

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

## **Legacy Business Registry Staff Report**

#### **HEARING DATE JANUARY 9, 2017**

#### **GOOD VIBRATIONS**

Application No.: LBR-2016-17-041
Business Name: Good Vibrations
Business Address: 603 Valencia Street

District: District 9

Applicant: Jackie Rednour-Bruckman, Executive Vice President

Nomination Date: November 7, 2016

Nominated By: Supervisor David Campos

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

#### **BUSINESS DESCRIPTION**

Good Vibrations is an innovative sex-positive retailer that promotes sexual health and safe sex for people of all genders and sexual orientations. It was founded in San Francisco's Mission District in 1977 by Joani Blank, a licensed family and marriage therapist who, in 1975, founded a sex education publishing press called Down There Press after finding that many of her clients lacked access to information about sexual arousal and positive perceptions of sex and the body. Blank developed an idea for a retail store that would provide a safe, warm, and welcoming place for women and others to buy products and books and obtain information regarding sexual health and education. The business is credited with inventing the concept of an open, non-judgmental and well-lit welcoming and safe environment where patrons could shop for products such as toys, books, and movies and also attend workshops. In the 1990s, Good Vibrations brought on sexologist Dr. Carol Queen to help with the promotion and distribution of information surrounding sexual health and education. Since its inception, the business has continuously been involved in and partnered with various citywide organizations and events that promote equality and education surrounding sexual health, identity, and sexual positivity. Good Vibrations has nine stores across the country (seven in the Bay Area and two in Massachusetts).

# CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

3416 22nd Street from 1977-1985 (8 years) 1210 Valencia Street from 1985-2003 (18 years) 603 Valencia Street from 2003-Present (13 years) 1620 Polk Street from 2003-Present (13 years) 899 Mission Street from 2010-Present (6 years) 189 Kearny Street from 2013-Present (3 years)





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# CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Good Vibrations is associated with the tradition of offering pertinent information, workshops and products promoting sexual health and education.
- Good Vibrations has contributed to the Mission District community's history and identity by continuing to
  provide the community with an array of information and products pertaining to sexual health and
  education, continuing to promote a greater level of positivity and equality with regard to sexuality, and
  fostering a business model that encourages professionalism, equality, and empowerment among women
  and the LGBTQ community.
- The business has been cited in the following publications:
  - > Berkeley Barb, 06/1977, "She's Bringing you Good Vibrations," by Adi Gevins.
  - > The Weekender, 4/7/1994, "Too Embarrassed to Buy a Sex Tool?," by Aaron Asa.
  - ➤ The San Francisco Bay, 07/2000, "Best of the Bay;" Mission Local, 8/10/2016, "Founder of Good Vibrations Sex Store Dies," by Joe Rivano Barros.
  - San Francisco Magazine, 8/8/2016, "Good Vibrations Founder Joani Blank, Feminist Pioneer and Vibrator Designer, Had Died," by Lamar Anderson.
  - Bayarea.com, 09/2016, "The Buzz on San Francisco's Antique Vibrator Museum," by Eleanor Porter.
  - > KRON-4 Documentary "Sex In the City: A History of Sex in San Francisco
- Good Vibrations has also received Certificates of Honor and Certificates of Recognition from San Francisco City Hall and the California State Assembly, among others.

# CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Good Vibrations is committed to maintaining the physical features and traditions that define its legacy as a welcoming, diverse, equality-driven sexual health educator and retailer.

#### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Good Vibrations qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.
- High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.
- Clean, open, well-lit retail spaces.





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

 Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.

In addition, the following is recommended for safeguarding by staff:

 Antique Vibrator Museum at the Polk St. Store where vintage items and promotional materials can be viewed.

#### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Good Vibrations currently located at 603 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager Legacy Business Program







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

## Small Business Commission Draft Resolution

**HEARING DATE JANUARY 9, 2017** 

#### **GOOD VIBRATIONS**

#### LEGACY BUSINESS REGISTRY RESOLUTION NO.

Application No.: LBR-2016-17-041
Business Name: Good Vibrations
Business Address: 603 Valencia Street

District: District 9

Applicant: Jackie Rednour-Bruckman, Executive Vice President

Nomination Date: November 7, 2016

Nominated By: Supervisor David Campos

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

# ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GOOD VIBRATIONS, CURRENTLY LOCATED AT 603 VALENCIA STREET.

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on January 9, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Good Vibrations in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED** that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Good Vibrations:

Physical Features or Traditions that Define the Business:

- Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.
- High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.
- Clean, open, well-lit retail spaces.
- Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.
- Antique Vibrator Museum at the Polk St. Store where vintage items and promotional materials can be viewed.

I hereby certify that the foregoing Resolution was January 9, 2017.	as ADOPTED by the Small Business Commission on
	Regina Dick-Endrizzi Director
RESOLUTION NOAyes – Nays –	
Abstained – Absent –	



**DELIVERY DATE TO HPC:** November 7, 2016

Manager, Legacy Business Program

Richard Kurylo



#### CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

# **Application Review** Legacy Business Registry Application Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By:	LBR-2016-17-041 Good Vibrations 603 Valencia Street District 9 Jackie Rednour-Bruck November 7, 2016 Supervisor David Car	•	ive Vice Pr	esident	
CRITERION 1: Has the appl San Francisco operations ex					th no break in No
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CRITERION 2: Has the apploarticular neighborhood or co		e neighborhoo X Yes	d's history	and/or the ide	ntity of a
CRITERION 3: Is the applicate the business, including craft,		•		res or tradition 'es	s that define No
NOTES: NA					





Member Board of Supervisors District 9 City and County of San Francisco

#### DAVID CAMPOS

November 7th, 2016

Re: Nomination of Good Vibrations to the Legacy Business Registry

Dear Rick Kurylo,

I am writing to nominate to the Legacy Business Registry --Good Vibrations, a sex-positive retailer that promotes sexual health. Good Vibrations not only offers goods, but also advocates for positive sexuality and safe sex for individuals of all genders and sexual orientations, with an emphasis on serving LGBT communities. Joani Blank, the founder of Down There Press and Good Vibrations, opened the first store 39 years ago in the Mission District, where it has remained as one of the oldest storefronts on the Valencia St. corridor.

Good Vibrations has been an innovator since its inception. It pioneered the concept of a clean, well-lit pleasure store in a non-judgmental environment where you can both shop for products and attend workshops. The store has a strong commitment to social change through education, community partnership, and ethical business practices. Good Vibrations has consistently participated in iconic San Francisco LGBT events such as SF Pride, Dyke March, the Queer Arts Festival, and independent film festivals. Good Vibrations has also been featured in local media outlets such as Kron-4 and the SF Chronicle as well as in national media such as The Huffington Post, Women's Health, Glamour, and Cosmopolitan. In addition, the store's business practices promote personal and professional development for women and LGBT individuals.

Good Vibrations is a legendary San Francisco business that is nationally recognized and that continues to make a positive impact locally. It is my honor and pleasure to nominate Good Vibrations to become part of the San Francisco's Legacy Business Registry.

Sincerely,

**David Campos** 

Attention: Office of Small Business

Re: Legacy Business Registration Application

#### Greetings!

Enclosed please find a completed application, check, and various attachments about Good Vibrations. We would love to be nominated and approved for Legacy status because we are very proud to have been founded in San Francisco and continue to be part of the thriving, innovative, and cultural heritage that makes this beautiful city unique. Our Antique Vibrator Museum is included in many travel publications and guide books referencing unique destinations in SF. For almost forty years, Good Vibrations has been a must see location for people here in the United States and traveling from abroad because of our historical relevance involving feminist and sexual politics.

Recently Good Vibrations was honored at CatalystCon at the Burbank Marriott in Los Angeles CA as a pioneer and catalyst for advancing the conversation around sexual health, sex education, and sexual politics for four decades. We are very proud that Good Vibrations is referenced and pointed to in many gender studies and human sexuality courses throughout the United States and internationally.

We have opened other stores in the East Bay, Palo Alto, and the Boston area that continue the sex positive and education based customer service while maintaining four locations in San Francisco including our flagship store in the Mission District where we founded our business in 1977.

Dr. Carol Queen, our Staff Sexologist, has recently lectured at Boston University, MIT, Stanford, UC Berkeley, the Commonwealth Club, and the Battery Club as well as other prestigious establishments.

We look forward to hearing from you!

Sincerely, Jackie

Jackie Rednour-Bruckman

**Executive Vice President** 

**Good Vibrations** 

# **Section One:**

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- · The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:					
GOOD VIBR	ATIONS				
BUSINESS OWNER(S) (identify the pers		p stake ii	n the business)		
JOEL KA	MINSKY PR	ESI	DENT &	\$ OWNER	
CURRENT BUSINESS ADDRESS:		TELEPHONE:			
FLAGSHIP STORE - 6	F CA. 94110	(415) EMAIL:	640-11	56	
ADMIN OFFICE - 1800 SUTTE	ERST. CONCORD, C494520	ĵ,	rckiedo	goodvibes, con	
WEBSITE:	FACEBOOK PAGE:	-	YELP PAGE		
www-goodvibes.com	GOOD VIBRATIONS	8	GOOD	VIBRATIONS	
APPLICANT'S NAME					
JACKIE REDN APPLICANT'S TITLE	IOUR-BRUCKMAN			Same as Business	
EXECUTIVE	VICE PRESIDEN	T			
APPLICANT'S ADDRESS:		TELEPHONE:			
1800 SUTTER ST. SVITE \$700		(415) 640-1156			
CONCORD, CA. 94520		EMAIL:			
			ackiel	goodvibes con	
SAN FRANCISCO BUSINESS ACCOUNT	NUMBER: SECRET	ARY OF S	STATE ENTITY I	NUMBER (if applicable):	
0435329 - 0	01-001				
OFFICIAL USE: Completed by OSB Staf					
NAME OF NOMINATOR:		DATE	OF NOMINATIO	N:	

# **Section Two:**

#### **Business Location(s).**

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS			
3416 22nd Street	94110	1977			
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON			
□ No ■ Yes	1977-1985				
□ No ■ Yes 1977-1985					
OTHER ADDRESSES (if applicable): ZIP CODE:		DATES OF OPERATION			
1010 \ / =   = = = = = 0 + = = = 1	04440	Start: March 1985			
1210 Valencia Street	94110	End: October 2003			
OTHER ADDRESSES (if applicable):	ZIP CODE:	Start: 0 1 1 0 0 0 0			
603 Valencia Street	94110	Start: October 2003			
000 valericia otreet	J <del>-</del> 1 10	<sup>End:</sup> Present			
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION			
OTHER ADDRESSES (ii applicable).	Zii GODE.	Start: 2003			
1620 Polk Street	94109	End: Present			
1020 1 011 011 011		Present			
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION			
000 Mississa Otassat	0.4400	Start: 2010			
899 Mission Street	94103	<sup>End:</sup> Present			
OTHER ADDRESSES (Completely)	710 0005	DATES OF OPERATION			
OTHER ADDRESSES (if applicable):	ZIP CODE:	Start: 00.40			
189 Kearny Street	94108	Start: 2013			
100 Reality Officer	J-7 100	<sup>End:</sup> Present			
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION			
The state of the s	Lii GGDL.	Start:			
		End:			

4 V.5- 6/17/2016

## **Section Three:**

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the

statement. Then sign below in the space provided.
I am authorized to submit this application on behalf of the business.
I attest that the business is current on all of its San Francisco tax obligations.
I attest that the business's business registration and any applicable regulatory license(s) are current.
I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

JACKIE REDNOUR-BRUCKMAN 10/7/16

Name (Print): Date: Signature:



#### **Criterion 1**

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Good Vibrations is a San Francisco heritage brand and premier retailer trusted for almost four decades to provide high quality products, education, and information that promotes sexual health, pleasure, and empowerment. We invented the concept of the clean, well-lighted vibrator store and we're proud to provide a safe, welcoming, and non-judgmental environment where customers can shop for sex toys, books, movies, and attend workshops. We also have the world's first only Antique Vibrator Museum located at our Polk St. Store in San Francisco where vintage items and promotional materials can be viewed that date back to when massagers were promoted for 'health' and 'vigor.'

Good Vibrations opened its first store in San Francisco's Mission District in 1977 and its flagship store has been located on Valencia St. since the mid 1980s. Following is a Good Vibrations company timeline:

- 1975: Joani Blank starts Down There Press, an independent publishing company for sexuality/sexual health books
- 1977: First GV store and Vibrator Museum opens in San Francisco's Mission District
- 1985: GV mail order catalog launched offering books, vibrators, and other toys
- 1990: Dr. Carol Queen joins Good Vibration
- 1994: GV opens a second location in Berkeley, Ca
- 1996: the Good Vibrations website and ecommerce store, www.goodvibes.com is launched
- 1997: GV launches our After Hours classes at GV stores, workshops where professionals lead guided forums on a wide range of sexuality topics
- 2000: GV launches "Pleasure Parties", in-home, Tupperware style parties
- 2002: GV opens Polk Street location in San Francisco
- 2006: GV opens Brookline, MA location
- 2006: GV launches IXFF, the Independent Erotic Film Festival (renamed The Quickies)
- 2006: we launch GVU (Good Vibrations University), our nationally renowned training program for non-GV adult stores
- 2007: GV launches Women Like Me program and Triangle Project
- 2008: GV launches Student Union programs
- 2009: GV launches the first adult Brand Ambassador Program, a viral marketing initiative where bloggers, tweeters, sex pundits and customers from across the country review GV products
- 2009: GV wins "O" Award for best online retailer
- 2009: Dr. Carol gueen receives "O" Award for Outstanding Achievement
- 2009: GV partners with legendary Lesbian Cruise and vacation company, Olivia to bring Pleasure Parties to the high seas
- 2009: Jackie Strano takes the post of COO now Executive VP at GV

- 2009: GV launches Ecorotic™ green sex initiative
- 2009: GV branded long-time non-profit partnering campaign the GiVe, their first national corporate giving program benefiting 4 non-profit organizations each year
- 2010: store in SOMA opens at 899 Mission Street
- 2012: Oakland store opens on Lakeshore Avenue
- 2013: Kearny Street and Palo Alto locations open
- 2016: friendly acquisition of Camouflage, an adult boutique in Santa Cruz
- 2016: Good Vibrations opens in Cambridge, Massachusetts in Harvard Square

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations in San Francisco since 1977.

c. Is the business a family owned business? If so, give the generational history of the business.

The business is not a family owned business.

d. Describe the ownership history when the business ownership is not the original owner or a family owned business.

The business is not family-owned however it is a single-proprietorship, as it was from 1977-1992. In 1992-93, Joani Blank, the original owner, sold the business to the employees creating a worker cooperative. The cooperative was dissolved in 2006 by the shareholders and became a C-Corp. In 2007, the business was sold to GVA-TWN. Joel Kaminsky purchased the business from GVA-TWN in 2008 and once again created a sole-proprietorship that exists to present day. In 2009, Jackie Rednour-Bruckman returned to Good Vibrations to manage day-to-day operations as Executive Vice President. Jackie is a former member of the worker-owner cooperative from the early 1990s.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

See included documentation.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building has recently had a façade improvement, however the south side of the building in which the store is located is on Clarion Alley, a street famous for its political and cultural murals and street art. Tourists heavily traverse this area and organized guided art walks with participants from all around the world, giving Good Vibrations plenty of exposure at this location. Valencia Street is also the main thoroughfare of the Mission District and is central to the nightlife, shopping, and restaurant culture of the neighborhood, with Good Vibrations holding a prominent storefront location.

#### **Criterion 2**

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

The Mission District, and in particular Valencia Street in San Francisco, became a feminist and lesbian haven in the late '70s and early '80s with locations like Good Vibrations, Artemis Café, Old Wives Tale Bookstore, Osento bathhouse, and Amelia's. Only Good Vibrations remains.

Good Vibrations is a woman friendly, inclusive, and diverse education based retailer providing high-quality, sex-positive products and non-judgmental, accurate and trusted sex information through our clean and comfortable stores, web site, wholesale private label division, in order to enhance our customers' sex lives and promote healthy attitudes about sex overall. We want to help make the world more sex positive and shame free around sexual health and sexuality.

Good Vibrations recognizes that sexuality touches on every aspect of our lives and that many people face challenges around positive sexual expression. Their goal is to help everyone we come into contact with to discover ways to experience sexual pleasure, health, and well-being. Since sexual diversity is a core component of the human experience and each person's sexuality will change over the lifespan, we welcome all forms of consensual sexual expression, desire, and fantasy.

Good Vibrations also has locations in SOMA, Union Square, and Upper Polk Street, where it has been for 14 years and is one of the few remaining anchor tenants in the Russian Hill area. This location is also home to the Antique Vibrator Museum, which is a travel destination having been listed on many different travel guidebooks and websites.

b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?

Good Vibrations is heavily involved in many events in the neighborhood as well as across the City. Good Vibrations participates in SF Pride, the Dyke March, and Trans March as sponsors as well as vendors, and co-hosts events at the nearby Roxie Theater, Women's Building, and Theater Brava. Good Vibrations is also a destination on the LitCrawl festival on Valencia Street, with many other bookstores, shops and bars on Valencia Street participating as well. The Fresh Meat Transgender Performance Festival, QWOCMAP, Transgender Film Festival, Queer Arts Festival, San Francisco International Gay Film Festival, and more are all sponsored by Good Vibrations annually.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

Good Vibrations has been voted Best of the Bay from the SF Bay Guardian, and received other accolades from City and State officials over the years. Some of those accolades include Proclamations from San Francisco City Hall and the California State Assembly. Other publications include: Susie Bright's memoir *Big Sex Little Death*. The business was also featured in KRON-4 Documentary *Sex In The City: A History of Sex in San Francisco*. Other publications include: The LA Times, The Boston Phoenix, SF Chronicle, The Huffington Post, Essence, Esquire, The Boston Globe, Playboy, Glamour, the Village Voice, Elle, Bust, the New York Post, Redbook, Self Magazine, Women's Health, Men's Health, Men's Fitness, Cosmopolitan, and various weekly publications throughout the country. News media that the business has been mentioned include Nightline, MSNBC, and various indie documentaries as a backdrop and location.

Good Vibrations has been a media source for sex-positive information on premium sex toys, books and videos for almost 40 years.

d. Is the business associated with a significant or historical person?

The original owner of the business, Joani Blank, is a well-known feminist radical who revolutionized the concept of the sex-positive feminist sex toy store. Joani has set a model for the industry of sex toy shops and has helped in training women in this sector, leading to the proliferation of stores across the

country. Joani helped kick off the sex positive feminist revolution that helped usher in third and fourth wave feminism in the United States.

The business employs a Staff Sexologist, Dr. Carol Queen, who has been with the company for 25 years. Dr. Queen has lectured and taught at prestigious universities such as UCSF, UC Berkeley, Mills, Harvard, MIT, Boston University, Stanford, SF State, SF City College, California Institute of Integral Studies, and Hastings. She is also a member of the Sisters of Perpetual Indulgence group and has long been one of the public faces of Good Vibrations.

#### e. How does the business demonstrate its commitment to the community?

Good Vibrations strives to be an agent for social change, through the lenses of sexuality, diversity and ethical business practices. Both within our organization, and throughout the communities we serve, we are committed to fostering respect, promoting supportive communication, providing access to educational resources and strongly advocating for women in leadership roles.

For almost 40 years Good Vibrations has partnered with hundreds of local and national nonprofit organizations. By donating products, advertising and sponsorship for fundraisers, along with a percentage of retail sales, the company has provided much needed support for women's shelters, HIV/AIDS research, art programs, LGBT benefits, Breast Cancer awareness and much more.

Good Vibrations is known for our educational workshops like our Paid and Free workshops and classes, our extensive Sexual Health Outreach Workshops (SHOW) program and many other outreach events we do in communities at large around sex education and sexual health.

Through our Give Program, our Partnership for Social Change, we have partnered with hundreds of nonprofits over the years and raised thousands of dollars for entities like The Transgender Law Center, Pulse Orlando, Planned Parenthood, Stop AIDS Project, Shanti, and Asian Pacific Wellness Center to name a few. In the past year, Good Vibrations has raised almost \$10,000 for the Orlando Victims Fund and over \$6,000 for the Transgender Law Center based in San Francisco.

Good Vibrations has sponsored several signature SF events over the years including SF Pride, SF International Gay Film Festival among hundreds of other small and big events throughout the calendar year.

The Good Vibrations earth-friendly Ecorotic™ collection offers all-natural and organic products, as well as longer lasting items that have less environmental impact, such as toys made from superior materials and rechargeable vibes. Many sex toys contain phthalates, a plastic softener banned from children's toys, both in the United States and Europe, for toxicity. Good Vibrations believes that if they shouldn't be in children's toys, they shouldn't be in toys for grown-ups either. In 2007, Good Vibrations eliminated all phthalates-containing products from their inventory. Customers can rest assured that all Good Vibrations Ecorotic™ products are safe and phthalate-free.

#### f. Provide a description of the community the business serves.

Good Vibrations was founded by a woman in support of personal and professional development for women in leadership. The business is also very inclusive of all orientations and genders as outlined in their Sex and Gender Policy.

At Good Vibrations, we believe that sexual pleasure is everyone's birthright. We believe that sexual pleasure is an important part of all of our lives, and that everyone should be able to live the sex life that's right for them. We take it as our mission to respond to all forms of sexual shame and support people as they discover their authentic sexual selves.

We believe that any adult consensual sexual activity is something to affirm and celebrate. We do not judge anyone's sexual preferences or choices, so long as those choices and activities are between adults and consented to by everyone involved or affected.

Ongoing education is essential to our mission. In order to be the best possible resource for our customers, we constantly strive to have a better understanding of sexual variation and to advance our own knowledge of sexual pleasure and desire.

To provide an environment that is supportive of our customer's needs, we understand that our Sex Educator-Sales Associates must maintain an open and respectful attitude and to model sex-positive, non-judgmental communication at all times.

g. Is the business associated with a culturally significant building/structure/site/ object/or interior?

The building in which the store is located is a major storefront on the Mission District's Valencia Street, and is also on the corner of Clarion Alley, which is an integral part of the Mission's history of art and culture.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Good Vibrations has been a mainstay in the community in which it serves for almost 40 years and has been central to the cultural landscape of the San Francisco LGBTQ community as well as the neighborhoods in which the various stores are located in. The business is partnered with many health and wellness organizations throughout the City and provides education on sexuality and sexual health as well. Should the business ever be relocated from its flagship location, Valencia Street would be losing one of its oldest, if not the oldest retail storefront on the commercial corridor. In addition to the aesthetics of a storefront, the community would also be losing a valuable resource that is involved in the planning and co-hosting of events that are long-standing traditions in San Francisco. The community would also lose 25 employees that work at the various locations in San Francisco.

#### **Criterion 3**

a. Describe the business and the essential features that define its character.

The initial idea of Joani Blank was to provide a safe, warm, and welcoming place for women and everyone to buy personal pleasure products, books, and information. The business presents itself as a high-end boutique with a highly trained staff that can advise customers on sexuality, sexual health and practices, as well as trusted information. The store is very clean and well lit, free of the stigma and shame that sometimes is correlated with adult boutiques.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

In addition to our support of women's sexual desire and potential, we recognize the critical contribution women make as business leaders in industry, our workplace and society. We strive to create a working environment in which the contribution of all genders is recognized and valued equally.

Good Vibrations is an Equal Opportunity Employer. They have zero tolerance for harassment or discrimination of any kind. The aforementioned Sex and Gender policy is built into the company handbook and company culture.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?

The interior of the business has been upgraded over the years to include new floors and new lighting, keeping with the influx of boutiques and specialty shops that Valencia Street has now become known for. The exterior of the business faces Valencia Street as well as Clarion Alley, which is adjacent and has an ever-changing façade of murals and street art that heavily define the Mission District.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Although the ownership has changed over the years, the logo and elemental branding of the business has not been changed since the 1980s. The core values, mission and quality of the brand remains unchanged over the course of 40 years in business. The commitment to the LGBTQ community events and institutions has always fit in with the company culture and has not changed since the inception of the business. Please see supplemental documents.

# GOOD IBRATIONS®

#### Historical Narrative Guide

Good Vibrations has been in operations for almost 40 years starting with the first location in the Mission District of San Francisco in 1977. Joani Blank opened the first store in San Francisco after founding a sex education publishing press called Down There Press in 1975. She was a licensed family and marriage therapist and found that many of her clients' issues involved access and information around sexual arousal and sex and body positivity. She would recommend couple's and women to go buy a vibrator but the only locations available were the typical peep show type of locale that only men frequented. An idea for retail store was born so Joani could provide a safe, warm, and welcoming place for women and everyone to buy personal pleasure products and books and get information. Little did she know that by opening that first store, Joani Blank kicked off the sex positive feminist revolution that helped usher in third and fourth wave feminism in the United States. Recently it came to our attention that many women and gender

The Mission District and in particular, Valencia Street in San Francisco became a feminist and lesbian haven in the late 70's and early 80's with locations like Good Vibrations, Artemis Café, Old Wives Tales Bookstore, Osento bathhouse, and Amelia's. Only Good Vibrations is still left. Good Vibrations has always partnered with local businesses and non-profits and been community focused and socially conscious. Groups like the Stop AIDS Project and Glide Memorial Church as well as many orgs that service low income women and homeless populations have been recipients of our donation and partnership program as well as Planned Parenthood and SF Women Against Rape and thousands of others throughout the years. We have sponsored film festivals and street festivals and SF Pride and other well-known SF institutions. The Valencia Street store is our busiest location and our heritage flagship location situated near Clarion and Sycamore Alley known famously for their political murals and street art that hosts several tours each day. Tourists come from all over the world to see our Valencia Street location and see for themselves the original destination that started it all.

We are featured in many guide books as a must see destination and been intricately involved in the artist and LGBT and socially active groups of the City as a hub and community outpost and anchor tenant as waves of longtime residents have come and gone and possibly returned again. We were a destination on the most recent LitCrawl event and co-host and sponsor many events at the Roxie theater nearby, the Women's Building, and Theater Brava, Fresh Meat Transgender Performance Festival, QWOCMAP, and many more.

Good Vibrations employs app. 22 employees in SF and several more long term staff members from other locations continue to call San Francisco home and still live there. The company has about 60 staff members but SF is still where most staff members work and live. We have a diverse staff and are extremely proud of our company culture and our Sex and Gender Policy.

We are proud to offer regular full time employment with benefits to the LGBT community who often don't find a welcoming place to work and in turn we provide that space for our customers who love feeling the inclusive and welcoming nature of our stores.

We are actively involved in all of our merchant associations and the SF Travel Bureau and various neighborhood groups and activities especially having a location near Dolores Park and close to many well-known startups and social media outposts.

One of our beloved staff members, Dr. Carol Queen who has worked at Good Vibrations for 26 years. She is the Staff Sexologist and Curator of our Antique Vibrator Museum and she does all the immersion trainings of our staff members especially the retail ones who interface directly with customers. We give our staff more training on human sexuality that most medical doctors receive in medical school. Dr. Queen has lectured and taught at the following Universities-UCSF, UC Berkeley, Mills, Harvard, MIT, Boston University, Stanford, SF State, SF City College, Cal. Institute of Integral Studies, Hastings, and many more throughout the area. Dr. Carol Queen is an honorary saint in the Sisters of Perpetual Indulgence group and has long been one of the public faces and spokespersons for Good Vibrations.

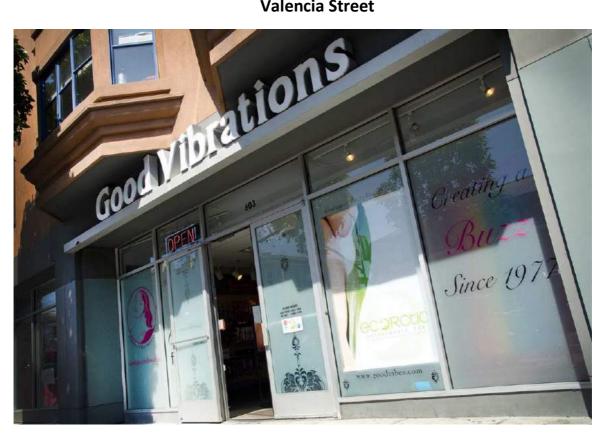
Executive Vice President, Jackie Rednour-Bruckman aka Jackie Strano has been part of the arts and activist scene in SF for decades and starting with benefit shows that they produced with their old band, The Hail Marys, they have played every major club in the city as well as served temporarily on the SF Pride Board. They have played benefits for SF Dyke March, SF Pride, SF Trans March and starting back in the early 90's with Brownie Mary benefits on up to present day, Rednour-Bruckman has been a tireless advocate for LGBT youth especially LGBT Youth of Color and has created a family via fost-adopt by adopting three sons including an older gay son from foster care. Recently Good Vibrations supported Jazzie's Place, one of the nation's only homeless shelters for LGBT homeless. Good Vibrations also raised almost \$10k for the Orlando victim's family fund and over \$6k for the Transgender Law Center based in SF.

Good Vibrations continues to feature Education as the cornerstone of the brand and we are constantly asked to lecture and be part of panels in local universities and groups (like Planned Parenthood and Asian Pacific Wellness Center) to do outreach and sensitivity trainings around sex education and gender inclusivity and sex positivity. Lately we have conducted seminars at Kaiser and asked to come up with curriculum at places like Cal. Institute of Integral Studies. We have received proclamations from the City and State and are proud of our legacy of always being a safe space to walk through the doors and have available resources and trusted information and quality products.

We would be very proud to be featured as a San Francisco Legacy Business. Being an anchor tenant in the Mission District and especially staying on Valencia St. would help preserve the historical significance of a neighborhood that has seen intense change especially over the last 5 years. Rents have increased and condos and investors are taking over where once stood businesses who were vital for employment, culture, local events, and contributing to the overall uniqueness of the City. As mentioned before, we are very involved with all the local non-profits and arts and events happening in the City. We have sponsored and partnered with the SF Bay Guardian (making a small comeback after 50 years) and Mission Local, and FunCheap SF and more to provide unique experiences that are not cookie cutter events found in any other city. Independent authors and indie publishers enjoy our hospitality when we plan receptions and gatherings and also co-host comedy and music nights at various watering holes.

For more info: http://www.goodvibes.com/s/content/c/GiVe-Donations-Sponsorship

#### **Valencia Street**









### **Mission Street**

















#### **Polk Street**







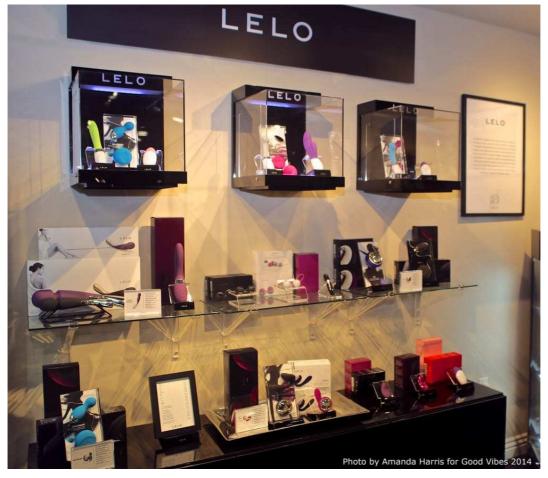






## **Union Square**















Good Vibrations Legacy Business Application Supplemental Information

Links to news articles and publications featuring Good Vibrations and Staff

https://avn.com/business/articles/novelty/good-vibrations-founder-joani-blank-dies-693724.html

http://missionlocal.org/2016/08/founder-of-good-vibrations-sex-store-dies/

http://www.modernluxury.com/san-francisco/story/good-vibrations-founder-joani-blank-feminist-pioneer-and-vibrator-designer-has-d

http://sanfrancisco.cbslocal.com/2016/08/22/sex-pioneer-good-vibrations-founder-joani-blank-dies/

http://www.salon.com/2016/01/13/david bowie rock star groupies and the sexually adventurous 70s labeling us as victims in retrospect is not a very conscious thing to do/

https://www.wired.com/2016/02/silicon-valley-wants-to-disrupt-orgasms-with-science/

http://www.upworthy.com/these-savvy-women-are-redefining-the-sex-shop-and-business-is-taking-off

 $\frac{http://www.forbes.com/forbes/welcome/?toURL=http://www.forbes.com/sites/janetwburns/2016/02/26/sexperts-agree-for-a-blissful-2016-mix-high-tech-and-low-$ 

key&refURL=http://www.goodvibes.com/s/content/c/Good-Vibes-

<u>Press&referrer=http://www.goodvibes.com/s/content/c/Good-Vibes-Press</u>

http://www.dailycal.org/2016/03/11/back-and-forth-good-vibrations-sex-toys-and-education/

http://www.cosmopolitan.com/sex-love/news/a43169/the-best-porn-sites-for-women/

http://www.glamour.com/story/dead-vagina-syndrome

http://www.womenshealthmag.com/sex-and-love/signs-you-have-healthy-sex-life

http://www.cosmopolitan.co.uk/love-sex/sex/g4546/sex-positions-with-sex-toys/

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 $\frac{http://www.sfchronicle.com/entertainment/article/This-is-the-age-of-consent-and-no-means-no-8389766.php}{}$ 

http://www.glamour.com/story/female-ejaculation

https://www.bayarea.com/play/antique-vibrator-museum/



San Francisco Congress

# **Nurse Healers -A Futuristic View**

by Louise Billotte

Rumblings of reform are being heard these days within one of this country's most entrenched power structures -the American medical establishment. The front lines of change are filling with people who prefer to call themselves healers, rather than doctors or nurses, a group which is not really out to slay the diseased dinosaur, but to point it in a new direction. Last weekend, more than 400 people crowded into a small ballroom at the San Francisco Hilton to discuss some of these new directions at the First Congress of Nurse Healers.

It was an exciting conference, but if its message was revolutionary, its spirit was reformist. Moreover, its basically middle-class outlook did not allow for the deep changes needed to challenge our medical hierarchy. "Nurse Healers -A Futuristic View" was organized by Effic Poy Yew Choy, PhD and RN, who is head of the East West Academy of Healing Arts in San Francisco, and by Dolores Krieger, PhD and RN, a professor of nursing at New York University. Nurses came to the conference from

all over the U.S. and from Canada and Mexico, from big hospitals and from barrio health programs. Some were already convinced that there is a profound crisis in our health-care system which must be met by profound changes. Others were still making up their minds. Most agreed that our system is diseaseoriented, that it must become healthoriented, and that the techniques for change must come from outside the traditional body of Western scientific lore.

They also agreed that these changes will seem threatening to the medical establishment. Speaker after speaker described the alienation nurses experience trying to work within the value-system of the establishment -- where the side of effects of drugs are often as harmful as the symptoms they are meant to treat, where machines do work that humans were meant to do, where the food is unhealthly, where rigid hierarchical structures tend to discriminate against the very women who have the basic responsibility of healing patients.

NYU nursing professor Martha Rogers, charged that the medical establishment is hopelessly out of touch with reality. Atomic and particle physicists, meanwhile, are finding that the nature of the universe is what mystics and non-Western Scientists ahve been talking abount for tousands of years. The reality which medical science continues to ignore, according to Rogers, is that "we are all interacting energy fields. We, and the world are an open and not a closed

The real inspiration for the conference was Dolores Krieger, one of its organizers. Krieger, a short, stocky, radiant woman, has done extensive research with her students using visualizations and extra-sensory perception as healing techniques. She has also pioneered the use by nurses of a very ancient healing technique, sometimes known as The Laying on of Hands.

Laying on of Hands is often associated with faith healing, and indeed, to the beholder, the practice looks like magic. In fact, it is an ancient scientific technique, although the complexities of the procedures and the results are not always mathematically quantifiable. The science comes from a body of knowledge which we call mystic. There are various techniques of healing by touch, and all of them attempt to restore the energy balance of the dis-eased person.

Krieger calls the technique which she developed, along with Dora Kunz, president of the Theosophical Society in America, Therapeutic Touch. Krieger says she is no longer sure that this technique can rightly ba called Laying on of Hands: "Laying on of Hands implies faith on the part of the patient. People open themselves up as a vessel to god. With Therapeutic Touch, no faith is necessary on the part of the patient." The practitioner, however, must believe in what she is doing and be cognizant of the dangers involved in releasing certain kinds of energies.

People who have been treated by Krieger report that during the process they feel great warmth, even heat, surrounding their

Like most holistic practitioner, Krieger doesn't claim to "cure" disease. "You can 'cure' cancer, heart attacks, but if you don't fill in with the basic needs, your patient gets another illness, so

where's the cure?"

Nonetheless there are people at the conference who testify to having been cured by Krieger. Krieger herself describes to me how just the night before, dancer Anna Halpern, who was performing barefoot, got a large piece of glass in her foot, which bled so profusely she was unable to stop the flow. Krieger worked on her, the bleeding stopped and the glass came out easily and by itself.

In the hall, outside the conference room and not officially part of the conference, Anni Coven, a young RN, is demonstrating another therapeutic touch technique, this on developed by a man named John Thie, and naturally, I'm anxious to experience it. I vaguely expect a kind of touchy, feeling massage. Instead, Coventells me simply to stretch out one arm. She presses down as hard as she can, I am to resist with my strength. She repeats the exercise several times on each arm, turning it in various directions, bending the elbow, then straightening each arm. In some positions my arm is strong and easily able to resist her push. In others I am weak, she easily pushes down my arm. The weakness, Coven tells me, is the result of blockage of the lymph flow at certain points.

She then presses lightly with her fingertips at several points on my rib cage. The area is sensitive, slightly ticklish, which is an indication of blockage. When she has finished, we test my strength again. And lo! I am easily able to resist her push. When I stand up I feel quite wonderful -- cleansed and

Dolores Krieger, insists she has never had any problem working within the system, which she claims ahs been incredibly supportive of her work. In fact, she is hoping that nurse healers will soon have official recognition from the American Nursing Association. Other, younger nurses, are leaving the profession, to work in holistic health centers or on their own.

Anni Coven is one RN who has given up on traditional nursing. She has for the past several years worked in a large hospital. She will continue to work as a healer, but does not feel this is possible (for her at least) within the hospital establishment.

I suggested to Krieger and to a number Continued on page 13

# She's Bringing You Good Vibrations

A head-spinning display of exotic-looking implements filled the small storefront window. Most of the plastic and metal appliances appeared to be small mixmasters, osterizers or electric hair brushes with special attachments. One had two small metal claws.

The woman inside looked up from her papers and flashed me a wide grin as I expressed my surprise and delight at the quantity and variety of her wares. "There are many factors to consider when choosing a vibrator," she told me, size, noise, durability, price, how powerful it is, and then there's an unidentifiable aesthetic thing, the thing that makes you really love your particular vibrator; of course the most important thing is what you're going to use it for." That made me giggle. Of course, I know what most everyone uses a vibrator for, but frankly it wasn't immediately apparent to me how some of these contraptions could be used for sexual stimulation. "Very easily," Joani Blank told me with a smile.

Joani, 39, is a trained public health educator, a licensed marriage and family counselor, a sex therapist and a vibrator aficionada. Nine weeks ago she opened a store called, appropriately enough, Good Vibrations. The store, located at 3416 22nd Street (near Guerrero) in San Francisco's Mission District, is probably the first in the world devoted entirely to what Joani affectionately describes as "the art and science of buzzing

Last year Joani wrote and published a small book entitled Good Vibrations, The Complete Woman's Guide to Vibrators (Down There Press, \$1.85). In the course of working on that treatise, she found that vibrators are even less easily available than she had thought. On research

trips to her local drug and department stores, she found that "small appliance" counters stocked few if any vibrators, usually of the plastic, battery-operated, dildo-shaped variety (\$1.50-\$7.00 at Good Vibrations), which Joani maintains are far inferior to the more expensive (\$10.50-\$24.00) electric types she also stocks.

She considers the other alternative, "adult bookstores," to be both a financial ripoff (the model that Joani sells for \$1.50 frequently goes for over \$5.00) and an almost unconquerably abysmal experience. I finally just decided to open a store myself and make it the kind of place where I'd like to go and buy a vibrator. I consider myself an access place," she continued. 'One of the things that makes me accessible is I'm a woman and it's a woman-owned business.'

The oriental carpet, piles of pillows on the floor, the ferns, macrame and weavings decorating the walls, and the smiling warmth of Joani herself certainly create a unique and non-threatening environment. The main attractions are, however, the stock of more than thirty kinds of vibrators and the availability of Joani for information, consultation and the informal advice that is necessary for most potential customers who, like myself, have never even imagined the variety of vibrators she'll encounter inside.

"It's like going to a store and buying ice cream without even knowing what flavors they have," Joani sympathized. "If I'd never eaten ice cream before, I might want to go and have a few tastes." Good Vibrations is equipped with a small try-out booth where tastes are available. "But I don't encourage real masturbation trips here," she cautioned me.

Joani hopes that her Good Vibrations (both the store and the book) will help dispel some common misconceptions about vibrators. "They're sexual toys, and they're to be used for enhancement," she lectured me. "It's true that some women who've never had orgasms before have their first and only orgasms with vibrators, but that's a relatively small percentage. Usually they're used to enhance the sexual experiences you have, either with yourself or with a partner."

Joani considers her store to be "especially for, but not exclusively for, women." Most of the misconceptions she has to deal with come from heterosexual men. 'The thing I find the hardest to deal with about men's attitudes...is a feeling that 'it's me or the vibrator,'." she told me. "Even guys who are planning on using it in their sex play with their partners are really concerned that she'll enjoy the vibrator more than him ... I use a lot of my energy, when men are shopping here, debunking that myth-



Joani Blank displays some of the goodies from her Good Vibrations store

There is another myth that Joani is eager to dispel from our consciousnesses. "Some women stay away from vibrators because they are mechanical. They're the same people who don't eat food with additives, it's sort of a principle thing with them."

I expressed my sympathy with that point of view as I continued to examine the assorted merchandise. There were vibrators that look like electric hammers (the "wand" type, "The only decent vibrator for two people to get off on at once," Joani commented), overthe hand models (nice because you're touched by fingers, not nice because your hand tickles and goes numb), brushshaped numbers (three models have attachments especially designed for clitoral stimulation) and the more familiar eggshaped and dildo shaped battery-operated machines.

"It's a silly attitude," she counseled me. "Vibrators are just like fingers or tongues, or penises or anything that you might use to stimulate your genitals with. The only difference is that they have more endurance and move faster. I mean it's a technicality that you have to plug them into the wall to make them do that."

It was past time to leave. As I reluctantly bid farewell to my new batteryoperated and electrical friends and headed for the door Joani's voice rang out behind me. "Come again," she said, "as we say in the sex business."

Good vibrations is open Wednesday through Saturday from noon until six p.m. In addition to the largest selection of vibrators you'll probably ever see in your life, Joani sells her own books (Good Vibrations, The Playbook for Women about Sex, The Playbook for Men about Sex) and other relevant books by women. She also has a line of crocheted 'vibrator cozies' to personalize your lovable piece of plastic and make it more comfortable to hold. In addition the store houses an antique vibrator museum featuring wierd and wonderful items that people have been turning on, and getting turned on by, since 1901. If you ignore my advice and decide to forgo the experience of meeting Joani Blank, a mail order catalogue is available.

#### ADULT READING GO AHEAD, ENJOY YOURSELF

# TOO ENBARRASSED TO BUY A SECTION ?



THE WOMEN BENIED OPEN ENTERPRISES

AARON ASA

Remember the first time you bought a package of rubbers? A sick feeling rose in your gut, knowing the person behind the counter knew what you needed. Now imagine taking your lover (the one who puts that sparkle in your cye) to an adult book store to shop for "marital aids" with the nonchalance of shopping for a head of cabbage. No way!

In March 1977, Joani Blank, a sex therapist with a Master's in Public Health Education changed that. She opened the sex toy store, Good Vibrations. Good Vibrations, according to The San Francisco Examiner, is comfortable, unembarrassing, and "retentlessly wholesome" with no resemblance to the typical "adult bookstore"

Joani Blank says, "Traditionally, it's been a very male-dominated

industry and stereotypical of what men think tenner want sexually." Could this have something to do with the lack of women entering the typical adult book stores? It might. Unlike other "adult" stores, most Good Vibrations customers are women ranging from 25 to 45. The difference is the atmosphere. Clean carpets, well-lighted rooms and clerks (women) who have the "belief that access to accurate sex information will help us build intimate and sarisfying relationships. educate our children. and overcome fear and preindice.

"The first time I visited Good Vibrations," writes William Henkin, "I Felt both titillated and avestruck. ...this was a sex store, without guilt or apology. ...it's air was a bit holy."

Okay, so you can't fly to to San Francisco just to visit a "holy" sex store, but Open Enterprises, Inc. an offshoot of Blank's original store, offers two catalogs via mail. Now cooperatively owned by a staff of 18 worker-owners. Open Enterprises, Inc. offers the same atmosphere in the catalogs. No need to worry about nosy mail carriers either. With the security of a confidential mailing list and brown paper envelopes, we can toss embarrassment aside. But it's not just the brown paper that prorects our egos, it's the whole attitude toward sex.

Open Enterprises is telling us (whether we are men or women); that sex is okay. Sex is fun. It doesn't have to be dehumanizing. Go ahead, enjoy yourself.

The Sexuality Library, a catalog of books and videos, pulls no punches. Yet alongside tides such as: How to Enlarge Your Penis, The Leatherman's Handbook, and Field Guide to Outdoor Erotica, enc finds female and family-centered works such as: For Yourself. The Fulfillment of Female Sexuality, Family Book About Sexuality, and A Kid's First Book About Sex.

My favorite part of the catalog is the eight video ratings with iconsnext to each title. This gives the customer an overview of their purchase: an "underground or art picture not available through commercial X-rated outlets," a firecracker that "makes up for" weak film making with killer sex scenes," a film with "unconventional sexual content" or women- centered..." focusing on "women's arousal and satisfac tion." An explanation key lists typical complaints of customers and suggests solutions

For example, if a customer finds a film "Too shocking and offensive," they are encouraged to avoid titles that have the "non conventional" rating.

If you're more comfortable with your sexuality, curious or looking for more than film or books, you'll want to check out Open Enterprises second catalog, "Good Vibrations, Catalog of Toys". Although this catalog also contains videos with prospective matings, the thrust of this one is "toys."

Although one can find the less conspicuous, "Whale and Dolphin - elegant, scuiptured dildos" that "look as good on the coffee table as they do in the boudoir" don't look to this catalog to hide your sexuality.

The first time
I visited
Good
Vibrations,
I felt both
titillated and
awestruck...
this was a sex
store without
guilt or
apology. Its
air was a bit
holy.

FOR MORE
INFORMATION:
CALL: (415)974-8990
FAX: (415)974-8989
WRITE:
OPEN ENTERPRISES, INC.,
939 HOWARD ST.,
SUITE 101,
SAN FRANCISCO, CA
94103
VISIT: 1210 VARENCIA
STREET, CAN FRANCISCO,
CA 11AM-7PM



#### Best Place to Rub Sweaty People Together

Forget the snazzy decor, even the weird perno art shows. Good Vibrations is a favorite hanging-out spot because of its amazing in-store events, which have been coming fast and furious lately. Standing room only doesn't describe it - for events like the premiere of dyke porn masterpieces Hard Love and How to Fuck in High Heels, the store packs the pervs in so tight the room gets as hot and moist as the inside of a cyberskin vagina. More than just stores, both Good Vibrations locations have become a source of education and "perv-formance art." Carol Queen, Shar Rednour, and Fairy Butch can be found imparting their wisdom to caps acitycrowds. The store also features an amazing selection of erotica, art books, and how-to guides, not to mention being the best place to rent transsexval porn set in the 1950s. Oh yeah - and it has lots and lots of toys. from strep-one to the waterproof "submersible" vibrator. The knowledgeable staff will help anyone, no matter how sweaty, 1210 Valencia, (415) 974-8980; 2504 San Pablo. Berk. (510) 841-8987.

## BE) I OF THE BAY

#### Sest Place for Sex Toys

Good Vibrations offers an unintimidating atmosphere for sex-toy shopping. It has a great selection of everything you might need: vibrators, dildos, videos, books, whips, and everything in between. The store layout allows you to examine and handle the toys while making your selection. The staff is always available to answer any questions you might have and explain the different products. 1210 Valencia, S.F. (415) 974-8980; 2504 San Pablo, Berk. (510) 841-8987.

#### Best Resource for Brides-to-Be

Worrying that your friend is about to walk down the aisle without the right gear in hand? Send those newlyweds over to Good Vibrations for some toys that are sure to keep their love lives hot and pumping. Good Vibrations has a enough sex toys, books, and videos to keep any couple happy. 1210 Valencia, S.F. (415) 974-8980; 2504 San Pabio, Berk. (510) 841-8987.

#### West Berkeley Best Sexual Resource Center

At the Dwight corner stands everybody's favorite sexual resource center, **Good Vibrations.** 2504 San Pablo, Berk. (510) 841-8987.



Jumpin' jelly dilidos, Batmani in addition to being a great place to pick up a gelatinous joinson. Good Vibrations is also the Best Place to Rub Sweaty People Together.



## Founder of Good Vibrations Sex Store Dies



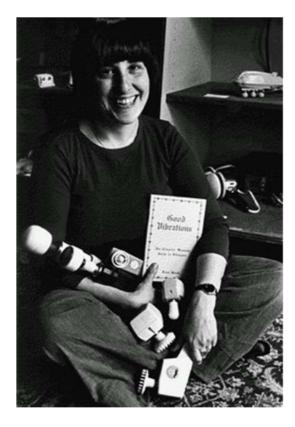
The Good Vibrations store at 603 Valencia St. on the corner of 17th and Valencia streets.

By Joe Rivano Barros Posted August 10, 2016 6:00 am

Joani Blank, the founder of the Good Vibrations sex store, which opened its doors in the late 1970s in the Mission District and later added stores in the Bay Area and on the East Coast, died on Saturday at the age of 79.

Her daughter, Amika Sergejev, <u>wrote on Facebook</u> that Blank had been diagnosed with pancreatic cancer in June of this year and "chose to have a Celebration of Life rather

than a funeral" late last month. After that celebration, Sergejev wrote, Blank "was able to say her goodbyes" to friends and family before facing "a rapid decline" in her condition.



Joani Blank shortly after establishing the first Good Vibrations in 1977. Photo courtesy of Joani Blank.

"This fierce revolutionary woman has taught us all so much," Sergejev wrote on Facebook. "She has done so many things in her full days here on earth and I know you all have stories."

Blank started the first Good Vibrations at 22nd and Dolores in 1977 to offer an alternative to the seedy and male-dominated sex shops that were once the norm.

"Over and over, women would say they were afraid to go into one of those places," said Carol Queen, the staff sexologist at Good Vibrations and an employee there for 26 years. "[Even] men would pop in and say, 'Is it okay if I shop here?' They would basically say, 'I don't like those places either."

Queen is the longest currently serving employee at the store chain, hired in 1990 after meeting Blank at a sexuality workshop in the Bay Area. Though not one of the earliest employees, Queen serves as the resident historian and said Blank started the chain after working with women who weren't having orgasms.

"Joani was already very much involved in the sexual education world when the idea for Good Vibrations came to her," she said.

Blank had been working at UCSF's medical school with "women who were not orgasmic" and encouraged them to explore vibrators. She wanted to create a new shop with well-informed staff members willing to speak frankly about sex and pleasure.

"And it was always in the Mission District," she said. "[The neighborhood] was at the time the heart of quote-unquote women's places."

"The Mission District and Valencia Street — that was it," said Jackie Rednour-Bruckman, the vice-president of Good Vibrations. Rednour-Bruckman started at the store in 1993, a year after Blank sold the store to its workers. Blank then left Good Vibrations, and it became a worker-owned co-operative.

She remembers the small store at the corner of 22nd and Dolores streets being near the other women-centered and women-owned businesses on Valencia Street. Those included the Old Wives Tales bookstore, the Osento bathhouse, Artemis Cafe, Amelia's Bar, and the Women's Building.

All except the Women's Building and Good Vibrations have since shuttered.

The store was "like a tool lending library" focused on providing vibrators, sex education materials, lube, and other toys, Rednour-Bruckman said.

There was an emphasis on high-quality products. Queen said she remembers staff members testing "every single vibrator" to ensure they were in working order. Faulty units were sent back to incredulous manufacturers.

"They would say, 'No one else does this, what are you doing?" Queen said. Blank would reply that she had regular customers who relied on her, and "if their vibrators don't vibrate, how do you think that's going to work?"

Blank went on to invent her own strap-on model vibrator, the butterfly vibrator, that emphasized clitoral stimulation that "predated many of the clitorally focused vibrators of today," Queen said. She also founded a publishing house, Down There Press, with a focus on sexuality and even wrote <u>a book about sex for kids</u>.

She was a thinker, Queen said, with an outsized personality that turned some off but attracted a "core group" of Good Vibrations employees who have stayed in touch.

"She had thoughts flying around her head all the time," she said. "She was comfortable talking about her personal feelings as well as more externalized things, and so she could be both really inspiring and really intense to be around. Her brain just didn't stop."

Good Vibrations emerged from Blank's commitment to sexuality as social justice, Queen said. Blank "really believed that if people were uptight about sexuality, it would affect other parts of their life," she said. She started running the store with a "democratic management" style before turning it into a co-op, holding large staff meeting where

employees "could stand up to Joani and say they wanted [the store] to be different, and often she would answer to that."

"She asked her staff members to set their own salaries," Queen added. "For a batch of women who were in business for the first time, it was a challenging exercise, which is why I think she did it. She wanted people to value themselves."

To that end, Blank helped others get their own sex shops started and pushed for female entrepreneurship by giving advice, sharing vendor lists, and providing funding, Rednour-Bruckman, the Good Vibrations vice-president, said.

"Her original vision was to have a store in every city," she said, not a Good Vibrations per se, but a local outlet for sex education. Babeland in Seattle, Come As You Are in Toronto, and Feelmore in Oakland were started with her guidance or assistance, Rednour-Bruckman said, among other ventures Blank may have kept under wraps.

She did the same in the realm of social justice, sharing "books and resources" and getting "young people on that track" of activism, Rednour-Bruckman said. She stayed abreast of modern social movements like Black Lives Matter and women in prison, Rednour-Bruckman said, and got involved with the <u>co-housing movement in the early 1990s</u>.

She also stayed intermittently connected to the company after leaving, Rednour-Bruckman said.

"Every so on she'd pop into different stores and introduce herself," she said. "She'd be in her late 70s and showing her latest tattoo [to the employees]."

The business went from a worker-owned co-op to a traditional company in 2006, and was <u>sold to adult product distributor GVA-TWN in 2007</u> to stave off death from internet giants like Amazon, which could deliver sexual products to people's doors without the overhead of brick-and-mortar locations.

A year later, it was sold to Joel Kaminsky, who was a top executive at GVA-TWN before leaving to focus full-time on Good Vibrations. It's now solely owned by Kaminsky, with top long-time staff serving as top executives.

The chain operates <u>eight stores</u>, with seven in the Bay Area and one in Boston. The Mission District location at the corner of 17th and Valencia streets isn't the original, but is closer to the "women's row" of businesses that dominated the area in the 1970s. Its workers mourned Blank's passing.

"Joani's work has made possible all the sex education that I'm able to share," said Jukie Schweit, the manager of the Valencia Street store. "I mourn the loss of this feminist pioneer and pleasure activist. What an incredible legacy and inspiration!"

Rednour-Bruckman, for her part, said Good Vibrations still differentiates itself from other sex stores by emphasizing the expert advice and "stellar service" to curious customers that Blank introduced.

"Her mission was to bring pleasure to people and to have a safe space for women to come and get vibrators," Rednour-Bruckman said. "And [that mission] is still alive today."



### Good Vibrations Founder Joani Blank, Feminist Pioneer and Vibrator Designer, Has Died

Lamar Anderson | Photo: Courtesy of Joani Blank | August 8, 2016

Journalist Laura Miller, who worked at the first Mission store, remembers the early days.

Joani Blank, who introduced San Francisco to the concept of the frank, non-skeezy sex shop when she opened the first Good Vibrations in 1977, died on Saturday. She was 79. Blank's daughter, Amika Sergejev, wrote on Facebook that her mother had only been diagnosed with pancreatic cancer in June and quickly "got down to business and handled logistics and preparations." In the days before her death, Blank and her family held a "celebration of life" in lieu of a funeral.

Today, Good Vibrations is a small empire in the Bay Area, with seven shops (plus the one in Brookline, Massachusetts), but in 1988, when journalist Laura Miller worked there, it was a sleepy Mission district shop. "It was almost never busy, except on weekends," says Miller, who went on to cofound Salon and is now a New York–based literary critic. "We'd have these long conversations with the customers. It felt like meaningful work—answering questions for people that they felt they couldn't ask their doctors."

Before founding Good Vibrations, Blank had worked in the sex counseling program at UCSF (the homework: learning to masturbate) and founded small publisher Down There Press. But vibrators weren't easy to come by—you had to brave a sleazy adult bookstore or take a chance on something in the back of a magazine. "The places to get them were pretty icky," Blank told San Francisco last year.

With \$4,000 in savings, she opened the first Good Vibrations in a 200-square-foot storefront in the Mission. It was the second feminist vibrator store in the U.S. (Manhattan's Eve's Garden had, er, come first, in 1974.) "But Eve's Garden didn't let men in, or they had to be with a woman," remembers Miller. "That shop was about the idea that women needed to be protected from men when they were exploring their sexuality. Our market was women, but we welcomed men into the store."

The Good Vibrations sales approach was one of radical unflappability. "The model was always to treat every question or concern that customers had, and everything they were interested in, as perfectly normal and wholesome, and to give them plenty of information," says Miller. No hokey gimmicks, air quotes, or euphemisms about "massage." Blank also placed a big emphasis on quality control, turning down cheap plastic or rubber products that broke down or just got...gross. Their No. 1 seller? The Hitachi Magic Wand. Blank was also a vibrator designer in her own right, devising the strap-on butterfly model.

Thanks to her selectivity, Good Vibrations became an outlet for "a lot of the first sort of entrepreneurial people to make high-quality sex toys," remembers Miller, "and they were usually run by women." (Miller's main association with the first store was a pervasive odor of vanilla, the scent wafting off a line of high-quality pastel dildos. "I'd walk in there and get hungry and want to eat cookies," she says, laughing.)

Miller's job was in advertising and publicity. Getting into the local press was easy ("All the alt weeklies wanted to do a story about something happening at a vibrator store"), but placing ads in national magazines was trickier. *Harper's* accepted ads (tagline: "Sex toys, books, and videos that won't insult your intelligence), as did *Utne Reader*. The *New Yorker* did not. "It was a weird line to walk," says Miller.

A few years into Miller's stint at Good Vibrations, Blank decided to "give the business away" to her workers. She transitioned the parent business, Open Enterprises, to a worker-owned and operated cooperative. Decisions were made by vote, there were committees to handle parts of the business, and people generally knew how much their colleagues made. "She was a really inclusive person—she would make you feel like you were part of something instantly," says Miller. "She was very invested in socially conscious business models."

In 2006, years after Blank left, Good Vibrations switched back to a traditional business structure, and in 2007, under pressure from online competition, it <u>sold itself</u> to midwestern adult empire GVA-TWN. The following year, GVA executive Joel Kaminsky bought the business himself and hired one of the original worker-owners, Jackie Rednour-Bruckman, to run it.

Today, Good Vibrations feels downright mainstream, and that acceptance is the result of the conversation Blank and her staff started back in 1977, with each customer who walked in the door. "It's hard to understand now because these things are so widely accepted—people talk about vibrators on TV—but it was something people had shame about and was kind of unmentionable," says Miller. Or, as Blank put it to *San Francisco* last year, "When celebrities start talking about their expensive vibrators, it's good for everybody."



Joani Blank, who helped make the world safe for pleasure-seeking women, founded San Francisco's hometown sextoy store. She also designed vibrators, including the Butterfly.



Blank in 2015. Photo: Cody Pickens

*Update*, 8/15/16: This story has been updated to acknowledge the current owner of Good Vibrations, Joel Kaminsky, who bought it in 2008. We regret the omission.



#### The Buzz on San Francisco's Antique Vibrator

#### Museum

By Eloise Porter

Posted on Sep 6, 2016Sep 9, 2016

Before stepping foot inside of Polk Street's Good Vibrations, I imagined the Antique Vibrator Museum, located inside, to be something akin to a museum of medieval torture devices. Don't ask me why — there's just something about "antique vibrators" that made me think of rusty pieces of invasive equipment. I pictured daunting metal contraptions with bells and whistles and sharp edges — contraptions that required white gloves and magnifying glasses.

Vibrators were, after all, meant to cure women of "hysteria." They were originally intended for use by doctors for medical purposes, not sexual pleasure, so it's no wonder I had a bit of a prejudice before entering. I'd be remiss to say I was entirely wrong (there was a good amount of rusting), but at the end of the day they're still reminiscent of the same devices we've all got inside our bedside table drawer.



Dr. Carol Queen leading a tantalizing tour (Good Vibrations).

And yet, the vibrators of today are anything but medieval torture devices. Pale pink and light blue, soft and squishy, in the shape of bunny rabbits and butterflies, 21st century vibrators are meant to appeal to young women and essentially say, "I'm pretty and nonthreatening and meant for your pleasure." But years ago, when vibrators first came into existence, they weren't intended for popular (or sexual) use. The history of the vibrator is a long and fascinating one and, not surprisingly, pretty misogynistic. Staff sexologist and curator of the museum, Dr. Carol Queen, met me one Saturday afternoon to show me around the cabinet of wonders and enlighten me on the lengthy history of the vibrator.



A look around the museum's interior (Good Vibrations).

So here goes: back in 200 AD, physician and philosopher Galen began using "genital massage" to treat hysteria, a medical term that describes mental or emotional distress in a woman (god forbid she was just horny). The term came from "hyster," the Latin word for "uterus," and Galen literally thought the uterus would wander around within body "like a badger roaming around in its den" (no really — Dr. Carol told me this was an actual quote from contemporary science writer Mary Roach in her book *Bonk*, about the science of sex research). Hysteria was removed from medical textbooks in 1952, but until then, it was seen as a legitimate ailment and was cured by "massage" and then — you guessed it — the vibrator (because those poor doctors' hands got tired from all that work). The vibrator, therefore, wasn't seen as a sexual instrument until the

time pornographic films started circulating in the 20s (traveling salesman-style) and hysteria was finally debunked thirty years later. That means that during this time (and since 1900), you could actually purchase one at your local drugstore or department store instead of a seedy sex shop.



Vibrators from 1880-1910 (Good Vibrations).

At the turn of the 20th century, vibrators were marketed in women's magazines as a health and beauty aid, not to mention weight-loss device and even as a cure for tuberculosis (Dr. Carol specifically asked me to tell my readers that you *cannot* cure diseases with vibrators, but to have fun using them to ease symptoms). Want glowing skin? Buy the Vibrosage! Sick of those pesky headaches? Have a little session with your Rex-Ray! Fun fact: in 1917, there were more electric vibrators than electric toasters in American homes.



Vibrators of the 1920s (Good Vibrations).

It wasn't until late 1910 that vibrators started appearing in erotic films and photography, eradicating them from "respectable" publications and turning them into the oft-blushed-about devices we know and love today. When the world (read: *men*) caught on to what women were *really* using these devices for (I'll give you a hint: it wasn't for facial massages), they were advertised less and treatments for hysteria came to a halt.



Yes, we can do it! A lifestyle display from the 1950s (Good Vibrations).

After being humiliated by a department-store clerk in 1974, Dell Williams famously opened the first female-friendly sex shop in New York, Eve's Garden. Shortly after that, Joani Blank opened Good Vibrations and began distributing the orgasm-inducing

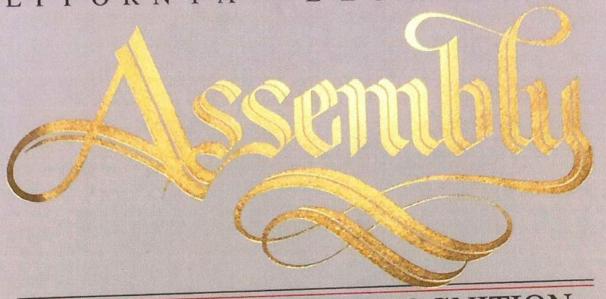
machines and collecting the vintage ones you can check out on Polk Street today (at what is the largest collection of vibrators open to the public). Spanning from the early 20th century through the 70s, these devices and oftentimes their packaging and magazine ads, tell the story of women's sexuality. Head into the Polk Street location and take a guided tour with the immensely knowledgeable Dr. Carol (or a trained docent) every third Sunday from 3-4 p.m. There's also a free class afterward that you can sign up for here. You'll learn a thing or two about the history of vibrators, and may even leave with one of your very own (circa 2016, of course).

So, there it is — the long and storied history of vibrators. No, they're not medieval torture devices but some might find that trying to buy one at any place *except* female-friendly shops like Good Vibrations would be a torture in and of itself.

Information from Dr. Carol's tour comes from Rachel Maines' book <u>The Technology of Orgasm</u>.



CALIFORNIA LEGISLATURE



## CERTIFICATE OF RECOGNITION

## Good Vibrations

It is my great pleasure to join you as you celebrate the holiday season at the Good Vibrations 2006 Holiday Ball: Goodie Shoppe! I join with you as you frolic and play on this annual evening of fun and debauchery. I commend your work as you help others to keep sex safe and fun. Happy Holidays!



MARK LENO
Assemblyman, 13th District
December 14th, 2006

CALIFORNIA LEGISLATURE



#### CERTIFICATE OF RECOGNITION

## Good Vibrations

It is my great pleasure to join you as you celebrate the holiday season at the Good Vibrations 2004 Holiday Ball: Kinky Circus! I join with you as you frolic and play on this evening of fun and debauchery at this circus soiree I commend your work as you help others to keep sex safe and fun. Happy Holidays!



April Leuro

MARK LENO Assemblyman, 13<sup>th</sup> District December 16<sup>th</sup>, 2004



# Certificate Of ecognition

PRESENTED TO:

#### Good Vibrations, Polk Street

#### IN HONOR OF:

Your Joining the Merchants of Polk Street. The addition of a Community-Minded New Business to This Area is a Valued Contribution to the Growth of the Local Economy for the City of San Francisco. Congratulations!

January 23 2003



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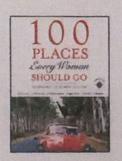
MEMBER OF THE ASSEMBLY

13th

ASSEMBLY DISTRICT

CALIFORNIA STATE LEGISLATURE

## Good Vibrations



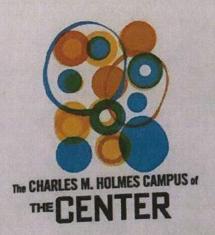
has been named one of the 100 Places Every Woman Should Go

> oy Travelers' Fales author Stephanie Elizondo Griest

## SF LGBT Community Center Certificate of Appreciation

Gratefully acknowledges

Good Vibrations



for outstanding contributions and continued support Awarded: April 18, 2010

Gayle Roberts, Director of Development

## SAN FRANCISCO PRDE spride org

# CERTIFICATE OF APPRECIATION presented to

## Good Vibrations



Thank you for your generous support of our 2016 SF LGBT
Pride Parade &
Celebration!



#### IXFF: GOOD VIBRATIONS INDEPENDENT EROTIC FILM FESTIVAL

Since 2006 Good Vibrations has brought underground films to the masses with our Annual Amateur Erotic Film Festival, a fun and eyebrow raising affair where amateur filmmakers can see their short erotically themed pieces on the big screen. What began as a small Bay Area film competition has evolved into a large national independent film festival featuring aspiring student and amateur filmmakers from the U.S. and beyond with showings in San Francisco, California and Brookline, Massachusetts with more cities on the way. The Amateur Erotic Film Festival is one of Good Vibrations largest yearly events and always includes a special VIP reception where filmmakers and stars mingle with fans and local celebrities. The films themselves have been iudged by experts both inside and out of the porn industry, and are chosen based on film quality, sex-positivity, and creativity. Dr. Carol Queen hosts the evening and has shared the stage with San Francisco celebrity and host of Comcast Tv's Out Spoken, Tim Gaskin as well as Peaches Christ, the infamous hostess of San Francisco's famed Midnight Mass movie series. The festival itself has received praise and recognition from major news outlets on both coasts and continues to grow each year. Winners from past festivals have gone on to create their own film production companies or changed from erotic filmmakers to mainstream players, but they can all say their first major screening occurred at the legendary Castro Theatre in San Francisco when their entry was accepted to our film festival.

#### GOOD VIBRATIONS SUPPORTS THE ARTS

Since its inception, Good Vibrations has always had close alliances with the San Francisco arts community and beyond. Our Polk Street retail location features a Fine Arts Gallery in a private room in the rear of the store that has showcased local and nationally recognized artists such as San Francisco activist and painter Debra Walker, and celebrated photographer Duane Cramer as well as international mixed media artist, Carlotta Lincoln. Good Vibrations also hosted the San Francisco premiere of Margaret Cho's directorial debut, Bam Bam & Celeste at the Castro Theatre as well as hosting our own annual film festival. In addition to our art and culture events we've also embarked on many collaborations, sponsorships, and donations to arts groups such as Frameline, Artists Television Access, the California Film Institute, San Francisco Artist Resource Center, Femina Potents Art Gallery, Impact Theatre, and many others.



#### GOOD VIBRATIONS LAUNCHES ECOROTICTM

New Collection of Eco-friendly Products for Earth Day

SAN FRANCISCO (April 08, 2009): Good Vibrations (<a href="www.goodvibes.com">www.goodvibes.com</a>), the legendary San Francisco-based company that takes pride in providing accurate information on sexuality and toys for grown-ups, announces their new Ecorotic<sup>TM</sup> collection just in time for Earth Day.

Said Dr. Carol Queen, Good Vibrations' staff sexologist and company spokesperson, "Sex is part of our lives, so any issue that concerns us out of the bedroom has implications inside it: if we recycle, buy local produce, watch our carbon use, and think ecologically in other ways, it makes sense to do the same when we make sexual choices. Our wellbeing and that of the earth *are* connected, so consider where you can go Ecorotic<sup>TM</sup>!"

The Good Vibrations earth-friendly Ecorotic™ collection offers all-natural and organic products, as well as longer lasting items that have less environmental impact, such as toys made from superior materials and rechargeable vibes. Many sex toys contain phthalates, a plastic softener banned from children's toys, both in the United States and Europe, for toxicity. Good Vibrations believes that if they shouldn't be in children's toys, they shouldn't be in toys for grown-ups either. In 2007, they eliminated all phthalates-containing products from their inventory. Customers can rest assured that all Good Vibrations Ecorotic™ products are safe and phthalate-free.

Founded in an ethical culture, Good Vibrations is a socially-conscious business. From vendors with fair labor practices to lubes and toys made with natural or vegan ingredients, Good Vibrations hopes to provide their customers healthy products that are as good for the planet as they are for your sex life.

"What makes sex green?" added Dr. Queen, "In the first place, most people have sex in ways that use the earth's resources lightly, with a way smaller carbon footprint than taking a drive." Good Vibrations suggests that even when you use manufactured toys and products, you do it in a "greener," more healthy and sustainable way:

- Be a "localvore" in bed as well as at the dinner table, using products that were manufactured and acquired nearby rather than being shipped overseas.
- Choose natural materials and organic ingredients.
- Get long-lasting toys that won't go to the landfill anytime soon.
- Look for items with little, or recyclable, packaging.

#### EARTH DAY GIVEAWAY

To celebrate Earth Day and the Ecorotic<sup>TM</sup> launch, Good Vibrations will be giving away collections of eco-friendly sex toys and goodies (valued at over \$500). Visit <a href="http://www.goodvibes.com">www.goodvibes.com</a> and enter to win online or visit at any Good Vibrations retail store (<a href="http://www.goodvibes.com/content.jhtml?id=626">http://www.goodvibes.com/content.jhtml?id=626</a>). In addition, Good Vibrations is partnering with Gay.com and BrokeAssGourmet.com on this promotional giveaway. Be sure to visit <a href="http://www.gay.com">www.brokeass.com</a> to enter. Eco-collections include toys, books and personal products from:

- NobEssence (sustainable harvested exotic wood pleasure toy)
- Xhale (borosilicate glass pleasure toy)
- Njoy (Stainless Steel pleasure toy)
- Chronicle Books (books on green living)
- Sliquid Organics (natural lubricant)
- Hathor Aphrodisia (natural flavored lubricants)
- LELO (rechargeable vibrators)

We make it easy to meet other gay people and get the gay angle on current events. Join for FREE, create a profile, and enjoy getting your gay on. <a href="https://www.gay.com">www.gay.com</a>

#### **FAST FACTS**

- 1. that the clitoris has 8,000 nerve endings, as much as the entire penis, in an area the size of a pea.
- 2. that Good Vibrations has a PhD on staff to help guide our SESA training, education programs, Free classes, and cultural events.
- 3. Good Vibrations' SESAs, which stand for Sex Educators/Sales Associates, receive over 40 hours of sexuality training and continuing sex ed classes to make sure our customers receive the most accurate and up-to-date information available.
- 4. you burn about 200 calories during 30 minutes of active sex.
- 5. the first couple to be shown in bed together on prime time television were Fred and Wilma Flintstone.
- The vibrator was originally used as a medicinal treatment for female "hysteria" during the 19th century. The vibrator-induced orgasms helped doctors dissipate hysteria's anxietyrelated symptoms.
- 7. The average size of an erect penis is 5 inches, and the average flaccid penis measures about 3 inches.

- 8. The condom made originally of linen was invented in the early 1500's. Casanova used linen condoms.
- 9. During World War II, condoms were used to cover rifle barrels from being damaged by salt water as the soldiers swam to shore.
- 10. The clitoris and men's nipples are the only body parts whose only function is sexual pleasure.
- 11. Most of the clitoris is beneath the surface- the legs extend in like a wishbone.
- 12. The word "vanilla" comes from the Spanish word for "little vagina" perhaps motivated by the sheath-like shape of the pod.
- 13. 68% of married men over 70 and 56% of married women over 70 are sexually active.
- 14. Condoms have a 5 year expiration date. It's printed on every condom wrapper.
- 15. Kissing prevents cavities by increasing the flow of saliva, which washes the teeth clean.
- 16. The most ejaculatory orgasms ever recorded in 1 hour for a man is 16.
- 17. The record for the most orgasms experienced in an hour is held by a woman. 134!
- 18. The farthest a woman has been recorded to ejaculate is about 9'29" (3 m).
- 19. Circumcision for Christian males became widespread after doctors claimed it helped curb masturbation.
- 20. Texas law makes it illegal for a woman to own more than six sex toys.
- 21. The first known sex film was made 1894 –only three years after the invention of moving picture shows.
- 22. A man produces 3 million new sperm cells every hour of his life.
- 23. Your hands have over 72,000 nerve endings, making them one of your more sensitive sex tools.
- 24. The 3 most arousing colors are red-orange, dark blue and violet.
- 25. In one study, the combined smell of pumpkin pie and lavender resulted in a 40% increase in penile blood flow.
- 26. Breathing deeply during sex can increase arousal and heighten orgasm.

- 27. Women are 30% more sexually active at the full moon.
- 28. Eating melon, pineapples, strawberries and kiwi fruits are all reputed to sweeten the taste of semen.
- 29. According to a Redbook poll, 58% of women and 28% of men have faked an orgasm.
- 30. A recent Good Vibrations poll revealed that Republicans are kinkier than Democrats when it comes to Having Sex Outdoors, Engaging in Role-Play, and regularly using sex toys!

#### GOOD VIBRATIONS EDUCATION AND OUTREACH

#### Ask Our Doc

Good Vibrations offers a variety of free in-store workshops called "Ask our Docs" wherein our staff PhD explores a topic and offers insights and answers to your most personal questions. Dr. Queen is Good Vibrations Sexologist and Chief Cultural Officer, the director and co-founder of the Center for Sex & Culture, and a noted essayist and novelist. <a href="www.carolqueen.com">www.carolqueen.com</a>

Triangle Project: Good Vibrations Partnership with the LGBT Community
Tired of meeting week after week in the same space? Looking for something fun and
informational to add to your agenda? The Triangle Project, Good Vibrations new LGBT
program, offers an exciting venue to individuals, groups and non-profit organizations. With
dynamic programs designed specifically to meet your needs, The Triangle Project continues
Good Vibrations long-standing tradition of building strong community partnerships. Good
Vibrations offers a rich array of resources and experienced leaders for customized, topic or
theme-based events focusing on coming-out, safe sex, relationships, sexual needs of seniors, funfilled seminars on masturbation and pleasure parties.

#### GV EDUCATION PROGRAMS AND AFTER HOURS WORKSHOPS

Good Vibration's Off-Site Sex Education (OSSE) program is a fabulous adventure in sex education. Our workshops are designed with interactivity in mind – by facilitating discussions and sharing information, we aim to help people learn more about sex and sexuality-related topics. In the spirit of having fun and helping folks get accurate sex information, we've transformed our knowledge and skills into learning events — fun workshops with a meaningful purpose. Each workshop gets the group engaged; packed with brainstorms, exercises, and thought-provoking discussions, participants get both an education and a positive outlook on sex while having a great time.

Our presenters provide answers to tough questions, present up-to-date and accurate sex information, promote pleasure, and have the time of their lives doing it. We do our workshops

for college classes, high schools, conferences, numerous service organizations as well as counselors, therapists and educators from different fields. All presenters are highly trained sexuality educators, coming from a wide range of backgrounds, so we can provide workshops on many different topics.

Our sex education comes from a pro-sex stance and sex positivity is the primary goal. We pride ourselves on the fact that our events are inclusive, geared towards many levels of understanding, and cover a wide range of sexual interests and activities. Diverse groups whose members come from a variety of backgrounds and needs are within our audience spectrum. All presentations are custom-tailored to the needs of the audience -- the event always fits the crowd.

#### Workshops

Listed below are some of the major workshop topics as well as specialties and populations we can work with. We're happy to discuss your objectives and the educational needs of your group to create the learning event best for you. Take a look and contact us to find out more.

#### Major Workshop Topics Include:

- Pleasure Physiology and Sex Toys
- Safer Sex
- Transforming Attitudes/Sex Positivity
- Sexual Communication
- Masturbation
- Female Sexuality
- · Male Sexuality
- Gender 101
- Body Image and Sexuality
- Sexually Transmitted Infections/Diseases

#### Special topics include:

- Anal Sexuality
- Disclosing Your Status (HIV and other STDs)
- Fetishes and Fantasies
- Gay Sexuality
- Trans Sexuality
- G-Spot Stimulation
- Lesbian Sexuality
- Living With STD's/STI's
- Porn
- Positions and Toys for Plus Sized Partners
- Pregnancy Prevention
- Sex & Pregnancy
- Sex and Aging for Women
- Sex Club Etiquette
- Sexual Dysfunction

- Sexuality in Communities of Color
- Talking to Teens about Sex

#### Populations we love to work with:

- Communities of Color
- Medical and Mental Health Professionals
- Mothers
- Queer/Trans Folks
- Sex Educators
- Sex Workers
- Therapists and Helping Professionals
- Women
- Young Adults
- Young Adult Service Providers

# GiVe

Through our Give Program, our Partnership for Social Change we have partnered with hundreds of non-profits over the years and raised thousands of dollars for entities like The Transgender Law Center, Pulse Orlando, Planned Parenthood, Stop AIDS Project, Shanti, and Asian Pacific Wellness Center just to name a few.

#### GOOD VIBRATIONS ANNOUNCES NEW PHILANTHROPIC INITIATIVE Adult Toy Store's GiVe<sup>TM</sup>Program Offers New Approach to Giving Back to the Community

SAN FRANCISCO (December 2, 2009): Good Vibrations, the legendary San Francisco-based retailer (www.goodvibes.com), is pleased to announce their new corporate giving initiative, **GiVe**<sup>TM</sup>.

For over 30 years Good Vibrations has partnered with hundreds of local and national non-profit organizations. By donating products, advertising and sponsorship for fundraisers, along with a percentage of retail sales, the company has provided much needed support for women's shelters, HIV/AIDS research, art programs, LGBT benefits, Breast Cancer awareness and much more.

The campaign begins this holiday season with the first beneficiary being the San Francisco AIDS Foundation. Says Good Vibrations' COO, Jackie Strano, "For over three decades Good Vibrations has been giving back to the community. We just hadn't made it an official part of our business model. It's our hope that coupled with the efforts, enthusiasm and creativity of our charity partners, the GiVe<sup>TM</sup> program will drive change and make a difference locally and at large."

Good Vibrations strives to be an agent for social change, through the lenses of sexuality, diversity and alternative business practices. Both within their organization, and throughout the communities they serve, Good Vibrations is committed to fostering respect, promoting supportive communication, providing access to educational resources and strongly advocating for women in leadership roles.

**How GiVe<sup>TM</sup> Works:**Each quarter, Good Vibrations will partner with a different nonprofit organization and encourage their customers to contribute directly to them at check-out



In the wake of the tragedy on June 12th at the Pulse Nightclub in Orlando, Florida, Good Vibrations is donating \$2500 to an emergency fund that is aiding victims' families with funeral and medical costs.

Please donate and help us support Equality Florida, a local LGBTQ non-profit coordinating directly with The Pulse Nightclub to aid the victims and their families.

100% of your donation will go directly to the emergency fund. Thank you for your support!

#WeAreOrlando #WeArePulse





dutty & Justice for Floridus Lesbian, Gay, bisexual & Transgender Commu

an Internal Revenue Code Section 501(c)(4) organization





Good Vibrations is proud to Partner with the National Breast Cancer Coalition, a non-profit organization that collaborates with the scientific community to implement new models research. NBCC also lobbies to increase federal funding for continued breast cancer research and increase access to quality health care for all women.

If you prefer to donate to a local charity, your contribution will benefit:



**Planned Parenthood is** a trusted health care provider, an informed educator, a passionate advocate, and a global partner helping similar organizations around the world. Planned Parenthood delivers vital reproductive health care, sex education, and information to millions of women, men, and young people worldwide



Transgender Law Center works to change law, policy, and attitudes so that all people can live safely, authentically, and free from discrimination regardless of their gender identity or expression.

For TLC and their clients, authenticity is both a standard for how the organization functions and the ultimate product of its work. For the people they serve, the freedom to live how they want to live, self-defined and self-determined, is the ultimate goal of their engagement with Transgender Law Center and the trans movement.



Making Authentic Lives Possible

#### Legacy Business Registry December 7, 2016 Hearing

#### Case Number 2016-014707LBR; 2016-014912LBR; 2016-014698LBR Brownie's Hardware; Good Vibrations; Joe's Ice Cream

Filing Date: November 7, 2016
Case No.: 2016-014912LBR
Business Name: Good Vibrations
Business Address: 603 Valencia Street

Zoning: NCT (Valencia Street Neighborhood Commercial Transit)/

55-X Height and Bulk District

*Block/Lot:* 3576/128

Applicant: Jackie Rednour-Bruckman, Executive Vice President

603 Valencia Street

San Francisco, CA 94110

Nominated By: Supervisor David Campos, District 9
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

*Reviewed By:* Tim Frye – (415) 575-6822

tim.frye @sfgov.org

#### **BUSINESS DESCRIPTION**

Good Vibrations is an innovative sex-positive retailer that promotes sexual health and safe sex for people of all genders and sexual orientations. It was founded in San Francisco's Mission District in 1977 by Joani Blank, a licensed family and marriage therapist who in 1975 founded a sex education publishing press called Down There Press after finding that many of her clients lacked access to information about sexual arousal and positive perceptions of sex and the body. At the time of Good Vibrations' founding, the only businesses offering information and products pertaining to sex and sexuality were peep show-type establishments that were frequented by men. Blank developed an idea for a retail store that would provide a safe, warm, and welcoming place for women and others to buy products and books and obtain information regarding sexual health and education. The opening of the first Good Vibrations store in the Mission District coincided with a sex-positive feminist revolution, also known as the third wave of feminism, which occurred throughout the United States. The business is credited with inventing the concept of an open, non-judgmental and well-lit welcoming and safe environment where patrons could shop for products such as toys, books, and movies and also attend workshops. The idea behind the business was to open its doors to all people searching for information and guidance related to sexual health and sexual education as well as act as an agent for social change through the multiple lenses of sexuality, diversity, education, community partnership, and ethical business practices.

In the 1990s, Good Vibrations brought on sexologist, Dr. Carol Queen, to help with the promotion and distribution of information surrounding sexual health and education. The business promotes personal and professional development for women and LGBTQ individuals and is "committed to fostering respect, promoting supportive communication, providing access to educational resources, and strongly advocating for women in leadership roles." Since its inception, Good Vibrations has continuously been involved in and partnered with various citywide organizations and events that promote equality and education surrounding sexual health, identity, and sexual positivity. The business has participated in and sponsored events such as the SF Pride Parade, Queer Arts Festival, and the Transgender Film Festival among others and has become a must-see destination for visitors because of its historical relevance involving feminism and sexual politics. Although Good Vibrations has proven its success in the form of

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PLANNING DEPARTMENT

nine stores across the country (seven in the Bay Area and two in Massachusetts) the Mission District location has become the most significant as it was the original location.

#### STAFF ANALYSIS

#### Review Criteria

1. When was business founded?

1977

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes, Good Vibrations qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Good Vibrations has operated for 39 years.
- ii. Good Vibrations has contributed to the Mission District community's history and identity by continuing to provide the community with an array of information and products pertaining to sexual health and education, continuing to promote a greater level of positivity and equality with regard to sexuality, and fostering a business model that encourages professionalism, equality, and empowerment among women and the LGBTQ community.
- iii. Good Vibrations is committed to maintaining the physical features and traditions that define its legacy as a welcoming, diverse, equality-driven sexual health educator and retailer.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the tradition of offering pertinent information, workshops and products promoting sexual health and education.

- 4. Is the business or its building associated with significant events, persons, and/or architecture?
  - No. The 2002 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category C Property" as it has not reached age-eligibility for consideration as a potential historic resource.
- 5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

  No.
- 6. *Is the business mentioned in a local historic context statement?*

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. Berkeley Barb, 06/1977, "She's Bringing you Good Vibrations," by Adi Gevins; The Weekender, 4/7/1994, "Too Embarrassed to Buy a Sex Tool?," by Aaron Asa; The San Francisco Bay, 07/2000, "Best of the Bay;" Mission Local, 8/10/2016, "Founder of Good Vibrations Sex Store Dies," by Joe Rivano Barros; San Francisco Magazine, 8/8/2016, "Good Vibrations Founder Joani

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Blank, Feminist Pioneer and Vibrator Designer, Had Died," by Lamar Anderson; Bayarea.com, 09/2016, "The Buzz on San Francisco's Antique Vibrator Museum," by Eleanor Porter; KRON-4 Documentary "Sex In the City: A History of Sex in San Francisco. Good Vibrations has also received Certificates of Honor and Certificates of Recognition from San Francisco City Hall and the California State Assembly, among others.

#### Physical Features or Traditions that Define the Business

#### Location(s) associated with the business:

• 603 Valencia Street

#### Recommended by Applicant

- Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.
- High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.
- Clean, open, well-lit retail space.
- Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.

#### Additional Recommended by Staff

- Location on Valencia Street
- Tradition of promoting personal and professional development among women and the LGBTQ community.
- Tradition of promoting and distributing information regarding sex and body positivity and sexual health.

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#### Historic Preservation Commission Resolution No. 838

**HEARING DATE DECEMBER 7, 2016** 

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Planning Information: 415.558.6377

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Applicant:

Jackie Rednour-Bruckman, Executive Vice President

603 Valencia Street

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Nominated By:

Supervisor David Campos, District 9

Staff Contact:

Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By:

Tim Frye ~ (415) 575-6822

tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GOOD VIBRATIONS, CURRENTLY LOCATED AT 603 VALENCIA STREET (BLOCK/LOT 3576/128).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Mission District neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 7, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Good Vibrations qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Good Vibrations.

#### Location (if applicable)

603 Valencia Street

#### Physical Features or Traditions that Define the Business

- Tradition of providing a safe, warm and welcoming place for women and everyone to buy personal pleasure products, books, and information.
- High-end boutique atmosphere with highly trained staff that can advise customers on sexuality, sexual health, and practices, as well as trusted information.
- Clean, open, well-lit retail space.
- Tradition of creating a working environment in which the contribution of all genders is recognized and valued equally.
- Location on Valencia Street
- Tradition of promoting personal and professional development among women and the LGBTQ community.
- Tradition of promoting and distributing information regarding sex and body positivity and sexual health.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2016-014912LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 7, 2016.

Ionas P. Ionin

Commission Secretary

AYES:

Johns, Hyland, Johnck, Pearlman, Matsuda, Wolfram

NOES:

None

ABSENT:

Hasz

ADOPTED:

December 7, 2016