



# Creating, Enhancing and Protecting the Unique Beauty and Livability of San Francisco

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THE CABLE

FALL 2006

## SFB Calls for Halt to Illegal Signage Program

In September, San Francisco Beautiful spoke out against city-sanctioned, illegal signage before the Board of Supervisors' Operations and Neighborhood Services Committee. Our outrage was in response to San Francisco City Administrator Ed Lee authorizing new general advertising signs in the form of wheat-pasted posters in exchange for alleged graffiti abatement. As these activities clearly violate Proposition G (the 2002 No New Billboards Initiative), SFB and its supporters rallied against the program and provided photographic evidence that not only is the pilot program illegal, it is not working as graffiti remains at the posting properties. In addition, unauthorized, 'wild' poster sites are sprouting up all over the City. SFB called for an immediate end to this illegal program.

As a result of SFB's diligence, Supervisor Jake McGoldrick announced that he would call for a meeting with City Administrator Lee and invited SFB representatives to attend.

Please report wild poster sites to the Planning Dept.: (415) 575-6863.



Photo by Sheila Kolenc

A City program has encouraged 'wild' wheat-pasted postings like these found along Mission Street.

## 2006 BEAUTIFICATION AWARDS ANNOUNCED

Look inside for award winner digest

Plan to join us at our celebrated

Beautification Awards Dinner

Hotel Nikko, Thursday, October 19th

## UTILITY POLE SIGN LEGISLATION PASSED

San Francisco is one step closer to reducing the amount of visual pollution caused by an excess of signs posted in our commercial corridors. In August, the San Francisco Board of Supervisors unanimously passed an ordinance restricting the posting of signs on City-owned lampposts or utility poles while still allowing for local event and issue announcements. Specifically, the ordinance requires that all signs posted on commercial streets conform to the shape of the pole and be no taller than 11 inches.

San Francisco Beautiful supported the ordinance and is thrilled that this will be the last election in which political signs flood our cityscape. (Unfortunately non-conforming signs will be allowed for those who were granted permits prior to the ordinance's passage.)



This 'Gem Show' will need to change its mode of advertising as a new ordinance prohibits the posting of signs that do not conform to the pole on which they are posted.

Photo by Tamar Cooper

## SAN FRANCISCO BEAUTIFUL HAS MOVED:

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## PRESIDENT'S REPORT



**GILBERT H.  
CASTLE, III**

### Help Stop New Billboards!

One of San Francisco Beautiful's greatest accomplishments was Proposition G, which bans new billboards. Though approved by nearly 80% of the voters in March 2002, Prop G has been and continues to be violated by unscrupulous companies putting up numerous illegal billboards, some of which are gigantic.

SFB's Billboards Committee has been working closely with City officials on closing various legal loopholes and

securing more enforcement resources. One of the obstacles to enforcement has been obtaining clear evidence that a billboard is in fact "new."

Fortunately, a Web site now makes evidence gathering much easier. Microsoft is providing free "bird's eye" aerial photography from a company called Pictometry. At <http://local.live.com>, anyone can type in an address and see photographs of that site from four compass directions, and even zoom in for a closer look. The photos currently posted at local.live.com date from August 2004, but 2006 photos should be available soon.

Here's how you can help stop new billboards: If you see a billboard that you believe is new, log onto local.live.com and see if the billboard existed in August 2004. If it didn't, the billboard is most likely in violation of Prop G. Send SFB an email giving us the address

of the billboard, a brief description, its size and content, the local.live.com page where you saw the billboard (using your computer's "Print Screen" button), and a digital photograph of the billboard.

As an example, shown on this page is a local.live.com screen shot of a building at 545 Mission Street showing no billboard in August 2004, and a digital photograph I took of the same building when I recently noticed a huge new billboard. SFB turned these photos over to the Planning Department, which in turn caused the billboard to be removed.

The more SFB members keep an eye out for new billboards, the more violators we will promptly catch, which in turn should discourage renegade billboard companies from even trying to break the law. You personally can make a difference!

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San Francisco Beautiful, founded in 1947 by Friedel Klussmann, is a nonprofit 501(c)(3) organization dedicated to creating, enhancing and protecting the unique beauty and livability of San Francisco.

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PRODUCTION: JEWEL GRAPHICS



*New technology helps track illegal billboards and even bring them down.*

### New Program Director

**MARCIE  
KEEVER**



San Francisco Beautiful welcomed Marcie Keever as its new Program Director in August. Marcie is stepping into the shoes of Tamar Cooper, who is now attending UC Berkeley's graduate program in City and Regional Planning.

Marcie has made San Francisco her home for the past nine years since she moved here from Santa Barbara to attend law school at Golden Gate

University. Marcie spent the past five years as a practicing attorney working on local, state and national environmental issues with numerous community and environmental groups, both at Golden Gate University's Environmental Law & Justice Clinic and Our Children's Earth Foundation. Her experience with environmental issues both in and outside the San Francisco Bay Area provides her with the skills and ability to take on the issues San Francisco Beautiful confronts every day. "I am thrilled to continue my work to improve the environment where we live, work and play as San Francisco Beautiful's Program Director," Marcie said. "I hope to bring my enthusiasm and experience to SFB's efforts to make the City more desirable, beautiful and livable."

## San Francisco's Streetscape Master Plan

In early August, the San Francisco Planning Department presented to San Francisco Beautiful a summary of the "Streetscape Master Plan", a joint project of the Planning Department, the Department of Public Works and the Public Utilities Commission. The Streetscape Master Plan is an implementation action of the "Better Streets Policy" adopted by the San Francisco Board of Supervisors earlier this year. It will reform the City's street design and management practices, make streets safe and attractive for public use, and put people and the environment first. The Citywide Streetscape Master Plan will develop a single set of standards to guide the streetscape design for capital plans and projects. The Plan will also result in strategic recommendations to improve and simplify how streetscape enhancements are managed and maintained by the City.



*SFB's Board Director Robin Chiang improves Leland Avenue with the stroke of his pen.*

According to the Plan summary, the overall goal of these standards will be to improve the urban design quality, aesthetic character and ecological function of San Francisco's streets while maintaining safe and efficient use of the streets by all modes of transportation. The key areas to be addressed by the Plan include the quality of the sidewalk environment for pedestrians, landscaping, street furnishings, lighting, and ecological street design/stormwater management. The Plan's goals include creating streetscape standards that improve the City's urban design and aesthetic character, enhancing the livability of residential

neighborhoods and economic viability of commercial districts, enhancing the City's ecological functions, and building on the character of San Francisco's distinct neighborhoods.

The Planning Department, DPW and the PUC are already coordinating with the Municipal Transportation Agency on the creation of the Streetscape Master Plan, which will coincide with MTA's work on its Pedestrian Transportation Master Plan. The Planning Department is also establishing a Community Advisory Committee for the Plan.

## 2ND QUARTER Klussmann Grants

San Francisco Beautiful awarded \$24,000 in Friedel Klussmann grants over the summer. These grants were made possible in part by funding to SFB by the Walter and Elise Haas Sr. Fund and the Evelyn and Walter Haas Jr. Fund.

- ◆ Buena Vista Elementary School PTA, Potrero del Sol Park Labyrinth: \$5,000 to install a labyrinth on a stage that already exists in the park. The community likes the labyrinth because children and adults can both enjoy it.

- ◆ Friends of Joe DiMaggio Playground, Bocce Court Furnishings: \$5,000 for picnic tables and seating in the terrace area between the new bocce courts and pool.

- ◆ Friends of Boeddekker Park, Campaign to Renovate Boeddekker Park Play Areas: \$5,000 to help fund a new climbing structure in this Tenderloin park.



*This Mission District park will soon boast a colorful labyrinth.*

- ◆ Mission Science Workshop, Organic Garden: \$5,000 for planter boxes and other supplies to expand the garden at Mission High School.
- ◆ Children's Village Child Development Center Mural Project: \$4,000 for supplies for this colorful mosaic tile mural South of Market.

Consider applying for a Klussmann Grant for your next community beautification project!  
Go to [www.sfbeautiful.org](http://www.sfbeautiful.org) or call 415.421.2608.

# San Francisco Beautiful's 2006 Beautification Awards

## "Rebuilding Our Civic Spaces and Neighborhood Places"

We hope you will help your fellow members and friends recognize and celebrate the seven projects that San Francisco Beautiful will honor at this year's awards banquet on October 19th. This year's theme, "*Rebuilding Our Civic Spaces and Neighborhood Places*", has taken us once again around our beloved city to find some things old, some things new, and some things we had not seen in a long time. Rebuilding involves developing upon and evolving what has been. New is not always better. Yet old is not necessarily for keeps. Our seven represent a balance between respect for individual tradition and accommodation to the present. We hope you agree that all seven projects are beautiful and worthy of our shared admiration. These awards are bestowed on behalf of the entire membership of San Francisco Beautiful.

*Robin Chiang, Chair  
Beautification Awards Committee*

**Friedel Klussmann Award: Octavia Boulevard:** Octavia Boulevard is a wide and leafy open expanse where cars, people and plants coexist. Physically, the arrangement of traffic lanes, parking lanes, medians and parks is unprecedented in San Francisco. It resembles the best boulevards in Europe, but they are rare even there. It was made possible by an act of nature—the Loma Prieta earth-

quake of 1989. And it was made feasible by local activism—San Franciscans working with Caltrans and DPW. The layout of Octavia Boulevard is the result of years of collaboration between neighbors, volunteers, advocates, consultants and city staff. It has beautified a neighborhood for those who live there and for commuters passing through it.

**Robert C. Friese Award for Neighborhood Conservation: Quesada Gardens Initiative:** This block of Quesada in the Bayview is a postcard San Francisco street.

On a hillside, its two narrow traffic lanes are separated by a sloping median. It should have been idyllic except for its proximity to 3rd Street in the heart of the Bayview that, for years, has been awaiting economic improvement. The block was almost devoid of plant material. Litter and debris dominated the median. Instead of complaining to City Hall, residents began to improve their block one flower at a time. The outcome is impressive.

## BEAUTIFICATION AWARDS

### 16th Avenue Tiled Steps

Houses in Golden Gate Heights are blessed with extraordinary views ranging from the Golden Gate



Bridge to the zoo. Because of the steep slopes and long blocks, this has not been a pedestrian-oriented place. That has changed with the completion of the Tiled Steps on Moraga Street above 16th Avenue. The



existing staircase was functional but unattractive. The entire right of way, the width of Moraga Street, looked like an abandoned lot. Neighbors, decided to improve the slope by planting and maintaining the area. They then concentrated on the staircase. A lengthy fundraising campaign and many community meetings have resulted in the most spectacularly colorful mosaic tiled steps in the City.



### Candlestick Point Beautification Project

Beyond the vast stadium parking lot are views of the bay and downtown San Francisco. This hidden area of the City features fine weather, steep slopes, and unique houses. A few years ago, it was also host to criminal elements and its open spaces were used as a repository for wrecked cars and cast-off appliances. The neighborhood's isolation seemed to attract crime. Under the leadership of long-term residents Shirley Moore and her family, people began to reclaim their open spaces with ornamental plantings. DPW assisted the neighbors and donated large rocks for decoration and seating.

### Yerba Buena Gardens

In the heart of SOMA and near the Financial District, Yerba Buena Gardens is a formal green space amidst bustling convention, visitor and business enclaves and a growing residential population. The Redevelopment Agency created Yerba Buena Gardens as a center for recreation, relaxation and culture. Integral to the Moscone Convention Center,

its green space is surrounded by a performing arts center, museums, hotels, restaurants and stores and its children's area features sports, rides, games and day care. The gardens are impeccably maintained and the area feels safe and secure. Enjoyed by visitors and residents alike, Yerba Buena Gardens has become

an important San Francisco attraction.

### Greening Our Street Medians

Mayor Gavin Newsom's vision of greening San Francisco has resulted in highly visible median plantings completed by City

staff and volunteers. Under Mayor Newsom's administration, Van Ness Avenue's medians have been embellished with hanging flower baskets and Lombard Street's medians have also been planted. Community groups like the San Jose/Guerrero Coalition to Save Our Streets have also initiated beautiful and sustainable median improvements.



### Mission Creek Restoration Project

With the approval of major development in Mission Bay, the residents of Mission Creek's houseboats were in jeopardy of losing their homes and San Francisco was in jeopardy of losing a



colorful part of its heritage. They won the right to remain and work hard to maintain the creek as a usable heritage landscape area. They formed the Mission Creek Conservancy to protect the area for the many birds that depend on the creek's habitat. The first residents to occupy the new Mission Creek condominiums have volunteered to help the Conservancy's maintenance efforts.

Photos by Dee Dee Workman, Sheila Kolenc and Stefan Hastrup

See you at the Beautification Awards Dinner ...



## South Windmill and Geneva Powerhouse Receive Grants

This summer, two projects that San Francisco Beautiful has advocated for over a decade each was awarded a California Cultural and Historical Endowment (CCHE) grant. The Campaign to Save the Golden Gate Park Windmills received a Capital Project Grant of \$488,411 and the Geneva Office Building and Powerhouse was awarded a \$200,000 Planning Grant.

For the Golden Gate Park South Windmill, these Proposition 40 funds, along with private donations and city money, will make possible the re-assembly of the windmill's restored tower, cap, gears, sails and fantail. (The Campaign has also funded the Department of the Environment to develop curriculum and interpretive panels on how the windmill harnesses and transforms wind power into useful energy.) SFB is a member of the Campaign's Executive Committee. We anticipate the South Windmill's re-assembly by the end of 2007.

The Geneva Office Building (GOB) and Powerhouse CCHE funding will help develop a specific program for adaptive reuse of the property based on a mixture of retail, office,

classroom, exhibit and performance space. SFB is a member of the Friends of the GOB and foresees the site planning process completed in 2008.

The California Clean Water, Clean Air, Safe Neighborhood Parks, and Coastal Protection Act of 2002, known as Proposition 40, created the CCHE to support the "acquisition, development, preservation, and interpretation of buildings, structures, sites, places, and artifacts that preserve and demonstrate culturally significant aspects of California's history and for grants for these purposes." To carry out its mandate, \$122 million will be distributed; \$43 million was awarded this past round. In addition to San Francisco's windmill and GOB grants, Fort Mason Center Historical Interpretation Plan received a \$100,000 Planning Grant and The Mexican Museum received a \$2,400,000 Project Grant.



Geneva Office Building program development gets funding from CCHE.

Photo by Sheila Kolenc

## BILLBOARD INVENTORY MOVING FORWARD

The San Francisco Planning Department is currently conducting an inventory of all general advertising signs in the City. San Francisco Beautiful supported this billboard inventory, which requires general advertising sign

companies to submit current, accurate and complete information about their signs. The inventory will assist in the eventual removal of illegal signs from City streets and buildings.

## Spring and Summer Membership: NEW AND RENEWED

San Francisco Beautiful thanks all of our members for their support. We also want to give recognition to 7x7 magazine for its partnership during our Spring Campaign. All new members received a free one-year subscription to 7x7.

### \$500-2,500

Ann Stephens,  
Compton Foundation  
Janice & Maurice Holloway  
Edmond Hon/  
Far East National Bank

### \$250-499

O'Shea Foundation  
Marilyn Duffey  
Scott Emblidge  
S. Osborn Erickson  
Joseph Fink  
Claire Gummere  
Vincent and  
Amanda Hoeningman  
Josephine Kennedy  
Linda Muir  
William Roth  
Mark Ryser

### \$100-249

Nob Hill Association  
Russian Hill Neighbors  
See's Candies  
Market Street Railway  
Marty Abell  
Dr. & Mrs. Michael Antonini  
Yvonne Baker  
Robert Mark Baum  
William Bernell  
Carmen Clark  
Alice & Robert Coneybeer  
Mr. & Mrs. Raj Desai  
Richard Van Doren  
Delia Ehrlich  
James Feuille &  
Nancy Murray  
Gillian Gillett  
Dick Grosboll  
Milo Hanke, CFP  
Peter Heinecke  
Ephraim Hirsch  
Robert Klausner  
Brian Lee  
Meagan Levitan  
Dan Liberthson &  
Kathy Rawlins  
Jeff Lorton and  
Laura Louttit  
Susan Tan Luo  
Mary Anne Miller  
Rosabella Safont  
Suzanne Seton  
Gino Squadrito, Laser.Com  
John Stedman  
Carter Thacher  
Victoria Winter  
Ron & Lisa Wong

### \$50-99

Jo Anne Appel  
David Binkowski  
John Borden  
Linda Breitstone  
Peter & Eugenia Caldwell  
Lillian Cartwright &  
Alan Skolnikoff  
Gilbert H. Castle III  
Suzie Chang  
Peggy Chiang  
Rose Chung  
Marie Cleasby  
Joseph and Janet Clyne

Nancy Edmonson  
Jean Feilmoser  
Stanley Hayes  
Mahin Heidary-Charles  
Carolee Houser  
Linnea Johnson  
Sheila Kiernan  
Pat Kilduff  
Thomas Kurkjian  
Robert Levy  
Ann & Karl Ludwig  
Bruce Marcucci  
Elena R. Merrick  
Amy Meyer  
Albert W. Meyer Jr.  
Robert W. Passmore  
Harold Retler  
Norman Rolfe  
Jacob Schurman  
Heather Sterner  
Francis Thorn  
Maria Vickroy-Peralta  
Grover Wald  
Alice Wallace  
Barbara Wenger  
Teodore Wildenradt  
Kathy Zetes

### Up to \$49

Barbara Addeo  
Arthur Andreas  
Betty I. Bernstein  
Christine Broderick  
Agnes Chen Brown  
Robert E. Callwell Jr.  
Bonnie Casassa  
Ilse Cordoni  
Joan Downey  
Curtis & Veronica Fields  
Richard Fiory  
John Flanagan  
Louise Fong  
Margaret Galli  
Shelly Gottlieb  
Amanda M. Hamilton  
Michael Hamman  
Stefan Hastrup  
Vivian Imperiale  
Mimi Jensen and  
George Elbaum  
Steve Juliano  
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Max Kirkeberg  
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Margaret Turner McCall  
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Helen Rice  
Francis Rigney  
Diane Robey  
Mary Ross  
John Sealander  
Eugene Shurtleff  
Steve Stone  
Ross Tibbits  
Marsha Ward  
Dee Whalen

## From the Executive Director

Dee Dee Workman



## COME VISIT US!

You may have noticed that our address has changed. We are very fortunate to have found beautiful new digs in the landmark Shell Building, at the corner of Bush and Battery Streets in the Financial District.

We moved our administrative offices in July from the site we occupied since Friedel Klussmann bequeathed her estate to us in 1988. Friedel's tremendous generosity meant that San Francisco Beautiful could for the first time carry out its business as a true non-profit organization, complete with staff. John Ritchie owned the Chancery Building at 564 Market Street at the time, and as one of Friedel's admirers, rented space to the organization for a song. Visitors to our offices there often remarked how the building reminded them of a place Sam Spade would have hung his hat. The building lost some of its charm when John sold it, and after nearly 20 years there, we decided that it was time

to search for new space that would reflect the maturity and vitality of our nearly 60-year-old organization.

We have found such a place in the formidable Shell Building. Built in 1929 by George Kelham, our 15th floor offices are flooded with light and peek-a-boo views of the bay. Gorgeous architectural details decorating the tops of many of the City's most splendid downtown buildings surround us. Peregrine falcons nest on the landing of an adjacent building a few feet from my window. I feel like I'm up in the tree canopy!



Photo by Sheila Kolenc

Staff Marcie Keever (l), Dee Dee Workman (flanking a portrait of San Francisco Beautiful Founder Friedel Klussmann) and Sheila Kolenc (not shown) welcome visitors to the new San Francisco Beautiful offices.

Architect and SFB board member Robin Chiang designed our classy new offices pro bono. For the first time we have ample space for meetings and a welcoming environment for our members and supporters to stop by for a chat. We would like to extend an invitation to you all to come by and see our new place, have a cup of coffee with the SFB staff, and catch up on all of the good work taking place here within our own walls, and across the City as well. We would love to see you.

## SUPPORT SFB YEAR-ROUND

A great way to improve San Francisco's livability is through supporting San Francisco Beautiful. Here are some options:

1. Become a member
2. Include us in your planned giving or appreciated asset plans (See Winter 2006 edition of The Cable for details)
3. Support the Annual Beautification Awards Dinner (October 19th)
4. Designate SFB when shopping at eScrip or Cole Hardware
5. Buy from SFB's wide array of For Sale items: Logo Totes and T-shirts, Beautification Award Site Illustrations, and books

See coupon below for details.

## MEMBERSHIPS/SALES

If you are not a member of San Francisco Beautiful, please become one today. Your contribution is tax-deductible to the extent provided by law. All New Members Will Receive a Free SFB Logo Tote!

- |   |   |
|---|---|
| <input type="checkbox"/> \$5,000 Friedel Klussmann Circle | <input type="checkbox"/> \$50 Cable Car Bell Ringer   |
| <input type="checkbox"/> \$1,500 Protector                | <input type="checkbox"/> Other: \$ _____              |
| <input type="checkbox"/> \$500 Enhancer                   | <input type="checkbox"/> I have designated SFB at:    |
| <input type="checkbox"/> \$250 Creator                    | _____ Cole Hardware / _____ eScrip                    |
| <input type="checkbox"/> \$100 Beautifier                 | <input type="checkbox"/> Appreciated assets: \$ _____ |

- My company will match my gift
- Logo Long Sleeve Shirt: \$22.50
- Logo Short Sleeve Shirt: \$16.50
- For shirts indicate: \_\_\_\_\_ Med \_\_\_\_\_ Large
- Logo Tote: \$16.50
- Rooftop Gardens: From Conception to Construction* (44-page book): \$7.00
- Stairway Walks in San Francisco* by Adah Bakalinsky: \$20.00

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Join co-chairs Barbara and Douglas Engmann, Chandra and Robert C. Friese,  
Meagan Levitan and Dale Carlson and Amanda and Vincent Hoenigman at

**SAN FRANCISCO BEAUTIFUL'S**

*2006 Beautification Awards Dinner*

*"Rebuilding Our Civic Spaces and Neighborhood Places"*

**THURSDAY, OCTOBER 19, 2006**

The Hotel Nikko

222 Mason Street, San Francisco

*Reception and Silent Auction, 6:00 p.m., Dinner and Awards Presentation, 7:30 p.m.*



*Executive Director  
Dee Dee Workman  
presents the 2006  
Beautification Awards*

**Come and Bid on Great  
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\$ 3,000 Protector  
\$ 1,750 Friend

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\$500 Supporter  
\$175 Friend

*Contributions are tax-deductible as provided by law, less \$70 per event guest. ID#94-6106011.  
For details, contact Ron Wong and Associates, 3608 16th Street, San Francisco, CA 94114-1509  
phone: 415.355.9988 • fax 415.355.9977*

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