



# THE GUIDEPOST

Publication of the San Francisco Tour Guide Guild

**Vol. 26 – No. 1**

July 2011



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## MESSAGE FROM THE BOARD

As we reported at our June Membership meeting (if you weren't there, you missed a great time; don't miss out on the next one, keep your calendar free for the November General Meeting), the Guild experienced a drop of about 20% in individual and business membership renewals in 2011. While it is not unusual to see members leaving the Guild for a variety of reasons, this year's drop may be attributable to the residual effects of the economic downturn experienced throughout all industries. The good news is tour operators and DMC's are reporting that the 2011 tourist season began much earlier this year, and business seems to be enjoying a modest uptick. Keep in mind that the best way to attract folks into the Guild is for our individual members to talk to colleagues in the industry, describing the benefits of membership and most importantly access to the great network of fellow guides, who provide insights on guiding and information about job opportunities which are invaluable and unavailable anywhere else. When Guild members speak, guides listen. "Keep on talkin'."

*Submitted by Lance Starin, Membership Chairman*

### A good reason to get Certified:

- A. Richard Miller, Certification Chairman is lonely and wants to give a test
- B. The "Guides for Hire" listing on the SFTGG website has issued the following jobs for guides, which are systematically rotated through the Certified list: 2010: 254 requests, 2011: 125 requests to date.

### This and That:

November is coming, and that means Board Elections. Five members will retire this year. Step up and consider running, your organization needs you!! Along those same lines, the Guidepost is in need of editorial help. Put your creative talent to work. Don't let this newsletter die. . . volunteer. [guidepost@sftgg.org](mailto:guidepost@sftgg.org).

### What you might not know about your 2011 Board of Trustees:

**Jeanette Arevalo**, a former teacher taught in the M (mental) Ward at a local State Prison  
**Anita Rao** was Valedictorian of her German class at the Defense Language Institute in Monterey while serving in the US Army

**Sandy Weins** grew up on a small dairy farm, and loved to ride her pet cow Opus

**Jean Feilmoser** has been an international election monitor for the US State Dept serving in 9 overseas locations, at times being sequestered in place for days due to militia activity

**Richard Miller** drafted in the Army after college, served in Vietnam as a Guidance Counselor while learning to water ski.

**Richard Edgar** was, and is, an actor with over 60 shows and 80 characters to his credit

**Lynn Andrews** dealt blackjack on the Love Boat

And finally. . .

**Lance Starin** was a private investigator for 20 years and worked on a case involving Jimmy Hoffa Jr. . . and lived to tell about it!!

S A N  
FRANCISCO  
T O U R  
G U I D E  
G U I L D

The GUIDEPOST (ISSN 1097-2285) is published quarterly by the San Francisco Tour Guide Guild, a non-profit association established in 1984 to promote the integrity of the profession through certification testing and continuing education, and foster a standard of quality, ethics, and professionalism among guides and operators in the San Francisco Bay Area. SFTGG is a member of the San Francisco Convention & Visitors Bureau.

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Contributors to this issue:  
Don DeLaura, Sharon Traeger, Lynn Andrews, Jean Feilmoser, Frances Gorman, Jason Cohen, Lance Starin, Anita Rao, the members of the Board who were forced to give secret information about themselves, and finally whomever wrote the article to the right, sorry!!

Production Assistance:  
Ulla Kaprielian, Renate Coombs, Sandy Weins, Jason Cohan. . . it takes a village.

2011 SFTGG Board of Trustees

Co-President	Lynn Andrews
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Next Issue Deadline  
November 1, 2011

**BON APPETITE. . . The San Francisco Food Scene**



On Tuesday, March 18, an enthusiastic group of tour guides gathered at Peets Coffee in the Ferry Building for a San Francisco food tour. Our guide, Jean Feilmoser, brought extensive experience and knowledge to the tour, with local experts, local food and handouts to reinforce her commentary. She got our group off to a good start with a selection of pastries from Tartine Bakery (600 Guerrero St.) which has received a James Beard Award as the #1 bakery in the US!

Guest speaker Julie Cummins from the Center for Urban Education and Sustainable Agriculture (CUESA) joined us and introduced their organization which runs the Farmers Markets at the Ferry Building Tuesdays, Thursdays and Saturdays. The Farmers Markets provide an opportunity for farmers to offer fresh and nutritious products directly to the public, cutting out a layer of handling and cost. CUESA also produces frequent programs for the public, including food festivals, teacher training and classes. [www.CUESA.org](http://www.CUESA.org)

Deborah from Equity Office Properties, the developer and lessor of the Ferry Building, led us on a tour of the building and its history. The Ferry Building, finished in 1898, fell into disrepair by the mid 20<sup>th</sup> century. The building, hidden by the Embarcadero Freeway, was damaged in the 1989 Loma Prieta earthquake. When the freeway was torn down the Ferry Building was refurbished as a food center with shops and office space. Worth seeing: the large original mosaic of the California State Seal on the second floor at the top of the staircase.

After a quick ride via Muni to Dolores Park we arrived in the Mission District. Our first stop, the Bi-Rite Creamery (3692 18<sup>th</sup> St.). We were greeted by one of the owners, Anne Walker, who gave us a brief history of the Bi-Rite Market and Creamery and their mission to offer local products and service to their community. Concluding, we were all offered a taste of any of their daily ice cream flavors.

18 Reasons (593 Guerrero) operated by the Bi-Rite folks is an unusual community center for food and art. As we sampled slices of Delfina pizza (3611 18<sup>th</sup> St.) we learned about the center's mission and history. The center hosts dinners, food and wine tastings, lectures and socials. Art and photography exhibits adorn the walls of this one room space. Refer to their website for a schedule of events and tastings: [www.18reasons.org](http://www.18reasons.org).

Our final stop, Taqueria La Cumbre (515 Valencia) holds claim to have invented the burrito as we know it today. For our final food sampling we were treated to a substantial plate of nachos. Jean also gave us a thorough briefing of the San Francisco food scene as it has evolved over the years and reminded us of dishes that had their origins in San Francisco: Chop Suey, Crab Cocktail, Crab Cioppino, Chicken Trazzini and Anchor Steam Beer.

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**ANITA RAO**  
**PROGRAMS CHAIR: 2009 – 2011**

By Lynn Andrews

Anita Rao, “the hardest working member of the board,” swears she will retire her position at the end of 2011. Anita has educated and entertained us for three years. Her ability to produce quality programs for the members of the San Francisco Tour Guide Guild, who have benefited from her dedication and expertise, is unsurpassed. In case you were wondering just how “hard working” Anita is, following is the list of programs and hospitality events Anita has produced during her tenure on the board:

**2009**

2/26: Multi-Cultural Mission  
3/30: Wine Country  
4/10: Pardee House/Paramount Theatre  
6/25: Angel Island  
7/22: Monterey/Carmel  
8/13: Angel Island  
9/25: Chinatown Walk  
10/27: Presidio/Disney Museum  
11/12: Sacramento

**2010**

1/28: History & Elegance – 100 Years at the Palace  
2/10: Ano Nuevo/Half Moon Bay  
3/15: San Francisco City Tour – Up Close  
4/13: Mountain View Cemetery  
4/19-20: Springtime in Yosemite  
5/25: Cruisin’ the Castro  
6/29: Night on the Town  
7/7: Credo/Julia Morgan Ballroom (*Hospitality*)  
7/19: Muir Woods/Marine Mammal Center  
8/4,22: Tacos & Trivia  
9/16: From Grape to Bottle  
9/30: Livermore Wine Country (*Hospitality*)  
10/12: Salinas Valley Ag Experience  
11/1: Japantown

**2011**

1/14: DeYoung Impressionism Exhibit (*Hospitality*)  
1/25: The Haight is more than the Hippies  
2/7: Pier 24 Photo Exhibit (*Hospitality*)  
2/16: African-American Tour of Oakland  
3/8: Culinary SF Tour  
3/17: Silicon Valley Tour  
4/1: Angel Island FAM (*Hospitality*)  
4/13,4/19: Wine, Wit and Wisdom: Sonoma Overnight  
5/10: Segway Tour of GG Park (*Hospitality*)  
5/12: Lands End/Sutro Heights Gadabout  
5/21-25: PowWow Volunteers, Moscone Cente  
6/13: SFO Airport Training  
... and there’s still more!!

**Thank you Anita. . . Please don’t go**

**NFTGA CONFERENCE**  
**SAN FRANCISCO 2012**

By Jean Feilmoser

As President of the National Federation of Tourist Guild Assn. USA, I am proud to announce that our next National Conference will be held in San Francisco early next year in January.

The NFTGA was formed in 1998 when members from tour guild associations and guilds from across the US gathered for its first ever national forum in Washington D.C. to discuss issues pertinent to the tourism and travel industry as related to guiding. The San Francisco Tour Guide Guild was one of the founding members of this association. Our own Craig Smith designed the national logo!!

The purpose of the NFTGA-USA is to represent, promote and protect the common interests of tourist guide associations in the U.S. by:

- Providing a national forum to promote the highest degree of professionalism for tourist guides.
- Establish contacts among associations to share information and reinforce professional ties.
- Raise private, public and governmental awareness of the tourist guides’ role
- Maintain membership in related national tourism industry associations.

I urge you to visit our website: [www.nftga.com](http://www.nftga.com)



National conferences have been held in San Antonio, Boston, New Orleans and Miami, but NEVER in the West. It’s high time, so I hope you’re as excited as I am for this opportunity to showcase what we already know is the Best city in the USA!!

I am now working on setting up the program along with my fellow board members. I am seeking help in finding guest speakers and sponsors. Please contact me with any suggestions or recommendations at [gypsyj@att.net](mailto:gypsyj@att.net)

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## *John Charles Frémont, Part II*

*By Jason Cohen*



In the last issue of the Guidepost we followed John Charles Frémont as he began his career as a U.S. Army officer leading exploration missions to the West and marrying the daughter of

a powerful senator. The story continues with his role in the American takeover of California in 1846. We often read a few sentences about the events of June and July 1846, but here are some additional details.

### **Third Expedition**

Frémont first made his reputation as an explorer, resulting in the nickname “The Pathfinder.” In the last issue we discussed his First and Second Expeditions. The Third Expedition began in summer 1845. By this time it was becoming apparent that the United States wanted to annex California, one way or another. Whether Frémont was secretly ordered to assist in that process, or if he was acting on plans that he and/or his father-in-law Senator Benton formulated themselves, is a subject still debated by historians.

The expedition traveled west from Kansas City and reached Sutter’s Fort after an easy Sierra crossing, in December 1845. In early March 1846, Frémont and a few of his men traveled to Monterey, California, the Mexican capital, where U.S. Consul Thomas Oliver Larkin introduced him to General Jose Castro. Consul Larkin (who had been instructed by Washington to do whatever he could to pave the way for California to become part of the U.S.) assured Castro of Frémont’s peaceful, scientific mission. However, when the bulk of Frémont’s heavily armed men arrived, relations deteriorated and Frémont was ordered to leave California.

### **Gavilan Peak and the Bear Flag**

This led to the “Gavilan Peak incident.” Gavilan Peak (now called Frémont Peak) rises south of the town of San Juan Bautista, only about 25 miles from Monterey. Frémont took his men there, built a small fort and raised the American flag. General Castro couldn’t ignore such a provocation, and the two sides had an armed standoff for several days. Frémont finally withdrew, and took his men northward.

A messenger secretly sent from Washington found Frémont in early May in far northern California. Frémont never revealed specifically what the secret dispatches said, but he did claim that “on the Authority of the Secretary of the Navy” he was to “obtain possession of California” and “find out any foreign schemes [e.g., by England] in relation to California and ... to counteract them.”

Days after the Bear Flaggers seized Sonoma on June 14, Frémont took over Sutter’s Fort and began to call himself “Military Commander of U.S. Forces in California.” His original group, plus some of the Bear Flaggers, became the “California Battalion.” The Bear Flaggers arrested Mexican commander Mariano Vallejo and locked him up at Sutter’s Fort. Confusion reigned. Some American residents, such as Larkin, had hoped that California would be annexed peacefully, but apparently it was now too late.

On July 1, Frémont and his men rowed across the Golden Gate from Sausalito and climbed the hill to the abandoned Spanish/Mexican fort, the Castillo de San Joaquin (at approximately the location where Fort Point is today). Since the fort had been abandoned years earlier they met no opposition, but they disabled the old, rusty cannons that were there. (Those cannons are on display at several places in the Presidio today.) It was Frémont who gave the name “Golden Gate” to the strait they crossed.

*Continued on Page 5*

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*Continued from Page 4*

Though Frémont was a captain in the Army, it was the U.S. Navy, under John Drake Sloat and then Commodore Robert Stockton, that took possession of California. (Sloat was ill and at the end of a long career at the time of the takeover, and quickly retired, replaced by Stockton.)

About a week after Sloat raised the American flag for the first time in Monterey on July 7, Frémont's forces (now about 500 strong) captured San Juan Bautista and San Jose, then re-entered Monterey, perhaps to intimidate a British warship that was in the harbor and may have been poised to seize California for England.



*Battle of San Pasqual*

At the end of July, Stockton sent Frémont to capture San Diego to cut off General Castro from escaping into Mexico from where he might launch a counter offensive. Frémont and Stockton took Los Angeles in mid-August and thought the conquest was complete, but they were wrong. Up to this time, very little blood had been shed, but a new commander, U.S. Army Brigadier General Stephen Watts Kearny, arrived from Santa Fe and was defeated in early December at the Battle of San Pasqual, near San Diego. Also, the Mexican citizens in LA revolted and took back the town for three months, until they were defeated by Stockton and Kearny in small skirmishes on January 8 and 9, 1847.

On January 13, 1847, Frémont and Andres Pico, brother of the Mexican governor Pio Pico, signed the "Cahuenga Capitulation," a treaty that finally ended the hostilities. Unfortunately, in negotiating

and signing this treaty, Frémont was acting on his own, without the knowledge or permission of either Stockton or Kearny.

### **Power Struggle and Court Marshal**

There followed a confused period in which Stockton and Kearny struggled against each other for dominance. Frémont sided with Stockton and refused to obey orders from Kearny, but Kearny was chosen by Washington as the ultimate commander. He marched Frémont to Washington to be court marshaled for insubordination and mutiny. The trial was a battle of "regular Army" versus the political establishment of Frémont's father-in-law, Senator Thomas Hart Benton. It was the nineteenth century version of a celebrity trial.

Frémont was convicted; however, he was a national hero. Thus, President Polk canceled the sentence (which was dismissal from the Army), but Frémont, his feelings hurt, resigned his commission anyway.

### **Conclusion**

Following his court marshal, Frémont's later career involved the Gold Rush, presidential politics, and the Civil War. We'll cover those in a concluding article in the next issue of the Guidepost.

### **Sources:**

This article is primarily based on *John Charles Frémont: Character as Destiny*, Andrew Rolle, University of Oklahoma Press, 1991. Other sources include *Thomas O. Larkin: A Life of Patriotism and Profit in Old California*, Harlan Hague and David J. Langum, University of Oklahoma Press, 1990; the website of the California State Military Museum ([www.militarymuseum.org](http://www.militarymuseum.org)); and the National Park Service website for the Golden Gate National Recreation Area.



## HAIGHT-ASHBURY

*By Sharon Traeger*

Mary McCloy, fellow SF Tour Guide Guild member and a native Haight resident, led us on a delightful walking tour of her neighborhood on a chilly Friday, January 28. She brought the district to life with her stories of growing up on Delmar Street riding buses to school near hippie camps, and playing on steep and hilly roads.

Originally this part of San Francisco was sandy beach and filament grass with only a small strip of fertile soil (the Panhandle). There were a few isolated farmhouses and dairy farms when the civic leaders decided to set aside land for a large park in the 1860s. Immediately real estate developers started buying up adjacent land, realizing that it would become increasingly valuable once the park was completed. Although Frederick Law Olmstead declined an invitation to design the park, eventually William Hammond Hall was hired (1871) to survey the land and develop the park's roads and infrastructure. He began preparing the land by mixing manure with the sand to create a more fertile platform for growth. The Panhandle served as a nursery as he started importing plants to use in the park. The only native plant in the area was an oak tree, which has since died. Hall's assistant John McLaren carried on the work after Hall retired in 1887. McLaren was still a fixture in the park as late as 1943 when he died at age 96.

In 1883 a cable car line from Market St to Stanyan opened, connecting the Haight to the more populous city. As the entrance to Golden Gate Park, the Haight began as an entertainment destination including sports fields and an amusement park. The amusement park (1895) included a popular ride called the Chutes, a long slide ending in a pool of water.

In addition to be a nursery for the park, the Panhandle was used to house refugees in tents after the 1906 earthquake, until late summer when the tents were replaced by shacks. The following year

these shacks were dismantled and moved to other parts of the city.

As we walked along the Panhandle down Oak Street Mary pointed out the variety of architectural styles. Fell and Oak Streets were designed as promenades, lined with single-family homes for upper and middle class residents. Many of the homes exist today as they would have in the late 1800s.

In the 1960s the Panhandle became notorious when "hipsters" (coined by Herb Caen) moved to the Haight for cheap housing and its tolerant atmosphere. Their philosophy "no money, no religion, no war". This relaxed lifestyle attracted many others who may not have shared their philosophy. By 1967 many of them were camped in the Panhandle. Bodies were so close together you couldn't even see the grass below. Mary described "two layers of smoke" at their camps - the fire and the marijuana. Police intervened in 1968 and everything ended abruptly with a mock Funeral of the Hippie. The locals paraded a coffin around the streets and buried it in the Buena Vista Park nearby.

Our walk included a climb up the steps of Buena Vista Park (elevation 669 ft). This was once a resting place for soldiers on their way to the Presidio. Mary told us a story about the gutters lining the upper walkways in the park. These gutters were once headstones that were removed when all San Francisco graves were moved to Colma. Some of these gutters even show the original writing from the headstones.

As our tour wound down the hill, we entered a well-traveled block of Ashbury Street. It's worth noting some of these addresses: 701 Ashbury is the Grateful Dead home. Across the street at 715 Ashbury is the Hell's Angels' home. 642 Ashbury was the home of Country Joe McDonald. 635 Ashbury is where Janis Joplin lived.

As we neared the end of our tour, we welcomed the opportunity to sit down at the Red Victorian Bed & Breakfast and hear Sami Sunchild describe her mission to promote peace in the world by bringing people together at her hotel, salon and restaurant. She hosts peace discussions every Sunday morning. [redvicpeace@gmail.com](mailto:redvicpeace@gmail.com)

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## WHAT'S IN A NAME?

*Jesse McKinley, New York Times  
Printed in the SF Chronicle*

It may never make it on the political menu, but the People for the Ethical Treatment of Animals urged city leaders in San Francisco to change the name of its legendarily gritty Tenderloin to something with decidedly less gristle.

In a letter to Mayor Ed Lee, PETA's executive vice president, suggested that city officials rename the neighborhood the Tempeh District, homage to a soy-based meat substitute.

"San Francisco is now renowned for some of the best vegan cuisine in the world, and the city deserves a neighborhood named after a delicious cruelty-free food instead of the flesh of an abused animal." Reiman wrote.

Lee did not have a comment, but Tenderloin aficionados were quick to point out that the moniker had little to do with meat and more to do with a neighborhood's old reputation as a place where the police were on the take, receiving "tenderloin" or bribes, to turn a blind eye.

"It really referred to areas of vice and corruption" said Randy Shaw, a longtime housing advocate in the Tenderloin. "It wasn't like they were giving them steaks. They were giving them cash." He added that the neighborhood's official name was the Uptown Tenderloin; something recognized in the area's recent listing on the National Register of Historic Places

## CENTRAL SUBWAY

### (3<sup>rd</sup> Street Light Rail Extension to Chinatown)

*Submitted by Frances Gorman*

If you don't know about this project, join the crowd. Have you wondered what's been happening on 4<sup>th</sup> Street, and now on Stockton for the past year? The utilities underneath the center of those streets are being moved over to below the sidewalks to make way for three new subway stations.

The Central Subway is Phase 2 of the 3<sup>rd</sup> Street Light Rail Project. At 4<sup>th</sup> and Folsom, Muni light rail transit will go into a subway tunnel, ending at Stockton and Washington Streets. There will be stations at Moscone Center, Union Square and on the SW corner of Stockton and Washington in Chinatown. The

extension to Union and Columbus is not in this current phase. The SFMTA website says "The Central Subway will provide rail service into Chinatown, the most densely populated area of the country not currently served by modern rail transportation. The new 1.7-mile light rail line will serve regional destinations as well as connecting to BART and Caltrain. The majority of funding will be provided by the Federal Transit Administration, with a total commitment over the life of the project of \$948.4 million". The Central Subway is slated to open to the public in 2018. [www.sfmta.com](http://www.sfmta.com).

## PRESIDIO PARKWAY

*Submitted by Frances Gorman*

Doyle Drive was built in 1936 to funnel traffic over the Presidio military base with an elevated roadway, connecting San Francisco to the Golden Gate Bridge. It now is seismically unsafe, and doesn't meet the current needs of Presidio residents.

The new Presidio Parkway is designed to fit its current settings, improve access to the Presidio, and be a "parkway" rather than a "freeway". Key design features include two sets of short tunnels and a wide landscaped medium, allowing for new direct access to the Presidio and enhanced views. Estimated completion is currently 2014.



## THE RAINBOW FLAG

The Rainbow Flag is 33 years old, making its debut at the 1978 Gay Pride Parade, representing the diversity of the community and the hope for unification encompassing all diversity.

Local artist Gilbert Baker, inspired by the five-striped "Flag of the Race" designed a Rainbow flag. A crew of artists handmade and dyed the first eight-striped flags. Affectionately called "New Glory", the eight colored flag was enthusiastically cheered by the thousands of people who lined the streets. The original eight colors were: pink for sexuality, red for light, orange for healing, yellow for the sun, green for serenity with nature, turquoise blue for art, indigo for harmony and violet for spirit.

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***SFTGG PROGRAMS***

July 20 San Francisco City Tour – Sustainable/Green  
August 25 Muir Woods/Battery Townsley (Marin Headlands)  
October 1 Ohlone Day  
Future Possibilities: Overnight Tour

***FUTURE HOSPITALITY PROGRAMS***

July 28 Exploratorium Fam  
Future Possibilities: Dinner/Happy Hour/Dance or Bar Venues

For information check our website at [www.sftgg.org/programs](http://www.sftgg.org/programs) or call Program  
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