ARVBA Rolls Out More LUV!

For the fifth time, the Alum Rock Village Business Association will present Light Up the Village, our neighborhood’s annual holiday celebration. Saturday, December 11th will be the BIG day for Alum Rock kids and families to come to Alum Rock Village to enjoy the décor and an afternoon of music and fun culminating in evening carols and a tree-lighting ceremony.

Throughout the afternoon, the annual “Bingo raffle” will send guests scurrying to participating businesses to make them eligible for excellent free prizes. There will be special guests, children’s crafts and demonstrations. At 3:30, Santa’s House in the Village will open its doors for free children’s visits and photos. Following the raffle, everyone will head for the corner of Alum Rock Avenue and White Road to sing holiday carols and watch as the trees are lighted near the James Lick marquee.

Light Up The Village is a free community-building event which brings together community partners including the Roberto Cruz/Alum Rock Library, James Lick High School, The Flea Market, Goodwill of Silicon Valley, the Alum Rock Youth Center, ARUESD, the Youth Science Institute, UCCE Master Gardeners, East Valley Lions Club & James Lick Leos, Regional Medical Center of San Jose, Gloria Dei Lutheran Church and the Santa Clara County FireSafe Council with support from the San Jose Redevelopment Agency, Council Member Nora Campos, and Santa Clara County Supervisors Dave Cortese and George Shirakawa. In case of rain the event will be held in the James Lick High School gymnasium. Info: 408-272-7008.

Performances by local students and adults will begin at 1:00 PM at the special stage mid-block on the north side of Alum Rock Avenue near the Planned Parenthood clinic.

Kids Plus U Opens on Alum Rock Avenue

Disney, NFL, MLB Merchandise

The old gas station which was home to a Smog Test Only site has undergone a striking metamorphosis recently. The homely building suddenly has new charm with big windows and French doors. The place is now fitting for an ambitious business, Kids Plus U, which would like to outfit you and your family with bedroom furnishings, luxury curtains, table cloths and sports-related items. Nazar and Fatima Hassan opened the new shop in July prominently featuring their plump, brightly-colored kids’ furniture. They welcome you to their store at 3140 Alum Rock Avenue - come in and chat. Phone them at 408-251-2200.
James Lick Fire Service Students Lie Down on Job

About 60 students from James Lick High School’s Fire Service Pathway Program spent Thursday, September 30th in a triage tent erected outside the Emergency Room at Regional Medical Center, our neighborhood hospital on Jackson Avenue. They played the victim roles in an earthquake disaster drill which simulated the results of a 7.2 Bay Area quake. The scenario included damage that shut down all communications and utilities at the hospital — and even a partial collapse of the fifth floor roof. The FSP students suffered “injuries” which required treatments and bandages on their “bloody” wounds. This was the second time James Lick students have helped out at a Regional disaster drill. This experience gives them insight into the challenges of their future careers as Emergency Responders and helps the hospital evaluate its disaster response.

Cruz/Alum Rock Library has Friends Indeed!
By Elaine Travers

As Carole King once wrote in song:
Winter, Spring, Summer or Fall/ All you've got to do is call
And I'll be there/ You've got a friend.

The Friends of the Dr. Roberto Cruz Alum Rock Library are there for our community. The work they do supplements the programs provided by the City of San Jose. In these hard economic times their work is needed more than ever. The Friends sort and sell donated books. Stop by any time and buy a book or two. By holding a giant Book Sale quarterly, the Friends generate money for The Family Learning Center, ESL Clubs, Computer Classes, children's activities, seasonal programs, etc. Come join Mary, Joyce, Carolyn, Cliff, Elaine, Larry, Donna, Doug, Wendy, Stephanie, Diana, Kimberly and Judith at our very short monthly meetings at the library on the last Tuesday of every month at 5:00 – or become an associate member. The next quarterly Friends of the Library Book Sale will be in January.

Alum Rock Sew-and-Sews Rejoice!
AJ Sewing Machines Opens Shop

AJ Sewing Machines opened in our neighborhood last June. The business is family owned and operated and located at 90 S. White Rd. behind the Estates Home Loans business near the corner of White Road and Rose Avenue.

Alan Carter is a certified, licensed technician assisted by his wife, Jeanette and daughter Jennifer. They offer professional service and repair on all brands of sewing machines and sergers as well as pick up and delivery service within a 10 mile radius.

AJ Sewing Machines offers training on all brands of sewing machines and sergers, as well as a variety of creative classes, including beginning sewing, alterations class, pattern making, kids’ classes and more. Jeanette has taught over 15,000 people since the mid-1980s and has received training from Janome, Singer, Viking, Babylock and Elna. Free machine instruction classes are included with machines purchased in the store. All classes are available to everyone for all sewing machines and sergers purchased elsewhere, as well. The shop sells Necchi and Janome sewing machines and sergers. They also offer refurbished sewing machines and sergers for sale. AJ Sewing Machines offers a free 3-year trade-in program with the purchase of any new or used machine. Bring in your machine and 100% of the cost of your original machine will be deducted from the price of your new machine.

Alan, Jeanette and Jennifer look forward to meeting you! Phone 408-826-9460.

Alum Rock Goodwill Store reopens following calamitous fire.

The Alum Rock Goodwill store has retaken its place at 3020 Alum Rock Avenue next door to Orchard Supply Hardware. A year ago, the store burned to the ground shortly after its grand opening. Although no one was injured, the loss of the Alum Rock flagship store saddened a community which is most supportive of Goodwill’s programs and missions. Shop hours are 9 AM to 9 PM Mon.-Sat., 10 AM to 5 PM Sun. Donations 9 AM to 5 PM Mon.-Sat., 10 AM to 5 PM Sun. Tues: 10% Senior Discount.

ARVBA Earns Commendation from City Council

Mayor Chuck Reed, District 5 Councilmember Nora Campos and their colleagues on the San Jose City Council, recognized the Alum Rock Village Business Association for the successful coordination of the third annual San Jose Salsa Festival in Alum Rock Village on August 21st, 2010. Commendation plaques were presented to ARVBA President Frank Cortez, Vice President Lisa Regua and Secretary Judy Thompson at the October 26th City Council meeting.

Thank you, Kelly-Moore

ARVBA wishes to thank Kelly Moore Paints at 2910 Alum Rock for donating paint for Jesse Barajas’s outstanding Salsa Festival mural. It takes a community to make beautiful things happen.

Jeanette Carter of AJ Sewing Machines