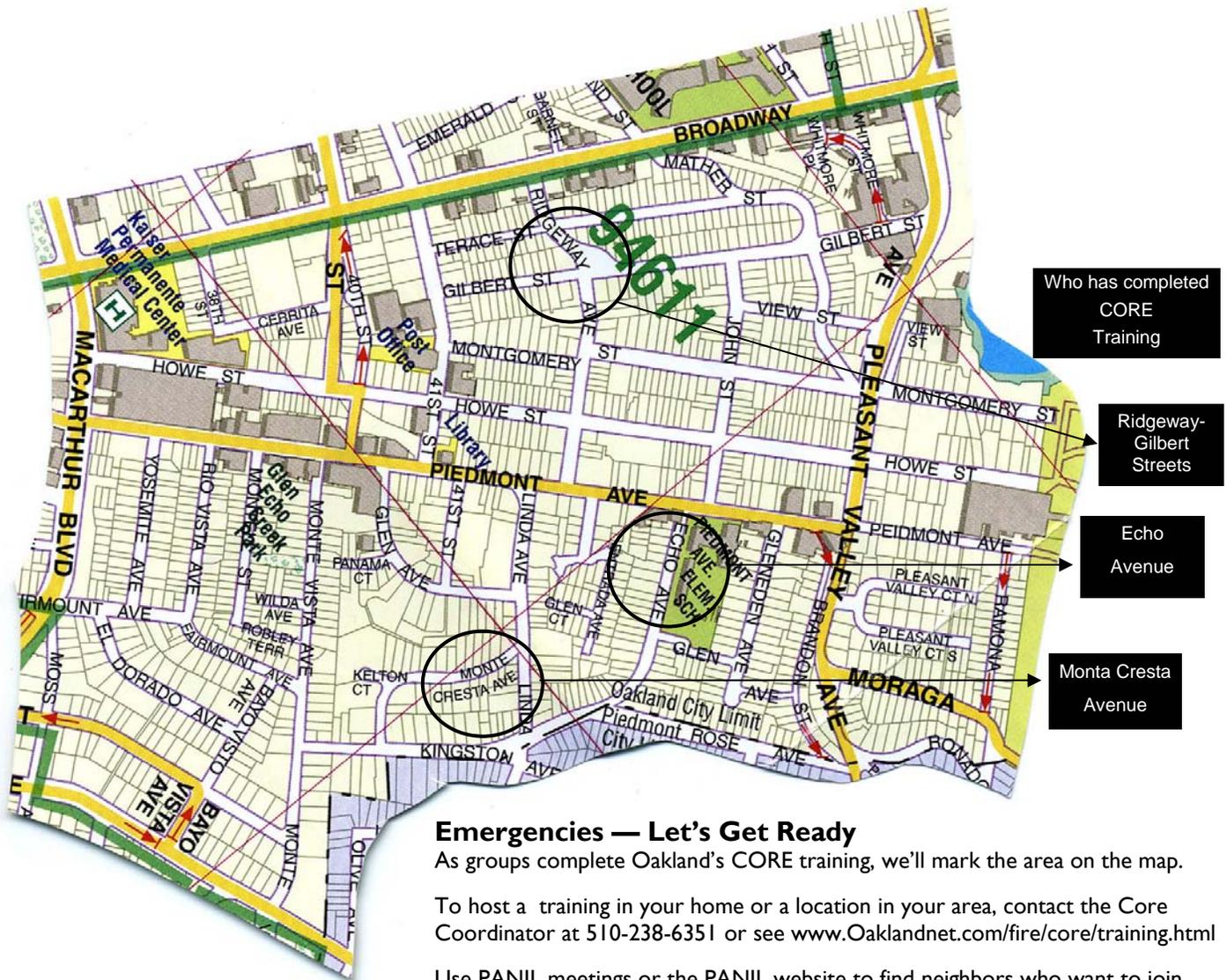
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**Emergencies — Let's Get Ready**

As groups complete Oakland's CORE training, we'll mark the area on the map.

To host a training in your home or a location in your area, contact the Core Coordinator at 510-238-6351 or see [www.Oaklandnet.com/fire/core/training.html](http://www.Oaklandnet.com/fire/core/training.html)

Use PANIL meetings or the PANIL website to find neighbors who want to join together to reach the minimum of 10 persons for a session.

**Check Out These Helpful Websites**

- [www.redcross.org/services/disaster](http://www.redcross.org/services/disaster)
- [www.prepare.org](http://www.prepare.org)
- [www.PANIL.org/NCPCICORE](http://www.PANIL.org/NCPCICORE)