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	7:00AM	Bus	8:10AM										
1	8:10AM	Ferry	9:20AM										
2	10:00AM	Ferry	11:10AM	10:00AM	11:20AM	11:30AM							
1	11:30AM	Ferry	12:40P M										
2	1:00P M	Ferry	2:10P M										
	2:00P M	Bus	3:00P M										
1	2:30P M	Ferry	3:40P M	2:30P M	3:50P M	4:00P M							
2	4:00P M	Ferry	5:10P M	4:00P M	5:20P M	5:30P M							
1	5:35P M	Ferry	6:45P M										
2	6:35P M	Ferry	7:45P M										
1	8:20P M	Ferry	9:50P M	8:20P M	9:20P M	9:30P M							
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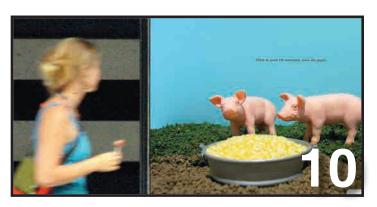
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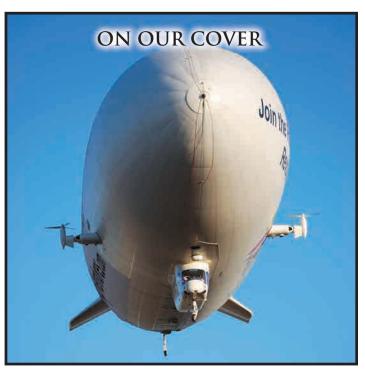
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Airship Ventures is a company that provides the opportunity to take a leisurely trip in a Zeppelin NT over the San Francisco Bay. The only passenger airship operation in the United States, Airship Ventures is based right in the Bay Area at Moffett Field in Mountain View. Their Zeppelin NT, *Eureka*, is the world's largest airship. At 246 feet long, *Eureka* stretches 15 feet longer than a 747 and 50 feet longer that the largest blimp. In fact, it is one of only three Zeppelins operating worldwide. The trip that our publisher, Joel Williams, took was a one-hour sunset Bay cruise from Oakland. Other options available include "flight-seeing tours" of Silicon Valley and Los Angeles. Photo by Joel Williams.

## **Corrections & Letters**

We appreciate the opportunity to publish our readers' comments, letters or requests for corrections, which can be sent to joel@baycrossings.com.



A rendering of the South San Francisco Ferry Terminal - Oyster Point Marina, prepared for the San Francisco Bay Area Emergency Transportation Authority by ROMA Design Group in association with Moffatt & Nichol and Simpson Gumpertz & Heger.

## Water Emergency Transportation Authority (WETA) begins South San Francisco Ferry Terminal Construction

onstruction on the South San Francisco Ferry Terminal began in October at Oyster Point Marina with an official groundbreaking ceremony, as civic leaders kicked off the start of the \$26 million ferry terminal. Ferry service is scheduled to launch in 2011.

Congresswoman Jackie Speier, along with South San Francisco Mayor Karyl Matsumoto and WETA Board Chair Charlene Haught Johnson, turned over the first spade of dirt commencing the start of construction. The project will provide 170 constructionrelated jobs and over 20 new full-time maritime operations and supervisory jobs.

The South San Francisco ferry service is a part of the San Francisco Bay Area Water Emergency Transportation Authority (WETA) Transition Plan, adopted in 2009, which sets forth a five-year plan for consolidating and expanding ferry service in the Bay Area. The new ferry service between Oyster Point and the East Bay will provide an alternative transit option for people commuting to jobs in South San Francisco.

"The WETA is elated to deliver on our plan to expand ferry service. With a daytime population of over 100,000, South San Francisco is a dynamic, growing destination well-suited to ferry service," commented WETA Board Chair Charlene Haught Johnson. "This is a testament to the community and regional civic leadership who were persistent and consistent advocates for bringing ferry service to South San Francisco," added Ms. Haught Johnson.

"This project is moving forward today as the result of the combined efforts of a multitude of local, regional, state and federal governmental agencies and representatives, labor organizations and local businesses in the South San Francisco area," stressed Nina Rannells, WETA's Executive Director. The project has enjoyed a long history of support, first from Congressman Tom Lantos and more recently from Congresswoman Speier who, along with House Speaker Nancy Pelosi and Congresswoman Barbara Lee, helped secure the final \$3 million in federal funds needed to build the new terminal. Other funding sources include Regional Measure 2 bridge tolls, San Mateo County Measure A sales tax and State Proposition 1B funds.

Others who played key roles include: South San Francisco Mayor Matsumoto, South San Francisco councilmembers and staff, San Mateo County Transportation Authority board



Breaking ground at the future site of the South San Francisco Ferry Terminal (L to R): Charlene Haught Johnson, Chair, WETA Board of Directors; Sue Lempert, Commissioner, MTC; Mark Addiego, Vice Mayor, City of South San Francisco (obscured); Rich Garbarino, Councilmember, City of South San Francisco; Congresswoman Jackie Speier; Karyl Matsumoto, Mayor, City of South San Francisco; Assemblyman Jerry Hill; Diane Howard, Vice Mayor, City of Redwood City

members and staff, the San Mateo County Harbor District, the Metropolitan Transportation Commission, CalEMA, the California State Department of Boating and Waterways, the Federal Transit Administration, San Mateo County Transit Advocates as well as representatives from the San Mateo County Building Trades, MMP, IBU, and local employers.

## Port of Oakland Completes Harbor Deepening

### **BY PATRICK BURNSON**

n mid-September, Port of Oakland officials—joined by Congresswoman Barbara Lee, the U.S. Army Corps of Engineers and the California State Coastal Conservancy—announced and celebrated the substantial completion of the "-50 Foot Project," which deepened the shipping lanes in Oakland's harbor to 50 feet.

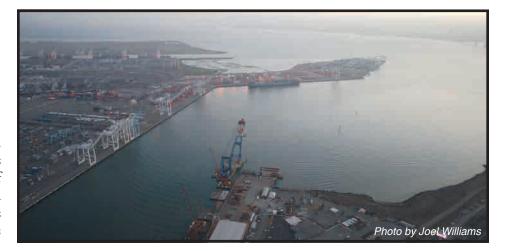
Officials hailed the project as a major milestone. "A deep water harbor is absolutely vital to the wellbeing of our region," said Victor K. Uno, president of the Oakland Board of Port Commissioners. "The -50 Foot Project delivers critical benefits to our community, the state and nation. These include generating thousands of jobs, business activity, millions in tax revenues, and environmental benefits."

While not dismissing this significant achievement in setting the stage for a more prosperous Bay Area economy, some shipping analysts suggest the port is going to have to do more than just provide a deeper harbor. Los Angeles and Long Beach, Oakland's California rivals, still represent the leading cargo load centers in the United States. In the Pacific Northwest, both Seattle and Tacoma have deep water and have better rail connections to the Midwest. Oakland also has to be concerned about losing share to the Canadian ports of Vancouver and Prince Rupert, both of which are closer to Asian markets. And finally, it's not just the West Coast ports that represent challenges to Oakland's position; the East Coast Port of Savannah just moved up in the U.S. cargo throughput standings, pushing Oakland from fourth largest to fifth.

## Seminar to Address Smaller Seaports

The Association of Pacific Ports meets this month with a "fly-in, flyout" seminar that will examine how smaller ports like Redwood City and Stockton are poised to take advantage of the economic recovery. The oneday seminar will be held on Thursday, November 5 from 9 a.m. to 2:30 p.m. at the Best Western Grosvenor Hotel, which is convenient to San Francisco International Airport.

Among the speakers will be Monique Moyer, executive director of the Port of San Francisco, and Jill Rodby, principal of Rx2 Marketing Communications. It should be noted that Rodby's consulting start-up specializes in business-tobusiness marketing for the international maritime and logistics industry.



## Conference to Focus on Logistics Industry Media Coverage

Rosemary Coates, president of Blue Silk Consulting and a devoted blogger, will provide valuable insight on how logistics companies can establish and use blogs to build relationships with their customers at the State of the Media Conference (www. rx2mc.com/mediaevents). The event, which is produced by Rx2 Marketing Communications and hosted by the Port of San Francisco, will take place November 6, at the Port's headquarters.

Coates is a licensed United States Customs Broker and author who has taught classes in management, international business and importing and exporting for 10 years. Coates has extensive knowledge and experience in manufacturing and outsourcing in China, which she shares on her blog at **rcoates.wordpress.com**. Her new book, 42 Rules for Sourcing and Manufacturing in China, has just been released and can be found on Amazon.com.

"We are excited to have Rosemary speak at the conference. She is a real fan of social media and has effectively used her blog to market her book and her company," said Jill Rodby, principal of Rx2 Marketing Communications. "She'll share her expertise with us and I think we will learn a lot from her."

In addition to Coates, several leading publishers and senior editors from *Cargo Business News, Pacific Maritime* Magazine, *Logistics Management* and 3PLNews.com will share their perspectives on the industry media, where's it headed and how best to get an editor's attention when submitting ideas for stories. Experts in B2B marketing from such companies as Marketo, PR Newswire, Peridot Productions, Inc. and the Wessling Group will participate in how-to sessions on social media, writing press releases and creating effective advertising.

This is the conference to attend if you have ever tried to get media coverage for your company's services or products, or are thinking about implementing social media to reach your customers.



## WATERFRONT ACTIVITIES

- Every12PM 2PM or 2:30PM 4:30PM Introduction to Sailing Course, OCSC Sailing, Berkeley, 510-843-4200, www.ocscsailing.comSaturdayThis two-hour skippered charter is designed to provide folks who are considering getting into sailing a real glimpse of the sport, our club and our people. Cost \$40.
- November 4 6PM 8PM Cruising South America, Club Nautique Sailing School 510-865-4700, www.clubnautique.net Winter Wednesday Seminar Series presented by field experts. Seminars are informational and highlight various aspects of the boating lifestyle. Cruising South America - Presented by Joe Brandt, Club Nautique Instructor who cruised Central America for four years. Reservations required. Free

### November 7 9AM - 3PM - Drakes Estero Paddle, Blue Waters Kayaking, 415-669-2600, www.bwkayak.com

Drake's Estero is one of the most stunning places to paddle on the California coast, offering incredible opportunities for wildlife viewing. We'll glide through the eelgrass and kelp beds of this scenic estuary, home to harbor seals, bat rays, leopard sharks and many birds species such as osprey, geese, white pelicans, loons, grebes, shorebirds. Cost: \$98/person.

### November 7 11AM – 3PM – Corte Madera Marsh, Outback Adventures, Larkspur, 415-461-2222, www.outbackadventures.com

Come explore the wetlands along Corte Madera Marsh while taking in the views of Mount Tampalpais and the San Francisco Bay. We will paddle out in stable double sea kayaks while keeping our eyes open for the curious harbor seals that gather nearby. If conditions permit, we may take an optional side trip past the infamous San Quentin Prison, then stop for lunch on a nice sandy beach with incredible views.

### November 8 7 AM - 12 PM - Scuba in Monterey, Advanced Diving Technologies, 925-754-8180 www.adtscuba.com

Fall/Winter is the best diving season for Northern California. The Viz has increased and warm, southern currents make our waters warmer! So now is the time to get on the Escapade and DIVE. The majestic kelp forest is full of life. At depth, marvel at the brilliant colors of stars, corals, sponges and more. It is also the time the Orcas and Humpbacks are moving along the coast. 2 tank dive, cost is \$90, refreshments on board. Nitrox available upon request.

### November 15 9AM - 5PM - Radar & GPS Clinic, Club Nautique - Sailing School, 510-865-4700, www.clubnautique.net

This on the water clinic will introduce you to the proper use of radar. Among other things, you will learn how discern buoys from vessels, track vessels to determine whether you are on a collision course, and navigate with radar using one, two and three bearing fixes. Reservations required. Cost: Members \$282/Non-Members \$375

### November 18 6PM - 8PM - Cooking Onboard, Club Nautique - Sailing School 510-865-4700, www.clubnautique.net

Winter Wednesday Seminar Series presented by field experts. Seminars are informational and highlight various aspects of the boating lifestyle. Cooking Onboard – Presented by Lynn Orloff Jones, Author Can to Pan Cookery. Reservations required. Cost: \$15 for menu items. Samples provided.

### November 18 7PM – 9PM – Gil Zeimer, Images from Kosrae, Micronesia, Marin Scuba Club, San Rafael, 415-453-9556, www.marinscuba.org

We invite divers of all skill levels to join us the 3rd Wednesday of each month (except December) at Flatiron on 724 B Street in San Rafael for a featured presentation. We offer guest speakers discussing all aspects of diving using multi-media video presentations. Contact Alberta for more information: (415) 717-3224

#### November 19 7PM - 9PM - Warm Water Sea Kayaking classes, Oakland Estuary, California Canoe & Kayak, 800-366-9804, www.calkayak.com This special cool-weather sea kayak class takes place in a warm, friendly, indoor pool (Richmond) for Part 1; in Part 2, we paddle on the sheltered waters of the Oakland Estuary. Graduates of this class are qualified to rent sea kayaks and participate in more advanced classes and trips. Class fee includes pool use, all kayak gear, wet suit, and free kayak rental coupon for future use! Classes take place on Thursday evening, (11/19, 7PM-9PM), and two days later on a Saturday morning, (11/21, 9AM-1PM). Cost: \$119

### November 21 4PM – 6PM - Free Monthly BBQ – OCSC Sailing, Berkeley, 510-843-4200, www.ocscsailing.com

BBQs are a good opportunity for anyone who is interested in getting into sailing to learn more about OCSC and all that we have to offer.

### November 22 10AM - 2PM - Kayak Basics, Oakland Estuary, Jack London Square, California Canoe & Kayak, 800-366-9804, www.calkayak.com

Are you ready to try kayaking? Maximize your fun on the water! This 4-hour class allows you to paddle a few different types of kayaks, including Touring Kayaks (for open water), Recreational Kayaks, and Sit-on-Tops. Learn the basic strokes and the difference between boat types. This class emphasizes water safety, but saves capsize recovery practice for the Beginning Sea Kayaking class. Includes coupon for future rental, good for 2 hours! Cost: \$59

## November 22 10AM – 3PM – Tomales Bay Kayak Tour, Outback Adventures, Larkspur, 415-461-2222, www.outbackadventures.com

Experience one of the premier paddling destinations in California on this guided kayak tour. Wildlife abounds in this spectacular setting. One of the largest protected bay and coastal areas in California; this kayaker's paradise is a short distance from San Francisco and the Bay Area.

### November 29 9AM - 1PM - Tomales Bay/Giacomini Wetlands Tour, Blue Waters Kayaking, 415-669-2600, www.bwkayak.com

In celebration of the Giacomini Wetland Restoration Project, Blue Waters is now offering a new tour through the beautiful wetlands at the south end of Tomales Bay. This open space's character is changing daily as non-native grasses wither away under the onslaught of saltwater, while pickleweed and marsh plants take over. Ducks (sometimes thousands) dot newly created tidal ponds and bald eagles and marsh hawks soar over egrets and herons wading in slow motion. Cost \$88.



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## Asian Art Museum Debuts 'Emerald Cities' Exhibit

### **BY PAUL DUCLOS**

ow on view at the San Francisco Asian Art Museum is *Emerald Cities: Arts of Siam & Burma, 1775-1950,* the first exhibition of its kind to use a systematic approach to present artworks from this region and period.

The exhibition features more than 140 artworks drawn exclusively from the museum's collection, which is one of the largest and most important collections of 19<sup>th</sup> century Siamese and Burmese art outside of Southeast Asia. On view are pieces of ornately carved furniture, lavishly decorated miniature shrines, gilded statues, elaborately illustrated manuscripts, colorfully detailed paintings, and mirrored and bejeweled ritual objects. The Asian Art Museum organized *Emerald Cities* and serves as the exhibition's exclusive venue.



"All of the artworks on view in *Emerald Cities* originate from the museum's extensive collection, demonstrating the quality and depth of the museum's holdings from Thailand and Burma," says Jay Xu, Director of the Asian Art Museum. "Through the efforts of Forrest McGill, the museum's chief curator, and M.L. Pattaratorn Chirapravati, co-curator of the exhibition, *Emerald Cities* and its accompanying catalogue contribute both to scholarship and public appreciation of the rich and varied artistic traditions of Southeast Asia."

"A feast for the eyes awaits visitors to *Emerald Cities*," says McGill. "The writings and religious thought at the time emphasized the gorgeous, flowering, bejeweled, heavenly city of the gods. This view of a luxurious and fantastical Eden is evident through the artworks on view in the galleries which originate from the three great cities of the time—Bangkok, Mandalay and Rangoon."

## Gangster Era on The Rock

Many of us remember when Native Americans briefly occupied Alcatraz in an effort to reclaim it as a sacred refuge. Then there was proposal floated by Mayor Willie Brown to turn "The Rock" into a casino. Now there is current movement surfacing to make it a "global peace park."

But despite all that, it remains a monument to human suffering. The hardships were never more pronounced than in the era when Al Capone, Alvin Karpis and George "Machine Gun" Kelly were housed there.

For ferry passengers seeking more than just a quick read on their daily commute, Cultural Currents recommends *Alcatraz: The Gangster Years*, by David Ward with Gene Kassebaum (University of California Press; 548 pages; \$34.95). While written by two emeritus professors of sociology, the book does not suffer from academic pedantry. Indeed, it begins by quoting Alastair Cooke:

"In the middle of San Francisco Bay there rises an island that looks like a battleship ... and when it has not been armed as such, first by the Spaniards and then by the United States Army, it has been a prison of one kind or another. First it was a so-called disciplinary barracks for renegade Indian scouts. Then for captured Filipinos. And always for army traitors. The Spanish lieutenant who discovered it in 1775 might well have called it the Alcazar if he had not been struck by clouds of pelicans that floated around it. So he called it after the bird itself—Alcatraz."

Mr. Duclos writes "Cultural Currents" every month and blogs about the arts at paulduclosonsanfranciscoculture.blogspot.com.



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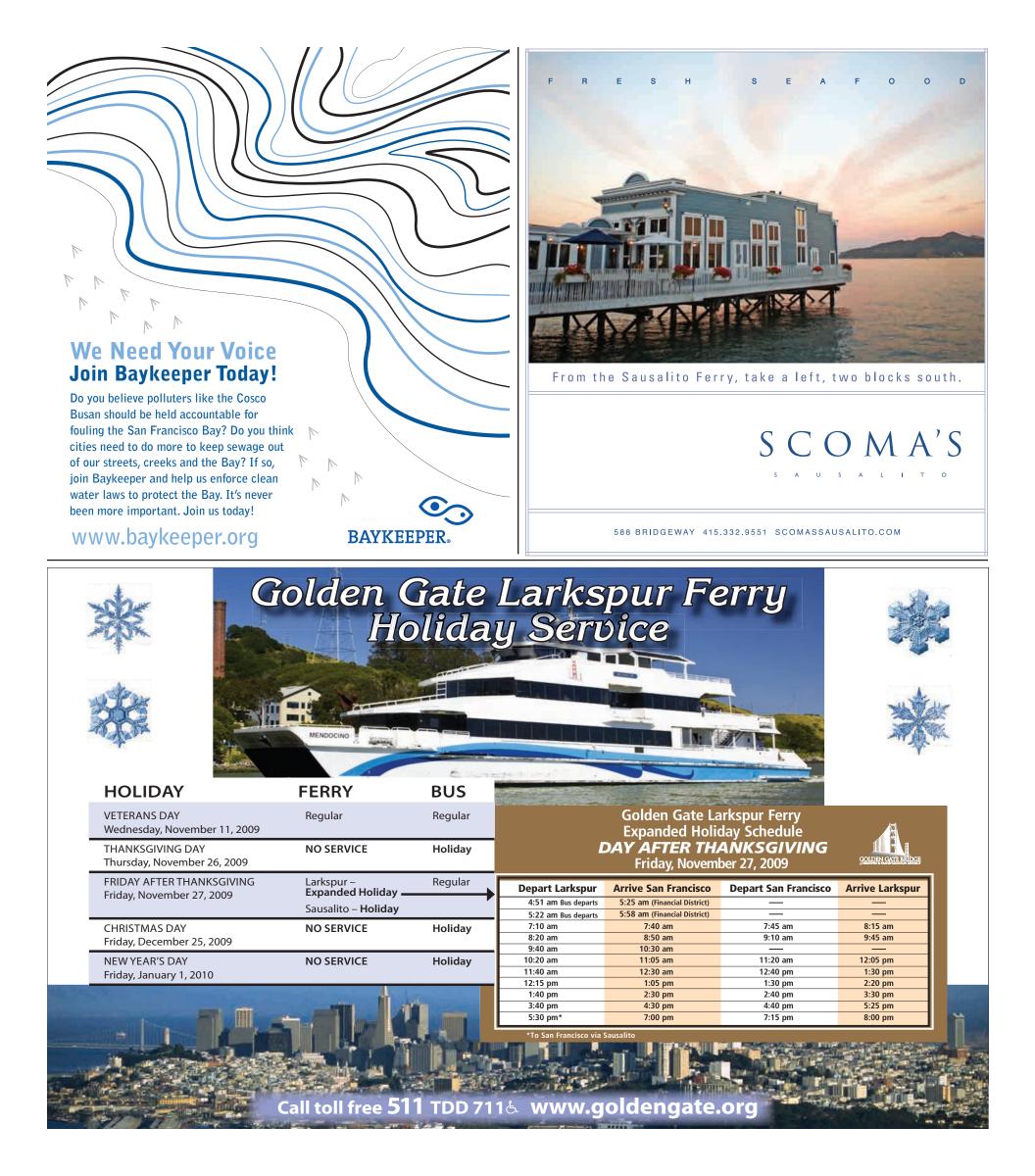
**Sausalito & Tiburon** A comfortable ride across the San Francisco Bay to the two Marin seaside villages of Sausalito and Tiburon to enjoy shopping, dining or an easy stroll around town.

**Angel Island** A California State park and wildlife reserve. Angel Island is both a great picnic destination with hiking, kayak tours, an hour-long fullynarrated TramTour, as well as a historical site dating back to the U.S. Civil War.

**Vallejo** Sail to Vallejo, a waterfront community that includes the city's Heritage District, Vallejo Naval and Historical Museum and family-friendly Six Flags Discovery Kingdom theme park.

Alameda & Oakland There's dining in Jack London Square, the Farmer's market on Sundays and jazz nightly.

## Blue & Gold Fleet at PIER 39 Beach Street & The Embarcadero San Francisco



## **Centenarian Steam Tug Graces Alameda Drydock**

he 102-year old steampowered, ocean-going tug Hercules is now in drydock at Bay Ship & Yacht's Alameda yard for maintenance and repair work. Earlier this month, she was towed across the Bay from her berth at the Hyde Street Pier of the San Francisco Maritime National Historical Park, operated by the National Park Service. She will be in drydock at Bay Ship & Yacht for about a month for sandblasting and painting the riveted steel hull, replacing the boat deck and other maintenance work at an estimated cost of some \$500,000.

The sea-going tug is 156 feet long, with a beam width of 35 feet and a draft of 18 feet. According to Fred Sheppard, the project manager, "she is a really beautiful piece of machinery." She is powered by a three-cylinder, triple-expansion steam engine that is still operational. The tug required a crew of 15: three firemen, three oilmen, a chief and two assistant engineers, three deckhands, a cook, two mates, and a captain.

Built in Camden, New Jersey, in 1907, the *Hercules* towed her sister tug through the Strait of Magellan around South America to San Francisco. There, she joined the Red Stack Fleet and towed barges, sailing ships, and log rafts between Pacific ports for many years. Eventually, the Hercules ended up with the Western Pacific Railroad towing railroad-car barges across San Francisco Bay.



## **Cleanup of Contaminated Bay Area Sites to Create 500 Jobs**

In October, the California Department of Toxic Substances Control (DTSC) and the U.S. Environmental Protection Agency announced \$5 million in grants and low-interest loans that will help bring nearly 500 jobs to the Bay Area and turn contaminated property into land for apartments, retail shops, day care centers and a park.

"This is a clear example of how environmental protection is also good for our economy," said Governor Schwarzenegger. "We are working hand in hand with President Obama's team to bring Recovery Act funding into California to stimulate our economy, create jobs and in this instance, breathe new life into San Francisco neighborhoods and contribute to the future of California's environment."

Funds for the revitalization work will come from the \$1.8 million in federal stimulus money DTSC received from the EPA over the summer, along with money from the Department's Revolving Loan Fund Program, which offers low-interest loans and grants to clean up contaminated sites known as "brownfields." The Revolving Loan Fund, launched three years ago with a \$3 million grant from the EPA, is overseen by DTSC in partnership with the San Francisco Redevelopment Agency and the city of Los Angeles. The partnership is expected to approve additional grants and loans in the near future.

"This money will help create jobs for years to come and breathe new life into neighborhoods and communities in San Francisco," said DTSC Acting Director Maziar Movassaghi. "The cleanup of this land will spark the development of valuable new housing, retail shops, restaurants and open space."

"Our state and local partners are turning problem properties along San Francisco's central waterfront into community assets," said Laura Yoshii, EPA's acting Regional Administrator for the Pacific Southwest. "These projects will deliver a direct environmental benefit. We're also very excited about how Recovery Act funding is making a difference and creating jobs in California."

The San Francisco cleanup projects DTSC and the U.S. EPA announced last month include:

A \$1.675 million low-interest loan to clean up lead-contaminated land at 2235

**Third Street.** The project will create about 200 new construction jobs for two years.

The Martin Building Company of San Francisco plans to turn two former warehouse buildings on the central waterfront site into part of a complex that will include about 180 residential units with terraces and balconies, a restaurant, retail stores and a day-care center. Martin Building is seeking LEED Gold Certification for the project.

Funds for the site cleanup come from the stimulus money contained in the American Recovery and Reinvestment Act (ARRA) that President Obama signed into law in February.

### A \$1.25 million low-interest loan to clean up lead-contaminated property at 178 Townsend Street. It will create about 100 new construction jobs for two years.

Martin Building plans to incorporate a 121-year-old building into a project that will feature 94 apartments, 46 parking spaces, a ground-floor restaurant and a day-care center. The project is in the South Beach neighborhood. Money for the site cleanup comes from DTSC's Revolving Loan Fund. A \$200,000 grant to clean up land for a public park as part of the Mission Bay development project between San Francisco Bay and Interstate 280.

San Francisco's Mission Bay development calls for the eventual construction of up to 6,000 new housing units, millions of square feet of office and retail space and a new research campus for the University of California, San Francisco.

Money for the grant to clean up the park site comes from DTSC's Revolving Loan Fund.

Under the leadership of Governor Schwarzenegger, DTSC working with the U.S. EPA has aggressively pushed brownfield restoration as a key to generating economic growth and ensuring environmental safety. Brownfields are sites where development may be hindered by land contaminated, or believed to be contaminated, with hazardous materials or pollutants.

"There are many success stories to tell about the brownfield cleanups done by DTSC and the EPA in California," said Movassaghi. "Because of all this hard work, so many areas of the state are now more livable, vibrant and environmentally safe."

## GREEN PAGES

# Academy of Art Pushes Sustainability

### **BY BILL PICTURE**

t last count, the Academy of Art University held the keys to 31 properties scattered throughout San Francisco. In terms of resources, that's a considerable number of classrooms that need energy for lighting, heating and electronics, to say nothing of the countless trips the school's 13,000 students take every semester between the school's buildings and the amount of waste that the school's operations generate. A campus of this size has the potential to leave poor old Mother Earth with a serious limp.

But faculty and administrators say they wish to offer graduates more than just an academic advantage in today's marketplace. They also wish to bestow them with a strong sense of environmental responsibility that they hope will be reflected in both the work and work habits of these future artists and designers.

To that end, the Academy of Art's administration started with institutional changes intended to reinforce the green habits that most students picked up at home. For starters, some of the buildings are as old as the school itself, which was founded in 1929. Outdated lighting systems were replaced with more energy-efficient ones, on-campus recycling and composting efforts were seriously beefed up, and a 30-strong fleet of cleaner-burning bio-diesel shuttles was put into rotation for intercampus trips.

Next on the Academy of Art's to-do list was tweaking the existing curriculum to reflect the desire of both companies and consumers to minimize their footprints. That began with opening students' eyes to the many sustainability-related choices that they can expect to encounter in their professional lives. In the case of graphic designers, those include everything



from minimizing paper consumption and making smarter materials choices to disposing properly of old computers.

"Those are some of the immediate choices that they, as designers, will have

### Selling an image

Companies are going to great lengths to be more sustainable, largely because consumers are demanding it. But a sustainable product or service is



In Spring 2009, Denise Hoa was among the Academy of Art University students who participated in the "Sustaining San Francisco" design challenge, in which students from several Academy of Art University departments worked together to conceive and execute projects related to the theme of sustainability.

The principles of sustainability are being integrated into the curriculums of college design departments across the country.

to make," says Phil Hamlett, director of Graduate Graphic Design at the Academy of Art. "I call it 'watching your own shop."

"But where [graphic designers] have the potential to make the biggest contribution to sustainability is with the work that we do for our clients," he explains, "because we mediate a lot of what the public sees and hears." worthless if the company can't sell it.

For instance, a Sonoma County vintner recently worked with industrial design students from the Academy of Art University to find a more efficient and greener way to deliver its wine to restaurants than the traditional 75-centilitre glass bottle. Students eventually came up with something similar to a giant juice box.

## GREEN PAGES

# on Campus and in Students' Careers

Assuming the vintner decides to go this route, the tough job of convincing consumers that a giant juice box is better than the bottle they're used to seeing will fall in the laps of the vintner's in-house marketing department, along with a graphic designer.

Graphic designers are, for lack of a better description, the salesmen, helping steer consumers in a specific direction with visual cues. Knowing how to really sell a client's efforts to be sustainable and recast that company in a greener light for consumers can help a graphic designer land a job.

"It's a skill and a knowledge base," says Hamlett. "And it's an edge that they can take with them into the marketplace."

In addition to helping ensure professional survival, being sustainability-savvy also affords graphic designers a unique opportunity to affect change. Once behind the steering wheel of a project, a graphic designer has the power to influence millions to think, act, choose and, perhaps most importantly for the client, buy sustainably.

"It's our job to help create empathy and, to some degree, to help change values," Hamlett explains.

### Across the academic board

Hamlett says that principles of sustainability are being integrated into the curriculums of college design departments across the country.

To help those students, along with working professionals, get a better handle on how they, as designers, can help put sustainability into action, a four-part framework was developed by Hamlett and his colleague Gaby Brink, founder of Berkeley-based design agency Tomorrow Partners. Together, Hamlett and Brink co-chair the Center for Sustainable Design at the American Institute of Graphic Arts' (AIGA), a professional organization for design.

"The Living Principles," which were unveiled at AIGA's national conference last month, encourage designers to look at a project's economic, social, environmental and cultural bottom-line.



In-class brainstorming sessions help graphic design students learn how to sell a client's efforts to be green to consumers, a skill that instructors say will give them an edge in the job market.

"It's big-picture stuff," Hamlett says. Hamlett and Brink also organize the biennial Compostmodern conference, a weekend-long series of salons and workshops intended to explore the role that designers can play in creating an ecologically and socially responsible society.

Compostmodern has become the premier event in the country dedicated to sustainability in design. This year's event, which took place at San Francisco's Herbst Theatre in February, drew roughly 600 attendees and featured a number of sustainability experts, including Saul Griffith, an award-winning inventor, and Dawn Danby, the Sustainability Design Program Manager for Autodesk. So that designers outside of the Bay Area could participate in the event without increasing their carbon footprint by flying or driving to San Francisco, each of the presentations was available as a paid webcast.

### An easier sell

Because most students entering college have been primed by their parents

about being environmentally conscious, Hamlett says that the more advanced principles of sustainability have been easier to drive home.

"At this point, pretty much everyone gets why it's important to recycle and compost, and why you should turn off the lights when you leave the room," he says. "We all get it. We all understand the relationship between paper and dead trees. The students get it, they're very passionate about it, and they want to know what else they can do."

"And that's good," he continues, "because the younger you are, the higher the stakes of concern. Unfortunately, this is the reality in the 21st century."

For more information on the Academy of Art University, visit **www.academyart.edu.** 

For more information on the American Institute of Graphic Arts' Center for Sustainable Design, visit **sustainability.aiga.org.** 



More and more, consumers are opting to purchase goods and services from sustainable businesses, so companies are turning to designers to help recast them in a greener (and thus more profitable) light via advertising, as shown here.

# Airway to Heaven!

#### **BY JOEL WILLIAMS**

henever I fly, I try to get a window seat. Ever since I was a child, I have been fascinated with looking down at the geographical wonders that constantly seem to unfold on the ground from the perspective of an airplane. And I believe many of you share my enthusiasm.

I have flown in and out of Oakland and San Francisco countless times over the years, and the spectacular scenery of the Bay Area always provides one of the best aerial panoramas I've ever witnessed. It's right up there with the Grand Canyon and Manhattan as far as slamming your nose up against a tiny window goes.

I do have one complaint, however: Travelling at several hundred miles an hour, the Bay Area leaves my view in just a few minutes. So, there is always a sense of urgency as I try to see as much as possible before it slips out of my view. And, because I don't have any say in regards to the flight plan or the weather, I never know what I will be able to see, if anything.

There is a solution to this problem that I never would have expected: a Zeppelin ride! I have spent countless hours watching sporting events and daydreaming about how cool it would be to hang out in a



blimp, but I didn't know that I could actually ride in an airship. So, you can understand how excited I was when I recently spent an hour floating at around 1,000 feet over the Bay in an actual Zeppelin.

Airship Ventures is a company that provides the opportunity to take a leisurely trip in a Zeppelin NT over the San Francisco Bay. The NT or "New Technology" signifies the modifications made from the traditional *Hindenburg* style Zeppelins. Because I have already mentioned the "H" word, it should be made clear that modern-day Zeppelins use non-flammable helium. Even a lightning strike will not affect the flight characteristics of this airship, and Zeppelin NTs have been flying in Germany and Japan for the last 12 years with an unparalleled safety record.

Airship Ventures is the only passenger airship operation in the United States, and the company is based right in the Bay Area at Moffett Field in Mountain View. Their Zeppelin NT, *Eureka*, is the world's largest airship. At 246 feet long, *Eureka* stretches 15 feet longer than a 747 and 50 feet longer that the largest blimp. In fact, it is one of only three Zeppelins operating worldwide. The trip that I took was a one-hour sunset Bay cruise from Oakland. Other options available include "flight-seeing tours" of Silicon Valley and Los Angeles and charters are available to Monterey and Wine Country.

We were told that we had to arrive an hour before the flight for a preflight briefing on the airship, and it quickly became clear why the preflight briefing was necessary. Boarding an airship like *Eureka* is quite different than the typical boarding process for an airplane. First, we all jumped into a van and met *Eureka* in the middle of an open field. Then, only two of us were allowed to board at a time, but only after an equal set of two of the current passengers disembarked, in order to maintain neutral buoyancy.

During the boarding process, the airship is kind of in limbo, not actually resting on the ground. Instead, the airship is actually being held to the ground, by the engines and by a tether, while people get off and on using a stairway that hangs temporarily from the doorway. This may

in Her

sound a little strange, but, trust me, everything went very quickly and smoothly because we all knew what was going on and what to do, thanks to the briefing.

Once on board, I first noticed huge panoramic windows everywhere in the cabin providing a complete 360-degree view. One of the windows on each side opens for photography without any glare; there is also a 180-degree rear observation window and "love seat" that wraps around the entire aft of the cabin. There is even a window in the restroom! The cabin was slightly smaller than I imagined, but holds 12 people and a crew of two; everyone had plenty of room to move around once we got off the ground.

I took my seat and started to get out my camera and literally before I knew it, we were off the ground. Seriously—I looked

#### o u t the window

and we were hundreds of feet off the ground and I didn't even know that we had taken off. That's how smooth the takeoff was, and the cruise itself was even smoother. There was very little vibration and absolutely no turbulence during my wonderful trip.

The breathtaking views of the Bay were surreal as we cruised at a leisurely 35 knots over the Bay Bridge and along the San Francisco skyline. We then turned north at the Golden Gate Bridge and cruised over beautiful Angel Island as we headed back towards Oakland where once again we disembarked two by two, this time being replaced by ground crew members and lead weights for the trip back to Mountain View for the evening.

The very next morning, I flew to Chicago out of Oakland airport. As usual, I gazed out of the tiny window next to me as we departed, but my view was limited that day due to the flight path, so I never even had a chance to see the City or very much of the Bay. This time however, it didn't really seem to matter and I didn't do my usual face-on-window straining to see as much as possible in my limited viewing time.

## Somehow,

after leisurely travelling over the Bay in a Zeppelin, I don't think I'll ever look at the Bay the same way from an airplane again.

For information on taking a ride on a Zeppelin yourself, visit **www.airshipventures.com** 





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## Coast Guard Training Center in Petaluma Installs Four-Acre Solar Array

estled among the rolling green hills of the Petaluma countryside, Coast Guard Training Center Petaluma (TRACEN) serves as the training hub for many of the Coast Guard's jobs and specialty schools. According to Captain Chris Hall, Commanding Officer of Training Center Petaluma, the Coast Guard base is more than a training center; it is a community of individuals who share a commitment to mission, respect and innovation.

That shared commitment will now extend to include a greener, environmentally conscious Coast Guard base. In October, Congresswoman Lynn Woolsey joined Hall and other Coast Guard personnel, including training center students, to dedicating a four-acre array of solar panels recently completed at the Training Center.

Earlier this year, the Coast Guard awarded the first power purchase agreement (PPA) in its history to SilRay of Palo Alto. The PPA is an agreement between the Coast Guard and the contractor, SilRay, in which the contractor will pay for the expense of building, operating and maintaining a solar photovoltaic system on Coast Guard property. In exchange, the contractor is awarded tax credits and discounts, making the construction more affordable. The Coast Guard benefits from the installation of the renewable energy resource facility with no up-front costs, and is able to purchase the energy produced by the system at a contracted rate for the next 25 years.

"This project cost the Coast Guard \$6 million to complete," said Tony vanWinden, Energy Manager at TRACEN Petaluma, "but by awarding the PPA the Coast Guard pays none of the up-front cost and the contractor receives tax credits and incentives which make the construction more affordable. It's a win-win situation," he said.

The agreement helps the Coast Guard save money, have less of an impact on the environment and decrease the demand for



The new four-acre solar array field will produce approximately one megawatt of clean renewable energy each year for the Coast Guard Training Center in Petaluma.



Congresswoman Lynn Woolsey helps Capt. Christopher Hall flip a power switch to signify the opening of the newly constructed solar array field.

energy on the local community power grid, said vanWinden. This will be especially noticeable in the summer months during peak demand when energy consumption is at its highest. At that time, the energy production of the on-base solar array will also be at its peak.

The PPA also helps the Coast Guard meet the standards set forth by the Energy Policy Act of 2005 by increasing its use of renewable energy. The agreement is in line with several provisions built into the Act, including establishing a photovoltaic energy commercialization program in federal buildings and producing renewable energy on site or on federally owned land, said vanWinden.

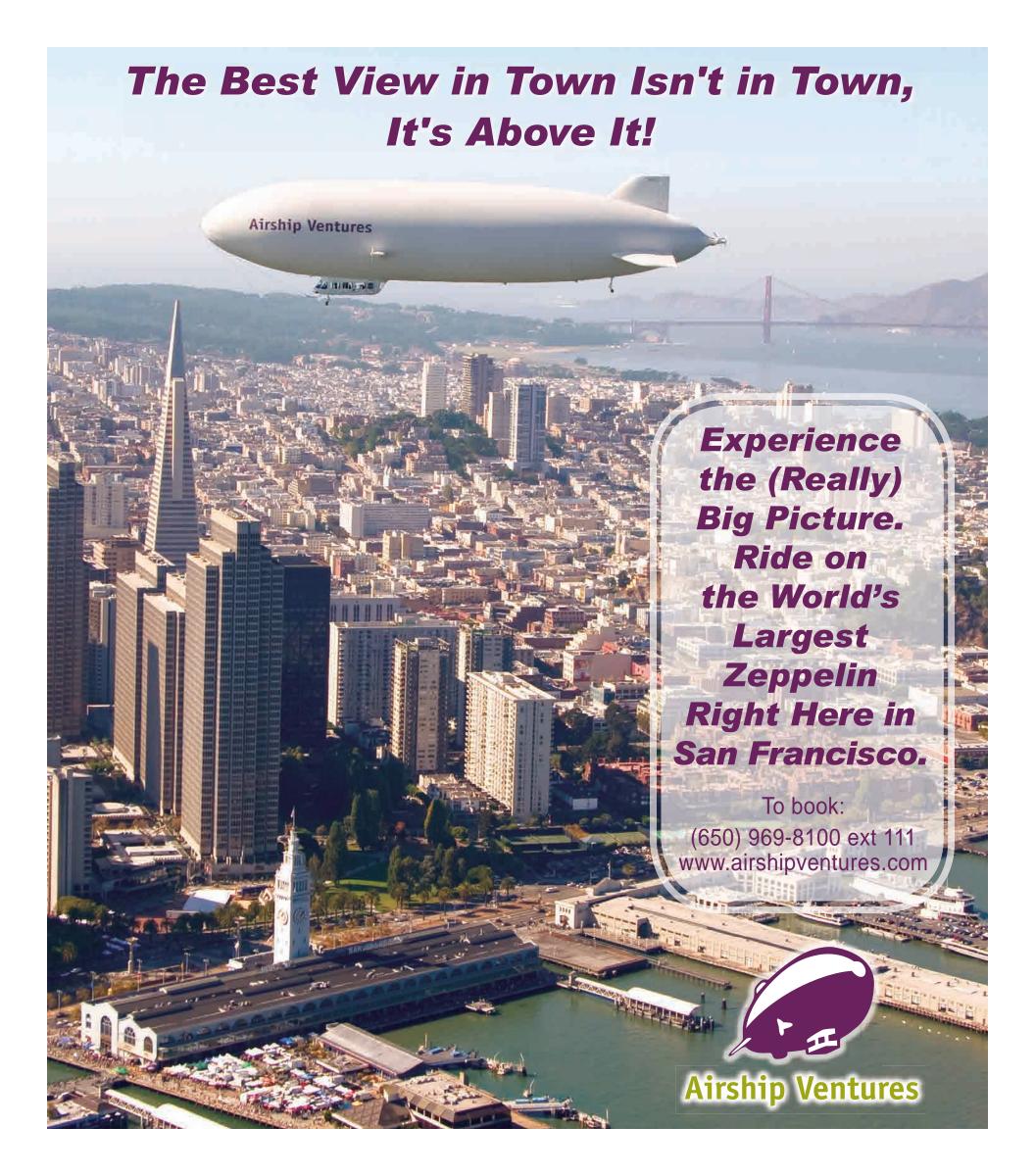
"The agreement benefits the Coast Guard, it benefits our neighbors, it benefits California and, with rising energy costs, it's a step in the right direction," said Commander Jeff Good, TRACEN Petaluma's Facilities Engineering Officer. The PPA also falls in line with the Petaluma green initiative, a multiple branch program designed to make the Coast Guard base more environmentally compatible through a combined effort to decrease energy consumption and improve water conservation. "One of the things we need to be as coast guardsmen is good model citizens. Projects like this, working with the community, help us fulfill some of that creed," said Sullivan.

"You just have to know how proud we all are that this community was the first to start something of this caliber," said Congresswoman Woosley. Woosley said that the Coast Guard is a valued member of the community and that they should be proud of their achievement today. She then added that she values the Coast Guard not only because of their military service, but because they are such amazing members of the community.

The PPA comes on the heels of TRACEN Petaluma's other successful solar panel installations, on the roofs of two of the training center's buildings.

When combined with TRACEN's existing 125-kilowatt solar panel array, the scheduled four-acre array is expected to provide TRACEN with up to one megawatt of renewable power, which will meet a majority of TRACEN's daily electrical demand and up to 60 percent of its peak demand needs, said vanWinden.

"We want to be a good neighbor and a good steward," said Hall. "This is an area that is incredibly environmentally sensitive. It's important to our neighbors, it's important to our congresswoman, and to be a good steward in the Coast Guard is important to us."



## WHY WE SAIL

### **BY CAPTAIN RAY**

ailing has been described as "the art of going nowhere slowly, while getting wet, cold and scared." If that's the truth of it, then why sail at all? All sailors have their own personal reasons, of course, some of which may be very private and never expressed in public. However, there are some more general reasons that I would like to share with you.

When viewed by the non-sailor, it often appears that sailing is just long periods with nothing happeningwhile the sailor is just sitting there, hopefully enjoying the ride—punctuated occasionally by a few brief moments of furious activity, noise, and yelling when the boat changes direction. Contrary

to appearances, however, much more is going on.

Sailing is remarkably engaging, and it is this complete engagement that so many sailors find attractive—the here and now of the experience. You're not thinking about

Omaha are not part of the experience.

This complete removal from the work-a-day world proves to be amazingly invigorating. We all know that; that's why we take vacations! Think about how a week or two in Hawai'i can do wonders

## Many of my students refer to their sailing time as a "mental health break."

the grocery list, getting an oil change, or repairing the fence. (Some boats even have a "no cell phones" rule. What a concept!) You are in the moment; your concentration is focused on what's happening around you immediately and what will be happening in the next few minutes. The arbitrary decisions of some corporate office in

for your outlook and attitude. Many of my students refer to their sailing time as a "mental health break."

It is true that sailing can be quite physical at times. The wind will change direction as it bends around an island or as it comes through the Golden Gate. And, of course, boats often change direction in relation to the wind. In all these cases, the sails will need to be reset in order to keep them at the correct angle to the wind for maximum efficiency. Wind speed also changes frequently. As it speeds up or slows down, we must make adjustments to those changes. With light winds, we need more curvature in our sails, in stronger winds we need less. If these changes in wind speed are significant, we may need to increase or decrease our sail area. Depending on how a particular boat is rigged, this process, called reefing, can be quite labor-intensive!

These adjustments are responses to the real world and the effects are felt immediately.

You will know almost instantaneously whether (or not) you have done the right thing. As sailors, we quickly learn what we do not have control over-the wind, waves, etc.---and what we do have control over-our responses and reactions. We learn about ourselves and gain confidence in our abilities and our judgment.

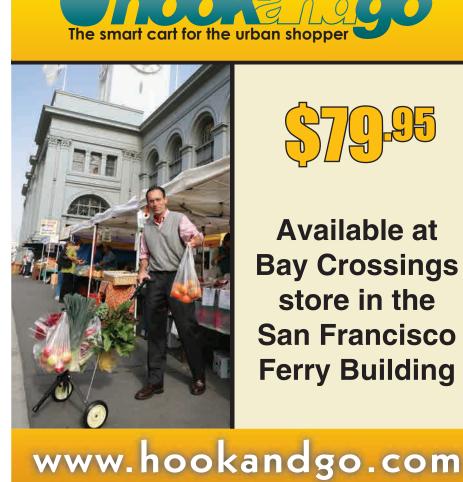
Focusing on the task at hand and physical effort of sailing in the often-brisk winds on the Bay are satisfying to the soul. At the end of the day, although we may often find ourselves physically tired, we also find ourselves remarkably refreshed and our spirits restored.

And that's why we sail!

Ray Wichmann, is a US SAILINGcertified Ocean Passagemaking Instructor, a US SAILING Instructor Trainer, and a member of US SAILING's National



Faculty. He holds a 100-Ton Master's License, was a charter skipper in Hawai'i for 15 years, and has sailed on both coasts of the United States, in Mexico, the Caribbean, and Greece. He is presently employed as the Master Instructor at OCSC Sailing in the Berkeley Marina.



Available at **Bay Crossings** store in the San Francisco **Ferry Building** 



www.sfbaywhalewatching.com

## 10<sup>th</sup> Annual Biletnikoff Foundation Celebrity Crab Fest & Sports Auction

The 10<sup>th</sup> Annual Biletnikoff Foundation Celebrity Crab Fest & Sports Auction will be held from on Friday, November 13 from 6 p.m. to 11 p.m. Last year's sold-out event raised \$60,000 for the foundation. Master of ceremonies will be Greg Papa, Bay Area sports broadcaster and radio voice of the Oakland Raiders.

The Biletnikoffs formed the Biletnikoff Foundation, located in Dublin, in memory of their daughter Tracey, who was brutally murdered by someone she had dated. Before her passing, she was working toward becoming a drug rehabilitation counselor at the Women's Recovery Association in San Mateo, the facility that helped her overcome substance abuse.

Crab Fest 2009 highlights will include dinner with celebrities and past and present Oakland Raiders; live entertainment from Mad Jack; Choreographer La Tonya Watts' East Bay Dance Company in a Michael Jackson tribute; drawings for diamond jewelry and 58" flat screen TV; and a special performance by the Raiderettes and the Biletnikoff Angels.

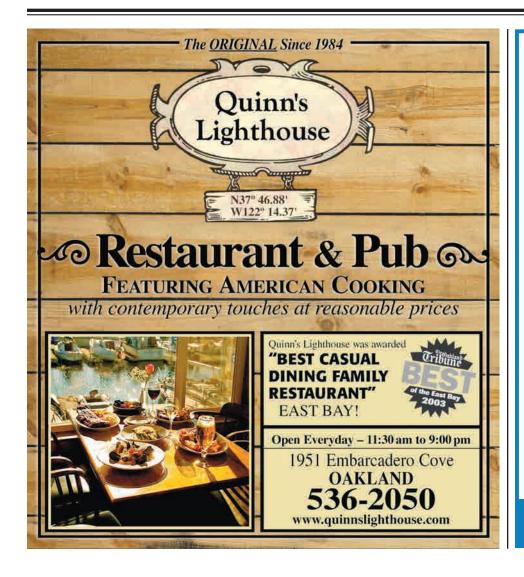
There will be live and silent auctions with many exclusive items available for bid, including sports memorabilia; Hall of Fame travel packages; an Oakland Raiders home game package; a package for a performance of The Nutcracker at War Memorial Opera house with the Biletnikoffs; a foursome of golf at the Olympic Club in San Francisco; Angel Island deluxe day for four people; Bay Area airplane flight for three by Tucknott Electric; sports celebrities autographs; and wine tasting by Robert Mondavi Winery, which is donating all the wine for the Crab Fest. There will also be a Red Carpet photo shoot, and another highlight will be Don Dimas Cigars' hand-rolled cigars.

For the fifth year, the Biletnikoff Foundation will be giving back even more to the community, by awarding \$1,000 educational grants to aid high school seniors to fulfill their dreams of entering college.

Confirmed celebrity guests include Greg Townsend, Mervyn Fernandez, Jerry Porter, Mel Renfro, Mark Davis, Lincoln Kennedy, MacArthur Lane, Raymond Chester, Clem Daniels, Jack Tatum, Loreto Garza, George Atkinson, Bob Lilly, Raider Coaches and Staff; Tom Flores; Jeremy Brigham, Former Raider Tight End and M.A.D.F. Founder; Joey Gilbert, of the television show The Contender and former World Boxing Organization and North American Boxing Organization Super middleweight Champ; Joey Chestnut, World Hot Dog Eating Champ; Robert L. Mundo, former Golden Gloves of the U.S. Air Force, and many more.

Fred Biletnikoff was All-AFL/AFC four times, the 1971 NFL receiving champion, and played in two AFL All-Star games, four AFC-NFC Pro Bowls, eight AFL/AFC title games and two Super Bowls. He was the MVP in Super Bowl XI and later served as the Oakland Raiders wide-receiver coach. Biletnikoff also has a national award named after him. For the past 12 years, the Biletnikoff Award has been presented to young men in football who continue to have outstanding careers in the NFL.

The event will take place at the Marriott at Bishop Ranch, 2600 Bishop Drive in San Ramon. Tickets are \$130 per person and attire is casual. For tickets and information, contact the Biletnikoff Foundation, 7080 Donlon Way, Suite 126, Dublin, CA 94568, (925) 556-2525. Tickets may be ordered online at **www.biletnikoff.net**.





enjoying a weekend outing with friends or family, the Alameda/Oakland Ferry is a great way to travel the bay.

service between Oakland's Jack London Square, Alameda Main Street, SF Ferry Building and SF Pier 41, Seasonal service to ATT&T Park for Giants game and Angel Island State Park



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# GET THERE BY FERRY

## **Golden Gate Ferry**

LARKSPUR*										
Wee	ekdays (exclu	ding Holidays)	)	Weekends and Holidays						
Depart Larkspur	Arrive S.F. Ferry Bldg.	Depart S.F. Ferry Bldg.	Arrive Larkspur	Depart Larkspur	Arrive S.F. Ferry Bldg.	Depart S.F. Ferry Bldg.	Arrive Larkspur			
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\* Direct ferry service is provided to most Giants games at AT&T Park. Special service is provided to various concerts and the Bay to Breakers Race. On weekdays, with the exception of the 5:20pm San Francisco departure which uses a 715 passenger Spaulding vessel, all other trips use high-speed catamarans. Weekend service is provided by a 715 passenger Spaulding vessel. # To San Francisco via Sausalito.

	SAUSALITO												
We	ekdays (excl	uding Holiday	s)	Weekends and Holidays									
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	Contact Information         For the Golden Gate Ferry website, visit: http://goldengateferry.org/           Toll free 511 or 711 (TDD)         Comments and questions can be submitted at http://ferrycomments.goldengate.org/												
Holiday service is in effect on Martin Luther King, Jr. Day, Presidents Day, Memorial Day, Independence Day, Labor Day, and the day after Thanksgiving Day (Sausalito). The Larkspur line operates on a Modified Holiday Schedule on the day after Thanksgiving Day.													

## **Bay Area Ferry Terminal Locations**

Alameda Ferry Terminal

2990 Main St. in Alameda

### Harbor Bay Ferry Terminal

2 MeCartney Drive in Alameda

Larkspur Landing Ferry Terminal 101 E. Sir Francis Drake Blvd., just east of U.S. Highway 101 in Larkspur, CA

> **Oakland Ferry Terminal** 530 Water St @ Jack London Square in Oakland

> > Sausalito Ferry Terminal

Humbolt St. & Anchor Ave. in downtown Sausalito

**Tiburon Ferry Terminal** 

Behind Guaymus Restaurant & the Intersection of Tiburon Blvd. & Main St. in Tiburon

Vallejo Ferry Terminal 289 Mare Island Way in Vallejo

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WETA



## Blue & Gold Ferry

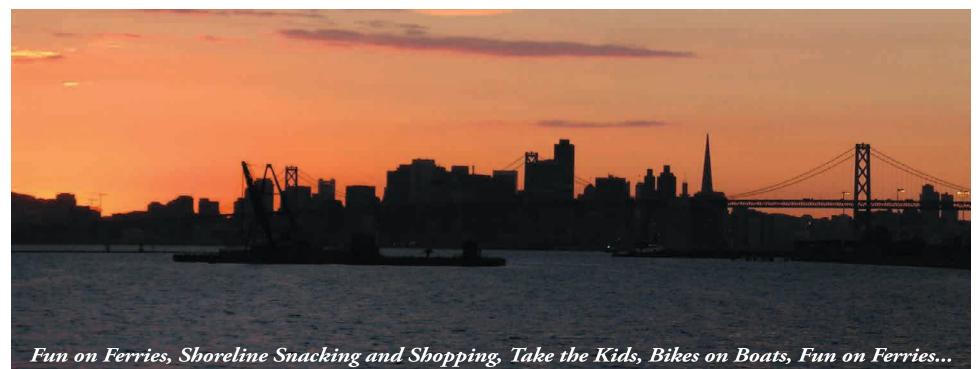
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	Weekdays to S	San Francisco	1	Weekends and Holidays to San Francisco								
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3:45  5:20	4:10 5:20 5:45	4:30^ 5:40 6:10	4:40^ 5:50 6:20	FARES:	One Round Way Trip	10 Ticket 20 T Book Boo						
	6:25 7:25 8:25	6:45 7:45 8:45	6:55 7:55 8:55	Adult (13+) Junior (5-12) Child under 5*	\$6.25 \$12.50 \$3.50 \$7.00 FREE FREE	\$50.00 \$90	.00 \$170.00					
* To S.F. via ^ Departs in	a Oakland # 1 nmediately aft current schedule	o Alameda vi er loading	a Oakland	Senior (65+)* \$3.75 \$7.50 Disabled Persons* \$3.75 \$7.50 Active Military \$5.00 \$10.00 Seniors must show valid I.D., Regional Transit Connection Discount or Medicare Card. Disabled Persons must show a Regional Transit Connection Discount Card. Children under 5 ride free when accompanied by an adult. Active Military Personnel must show military I.D. Fares subject to change. All time: are estimates.								
	dule information the second state the second state of the second s		om									

## **Blue & Gold Ferry**

## **Baylink Ferry**

## **Harbor Bay Ferry**

	BAY CRUISE				SAUSALITO				VALLEJO			EAST END OF ALAMEDA/S.F.			
	Depart Pier 39			FISHERMAN'S WHARF, PIER 41				VAI	VALLEJO – SAN FRANCISCO			Arrive	Depart	Arrive	
Weel	kdays	Weekends a	nd Holidays		Week	days			Weekda	ys	Depart Harbor Bay	S.F. Ferry	S.F. Ferry	Harbor Bay	
10:45 a.m. <b>12:00 p.m.</b>	2:30 p.m. 4:00	10:45 a.m. <b>12:00 p.m.</b> <b>1:15</b>	2:30 p.m. 3:15 4:15	Depart S.F. Pier 41	Arrive Sausalito	Depart Sausalito	Arrive S.F. Pier 41	Depart Vallejo to S.F Ferry Building	Depart S.F. Ferry Bldg. to Valleio	Depart Pier 41 Fisherman's Wharf to Valleio	<b>Island</b> 6:30 a.m. 7:30	Bldg. 6:55 a.m. 7:55	Bldg. 7:00 a.m. 8:00	<b>Island</b> 7:25 a.m. 8:25	
1:15	the officer Quart 7	1:45	4.15	11:00 a.m. 12:15 p.m. 1:35	11:40 a.m. <b>12:55 p.m.</b> <b>2:10</b>	11:50 a.m. 1:05 p.m. 2:20	2:35	5:30 a.m. 6:30	6:35 a.m. 7:35		8:30	8:55 <b>4:30 p.m</b> .	4:35 p.m. 5:35	5:00 p.m. 6:00	
For the most cu Bay Cruise doe	rate after Sept. 7 urrent schedule, vi es not operate duri added on deman	ng inclement wea	ther. Additional	2:45	3:35	3:40 8:00	4:00 8:20	7:00 7:45 8:45	8:10 8:55 9:55		5:05 p.m. 6:05 7:05	5:30 6:30 7:30	6:35 7:35	7:00 8:00	
of sailing for sc	hedule. No reserv	ed seating availab		_	Weekends ar	nd Holidays		10:00 11:30	11:10 12:40 p.m.	11:30 a.m.		No weeke	nd service		
	prices include a	udio tour.		Depart S.F. Pier 41	Arrive Sausalito	Depart Sausalito	Arrive S.F. Pier 41	2:00 p.m. 3:30		3:10 p.m.	FARES:				
Adult Senior (62+) Discount fares		Junior (12-18 Child (5-11)	\$16.00	10:35 a.m. <b>12:30 pm</b>	11:50 a.m. <b>1:20 p.m.</b>	11:55 a.m. 1:25 p.m.	12:20 p.m. 1:50	3:20 4:05 4:45 5:35	4:30 5:15 6:00 7:05	  6:45	Alameda Harbor Bay Ferry passengers of purchase Ferry tickets, passes and book the ferries. Alameda Harbor Bay Ferry ac			oks on board	
	-			2:00 3:20	2:45 4:25	2:50 4:30	3:15 4:45				cash, check	s, Visa, Maste	ercard and C		
	NGEL ISL			0.20				V	Veekends and	Holidays	Checks as p	ayment for fe	rry tickets.		
Week Depart Pier 41	days – Daily D	Departures Pier Depart Angel Island	r 41 Arrive Pier 41	and New Year	Thanksgiving Day 's Day / Weekend	Schedule on Pr	esidents Day	10:00 11:30	11:10 12:40 p.m. 2:10	11:30	One-way Adult One-way Juniors (5-12)			\$6.50 \$3.25	
10:00 a.m.	10:20 a.m.	3:20 p.m.	4:00 p.m.	FARES: Adult	0ne- \$9.50		Round-trip \$19.00	1:00 p.m. 3:30	5:00	4:40 p.m.	Children (un One-way Se	eniors (62 & ov	ver)	Free \$3.75	
10.00 a.m.	10.20 a.m.	3.20 p.m.	4.00 p.m.	Child (5-11)	\$5.25	5	\$10.50	6:30	8:00	7:40 One-way	Disabled Active Military One-way Commute (book of 10)			\$3.75 \$5.25 \$55.00	
W	/eekends – De	partures Pier 4	41	For the most current schedule, visit http://www.blueandgoldfleet.com/Ferry/Sausalito/index.cfm				FARES:	One-way Co	ommute (book	c of 20)	\$100.00			
Depart Pier 41	•	Depart Angel Island	Arrive Pier 41	-	TIBURON			Adult (13-64) Senior (65+)/Disable Child (6-12)	ed/Medicare	\$13.00 \$6.50 \$6.50		s (book of 40 and AC Trans		\$185.00 Provided	
10:35 a.m.	11:00 a.m.	11:05 a.m. <b>3:50 p.m.</b>	12:20 a.m. <b>4:55 p.m.</b>	Depart Arrive Depart Arrive				Baylink Monthly Pas	Baylink DayPass\$24.00Baylink Monthly Pass (Bus / Ferry)\$290.00						
			4.00 p.m.	S.F. Pier 41	Arrive Tiburon	Depart Tiburon	S.F. Pier 41	w/Muni		\$330.00	And	gel Isl	and I	Ferrv	
	•	n <b>d - Pier 41</b> rip Fares		11:00am <b>12:15pm</b>	11:20am 12:35pm	11:25am <b>12:40pm</b>	12:10pm 1:25	Call (707) 64-FERR information.	Y or visit www.bay	linkferry.com for updated	•	RON - A			
Adult (12+) Child (ages 6-12 Child (5 & unde				1:35 2:45 4:05	1:50 3:05 4:45	1:55 3:10	2:35 4:00	Travel time between Vallejo and San Francisco is approximately 60 minutes.			Weekdays Monday through Friday ferry service is by advance				
	de State Park Fees Independence Day (					7:45	8:20				reservation	n for groups o	f 25 or more.	Individuals	
		• •		* Fridays only	^ Via Sausalito v	isit www.bluear	ndgoldfleet.com			iggyback" wit gelislandferry		groups. e information.			
	<b>FIBURON</b> (			TIBU	JRON Weeken	ds and Holi	days		, , , , , , , , , , , , , , , , , , ,						
	IBURON – S.F	davs	ing	Depart S.F.	epart Arrive Depart		Arrive S.F.	Red & White			Weekends 10:00 a.m. 11:00 <b>1:00 p.m. 3:00</b>				
Depart	Arrive S.F.	Depart S.F.	Arrive	S.F. Pier 41	Tiburon	Tiburon	Pier 41		BAY CR	UISE	10:20 a.m.		p.m. 3:30		
Tiburon	Ferry Bldg.	Ferry Bldg.	Tiburon	10:35am	11:20am	11:35am	12:20pm	Pier 4	31/2	FARES:	FARES:		Round Trip	(*Limit one	
6:00 a.m.	6:20 a.m.			12:30pm 2:00	12:55pm 2:25	1:05pm 2:30	1:50 3:15	Monday throug		Adult (18+) \$22.00	Adult (13 and o Child (6 - 12)		\$13.50 \$11.50	free child, ages 2	
6:50 7:50	7:10 8:10	7:15 a.m. 8:15	7:35 a.m. 8:35	3:20	4:05	4:10	4:55	10:00 a.m.	1:45 p.m.	Youth (5-17) \$16.00 Child (under 5)Free	Children (3 - 5)	9	\$3.50	ages 2 and under,	
8:45	9:05	4:25 p.m.	4:45 p.m.	FARES:	One-	way	Round trip	10:45 * 11:15	2:30	Family Pass \$69.00	Toddlers (ages Bicycles		Free* \$1.00	per paying adult.)	
5:00 p.m. 5:50	5:20 p.m. 6:10	5:25 6:15	5:45 6:35	Adult Child (5-11)	\$9.50 \$5.25	5	\$19.00 \$10.50	11:15         3:00         (2 Adult + 4 Youth)           12:00 p.m.         3:45         * Weekends Only			For the most current schedule and other information, visit http://www.angelislandferry.com/				
6:40	7:00	7:15	7:35	20 Ticket Co	mmute Book	\$140.00 (Mon	n Fri.)				Schedule Subject to change w/o notice				



## **Defending the Right to Swimmable Waterways**

### BY SEJAL CHOKSI, BAYKEEPER AND PROGRAM DIRECTOR

n a sunny Saturday morning in September, thousands of Bay Area residents marked the 25<sup>th</sup> Anniversary of Coastal Cleanup Day by picking up trash from Bay shorelines, beaches and parks. While these dedicated volunteers spent the morning protecting our local waters with trash bags and gloves, a small group of world-class athletes took action to defend our watershed in a very different way.

Seven intrepid swimmers, along with a kayak and sailboat support team, were

in the midst of a 43hour relay swim from Sacramento to San Francisco Bay. The team had pledged to swim the 100-mile distance to support San Francisco Baykeeper's work to protect the rivers, creeks and estuaries of the Bay-Delta watershedwaters that many of the swimmers consider their natural habitat. The "Relay for the Bay" swim team consisted

Swimmers—as well as windsurfers, boaters and kayakers—are exposed to pollution when they come into contact with the water, which can put them at risk for illnesses and infections.

of a wide array of community members: an architect, vintner, teacher, baker, psychologist and a lawyer. The swimmers are all members of the Dolphin Club, the well-known open-water swimming group, and log hours in the Bay every week without wetsuits. Swimmers—as well as windsurfers, boaters and kayakers—are exposed to pollution when they come into contact with the water, which can put them at risk for illnesses and infections. Accordingly, the health of the Bay and its tributaries directly impacts the daily lives and well being of these swimmers.

During their difficult 100-mile swim, the team encountered strong currents, six-foot tidal waves, submerged hazards and even a bump from a sea lion. But the swimmers weren't deterred. They were defending the right to clean, healthy, swimmable waterways and demonstrating that these waters aren't solely a habitat for fish and wildlife people depend on them too.

The swimmers traversed one of the most ecologically productive and sensitive watersheds in the nation. The route started in the Sacramento River, where the swimmers crossed Steamboat Slough, a critical habitat for the endangered Chinook Salmon. As they merged into the Delta and entered Suisun Marsh, they swam through an ecologically rich area that attracts vast numbers of migratory birds along the Pacific Flyway and

> provides habitat for the endangered Green Sturgeon and Delta Smelt. On the last day of their journey, as the swimmers approached San Francisco Bay, they passed through the waters off Point Pinole, a critical site for eelgrass and native oyster restoration.

The swim route was also lined with polluted sites, which pose a threat to the health of the Bay-

Delta. In the 100 miles of waterways from Sacramento to the Bay, there are four statedesignated "Toxic Hotspots," twenty-plus sewage outfalls from wastewater treatment plants and many discharge pipes carrying pollution from oil refineries, power plants and chemical manufacturers. The swimmers also traveled past the Ghost Fleet, the decommissioned fleet of World War II ships that leach toxic metals like copper, mercury and lead into Suisun Marsh.

Baykeeper has been working for more than 20 years to keep pollution out of the Bay—from sewage spills and industrial chemicals to abandoned boats and invasive species—in order to create a healthy, thriving estuary that is swimmable, fishable and drinkable. We were honored by the epic journey that the seven Dolphin Clubbers made to highlight Baykeeper's work and to defend the right to swim in healthy waterways. Their unique in-the-water perspective of the Bay-Delta will continue to inspire and inform Baykeeper's work to protect the Bay.

To view a map of the race and see pictures and videos of the swim, visit **www. baykeeper.org/about/relayforthebay. html**. For general information about Baykeeper's work to keep pollution out of the Bay, visit **www.baykeeper.org**.

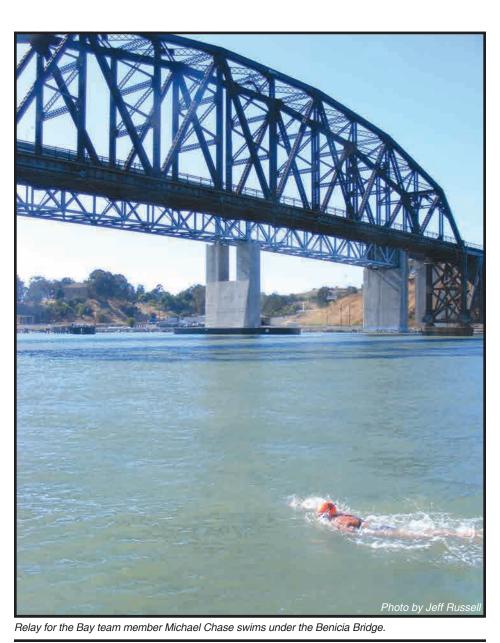
## Sejal Choksi,

San Francisco Baykeeper and Program Director

Sejal first joined San Francisco Baykeeper as an attorney in September



2002, spearheading San Francisco Baykeeper's efforts to secure the nation's first regulations to control agricultural pollution. As the San Francisco Baykeeper, she now directs all aspects of Baykeeper's advocacy programs, pollution patrols, and legal docket.



## San Francisco Voted #1 U.S. City to Visit for 17th Year in a Row

ondé Nast Traveler announced today that its readers have voted San Francisco the number one city to visit in the United States. This year marks the 17th consecutive time that San Francisco has won this category in the magazine's annual survey, a first-time accomplishment for any destination or property. San Francisco was followed by Charleston, SC (#2) and Santa Fe, NM (#3).

More than 25,000 readers participated in the 2009 Readers' Choice Survey. The complete award results will appear in the November 2009 issue and on the magazine's Web site at cntraveler.com/readerschoice.

San Francisco, with a total of 84.8, scored higher than Bangkok (82.2), Hong Kong (81.3), Florence (84.6), Buenos Aires (81.9) and Vancouver (82.3). The only city that scored higher than San Francisco was Sydney, Australia, with 86.9. One of the factors contributing to San Francisco's ranking was its worldwide high restaurant score.

San Francisco-based airline Virgin America also earned top honors, coming

in as the number one U.S. Domestic Airline for the second year in a row.

"The big news is that, undaunted by tough times, our readers are still out there, discovering the coolest experiences and reaffirming an enduring passion for travel," said Condé Nast Traveler Editor in Chief Klara Glowczewska. "It's clear that our readers are as devoted to the worldwide diversity of travel as ever."

"San Francisco

continues to be recognized for its scenic beauty, diverse neighborhoods, restaurants and cultural attractions by travelers worldwide," said San Francisco Convention & Visitor Bureau President and CEO Joe D'Alessandro. "We are grateful to the readers who took the time to participate in the survey and for helping make San

"San Francisco continues to be recognized for its scenic beauty, diverse neighborhoods, restaurants and cultural attractions by travelers worldwide," - San Francisco **Convention & Visitor Bureau President and** 

CEO Joe D'Alessandro.

Francisco the number one city for another consecutive year."

Every year since 1988, a select sample

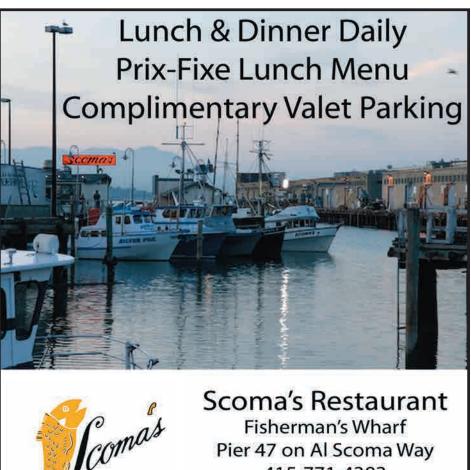
of Condé Nast Traveler readers have taken the Readers' Choice Survey. In 2009, the questionnaire was available to all readers through a secure website. Each candidate city was rated, by various criteria, on a five-point scale: excellent, very good, good, fair, poor. Criterion scores, which represent the percentage of respondents rating a candidate excellent or very good, were averaged to determine the final score-for example, in the category

of Islands, Maui's 90.1 is the average of its scores for Activities, Atmosphere/ Ambience, Beaches, Friendliness, Lodging, Restaurants, and Scenery.

The Readers Choice Awards gala took place on October 15, 2009 in New York City at the IAC Building, and was hosted by Stanley Tucci and Mary Louise Parker.



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# AROUND THE BAY IN NOVEMBER

## Ice, Ice Baby

While San Francisco rarely sees snow, there are several opportunities to experience a cool holiday tradition at three ice skating rinks in the city:

## Holiday Ice Rink at Embarcadero Center: Nov. 11 – Jan. 3

Ice skating returns to Justin Herman Plaza with the Holiday Ice Rink at Embarcadero Center presented by Hawaiian Airlines. Delighting families, couples and ice skating enthusiasts for over 20 years, the Embarcadero Center's rink will be open to the public for eight weeks. Admission: \$9.50 for adults; \$6 for seniors and children 10 years and younger on weekdays after 6 p.m. and weekends. Admission on weekdays until 6 p.m. is \$9 for adults; \$5.50 for seniors and children 10 years and younger. For more information, visit **www.embarcaderocenter.com/ec/ Holidays/2009 rink.html.** 

### Safeway Holiday Ice Rink in Union Square: Nov. 11 – Jan. 18

The Safeway Holiday Ice Rink in Union Square debuts this holiday season under the festive Union Square holiday tree. Sessions are 90 minutes and start on the even hour. Admission: \$9 for adults; \$4.50 for children eight and younger Monday through Friday until 6 p.m. and \$9.50/\$5 after 6 p.m. and on weekends. Open Sunday-Thursday, 10 a.m. - 10 p.m., Friday - Saturday, 10 a.m. - 11:30 p.m. Note that the rink will close at 9:30 p.m. on Dec. 31. For more information, call (415) 781-2688.

### Yerba Buena Ice Skating - All Year-round

Yerba Buena offers ice skating all year long, but this time of year, the view of the city from the rink's wall of windows is especially charming. Located in an urban rooftop garden at Yerba Buena Garden, 750 Folsom St., the skating rink is open for public skating 10 a.m.-10 p.m. Admission: \$6.25 - \$11. For more information, visit **www.skatebowl.com** or call (415) 777-3727.

## Light Up for the Holidays

**Embarcadero Center's Building Lighting: Nov. 20:** Stop by Embarcadero Center's 2009 Building Lighting Ceremony to get a sneak preview of *Disney On Ice Presents Worlds of Fantasy*, a one-of-a-kind production, prior to its stint in the Bay Area February 24-March 7. As San Francisco's "Official Kick Off to the Holiday Season", as declared by Mayoral Proclamation in 2002, Embarcadero Center is brightening the holidays this year on Friday, November 20th, with the Building Lighting Ceremony that they are so famous for. The Ceremony takes place at the Holiday Ice Rink in Embarcadero Center and will begin at 6 p.m. In addition to the ultimate mega mix of skating, dancing and the songs you love from *Disney On Ice*, the event will include performances by local musicians brought to you by KDFC and a spectacular pyrotechnic show finale which will dazzle the City's skyline. All this exhilarating entertainment has been designed to complement the highlight of the evening, the initial lighting of Embarcadero Center's dramatic office towers which illuminate San Francisco's skyline with 17,000 lights throughout the holiday season. Preceding the Ice Show and Building Lighting is the Winter Carnival, which is a perfect event to share with the family. It will feature a host of fun activities for the kids such as carnival games, interactive arts and crafts booths, card making, balloon twisters, musical performances and more! Come and visit with Santa to give him your holiday wish list! For those wanting to get a jump start on their holiday shopping, Embarcadero Center retailers will offer holiday gift ideas and special discounts you will not want to miss, with four hours of free parking from 4 p.m.

### **PIER 39/Fishereman's Wharf Tree Lighting: Nov. 22:** PIER 39's Holiday Tree Lighting will feature Bay Area groups performing seasonal favorites. PIER 39's majestic tree, adorned with glistening ornaments, bows and twinkling lights will be lit at 5:30 p.m. in the Entrance Plaza. The festivities are from 1 p.m. - 6 p.m. and are free to the public.

## Hornet Recognizes Veterans

In recognition of their service to our country, military veterans wearing their unit jackets, hats, or showing proper identification at the ticket desk will receive complimentary admission to the USS Hornet Museum in Alameda from November 9 to 15. American veterans will be honored during a public ceremony on the historic aircraft carrier on Veteran's Day, Tuesday, November 11, beginning at 11 a.m. with guest speaker Randall J. Ramian, Chief Executive Officer of the USS Hornet Museum. Music will be provided by the USS Hornet Band. The Color Guard will be provided by Boy Scouts Troop 152 and Adventure Scouts Unit 152 from Oakley who are led by a former crew member of the USS Hornet. Admission is \$6-\$14 for the general public, and there is ample free parking across from the pier.

## Second Annual REI Ridge Trail Service Day

The Bay Area Ridge Trail Council, REI and local park agencies will team up again for the 2nd Annual REI Ridge Trail Service Day on Saturday, November 7 from 8:30 a.m. to 3 p.m. Each of the 10 Bay Area REI stores will partner with a local park agency, land trust or open space district to build, improve, or restore a section of the Ridge Trail, and REI is supporting an 11th project in Napa County. No experience necessary; tools and supervision provided. Projects vary at each site. Morning refreshments provided by REI, Peets Coffee & Tea, and the Council. Advance registration required. For more information on each project, and to register, visit: http://ridgetrail.org/about/news\_detail.cfm?id=182 or call the Council at (415) 561-2595. With 11 different projects, there's sure to be one near you, so pitch in, get dirty and help build the Ridge Trail!

## San Francisco Holiday Chocolate Show

Get into the holiday spirit by attending the largest holiday chocolate festival in the Bay Area. Come sample and purchase artisanal chocolates from over thirty of the Bay Area's finest Chocolate Makers and Vendors on Saturday, November 14 from 12 p.m. to 5 p.m. at the Herbst Pavilion at Fort Mason Center. San Francisco Firefighters will also be on hand to collect new unwrapped toys for their annual toy program. Admission is \$20 for adults in advance and \$25 at the door, \$10 for children 6-12 and free for two children under 6 per adult. For more information, call (510) 913-4107.

## New York City's "The Johnson Girls" to Perform Aboard Historic Ship

On Saturday, November 14, at 8 p.m., The Johnson Girls, a sea music band from New York, will perform a concert aboard the historic sailing ship Balclutha, berthed at Hyde Street Pier on San Francisco's Fisherman's Wharf. The Johnson Girls have performed at festivals and concert halls across the United States, in Canada, England, Wales, the Netherlands and Portugal. With a sound that has been called haunting, uplifting and full of harmony, this group gives powerhouse performances from their extensive repertoire of chanteys and other songs of the sea. The concert is presented by San Francisco Maritime National Historical Park. Tickets are \$14 for the public and \$12 for members. For tickets and information call (415) 561-6662, ext. 33. The Park is located at the west end of Fisherman's Wharf, in San Francisco. The park includes a magnificent fleet of historic ships, visitor center, Aquatic Park Historic District, and library.

## Bikers Ball in Marin

The Marin County Bicycle Coalition (MCBC) is celebrating its continued success in advocacy and on-theground achievements with the "Bikers Ball" on Saturday, November 14. Enjoy dancing to live music by Graffitti, appetizers, dessert, wine, beer, cash bar, and silent and live auctions. This year's gala is from 7 p.m. to midnight at Servino Ristorante with its beautiful waterfront views, located at 9 Main Street in downtown Tiburon. Tickets are limited so get yours today – \$65 for MCBC members, \$75 for non-members. For tickets or to check out the complete Bikers Ball details, visit the MCBC website, www.marinbike.org.

To have your event or announcement considered for the Bay Crossings Around the Bay listings, please send information or a press release to: joel@baycrossings.com.

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