

# Business Matters

by Nancy Amadeo



Fransisco's Restaurant says welcome the moment you walk in the door. This intimate restaurant in Seacrest Plaza is a unique blend of Italian, Spanish and California cuisine, truly something for everyone.

Fransisco, the owner and namesake of this restaurant, has a love of art that is evident everywhere you look. While awaiting your meal, enjoy the feast for your eyes in the original commissioned murals of local locations adorning every wall, including Marina State Beach and Bixby Bridge. One of the murals affirms the phrase "all roads lead here" as no matter where you sit in the room you are looking straight up

the road that is the center of the mural. Look closely and you will see how the artist integrated the names of Fransisco's family, the restaurant's address and the city's name and old logo into a couple of the murals. See if you can find them while you enjoy your meal.

Opening December 16, 2002 (the date is in a mural), Fransisco's earned accolades from the very beginning. In its first year it was honored by the Marina Chamber of Commerce as its New Busi-

ness of the Year and in 2003 received the Businessmen's Association Restaurant of the Year Award. They have also received rave reviews in The Monterey County Herald, The Salinas Californian, The Coast Weekly, the previous Gazette and a local Spanish language paper.

This restaurant is the culmination of Fransisco's life long dream to own his own business. He gained the experience needed working at Pebble Beach for 6 years and at The Grotto on Fisherman's Wharf for 16 years. After honing his skills as a chef, he created his own recipes and opened his restaurant. Got a craving for seafood or pasta, but the kids want burgers and your spouse is thinking enchiladas? No problem. At Fransisco's everyone gets what they want. The food is made fresh and delicious. But be ready for a take home box as the portion sizes are large.

With just family and 2 other employees,

Fransisco's has catered events for the Marina Police department and the Marina Rotary among others. His restaurant is also available for private parties. Whenever possible Fransisco's contributes gift certificates to local nonprofits for their fundraising efforts.

When asked why he chose Marina for his business, he said he found it's citizens to have a high level of education and he enjoyed the unique nature of Marina; friendly, intelligent, happy. When asked if there was anything else he wanted the readers to know he gave an immediate yes. He is happy to stay in Marina because "the people are so friendly and nice. Thank you for the support from the community." Fransisco's is open daily from 11am to 9pm and is located at 262-b Reservation Rd in Seacrest Plaza.

Whether feasting on fine food or fine art - Business Matters.

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formas, las letras y los colores.

- Encuentre momentos para crear recuerdos especiales. A su hijo le encanta pasar tiempo con usted todos los días. Comparta su actividad favorita o deporte para encontrar cosas que ambos disfrutan haciendo juntos. Leer a diario crea momentos memorables de cariño y mejora las habilidades de alfabetización.

- El juego tiene beneficios importantes. El juego es la manera en que los niños aprenden. A través del juego, los niños desarrollan habilidades de motricidad gruesa y también aprenden sobre interacciones sociales, causa y efecto, cómo tomar turnos, y cómo jugar apeándose a las normas. Establezca

límites seguros con su hijo ¡y diviértanse!

- Sea un ejemplo a imitar. Dar orientación adecuada a la edad de su hijo es importante. Ser un ejemplo le recuerda a su hijo sobre los límites de manera respetuosa y le enseña cómo manejar sus emociones. Ofrezca opciones con las que usted se sienta cómodo, explique "por qué", y reconozca el comportamiento positivo. ¡Y está bien pedir ayuda! Las clases de crianza y los parques infantiles son maneras excelentes de conectarse con otros padres y expertos en infancia temprana.

Pasar tiempo con sus hijos todos los días construya una relación sólida y promueva la comunicación regular. Para más información sobre programas de Primeros 5 del Condado de Monterey para niños pequeños y sus familias, visite [www.First5Monterey.org](http://www.First5Monterey.org) o llame al 2-1-1.

## As I See It

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the way I want it.

I have often wished that I had a fifteen second delay on my words. I usually know the second it happens that I have said the wrong thing and wish I could take it back. I also know when I should have said something and I didn't. I have a temper that not many people see. I am not afraid of confrontation, but once I get it off my chest, it is over. I don't hold on to the anger. I used to let things simmer and fester until I literally made myself sick. I decided that it was not a healthy way to deal with a problem, and I learned that dealing with a problem is literally the only way to get rid of it.

I have a reputation for being diplomatic, and I guess that it is true in a way. It is more that I take a deep breath to collect my thoughts before saying something that I know might make someone angry or hurt their feelings, and I try to create a solution where everyone comes away at least partially satisfied. I also have a reputation for

When I write, I can edit and edit and edit until it comes out exactly

honesty and of being (sometimes) brutally direct. You always know where you stand with me. If I am angry with you, you'll know it. If I think you are wrong, you'll know it. But I try to express those feelings without making them a personal assault. Another favorite saying of mine is that "diplomacy is the art of telling someone to go to hell in such a way that they look forward to the trip". It is a skill worth learning.

I am very good at apologies. I actually took a class that taught a whole section on how to apologize. The class was on customer service, and as anyone in the field can tell you, there is always something you are apologizing for and it's important to do it right. Apologies should not be "but sandwiches". A "but sandwich" is when you say "I'm sorry, BUT you shouldn't have done..." An apology should never contain the word "but". You must be sincere, you must be honest and you should be prompt. The longer you wait, the worse it will be.

As always, I welcome your comments and suggestions. You can reach me at [renee93933@msn.com](mailto:renee93933@msn.com).

## Star

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10:00-3:00 Everyone's Harvest Certified Organic Farmers Market Arts & Crafts, Great Food, Local Service Organizations, and more

10:00 4th of July Passport Announcements

11:00-2:00 A Multi-Cultural Line Up with Live Entertainment sponsored by

Our World Peace Park 501(c)3 as to promote our Diversity. Entertainment ranges from Mariachi bands, belly dancing, Monterey Bay ReggaeFest Music, and other cultural groups.

SEACREST SHOPPING CENTER  
4:00-10:00 Family fun events throughout the day

4:00 Opening Ceremonies with the Rip Tide Cheerleading Group

Chalk Art Contest Announcements & Registration

4:30-7:45 Live Music & Dancing with:

- Sirena (née Jennifer Filzen) of Monterey
- Lil Jordan of Marina

- The Sledge Grits Band of Salinas
- The Peace Makers of Marina

8:00 Chalk Art Contest Winners Announced

9:00-10:00 National

Anthem and the Pledge of Allegiance to the Flag Safe and Sane Fire Works Show (non aerial) coordinated with M35AC & MVFFA

If you'd like to come and see me sing my original music, and dance alongside my West Coast Swing dance friends, make sure you join us from 4:30 - 5:30 PM. I will be performing the hits from my Sirena and Groovement albums.

Dancers, you'll be dancing on asphalt, so make sure you wear the right shoes. Even if you don't join in on the dancing, make sure you stop by for a hello and a hug!

## Former Fort Ord Economic Redevelopment Continues

Monday, June 21, 2010 marks an important economic development event at the former Fort Ord. The Ord Market, located at Abrams and Imjin Parkway, will be conducting a ribbon cutting ceremony at 12 noon to celebrate the opening of the return of gasoline services to this part of the former military base. The public is invited to attend the event which recognizes more than six years of effort by the Ord Market owner to completely restore services for civilian use.

Ord Market opened in 2001 and is locally owned and operated by Darryl Choates of Seaside, providing grocery and deli services for a variety of residents, CSUMB students and faculty, and many others traveling Imjin Parkway between the Monterey Peninsula and Salinas Valley. The market has done well in this location and now has expanded its product lines to include U-haul rentals and gasoline.

"Ord Market was the first retail business to open for civilian use within the regional base reuse program. Adding the retail gasoline pumps strengthens the business enterprise while offering

needed commercial service, as well as benefiting economic development and recovery following the 1994 closure of the former Fort Ord military base," said Michael Houlemard, Fort Ord Reuse Authority Executive Officer.

The Shell gas station is the first civilian gas station on the former Army base, and services will be available to the general public. The gas station previously located at the Ord Market site was for military use and was closed by the U.S. Army in 1994. The gas station at the corner of General Jim Moore Boulevard and Giggling Road remains open for military personnel use only. Services there are not available to the general public.

"Despite these difficult economic times, it's encouraging to see local business development and successes," Houlemard noted. "The ceremony is a tribute to diligence and perseverance of this small business owner. The new station will provide additional service and convenience for the public - and breathe more life into the recovery process."

What: Ribbon Cutting for the Ord Market new Shell Gas Station

When: Monday, June 21, 2010  
Time: 12 noon  
Where: 2700 Imjin Parkway, Marina (on the former Fort Ord)  
Public Invited

## Think

from page B1

big, bad faceless international food companies. I sometimes shop at the supposedly "healthier" grocery stores, including the small local chain varieties, and find the same sort of labeling. It is added organic sugar in those cases, but still added sugar. Do my kids need more sugar, organic or otherwise? I seriously doubt it. I also routinely find farmed salmon in their frozen fish case instead of wild caught, sitting next to the severely threatened (and largely pirated) Chilean sea bass and orange roughy. And that farmed tilapia is not loaded with the healthy Omega-3's, it is loaded with the very unhealthy Omega-6's, thanks to an artificial diet.

People mistakenly assume that if they choose the "right" store, they don't have to be so choosy, or think so hard, about the purchases they make inside those stores. I wrote to one of those "right" stores, and sent them the link to the Monterey Bay Aquarium's Seafood Watch List, which provides scientifically-based categorizations of

safe and unsafe seafood choices for environmental and health reasons. They told me that they stock what their consumers will buy - period.

Bottom line, you still have to think about your choices. Nobody is looking out for you on this one. It is not easy to figure out which are the healthiest options for our bodies, our environments, and our local economies. All we can do is be as conscientious as we can about ingredients, where they come from, and what they really mean. And we have to make the choices that work for our families and our pocketbooks. Then, we need to figure out a way to get our kids to eat it.

Lara Ferry-Graham is Research Faculty at California State University's Moss Landing Marine Labs, a parent of two French-fry-loving green vegetable-haters, and writes mostly opinion. You can read more of her opinions at her Science Blog: [swimswithfishes.blogspot.com](http://swimswithfishes.blogspot.com).

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