

# Maybe next year, Sunday Streets tells the Tenderloin

## Zendesk offers to help make it happen in 2013

BY TOM CARTER

SUNDAY STREETS isn't happening in the Tenderloin this year because the 2011 event was a bust — costly, poorly attended with meager community support, problems organizers felt they couldn't overcome in time to stage another.

But they are willing to give the TL a second chance in 2013 — if stakeholders pitch in to make it a big deal. Sunday Streets takes a village, they say, and that hopefully will include the new techies on the block. Already, with serious event planning months away, Zendesk has shown interest, after being contacted by The Extra. It was the first tech company to move to Market Street, at Sixth, and the first to draft and sign a Community Benefits Agreement with the city.

"We are always interested in hearing about new ways we can help

**"We would be eager to ... learn the different ways we might support it."**

Tiffany Apczynski  
ZENDESK

in the revitalization of this neighborhood," Tiffany Apczynski, Community Relations manager, said in an email. "We would be eager to hear about Sunday Streets in 2013 and learn about the different ways we might support it."

Zendesk, a cloud-based customer service software company with 100 employees, signed its agreement in February, capitalizing on the payroll tax exclusion benefit, an incentive of Mayor Ed Lee's initiatives to revitalize mid-Market, and moved into 989 Market St. It intends to add 96 employees this year and agreed to return 30% of its tax benefit to the community.

Twitter and Zoosk, two other techies new to Market Street, did not respond to repeated requests for comment.

A major complication in the Tenderloin last year for the popular Sunday Streets event was the neighborhood's maze of Muni lines. Sunday Streets ropes off a long area and bans motorized traffic to allow fun and games. But last year the staff and its local advisers struggled to find a course for the Tenderloin. Unlike other neighborhoods, the TL is choked with bus lines and many streets are one-way, so back-and-forth bus routes need two streets, complicating closures.

"We try not to reroute more than two routes," said Sunday Streets organizer Susan King at a community meeting to explain why the event was dropped this year and to find a road to recover. "And every possibility needs to be considered. We

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# CENTRAL CITY

# EXTRA!

SAN FRANCISCO

## AIR YEEZY II



PHOTO BY JONATHAN NEWMAN

The line forms on a Monday at Shiekh Shoes on Market Street, and about 30 young hopefuls keep a round-the-clock vigil to buy Kanye West's sneaker sequel as it premieres.

## IT'S A SHOE-IN AT SHIEKH

### Grueling 6 days, nights in line, waiting to buy a pair of sneakers

BY JONATHAN NEWMAN

URBAN ADVENTURERS seek all types of thrills, but camping on Market Street's bleakest stretch for six days and nights may qualify as the edgiest.

Without benefit of tech tax breaks, venture capital millions or the blessing of the city's Central Market economic strategists, 30 or so young entrepreneurs roosted in a line of tents and folding chairs for the better part of a week outside Shiekh Shoes on Market Street next door to the back-from-bankruptcy CityPlace project.

Each budding businessman was hoping to score a pair of Air Yeezy II, the latest Nike sneaker designed by rapper Kanye West, a sequel to his successful 2009 debut creation. Scheduled for limited retail release at a suggested price of \$245, the resale profit for a pair seemed limitless, at least in the dreams of the street campers.

For Anthony Huges, Jordell Bevineau and Ikem Ezekwo, three teenage friends from Oakland, no sacrifice of personal comfort was too great in pursuit of the nifty high tops styled in gray, black, red and pink with neon green soles. They had a solid business plan.

Working as a team to hold places six through eight in the ragtag line of hopeful buyers, the trio knew it would be a long grind. Starting Monday, June 4, they traded shifts with two staying a 24-hour cycle, one returning home to sleep. They anticipated cold and lonely nights. What they hadn't quite gauged was the predawn ferocity of some of the neighborhood denizens' activities.

"You got some mentally ill people in this town," Jordell said one mid-morning after a night of threats and harassments passers-by shouted at the friends. "One guy bragged he was a 5150, he didn't care what he did to us," Anthony said, referring to the state Welfare and Institutions Code section authorizing a psychiatric hold on someone charged with a crime. "He looked more like

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The Air Yeezy II Nike sneaker designed by rapper Kanye West, a limited-edition shoe.



# Central Market CBD looks to expand southward

BY TOM CARTER

THE CENTRAL MARKET CBD, flush with the success of its cleanliness and safety programs on Market Street, is considering expanding south toward Howard Street or farther and has sent 1,000 letters to area property owners asking what they think of the idea.

The letters were mailed in June with another 300 to current CBD property owners. The requested return date is July 6.

The timing coincides with the expiration of the CBD's seven-year term. Major changes can be made during the renewal process with the city, so in March the CBD formed a steering committee that meets monthly to mull issues, including expansion. A continuation plan is due before the Board of Supervisors for approval before May 31, 2013.

The CBD covers the south side of Market from Fifth Street to Ninth with little boundary jogs north of Market at each end. The southern boundary stops at Stevenson, but goes south to Jessie from Fifth to between Sixth and Seventh. At Fifth, it dips down to Mission to include the Mint area. Another southern jog to Jessie occurs

between Eighth and Ninth. Teams of community "ambassadors" wearing brown jackets with identifying orange lettering ply these streets and have reduced offensive behaviors by their presence or by helping people.

If it expands, Central Market would become the largest among the city's 10 CBDs, making the Tenderloin CBD the second largest.

Central Market now is booming with new businesses. The latest, Dolby Laboratories, joins Twitter, Zendesk, Yammer, One Kings Lane, CallSocket, Desmos and Zoosk. The mayor's office also reports that since 2011, more than 10 new small businesses, four new residential developments, two hotel projects and 10 new or expanded arts groups have opened or are in the works.

It's a contrast to the gloomy, 2006 scene when property owners feared further deterioration of their neighborhood's business climate, cleanliness and atmosphere. The nonprofit CBD was formed to be an antidote. Its programs were to increase foot traffic and strengthen small businesses and cultural institutions, eventually attracting new investments, which, with a tremendous boost from the mayor's office, has been the case.

Going south depends on the sur-

vey results.

"After we hear back, we'll have a clear idea of what the boundaries should be," said James Chappell, facilitating the June meeting of the roughly 20-member steering committee held in the Whitcomb Hotel. Chappell is with MJM Management Group that the CBD hired for \$85,000 to guide it through the renewal. "We're as interested in no as well as yes."

The expansion draft's southern boundary is Howard Street stretching west to 11th Street, dropping south to Tehama between Fifth and Sixth. It would add 3.6 million square feet to the area, four times the size of the existing CBD, and the benefit district's annual budget would jump from \$791,000 to \$2.4 million, the largest in the city. Across Market, the TL CBD budget is \$1.3 million.

"This only takes in half the neighborhood," said John Elberling, head of the nonprofit builder TODCO, a member of several SoMa committees over the years and currently on the Western SoMa Task Force. "Why not go to Harrison? The neighborhood considers itself going all the way to the freeway and you're cutting it in half."

"We didn't think about going further," said Chappell, because the CBD staff and board weren't sure they could

handle any more. There will be big changes when Folsom Street becomes a two-way main artery for SoMa and a shopping district.

Daniel Hurtado, CBD executive director, said the question is whether to expand to Folsom or Harrison "or lean more toward Market — what do we want?"

One woman said that expansion to either Folsom or Harrison would "stretch the ambassadors too much." But their presence, someone pointed out, is determined by how many people are on the sidewalks. Chappell had a chart showing that although the draft boundaries expand the CBD by five times, cleaning and maintenance costs barely double because the southward streets don't need the constant cleaning of the Market Street blocks.

Pondering where to draw any southern boundary line, the committee generally agreed that for even cleaning, both sides of a street should be included because "the wind knows no favorites," as someone said.

Elberling said the CBD should have gone early to the Western SoMa Task Force, which advises the Planning Department, to discuss expansion. The next day, when the task force met, Hurtado and Chappell were on the agenda. ■

## No ifs or ands in litter — but plenty of butts

Youth center team gets hands-on experience with messy side of smoking

BY MARJORIE BEGGS

AMONG all the efforts to brighten the Tenderloin, none holds a candle to the 11 young people who, in just over two hours, picked up 2,072 cigarette butts along 24 blocks in their neighborhood. The kids broke into a handful of small groups, covering the area in three 45-minute sessions, collecting, bagging and later tallying the butts block by block.

The 14- to 21-year-olds are members of Team Let's Stop Tobacco, formed in May 2011 by the Vietnamese Youth Development Center on Eddy Street.

"Actually, picking up the cigarettes was awful," said City College student Michelle Tran, 21, who's been a regular at the center since she was 6. "I enjoyed the teamwork, but the smell gave me a headache."

Tran's favorite part of the project was researching how corner stores contribute — or don't — to the neighborhood's health. From the tax collector's office the team learned that citywide, half of all cigarettes are purchased in corner stores.

The high school and college students counted and mapped 46 TL tobacco outlets. Clipboards in hand, they discovered that most stores weren't complying with city regulations to properly post retail tobacco licenses and no-smoking signs, maintain trash cans outside, and limit advertising, much of it for tobacco and alcohol, which isn't supposed to cover more than a third of a storefront.

"Sometimes the store owners were cooperative with us," Tran said, "but sometimes they tried to get rid of us. That made me think they were hiding something."

Those stores, team members learned, are a vital part of the



PHOTO BY JESSICA ESTRADA

Ruth Beyene, 15, checks out the 2,072 cigarette butts she and 10 other members of Team Let's Stop Tobacco collected from the Tenderloin's gritty streets in about 2½ hours. "The smell gave me a headache," says a teammate.

Tenderloin environment: Neighbors they interviewed in focus groups reported that they shop at a corner store an average of 2.4 times a week. Young people said they buy mostly snack foods and aren't concerned, as many adults are, that the stores lack fresh produce, meat and dairy.

A story in the July 2007 Extra found that of the 50 mom-and-pops in the TL at the time, half carried more than a dozen varieties of fruits and vegetables, but the rest stocked only potatoes, onions, apples and bananas.

"The tobacco project teaches the young people how to do advocacy, how to do research and take action, plus they get a stipend to do the work — \$80 to \$100 a month," says Jessica Estrada, the Vietnamese Center's

youth advocacy specialist, who is the team's project coordinator. "Also, their work isn't just about tobacco — it's about food justice and alcohol abuse and how all of it together affects their neighborhood."

Team Let's Stop Tobacco funding comes from the city Health Department's 22-year-old Tobacco Free Project, which make grants to neighborhood organizations working to reduce tobacco use.

The team also interviewed officials from the tax collector's office about how the city's 2010 cigarette litter abatement fee is being implemented. It adds 20¢ per pack to help pay for cleaning up butts and tobacco packaging detritus, estimated to represent 22% of San Francisco's side-

walk and gutter litter.

Team efforts this summer include drafting letters to the city Health and Public Works departments and the state Department of Alcohol Beverage Control, urging them to enforce tobacco-related laws, and sponsoring a fall press conference to promote awareness of the issues.

"The work of these youth advocates and their project coordinator is critical to efforts to combat the tobacco industry's activities," says Susana Hennessey Lavery, Tobacco Free health educator. "They've shown tremendous leadership and real commitment to making the Tenderloin a place where all residents can be safe and healthy." ■



# Sunday Streets tells TL: Get behind it, or forget it

FROM PAGE 1

check pavement quality and avoid tracks, which aren't safe."

Six bus lines were chosen for detours, a 2-mile pattern (22 blocks). Even so, that was costly. One line cutting across just one block had to be rerouted. Other buses lost electric overhead power when they went elsewhere and had to switch to diesel power. And it cost \$8,000 for parking control officers to redirect traffic at eight drive-through intersections.

An average Sunday Streets costs the city about \$35,000, King said, and the TL event was "significantly more expensive."

Sunday Streets so disrupted established transportation patterns that residents — more than 90% depend on public transit — were in an angry tizzy.

"It threw a wrench into the transportation network," said King. "And they (TL residents) said, 'Why'd you do that?' We didn't get any positives."

The May 23 meeting also addressed what's needed to get Sunday Streets on track in the Tenderloin next year. King ran the meeting with Sunny Angulo, Supervisor Jane Kim's aide. Only five other people showed up, including Dina Hilliard, Tenderloin CBD executive director.

King said Tenderloin organizations didn't get behind Sunday Streets. Few businesses stayed open and barely 7,000 people showed up. That compares to crowds 10 times that size in the Mission — one reason the Mission is featuring four Sunday Streets events this year. They want to see if results suggest monthly events can be sus-

tained in the Mission, King said. She was impressed by the crowd of 50,000 in October, more than that May 6, and then maybe 75,000 people partying June 3. "It's Latin culture," King said later. "They understand public space."

Conflicting events such as Outside Lands in Golden Gate Park and others in Japantown and Yerba Buena hurt Tenderloin crowds in 2011, King said. Plus, it was held the day before school started.

"It was really sad to see the Girls and Boys Club locked and shuttered," she said.

Other youth groups and business organizations didn't join in either. "We want more robust participation. The TL deserves another chance and I'm ready to go to the mat for them."

The Tenderloin's first Sunday Streets in August 2010 was also a hard-luck story. Seemingly well-organized, it had nearly twice the activities that were scheduled last year, ranging from free bike rentals and repairs to tai chi and hula hooping, with bands in two parks. But by 11 a.m. the inaugural event got washed out in a freezing rain.

Typically, a neighborhood plans Sunday Streets around another special event such as a cook-off or music festival. As businesses open, organizations put up tables or pitch tents for their promotions, art groups perform. Last year, Bayview "set a high bar" by creating a well-attended music festival with lots of food vendors and a stage adjacent to Sunday Streets, making it look like a contiguous festival.

"(Ours) isn't Critical Mass," King said. "We want the least invasive, and we've gotten good at it."



PHOTO BY GEEKSTINKBREATH FRANK CHAN

**At the 2011 Tenderloin Sunday Streets**, Mark Caswell of the SF Bicycle Coalition instructs a youngster at a Freedom From Training Wheels session at Civic Center.

But Sunday Streets' existence depends on corporations.

"We need to raise \$300,000 per year and the majority of the funds come from corporate sponsors (\$200,000-\$250,000), with grants and individual donors rounding out the balance," King wrote.

Angulo suggested some of the tech companies moving in might underwrite the costs. "We need them to put their imprint on this."

So The Extra contacted Zendesk, Twitter and Zoosk about their interest in helping. Only Zendesk responded.

Most of Zendesk's employees were familiar with Sunday Streets, Apczynski said, and some of its skateboarders and three dozen bicyclists have attended an event.

"It's unfortunate the Tenderloin had such a low turnout last year," she said, "but we do hope that as more tech companies move to the neighborhood, as well as the new retail businesses expected to follow suit, increased foot traffic and attention to the Tenderloin and mid-Market can drive better attendance in 2013."

Hilliard agreed to help mobilize neighborhood organizations and promote community meetings. She, King and Kim's office agreed to start planning in September and possibly find an event date for 2013. King said it's up to the neighborhood to decide what to do with Sunday Streets.

"It's a time for the neighborhood to shine," King said. "If you want it, bring it. Or we'll leave you alone." ■

## PUBLIC NOTIFICATION - Research Study for Blood Transfusions in Trauma Patients Seeks Community Input May 2012.

### Learn about an emergency blood transfusion study at SF General Hospital that may affect you or someone you know.

Traumatic injury is the number one cause of death for people under the age of 45. The PROPPR study, starting soon at SF General Hospital is trying to find the best way to give blood transfusions to citizens ages 15 and older with serious injuries who need a massive blood transfusion. The goal of this study is to learn which ratio of blood products will improve survival. Both ratios are in widespread clinical use in the United States. All other treatment and care the patients will get at SFGH will remain the same. If a patient is not in the study, the amount of blood products they get is decided by the trauma surgeons, and not by the study. Normally, researchers ask the patient, legal guardian or surrogate for consent before a patient is enrolled into a study. Because a patient with a serious injury will not be able to give consent when they arrive at SFGH, the surgeons will enroll patients into the study without getting consent. This is called, "Exception from Informed Consent" (EFIC). We will contact a legal guardian or surrogate as soon as possible to tell them about this study and get their permission for the patient to remain in the study. Patients' can choose to drop out of the study at any time. The reason you are seeing this handout is we want to let the community know about this study. We also want to provide contact information and resources where you can learn more about the study, including an option to decline to take part in the study in the event you are injured. This study is approved by the UCSF Committee on Human Research.

PROPPR Contact Information - San Francisco General Hospital

Primary Investigator- Mitchell Cohen, MD Study Staff- M. Nelson, RN, MPA & A. Daley, MA

Phone: 415.206.4799/ Email: daley@sfghsurg.ucsf.edu

<http://clinicaltrials.gov/> <http://cetir-tmc.org/research/proppr>

<https://roc.uwctc.org/tiki/current-studies>



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**PHONE:** (415) 626-1650

**FAX:** (415) 626-7276

**EMAIL:** [centralcityextra@studycenter.org](mailto:centralcityextra@studycenter.org)

**EDITOR AND PUBLISHER:** Geoffrey Link

**ADVERTISING DIRECTOR:** Heidi Swillinger

**SENIOR WRITER/EDITOR:** Marjorie Beggs

**COMMUNITY REPORTER:** Tom Carter

**REPORTERS:** Jonathan Newman, Mark Hedin, Brian Rinker, Ed Bowers

**DESIGNER:** Beth Renneisen

**CONTRIBUTORS:** John Burks, Diamond Dave

**DESIGN CONSULTANT:** Don McCartney

**DISTRIBUTION:** Mark Hedin

**EDITORIAL ADVISORY COMMITTEE:** David

Baker, Michael Nulty, Debbie Larkin, Nicholas

Rosenberg, Brad Paul, Tariq Alazraie

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## City and County of San Francisco July 2012 Monthly

### San Francisco International Airport Terminal 3 Common Use Club Lease

The Airport Commission has commenced the Request for Proposal (RFP) process for Terminal 3 Common Use Club Lease at San Francisco International Airport. The Informational Conference will be held at 2:00pm PST, July 18, 2012 at SFO, International Terminal - Admin. 5<sup>th</sup> Floor, Room 28R. Written comments and recommendations will be accepted until 5:00pm PST, August 1, 2012.

### San Francisco Arts Commission Call for Artists

The San Francisco Arts Commission has issued several Calls for Artists for public art projects for Port Pier 92 and the Central Subway. Application deadlines are fast approaching. Please visit [sfartscommission.org/pubartcollection](http://sfartscommission.org/pubartcollection) for more information.

### San Francisco Municipal Transportation Agency Employment Opportunities

The SFMTA is currently recruiting qualified candidates for the following positions: Mechanical Shop and Equipment Superintendent.

**Description:** Under general direction, the Mechanical Shop and Equipment Superintendent, either as an immediate supervisor or through subordinate supervisors, directs the activities of a group of crafts persons engaged in the fabrication, maintenance and repairs of a wide variety of machinery and other heavy equipment. Heavy equipment includes cable car propulsion cable, gear drives, motors, tension carriages, turntables, sheaves, pulleys, and track way mechanical components (such as depression beams, bumper bars, gypsies and safety latches). Essential functions include: managing subordinate supervisors and craft workers who are involved in a wide range of technical duties needed to maintain the heavy equipment; coordinating with appropriate supervisors in the fabrication, maintenance, repair of a wide variety of mechanical equipment; preparing specifications for the purchase of new equipment or machinery, and preparing and directing the preparation of various written reports; preparing annual budget as well as managing the expenditure of funds; monitoring work performed by outside contractors; carrying out safety requirements and procedures; interacting with departmental personnel, contractors and others pertaining to the fabrication, maintenance and repair activities; and assisting subordinates in professional development. Incumbents also perform other related duties as required.

Please visit our website at:

<http://www.jobaps.com/SF/sup/BulPreview.asp?R1=CBT&R2=7126&R3=058682> for complete job announcement and information on how to apply for this position.

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# Photojournalist, author, Study Co

BY GEOFF LINK

**L**EONARDO LIMJOCO, the artist who designed all but a handful of Study Center's many hundreds of books, brochures, even billboards over his 35-year career here, died at home of a heart attack on Memorial Day.

Discovered by his elderly aunt with whom he lived in his house on Bernal Heights, he'd just spent the holiday weekend with his daughter and two young grandchildren, the lights of his life.

He had been working on "Death in the Tenderloin," a book based on the obituaries and related features of Central City Extra, the award-winning neighborhood newspaper that he designed monthly.

At the Study Center, Lenny was designer and photographer on an editorial and graphics team that has for 40 years created publications and printed materials for Bay Area foundations, nonprofits and public agencies: books, teaching manuals, curriculum guides, newsletters, catalogs, in-store signage, annual reports, special reports, slide shows, brochures, monographs, fact sheets, posters, flyers — pretty much every format in print.

Study Center generally took a journalistic tack on its editorial and graphics projects, which suited Lenny just fine. He'd been editor of the *Phoenix*, student newspaper at S.F. State, and had shown gutsy photojournalism in his groundbreaking work on political ferment in the Philippines.

Lenny shot the pictures, Marjorie Beggs did the reporting, interviewing and writing. I was editor. Then Lenny designed and prepped the layouts for printing.

Lenny was fearless in his art, unafraid to take on any project that came our way, and that's what we needed at the Study Center, as when the UC Vietnamese Community Health Project requested a series of three billboards — in Vietnamese — that encouraged men to quit smoking. We wrote the copy with translations by the project staff, Lenny

shot the photos and designed the billboards. We placed them in the Tenderloin, East Oakland and San Jose, the Bay Area's high-population Vietnamese communities.

One of Lenny's first logos was for a then-new Tenderloin agency — Chemical Awareness and Treatment Services, whose white vans can be seen to this day throughout the neighborhood, the CATS logo emblazoned on the sides.

Lenny's photography was noted for its strong composition and subtle lighting — the essence of

duced most of them. Throughout the '80s and early '90s, about a quarter of our projects were in other languages, and he could typeset in Spanish and Vietnamese as well as English and Tagalog.

Lenny's productivity was prodigious.

He produced annual reports for Zellerbach Family Fund, Silicon Valley Foundation, Clarence E. Heller Charitable Foundation and Philanthropic Ventures Foundation. We wrote and designed the David and Lucile Packard Foundation's Communities 2000 Initiative on grassroots grants-making, out of which grew a quarterly newsletter that we later repackaged as a how-to book: "Small Grants, Big Differences."

In 2000, we produced the William and Flora Hewlett Foundation's special report on its major, multiyear effort to encourage neighborhood improvements in Mayfair in San Jose, East Palo Alto, and the West Oakland Corridor.

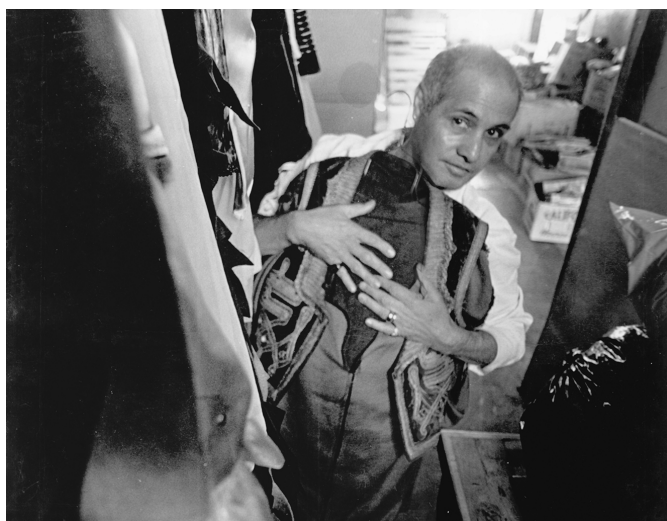
Soon after the Richard and Rhoda Goldman Fund started its global environmental prize in 1990, Marjorie wrote and Lenny designed "The Making of an International Award Program." Lenny shot a slideshow for Parent Services Project, and for 10 years created the flyer for monthly lunch and entertainment events for the city-funded STEP program, serving people in mental health residential care. He designed the logo for the city's cultural competence conference in 2009, and brochures in five languages for mental health consumers.

He produced the newsletter of the S.F. mental health consumer movement, Voices at Bay and its successor, New Voices at Bay.

He designed the "Teen AIDS: In Focus" brochures and materials for our successful marketing of many thousands of copies of the video that documented the S.F. AIDS Office's pioneering program of AIDS education in high school classrooms.

The list of major publications Study Center created over Lenny's tenure here could go on and on. I only wish his work could too, rather than being cut short by poor health. He was an artist and a friend, and I and all of us at the Study Center are grateful he was on our team.

Lenny is survived by his daughter, Laya, father Leonardo ("Dick") Limjoco, grandchildren Kai, 5, and Tayla, 18 months, aunts, uncles, cousins, nieces and nephews. ■



Jose Sarria, from the "Oral History of San Francisco Neighborhoods" project, 1978. Photo by Lenny Limjoco

black-and-white photography, of which he was the master. Such skill enriched innately interesting images, adding drama. His shots of people in their own setting, showing them as they saw themselves — as for Study Center's "Oral History of San Francisco Neighborhoods" project — captured their persona in each portrait. We hired him in 1977 to work on that project with two other photographers and 32 interviewers.

In the 1980s, Study Center was producing a half-dozen or more book-length publications per year, several foundation annual reports and special reports, a couple of brochures monthly with a variety of other projects such as handbooks, stationery and educational materials. Lenny designed and pro-

## The Zellerbach Years: On the cutting edge

**S**TUDY CENTER served as the dissemination arm of Zellerbach Family Fund from 1980 to 1995, producing pretty much everything its new grantees needed in the way of printed promotional materials. Lenny did all the design and most of the photography for those projects.

This was the heyday of Zellerbach Executive Director Ed Nathan, a psychiatric social worker who relentlessly pushed Northern California grantmakers to the cutting edge of funding human services, especially innovative health and mental health programs, fostering self-help and encouraging parent involvement in child care centers.

Study Center handled all the editorial and graphic needs of these pioneering programs, each representing a giant step forward in their respective fields, pushing family services, health education, mental health and education into helpful new directions.

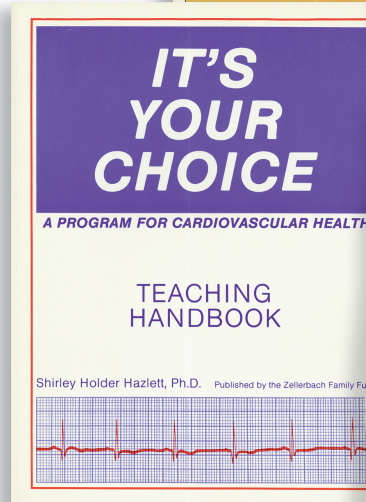
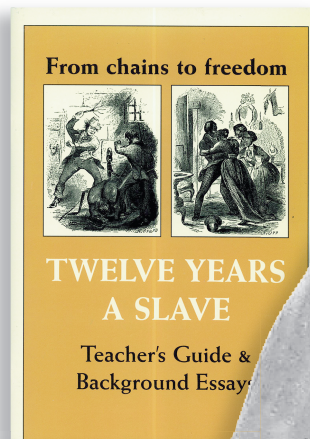
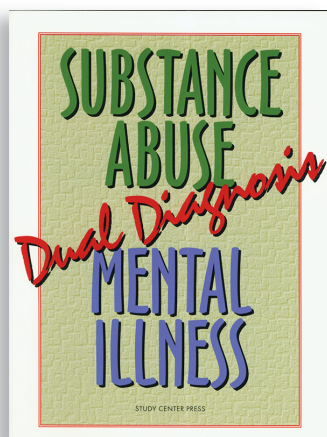
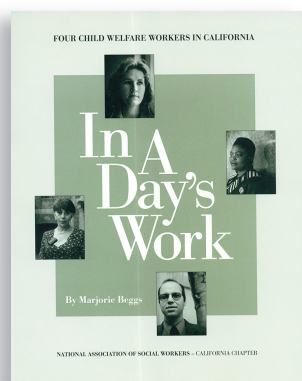
This meant getting them started with logo and stationery, a program brochure and flyers or posters to promote their activities, then adding a professional monograph that described the program and

explained how to replicate it. This led to an impressive series of 14 monographs.

We didn't make templates or boilerplates. Every graphic project was custom-made, the content dictating the form. This was something Lenny and other Study Center staff knew instinctively but learned with certainty from Wolfgang Lederer, a friend of Ed Nathan's who joined the Study Center Board of Directors and made a major impact on Lenny and thus the quality of our work.

Wolfgang was chairman of the Design Department of the California College of Arts and Crafts and an elegant illustrator and book designer for Bay Area small press gems. He mentored Lenny, deepening his understanding of the art of typography, enriching his sense and use of color, and consistently proving that the best books grow from the inside out.

— Geoff Link





# Center designer for decades

## A major Filipino American artist remembered

**M**ORE THAN 60 good friends, colleagues and co-workers gathered June 25 to remember how Lenny affected our lives, many for more than three decades.

For an hour, the conference room at 944 Market St., Study Center's new home since January, was filled with personal and professional reminiscences, testimony to how a young man with strong political convictions and a dedication to photojournalism grew into a talented, mature artist.

"I was lucky enough to have Lenny do a photo essay on me in the early 1990s," said Brenda Wong Aoki, dancer, actress and storyteller, who co-directs First Voice with Mark Izu.

"Lenny went on the road with me all over the country for months at a time. Besides the photos, he wrote all this great stuff about me that was so nice."

Aoki said it was fascinating to see herself through Lenny's pictures, which reflected his ease as a photographer. "He was so comfortable to be with and so comfortable with others, whether we were in Minnesota or Arkansas."

The road trip became part of *Pursuing Wild Bamboo: Portraits of Asian American Artists*, published by Kearny Street Workshop in 1992.

Alex Torres, actor, musician, graphic artist, and Lenny's co-worker at the Study Center for four years, said they met when Torres was just a teenager.

"I learned all my graphic design from Len and photography, too," Torres said. "After work, he'd let me hang out at his house and do stuff in his darkroom. He didn't really teach me — he'd let me go at it and then tell me if it sucked or not. I learned so much from him, even how to put eggs in adobo. I want to remember him as a person with a lot of love, but still, he wasn't always easy to be around. He had lots of eccentricities and was very uncompromising. But Lenny was the most real person I've ever known."

As people were filling the room with stories about how their lives intersected with Lenny's, they sampled from a table filled with some of Lenny's favorite foods: crisp lumpia; pancit palabok, a soft wide rice noodle dish with ground pork; the rich pork shoulder stew called dinuguan; flavorful chicken adobo; and vinegary tofu salad and curry-infused vegetarian fried rice from Tu Lan, a nearby Vietnamese restaurant and Study Center favorite for 30 years. Dessert was miniature cupcakes and delicate coconut pudding, handmade by a Study Center staffer, plus several sweet cakes.

Photographer Emil de Guzman described a vivid memory of Lenny from 35 years ago:

"I belonged to the Union of Democratic Filipinos, and we'd used one of his photos by mistake, maybe didn't put the right name on it. I was in the headquarters and he showed up really angry. Being the big guy he was, he was intimidating — he was so pissed off and wanted to kick our ass."

**"He had this sense of light and dark and space. He was an amazing talent."**

Bob Hsiang  
PHOTOGRAPHER

"Because he was a photographer and I was, too, over the years we got to know each other better," de Guzman said. "I felt like he was a comrade."

In a recent Study Center project, Lenny documented poetry night at the 21 Club, an event that poet Ed Bowers helped launch.

"Lenny was a natural-born photographer," Bowers said. "He was a big man, almost biblical and magical, but he could be invisible in a room, navigating around and no one noticed him. It was like a big eye came in. There was no ego involved with his work. I am very grateful and feel privileged to have worked with him."

Many praised the uniqueness of Lenny's art.

"He had this sense of light and dark and space. He was an amazing talent," said photographer Bob Hsiang.

Graphic designer Nancy Hom, former director of Kearny Street Workshop, used to take over as Study Center designer when Lenny was away in the Philippines or doing other work.

"Lenny had such a sharp mind," she said. "He picked up the computer and new technology so quickly and was such a hard worker. We had no money at Kearny Street Workshop, but he'd stay late and crank out those books."

Those books were "crystal clear" about their message, said Robert Marquez, director of Mental Health Clients Rights Advocates, which shares the 7th floor with Study Center and the Office of Self Help.

"Lenny was deeply affected by the things he saw," Marquez said. "Sometimes he was tough but when he saw me working and interacting with our clients, his demeanor and his attitude toward me changed."

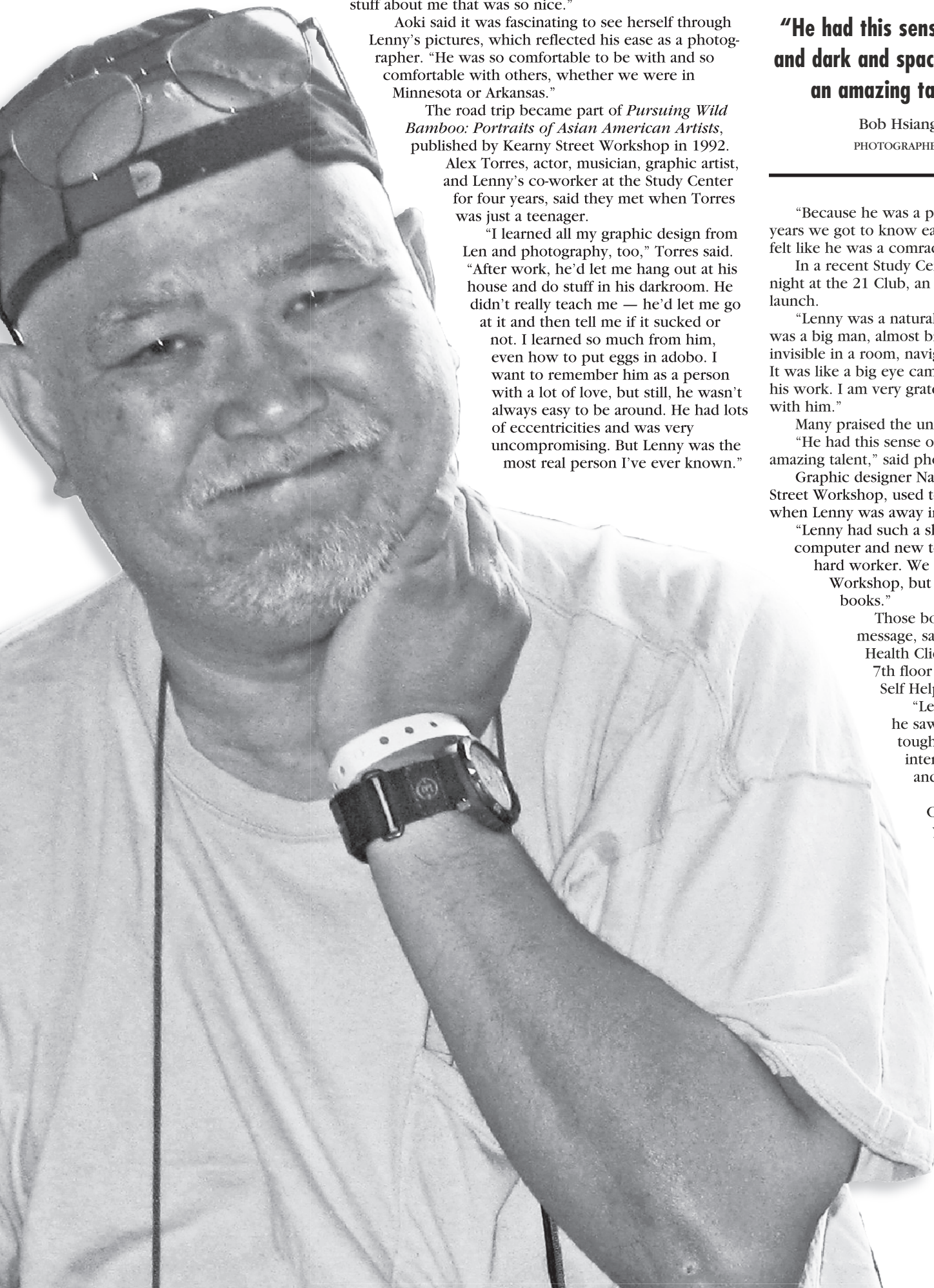
Office of Self Help Director Roy Crew, who knew Lenny for almost 20 years, praised Lenny's "dry-cut humor — if you didn't listen, you wouldn't get it," he said. "Lenny had a passion for his photography and compassion for us as clients. His black and white photos are perfection."

Some of Lenny's large family attended the memorial, his father, aunt, uncle and — the person Torres said was "most precious to him" — his daughter Laya.

"He was a great father to me and the only parent I had," Laya said, working to hold back tears. "I had a good 30 years with him and he got to spend a lot of time with my two kids. I miss him a lot."

"Thank you all for coming — I'm so glad that all of you remember him as the artist that he was."

— Marjorie Beggs and Tom Carter





# Lenny's books: His own, Kearny Street's, Study Center's

**L**ENNY, a consummate artist, was famous in Manila, where he was born, and throughout the Bay Area Asian artists' community for his fearless documentary portrayals of Filipinos in the Philippines and Asian artists in San Francisco.

Lenny moved to the United States with his family when he was 12 or 13, but he never really left his homeland behind and did his most important work on the people's behalf.

Lenny was a one-man band. He could do it all: report, write, edit, illustrate, design and produce his own books, gathering material like a war correspondent for his compelling works of photojournalism. And he sensitively and elegantly designed poetry books for Kearny Street Workshop, a fount of creativity from Asian poets and other artists.

Following are the books Lenny created on his own and for Kearny Street Workshop.

- *Pumipiglas: Political Detention and Military Atrocities in the Philippines*, Association of Major Superiors in the Philippines, 1980. This was Lenny's first book. His cover photo of men in prison gripping the cell bars is iconic and was used by Amnesty International.

- *Without Names: A Collection of Poems*, Kearny Street Workshop Press, 1985

- *October Light: Poems by Jeff Tagami*, Kearny Street Workshop Press, 1987

- *Kasama, A Collection of Photographs of the New People's Army of the Philippines*, 1987. With Alex Baluyut from their time in the Philippine countryside with Communist guerrillas, the New People's Army in the early to mid-1980s. *Kasama* won a Manila Critics Circle National Book Award in 1987, the first book of photojournalism to receive the prestigious honor.

- *Nestor Bugayong, Art and Poetry*, 1988. Words and artworks of a movement artist in the Philippines who Lenny believed in.

- *Winter Press: Poems by Genny Lim*, Kearny Street Workshop Press, 1989

- *Larawan: Portraits of Filipinos*, Kearny Street Workshop Press, 1989. Soulful stories paired with compelling portraits.

- *Pursuing Wild Bamboo*, Kearny Street Workshop, 1992

- *Heaven Is Just Another Country*, Poems by Jaime Jacinto, Kearny Street Workshop, 1996

**H**IGHLIGHTS of Lenny's work with the Study Center. For many of these pieces, Lenny shot some or all of the photos.

- *Oral History of San Francisco Neighborhoods* Calendar, 1980

- *In a Day's Work*, with California Association of Social Workers, 1996

- Series of 3 antismoking billboards in Vietnamese

- *Diverse Destinations*, series of 10 glossy brochures celebrating San Francisco's ethnic, cultural and artistic diversity for Grants for the Arts and S.F. Convention and Visitors Bureau, 2008

- *Fiscal Sponsorship: 6 Ways to Do It Right*, by Gregory Colvin, Study Center Press, 1995

- *Help*, directory of private human services in the central city, written by Heidi Swillinger, Study Center Press, 2009

- *21 Poems Done in the 21 Club*, poems by Ed Bowers, a central city extra, 2010

- *Strengthening Families for Parent Services Project*, 1997. This was followed by *Stronger Together*.

- *Mga Kuwentong Bayan, Folk Stories of the Philippines*, illustrated by Carl Angel, bilingual English and Tagalog, 1995

- *San Francisco Arts Education Master Plan*, S.F. Unified School District., English, Spanish and Chinese versions, 2008

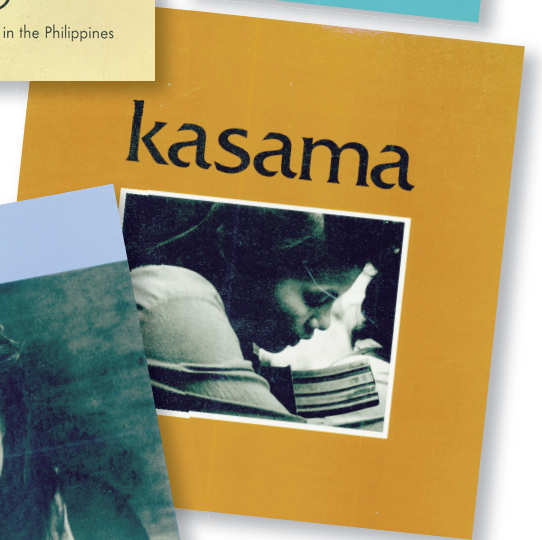
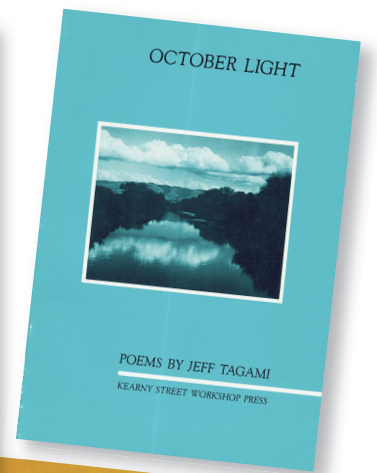
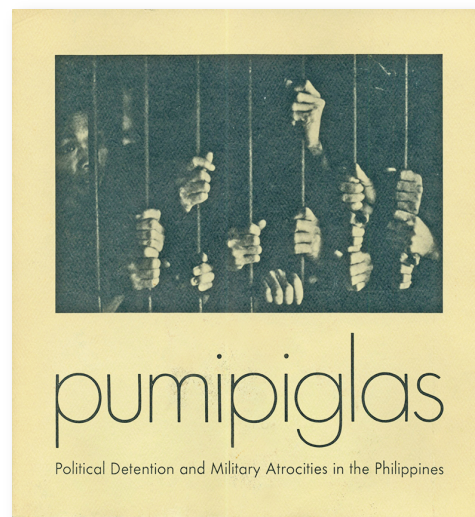
- *50th Anniversary Report*, Grants for the Arts, 2011

- *Goldman Environmental Prize: The Making of an International Award Program*, 1992

- 14 Program Monographs, Zellerbach Family Fund, 1985-98

- Program Guidelines, Creative Work Fund, 2000-2011

- *Breaking Down Barriers to Service*, California Endowment, 2004



The Knox and Bayanihan House SROs provided by the Tenants and Owners Development Corporation (TODCO), has an open wait list for low-income affordable housing.

If you are looking for a safe and comfortable place to call HOME surrounded by compassionate residents and a caring staff, The Knox and Bayanihan House are designed with you in mind.

All of our rooms have a two-burner stove, refrigerator, single or full sized bed with a closet, along with outstanding amenities in each building. The income limits for these affordable properties are as follows:

Maximum / Minimum Income Limit

Knox:	1 person - \$34,600 per year (maximum income) \$854 per month (minimum income) Rent: \$545.00    Deposit \$545.00
	2 person - \$39,520 per year (maximum income) \$854 per month (minimum income)
Bayanihan:	1 person - \$30,275 per year (maximum income) \$854 per month (minimum income)
	2 person - \$34,580 per year (maximum income) \$854 per month (minimum income) Rent: \$545.00    Deposit \$545.00

For more information or to pick up an application for The Knox and Bayanihan House, please stop by the lobby of the TODCO Marketing Office located at 241 - 6<sup>th</sup> Street in San Francisco.

If you have a disability that prevents you from fully participating in this process please call (415) 957-0227.



TDD: (415) 345-4470





# How the Mission District went Latin

## *And other stories of the evolving city*

**R**UTH RAEL, born around 1922, moved to San Francisco as a child with her parents. Her grandparents and uncles, including Seniorino Hernandez, arrived several years earlier. The family owned many grocery stores and other food businesses South of Market and in the Mission District, the longest-lasting of them La Cabana Bakery, 2919-16th St., which opened in 1949 as the La Cabana Tamale and Tortilla Factory and closed in 2006. Rael, now 90, told *The Extra* when we reached her by phone in early April that she wasn't sure when she stopped working there.

Following are excerpts from an interview with Rael and Hernandez conducted by Oral History staffer Isabel Maldonado April 10, 1978.

### When did your family come to San Francisco?

**Ruth Rael:** My dad moved from Guadalajara to Bakersfield and then [we moved] to San Francisco in 1927, following his brothers. He and my uncles started by working at Western Sugar Refinery at the end of 23rd Street out by the Bay and were still working there when they decided to go into business. At the time we lived on 23rd and Tennessee on the other side of Potrero Hill in an area they call Dogpatch now. I remember walking to a really pretty little wooden school one block up from Third Street and seeing truck farms and cows grazing on the hill. There was no freeway then, only the old Bayshore Highway, and empty lots and open space. We were very poor then, but I didn't realize it and everyone else was, too.

### What were your first impressions of the city?

**Seniorino Hernandez:** When I came in 1925, it was beautiful, different all together than now — Twin Peaks had old ranches, small gold ranches on top of the hills. We all lived around Bayshore because of the transportation — you're gonna live where you work. The shifts at the sugar refinery were 8 in the morning to 4 in the afternoon, 4 to 12 at night, then 12 to 8 in the morning. You had to walk to work because of the odd hours and there probably wasn't any transportation anyway. Then, when we quit the refinery and opened our first store, we moved.

### What do you remember about the early stores and South of Market?

**Ruth Rael:** My father and uncles opened a series of grocery stores. My father's first one was on 11th and Kissling [between Howard and Folsom]. His brothers helped him a lot because he wanted his own business — he just put in shelves, opened up a store, without ever having had one. It was the Depression and he had a family to support. We sold salami, French bread, cans or olives, regular red Italian wine. It was the Prohibition and a lot of Italians made wine and the Germans made beer. My daddy used to make beer, too, and then we learned how to make wine, which we did every year. That was so much fun. I used to like to cap the bottles with the little machine.

**Seniorino Hernandez:** The grapes



PHOTO BY BILL CARLSON, 1978

**Ruth Rael** tends the store at La Cabana Bakery, the last of the local food businesses in the Mission owned by her family.

## Neighborhood ORAL HISTORY PROJECT

were brought in from the valley and you could buy them anytime, right here in San Francisco. We worked hard at the store — used to start at 5 a.m. and quit around 11 p.m. At 5, we'd pick up the French bread in a big old sack [from the bakery] and then go out to deliver milk and bread. We'd put the milk bottles next to the door and just hang the bread on a nail outside the door. Bread on a nail and no one would steal it — isn't that amazing? I can't imagine leaving a crumb outside now.

**Ruth Rael:** We moved from Dogpatch to 10th and Bryant when I was 6 years old. I remember a brewery nearby and a bar and lots of small factories and horse stables. I liked it — it was a mixed neighborhood with Greeks, Mexicans, Spanish, Italians. We went to Franklin School on Eighth and Bryant. It's not there anymore, but our principal was Bessie Carmichael and later they named a school after her. I remember we played in the street — right in the street. We'd pick up hoops from the brewers and roll them out in front of cars. Oh, we were terrible, but we never got in trouble for it.

**Seniorino Hernandez:** We had a lot of stores: 11th and Kissling, Ninth and Harrison, Natoma between Sixth and Seventh, and one on 24th Street that Ruth's father gave up after only a year. I'll bet there weren't enough Latins there then. And there was a store on Third between Harrison and Bryant,

one on Shotwell between 14th and 15th, around 1930 or '31, and the tortilla factory on 20th and Shotwell that my mother started, and another one in the Fillmore, which was an up-and-coming neighborhood then.

The first concentration of Latin people was South of Market, around Third Street, in the early '20s. Later, they moved to Sutter and Fillmore, and when the colored people started moving into the Fillmore during World War II, the Latins settled around Second and Fourth. Little by little, they started moving south, to around Ninth, then 16th, then 24th streets.

San Francisco was really beautiful then because it was safe. I mean, you could go anywhere in the city, 2 or 3 in the morning, nothing to it. No danger of anything.

**Ruth Rael:** We didn't lock our front door. When we were kids, we didn't know what a front door key was. We'd just come home, open the door and walk in. The Mission was very nice with nice department stores like Hale Brothers, and then we had the Mission Sweater Shop where we bought our wool sweaters and skirts, and nice theaters — the New Mission and El Capitan. They had good feature films and comics and newsreels and vaudeville with a big orchestra. Sometimes they played the organ and we'd sing along.

### What else did you do for fun?

**Ruth Rael:** We used to take our lunch and take a streetcar to Golden Gate Park or to Fleishhacker Pool, the salt-water pool down by the ocean at the end of the park. To get there you'd go through blocks and blocks of sand dunes — there weren't any houses then.

When I was big enough, I used to go swimming there every day it was open. Sometimes it was so cold we'd get in the water and just stick our nose [out]. After we got dressed, we'd go out to the beach to eat our sandwiches and then take the streetcar back. There also was what we called the "Nickel Pool" over on Valencia and 17th. To this day I don't know what its real name was. It was indoors and for a nickel they'd rent you a towel and a bathing suit.

**Seniorino Hernandez:** We'd go to parties on the weekend, sometimes up to six parties on Friday and Saturday nights. We'd spend an hour at one, two hours at another, whichever was best. You don't hear about that anymore. Now you spend all your time watching television and ruining your eyesight. In the daytime, you could go out of your house with a dollar in your pocket — I don't mean \$15 or \$20 but \$1 — and that would pay for 5¢ carfare, 10¢ for the pictures, 35¢ for a nice meal in a restaurant, and you'd still come home with money left over.

**Ruth Rael:** We also used to go to Playland at the Beach — it was beautiful on a Sunday night.

**Seniorino Hernandez:** And you'd take the streetcars everywhere. The streetcar used to come right to the corner of 10th and Bryant where we lived. It turned right there on the corner — that was as far as it went. It was a beautiful neighborhood then. Beautiful. ■

*This is the fourth of a series of excerpts, edited by Marjorie Beggs, from the Neighborhood Oral History Project interviews that Study Center conducted in 1977-78 under a federal CETA contract.*



# COMMUNITY CALENDAR

## ART EVENTS

**People in Plazas summer concerts** at Mint Plaza, off Fifth and Mission streets, noon-2 p.m.: July 6, Manteca, Latin jazz big band from Canada; July 13, Pat Wilder, gospel and blues vocals and guitar; July 20, Caliente, 10-member Latin jazz band; and July 27, Bolero y Mas, classic Latin jazz and Cuban salsa.

**People in Plazas summer concerts at U.N. Plaza**, noon-2 p.m. July 10, Presence Felt, R&B; July 17, Hi Watters, Surf rock; July 24, Little Brown Brother, Pinoy jazz; and July 31, Colin Williams, New Orleans, blues and Latin jazz.

**EXIT Theatre**, *Angel of the Poor*, a comedy by Austrian playwright Clemens Berger, produced by OneHeart Productions, EXIT Studio, 156 Eddy, July 6-15, Thu., Fri., Sat., 8 p.m., Sun. 3 p.m. Tickets: BrownPaperTickets.com (1-800-838-3006); *ENRON* written by Lucy Prebble, directed by Ben Euphrat. West Coast premiere of OpenTab Production's dark, comedic view of the people behind the greatest corporate crime in American history. EXIT Theatre, 156 Eddy, July 12-Aug. 17, Thu., Fri., Sat., 8 p.m. Tickets: www.enron2012.com.

**Main Library films:** Set in San Francisco, *The Maltese Falcon* (1941) July 5, noon-2 p.m., Koret Auditorium. John Huston's noir classic stars Humphrey Bogart as private detective Sam Spade searching for his partner's killer. *Vertigo* (1958) July 12, noon-2 p.m. James Stewart and Kim Novak star in Hitchcock's obsessive tale of passion and dizziness.

## COMMUNITY: REGULAR SCHEDULE

### HOUSING

**Supportive Housing Network**, 3rd Thursday of the month, 3-5 p.m., Dorothy Day Community, 54 McAllister St. Call: 421-2926 x304.

**Tenant Associations Coalition of San Francisco**, 1st Wednesday of the month, noon, 201 Turk St., Community Room. Contact Michael Nulty, 339-8327. Resident unity, leadership training.

### HEALTH AND MENTAL HEALTH

**CBHS Consumer Council**, 3rd Monday of the month, 5-7 p.m., 1380 Howard St., room 537, 255-3695. Consumer advisers from self-help groups and mental health consumer advocates. Public welcome.

**Healthcare Action Team**, 2nd Wednesday of the month, 1010 Mission St., Bayanihan Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionsini, 703-0188 x304.

**Mental Health Board**, 2nd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

**National Alliance for the Mentally III-S.F.**, 3rd Wednesday of the month, 6:30-8:30 p.m., Family Service Agency, 1010 Gough St., 5th Fl. Call: 905-6264. Family member group, open to the public.

### SAFETY

**Neighborhood Emergency Response Team training (NERT)**. Central city residents can take the S.F. Fire Department's free disaster preparedness and response training at neighborhood locations. www.sfgov.org/sffdert, or Lt. Arteseros, 970-2022.

**SoMa Police Community Relations Forum**, 4th Monday of the month, 6-7:30 p.m. Location varies. To receive monthly email info: 538-8100 x202.

**Tenderloin Police Station Community Meeting**, last Tuesday of the month, 6 p.m., police station Community Room, 301 Eddy St. Call Susa Black, 345-7300. Neighborhood safety.

### NEIGHBORHOOD IMPROVEMENT

**Alliance for a Better District 6**, 2nd Tuesday of



**Pat Wilder**, a blues, gospel, and rhythm and blues singer and guitarist, plays July 13 at Mint Plaza.

the month, 6 p.m., 230 Eddy St. Contact Michael Nulty, 820-1560 or sf\_district6@yahoo.com, a districtwide improvement association.

**Central Market Community Benefit District**, board meets 2nd Tuesday of the month, Hotel Whitcomb, 1231 Market St., 3 p.m. Information: 882-3088, http://central-market.org.

**Friends of Boeddeker Park**, 2nd Thursday of the month, 3:30 p.m., Boeddeker Rec Center, 240 Eddy St. Plan park events, activities and improvements. Contact Betty Traynor, 931-1126.

**Gene Friend Recreation Center Advisory Board**, 3rd Thursday of the month, 5 p.m. Works to protect SoMa resources for all residents. Gene Friend Rec Center, 270 Sixth St. Info: Tim Figueras, 554-9532.

**North of Market/Tenderloin Community Benefit District**. Full board meets 3rd Monday at 4 p.m. Call 292-4812 for location or check

nom-tlcbd.org.

**SoMa Community Stabilization Fund Advisory Committee**, 3rd Thursday of the month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine del Rosario 749-2519.

**South of Market Project Area Committee Housing Subcommittee**, 1st Wednesday of the month, bimonthly 6 p.m., 1035 Folsom St. Health, Safety and Human Services Committee 1st Wednesday after the 1st Monday bimonthly, 1035 Folsom, 6 p.m. 487-2166 or www.sompac.com.

**Tenderloin Futures Collaborative**, 3rd Wednesday of the month, 11 a.m.-noon, Tenderloin Police Community Room, 301 Eddy. Presentations on issues of interest to neighborhood residents, nonprofits and businesses. Information: 928-6209.

**Tenderloin Neighborhood Association**, 2nd Friday of the month, 842 Geary St., 5 p.m. Nonprofit focuses on health and wellness activities to promote neighborly interactions. Info: tenderloinneighborhood@yahoo.com.

### SENIORS AND DISABLED

**Mayor's Disability Council**, 3rd Friday of the month, 1-3 p.m., City Hall, room 400. Call: 554-6789. Open to the public.

**Senior Action Network**, general meeting, 2nd Thursday of the month, 9 a.m.-noon, Universal Unitarian Church, 1187 Franklin St. Monthly programs, 965 Mission St. #700: Senior Housing Action Committee, 3rd Wednesday, 1:30 p.m. Call for health program and Senior University: 546-1333 and www.sfsan.org.

### DISTRICT 6 SUPERVISOR

#### Jane Kim

Chair of Rules Committee, member of Budget & Finance Committee and Transportation Authority. Legislative Aides: April Veneracion Ang, Sunny Angulo and Matthias Moringo. Jane.Kim@sfgov.org 554-7970

## Braving Market St. crazies to make a pretty penny

► CONTINUED FROM PAGE 1

an 800 and 5150 to me. Send us some security, man."

Still, their dreams of enrichment were undimmed. "We come out of this store, people be offering us \$1,000-\$2,000 for the pair," Jordell noted.

As the week wore on, the line outside Shiekh Shoes began to draw daytime attention, as well. The strategy of the young friends was to misinform in case the truth about the quick profit would add to the competition.

To the pedestrians who questioned, "What's on sale?" they answered, "Air Jordans." Someone asked, "When?" and they replied, "Sunday" — the day after the announced sale date. With only 3,000 pairs of Air Yeezy II rumored to be distributed nationwide, the Oakland lads were taking no chances.

"You've got to stay on the phone, on the computer. You've got to be watching all the time," Anthony said. By midweek the Internet carried a story that a rogue pair of Air Yeezy II had drawn an eBay bid of \$90,000. In the fine print the hint was buried that Kanye West himself had pumped up the price.

"It's going to be snakes on a plane out here," Anthony said. "It already is,"

Ikem agreed.

The growing solidarity of the hardy campers was impressive. Together they had drawn up a list marking their respective places and they were guarding each other's turf. They all programmed emergency SFPD telephone numbers into their cell phone. They even knew to summon the Tactical Squad, the fast responders to street dustups.

The campers had appointed prosecutors, defense attorneys and judges among themselves to argue and settle any disputes about line ranking or the loss of position through an overlong meal break. Almost all were veterans of retail queues. Internal bickering had to be quickly and efficiently squelched or it would hurt the chance to snag the swag, whether concert tickets, Apple's newest gadget or the hottest sneakers in pop culture.

Inside the shoe store Manager Stephen Ebinuwah was cool. He refused to reveal the store's intentions. "Don't even know if we're going to get any," he answered to endless queries of when Air Yeezy II would arrive and how many would be for sale. He did know that his store, one of 127 in the nationwide Shiekh kingdom, was the only place in San Francisco that had any shot at the new product.

As sale day approached — Saturday June 9 — Anthony reviewed exit strategies with Jordell and Ikem. In their minds they had the shoes in hand and needed a plan to get out of the store and home safely with their hard-earned prizes.

"Maybe they let us out the back," Anthony said. His associates, thinking



PHOTO BY JONATHAN NEWMAN

**Shoe-in:** Ikem Ezekwo, Anthony Huges and Jordell Bevineau stand in front of Shiekh Shoes on Day 2 of their Market Street marathon to buy a pair of collectible shoes.

Stevenson Street might be a mob scene too, vetoed that idea.

"We could run to BART," he said, motioning to the subway entrance a few doors down toward Fifth Street. "They got security there." The three collapsed in laughter at the thought of sprinting into a BART station, Air Yeezy IIs in hand, fleeing the mob lusting after their score.

Around 6 a.m. Saturday, the early planning paid off. A quartet of older, rougher guys tried to muscle the line, claiming first spots. Someone in line punched in the SFPD numbers. Before officers arrived, the strangers sidled off.

Two hours later they returned, threatening violence. Again, the cops were called and this time they con-

fronted the would-be thugs, reminding them of the certainty of urban rules, especially the concept of orderly lines. No officer invoked the city's sit/lie rule. Civility was restored.

The door to Shiekh opened at 9 a.m. and the patient purchasers were finally allowed in. Anthony, Jordell and Ikem each got their pair of Air Yeezy II at \$250 plus tax. "Not sure if anybody behind us in line got any, though. Love them," Anthony said. They packed their gear and hightailed it back to Oakland.

The next day, Anthony sold his pair of Air Yeezy II for \$1,800. Jordell sold his for \$1,300. Ikem kept his. He'll take them to New York when he starts school this fall. ■