



Network Success

Business to Business News from San Anselmo

Issue 3

3rd Quarter 2014



DINNER UNDER THE STARS

ALL DONATIONS BENEFIT IMAGINATION PARK

Imagination Park Fundraiser a Shining Success

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Community Advocate

The true stars of San Anselmo are the businesses, neighbors and community that came out in full force last August to “Dinner Under the Stars,” a fundraiser to support Imagination Park.

This annual event by the San Anselmo Community Foundation raised funds to help maintain the downtown park, a generous gift bestowed to our community by local filmmaker George W. Lucas.

Imagination Park has become an iconic presence for our Town, a new Bay Area landmark, and a wildly popular tourist destination. From being featured in a Japanese film

shown to millions, to *Road Trip Tour Magazine* adding it to their guide, to an Australian family who specifically added the park to their California vacation itinerary, Imagination Park has put San Anselmo on the map. *Marin Magazine* also recently bestowed the park with its Editor’s Choice “Green Space” Award.

“Dinner Under the Stars” was a resounding success and we owe it all to the caring dedication and collaboration of our restaurants, beverage providers, volunteers, and donors. We want to applaud all of you who worked tirelessly to raise funds to help keep San Anselmo’s Imagination Park beautiful.

Thank you for sharing your time, energy and creativity so that we may continue to share Imagination Park with our community.

Premium Sponsors

Bartender Unlimited
Rutz Cellars
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United Markets
Ivarson Brand Vision
Marin Sanitary Service

Sponsors

A Piece of Cake & Confections	High Tech Burrito
Andronico’s	Mauro’s Pizza & Pasta
Baan Thai Cuisine	Max’s Pig ‘n’ Pie
Bubba’s Diner	Peet’s Coffee
Marin Coffee Roasters	Pizzalina
Comforts	Ross Valley Kitchen
Dinner’s at the Table	True North Pizza
Flour Craft Bakery	Valenti & Company

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CHANGE SERVICE REQUESTED



Network Success

Business to Business News from San Anselmo

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Members in the News

Marin IJ Praises Two New Chamber Member Eateries in San Anselmo

In her article about **Valenti and Co.**, writer Brooke Jackson begins by applauding the Milanese Meatballs



as the "first clue that we were in for an exceptional meal. An appealingly crisp crust gave way to a meltingly tender interior of flavorful beef and mortadella, all served on a bed of garlicky braised kale." She goes on to say that Valenti "serves up dish after dish of extraordinary Italian food with a Milanese influence."

Chef and owner Duilio Valenti hails from Frantoio in Mill Valley. Jackson notes that the restaurant allows him to fulfill his dream to showcase the Milanese and southern Italian flavors from his native country.

Try their roasted Copper River salmon and seared day boat scallops or their beef tenderloin scaloppini with fried gnocchi, sautéed spinach and Marsala sauce. There are many more indulgences on the menu – make a reservation today! To read the rest of Jackson's review, visit <http://bit.ly/1tbX8gn>.

Valenti & Co. Ristorante and Vinobar
337 San Anselmo Ave., San Anselmo
415-454-7800 • Valentico.com



If you're craving pizza, point your GPS toward **True North**, San Anselmo's newest pizza

restaurant. With its convivial, family-friendly ambiance, and live music six nights a week, True North is the perfect destination for dining out.

"Refusing to be pinned down by pizza style, True North's philosophy can best be summed up by the experience," writes *Marin IJ* correspondent, Christina Mueller. "Well-made pizza and small batch beer go well together. Throw in some live music that entertains the kids and relaxes the adults and you have yourself a party."

Mueller notes that True North's well-made artisan pizza is complemented by favorites from Lo Coco's – the restaurant that used to reside in this space. Minitch actually has Lo Coco's recipes, and "many dishes like the Caesar salad (\$5) and garlic bread (\$5) are the same as they once were," Mueller writes.

In addition to your pie, try out the calzones, pasta, garlic bread and the bruschetta. Or sample an item from their expanded menu of barbecue ribs and wings, hot dogs, wienerschnitzel, and sliders. Owner Buck Minitch is also developing a craft beer program. To read the rest of Mueller's article, visit <http://bit.ly/1BqCsai>.

True North Artisan Pizza and Craft Beer
638 San Anselmo Ave., near Tamalpais Ave.
San Anselmo, 415-453-1238 • TrueNorthPizza.com

PG&E Recognized by Ceres, Clean Edge for Clean Electricity, Energy Efficiency Success

Pacific Gas and Electric Company (PG&E) is ranked as a top utility for delivering clean electricity to its customers and implementing effective energy efficiency programs, according to a report released today by Ceres, a leading environmental sustainability advocacy organization. Clean-tech sector research and advisory firm Clean Edge co-produced the report.

In recognition of its second anniversary last June, **Renaissance Marin** hosted an "Appreciation Celebration" to honor and thank all of the organizations and businesses that contributed greatly to its success.

On June 25, six organizations received distinct awards for outstanding contributions, including **Connie Rodgers, President/CEO of the San Anselmo Chamber of Commerce**. Renaissance's manager, Boku Kodama, recognized the San Anselmo Chamber as a vital partner in offering referrals, sharing business development information, and promoting events and services provided by Renaissance Entrepreneurship Center.



Welcome New Members



Lumina Optometry

Jeffrey Salman

35 San Anselmo Avenue
San Anselmo, CA 94960

(415) 457-2020

jeff@luminaoptometry.com

LuminaOptometry.com

Lumina Optometry has been faithfully serving San Anselmo and all of Marin since 1928. The doctors and staff are amongst the most knowledgeable and caring professionals that you will find anywhere. You'll get small town attention with big city know how, in a modern, relaxed environment. Come see us, and we'll help you see the world.

Our services include comprehensive eye examinations, contact lens fitting, and expert frame styling. Dr. Salman is also a Google Glass Preferred Provider. If you are interested in becoming a Google Glass "explorer," visit the exclusive interest form at <http://goo.gl/KBkSrv>.



Ross Valley Kitchen

Christopher Douglas

882 Sir Francis Drake Blvd.
San Anselmo, CA 94960

(415) 785-3584

k.kitchens@mchsi.com

RossValleyKitchen.com

Ross Valley Kitchen is an ingredient-driven, casual eatery. Our mission is to provide a warm, welcoming environment that's family-friendly, while serving unique and familiar dishes that feature local suppliers and vendors. In addition to lunch and brunch on the weekends, dinner is served Wednesday through Sunday.



FIT4MOM

(415) 734-8174

karin@fit4mom.com

Marin.Fit4Mom.com

FIT4MOM is the country's largest fitness program for moms, offering pre- and postnatal fitness classes for every stage of motherhood.



Karin Collins

Karin Collins, originally from Sweden, has been passionate about fitness as long as she can remember. She started the Fit4Mom Marin franchise when her daughter Liv was born in March of 2012. Karin is a certified fitness professional specializing in pre- and postnatal fitness. She is also a certified raw vegan chef and nutritionist educator.

As a busy mother and mompreneur, Karin understands the importance of staying fit and energized to keep up with her little one and maintain balance

in life. Her philosophy is to make eating healthy food and fitness fun, teaching families about whole foods nutrition and proper technique to prevent injuries, and helping moms gain strength and flexibility.



Marin Fit

804 San Anselmo Avenue
San Anselmo, CA 94960

(415) 450-5386

Marin-Fit.com

Whether you are a seasoned cyclist or completely new to indoor cycling, in our intimate studio we promise you a warm welcome, an enjoyable experience and a versatile workout on top-of-the-range bikes to improve your stamina, power and fitness.

MarinFit is owned and operated by a small, local and passionate team. We are here to help you achieve your fitness goals, be they training for a dedicated event or establishing a new fitness routine at your own pace with our friendly and like-minded cyclists.

Don't Keep it a Secret...

Tell Them You're a Member! When you patronize a fellow Chamber member's business, make sure to tell them you're a member too! It's the perfect way to let each other know how we are all doing our part to support our town's business community. Plus, some Chamber members offer member-to-member discounts!

Submission Deadlines

All chamber members can submit business news and promotions for inclusion on our Facebook and Twitter pages and in our two publications, *Network Success* and "Member News" e-blasts. Mail all submissions to info@sananselmochamber.org. Submission deadlines are as follows:

- **Network Success: Q4 Issue: October 24, 2014**

Free quarterly publication mailed to 5,500 residents, businesses & chamber members in the San Anselmo community.

- **"Member News": Send at least 2 weeks prior to when you want news published.**

- **Facebook and Twitter: E-mail the chamber any time!**

2014 Calendar of Events

Fri, September 26
Spirit of Marin Lunch and Awards
 RSVP: BankofMarin.com/community/spirit-of-marin

Sun, September 28 • 10 a.m. to 4 p.m.
Country Fair Day
Sponsored by Town of San Anselmo Recreation Dept.
 To participate contact Sandy Videgar – (415) 258-4640

October 11-19, 2014
5-Star Adventure China Trip with the
Marin Council of Chambers
 RSVP or Questions: officeadmin@novatochamber.com

Thur, October 16 • 5:30 p.m. to 7 p.m.
Red Hill Shopping Center Community Mixer
 Red Hill Shopping Center

Thur, November 20 • 5:30 p.m. to 7 p.m.
Bradley Real Estate & Powerhouse Security
Community Mixer
 850 Sir Francis Drake Blvd.
 San Anselmo

Sat, December 6 • 5 p.m. to 6:30 p.m.
Holiday Lighting Ceremony
 Imagination Park, 535 San Anselmo Ave.
 San Anselmo

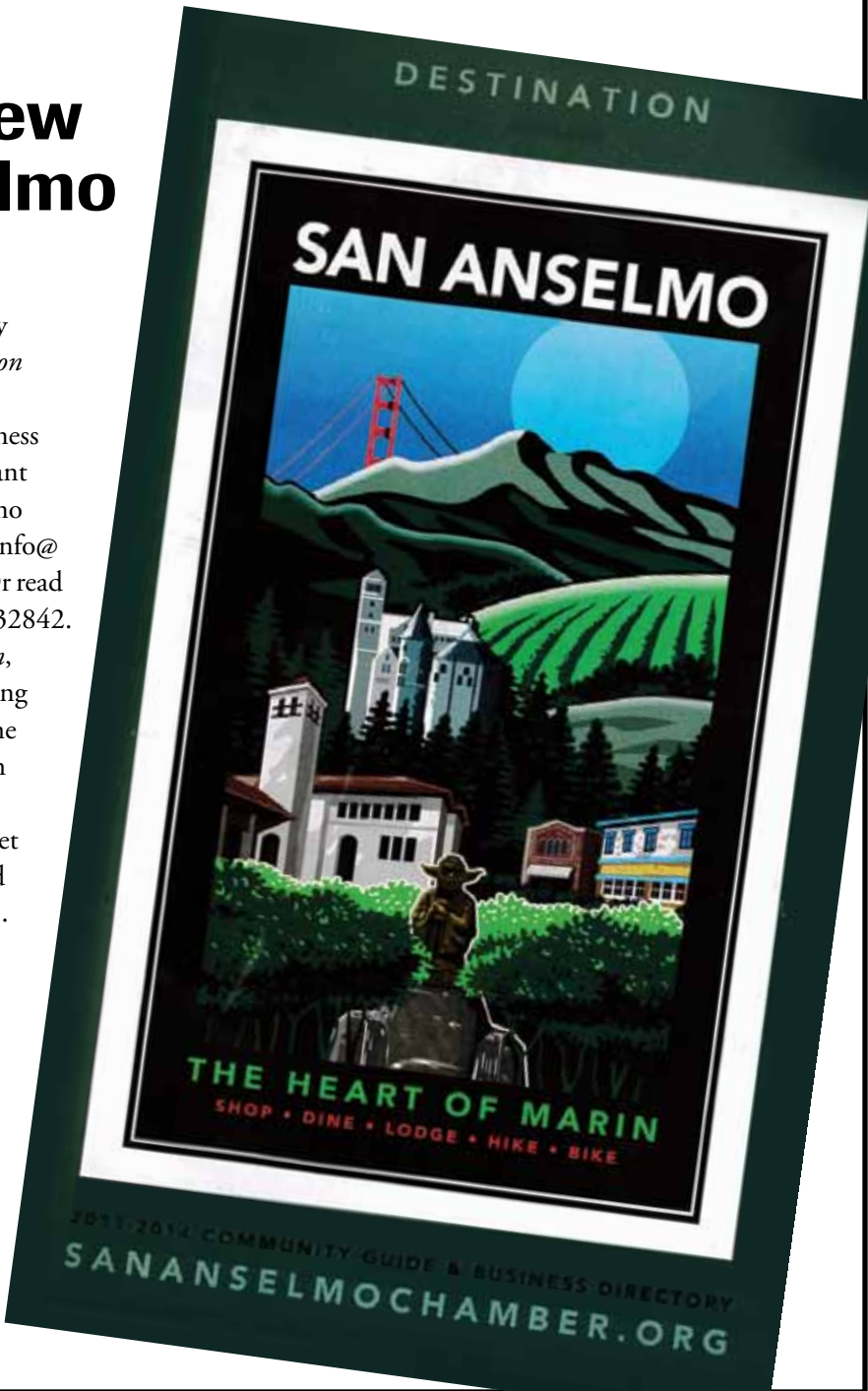
Thur, December 11 • 12 p.m. to 1:30 p.m.
Holiday Luncheon
Hosted by the San Francisco Theological Seminary
 RSVP: SanAnselmoChamber.org

How to Get the New San Anselmo Guide

Did you receive your copy of the *2014-2015 Destination San Anselmo*, our town's community guide and business directory? If not and you want one, contact the San Anselmo Chamber of Commerce at info@sananselmochamber.org. Or read it online: epageflip.net/t/132842.

In addition to *Destination*, the *Marin IJ* is also promoting local business via their online San Anselmo section, which is currently receiving more hits than any other town! Get up to date on local news and happenings at www.marinij.com/sananselmo.

Ads in the online version of *Destination San Anselmo* will receive a total of 303,125 Run of Site (ROS) impressions for the year. It's just one of many ways we're helping our Chamber members promote their business.



Marin Economic Forum Helps Launch Business Incubator

Robert Eyler, Ph.D

Thanks to generous funding from the County of Marin last July, Venture Greenhouse 2.0, an education-based business incubator, re-launched with 11 companies joining its first cohort. Venture Greenhouse is a business accelerator and a catalyzing resource for innovators and new ventures.

Getting Venture Greenhouse 2.0 off the ground was a real public-private partnership. In 2008 and 2009, Cynthia Murray and I were speaking of how many public-private partnerships need to be “shovel-ready” rather than think tanks or simply facilitators to moving folks through the recession. This effort and others underway at Marin Economic Forum (including our participation in the North Bay Life Science Alliance to draw more life sciences businesses to our region), are public-private partnerships with immediate results.

Venture Greenhouse 2.0 provides a curriculum that helps its companies accelerate their businesses to higher levels of revenue, markets and financial sustainability. Here's a look at each cohort's company profile:

- NowArchive is a mobile-centric service that gathers crowd-sourced geo-located video and images that are newsworthy, noteworthy, curious or even common; it shares 50% of license fees with the content owner.
- SolEd is a California benefit company that aims to deliver the lowest lifetime cost of clean energy to its public clients, including schools, cities, and non-profits.
- Fava Life is a healthy snack food category disrupter. An early stage natural foods company based in San Francisco that manufactures and markets a line of artisanal hummus made exclusively with fava beans.
- EnZinc develops safe, portable energy storage solutions that decrease carbon emissions and support the United States' energy independence goal.

- Argana Vita was founded with the belief that pure natural solutions are the healthiest option for people's skin and hair.
- iCareforAll is a software platform providing eye care services to bridge the gap between patients in need of professional eye care service from real doctors who are available in real time to provide their expertise.
- StakeWare delivers Software as a Service (SaaS) applications, allowing the rapid and simple deployment of enterprise class software.
- MediPop's goal is to change the way we each take responsibility for our own health, to promote the development of a new field of wellness practitioners, and to facilitate preventive health care delivery by medical professionals.
- LOKL is crafting local, seasonal, farm fresh prepared meals that can be ordered through the ease of a mobile app and picked up at convenient drive-thru or walk up locations.
- Hi-Top Farms designs, builds and operates on-site greenhouse farms for large employers, bypassing inefficient food supply chains to provide a constant source of ultra-local fresh produce that supports existing employee food services.
- California Team Wear uses proprietary web technology to partner with schools and teams to manage their school team/spirit wear online.

Venture takes on businesses that want to make a change beyond their own income statements. Each company wants to make the world a better place through social or environmental action.

Entrepreneurs in need of a collaborative space and resources to grow are encouraged to check out Venture Greenhouse. They are located at 1115 Third Street, San Rafael, at the Renaissance Center.

I want to thank the MEF advisory board, the task force we assembled, the County of Marin, Stuart Corvin, and especially Paul Bozzo who kept this idea alive in Marin County.

The Marin Economic Forum enables Marin's economic stakeholders to collaborate on improving the County's economic vitality, focusing on Marin's targeted industries, while enhancing social equity and protecting the environment.

Community Business Events

Marinnovation

Date:

Tues, Sept 16, 4:30-7:30 p.m.

Location:

1650 Los Gatos Drive, San Rafael

With its creative population, Marin County is a nexus for innovation, design and entrepreneurship. Marinnovation highlights Marin's vibrant, creative culture and showcases the technologies and ventures that are developing here right now. Marinnovation marks Marin's emergence from the shadow of Silicon Valley to shine as a catalyst for new ideas, cutting edge technologies and sustainable economic development. Marin Economic Forum Sponsors Marinnovation 2014 in collaboration with The Venture Greenhouse.

More info:

marineconomicforum.org/marinnovation2014.pdf

“What is ‘Crowdfunding’ and Why Do I Care?”

with Kim Kaselionis, Breakaway Funding

When:

Thur, Sept 18, 2014 5-7 p.m.

New Venue:

Drake's Landing Community Room, Greenbrae

Join Marin Business Forum and Breakaway Funding and find out why Crowdfunding, the financial revolution of the 21st century, will transform the way businesses access capital.

More info:

<http://bit.ly/1BrsPrK>

SAN ANSELMO SNAPSHOTS—A LOOK BACK AT RECENT EVENTS

Central & Northern California Ambassador Rally • May 16, 2014

San Anselmo Chamber Wins Central & Northern California Ambassador Rally 2015

More than 200 Chamber representatives from Central & Northern California will meet on May 15, 2015, in San Anselmo for an all-day seminar, the largest seminar ever hosted in San Anselmo.

This annual rally allows Chamber Ambassadors to mix, mingle and share best practices with one another through brainstorming sessions and industry expert presentations.

Guest speakers provide winning methods and techniques for becoming better Chamber Ambassadors for their communities and improving their business. Michael Wolpert, owner of Social Jumpstart, will provide hands-on social media tools and techniques. And Benedetto Cico, owner of the San Anselmo Inn, is arranging overnight and weekend stays for Rally guests at the Inn and & San Francisco Theological Seminary. The Seminary is hosting the all-day event at Alexander Hall.

Guests will have the opportunity to book a weekend stay and special activities arranged by Benedetto as well as enjoying our local restaurants, boutiques and the Bay Area.



The San Anselmo Chamber was one of 31 Chambers from across the region that attended this rally hosted by the Folsom Chamber of Commerce. And our own chamber's Ambassador Team walked away with a win to host the Rally in San Anselmo in 2015!

San Anselmo Art & Wine Festival • June 21 & 22



Wood paintings by A&W.

Marin Independent Journal Community Mixer • May 22

Marin Independent Journal sponsors Mad Men mixer at the San Francisco Theological Seminary



Scott Henry, Katarina Martin, Dianne Provenzano & Dave Allen from the Marin Independent Journal leadership team presented a Mad Men-inspired evening for Chamber guests at the San Francisco Theological Seminary.



Rachel Howard, Connie Rodgers, and Janal Stewart decked out in retro 1950s attire at the Mad Men mixer.



Senate candidate Mike McQuire talks with Councilmember Doug Kelly while Kelly volunteers in the Chamber information booth at the 2014 Art & Wine Festival.

California Labor Law Update

Minimum Wage, Paid Family Leave & Workers' Compensation

Several laws signed last year took effect on July 1, including the California minimum wage increase. Employers should take note of the laws below and revise existing business practices accordingly.

Minimum Wage

On July 1, 2014, California's minimum wage increased to \$9 per hour from the existing minimum wage of \$8 per hour. This is the first increase to the state minimum wage since 2008. Employers should examine all pay practices that might be affected by the minimum wage increase, which affects several employer practices.

Employers will need to comply with all notice requirements that are affected by the minimum wage increase:

- Employers must post California's official Minimum Wage Order (MW-2014) in a conspicuous location frequented by employees. The Department of Industrial Relations (DIR) updated the official notice, which includes the July increase and the second increase for January 1, 2016.
- The DIR recently revised all 17 industry Wage Orders. Employers are required to post a copy of the industry Wage Order that applies to their business in a place where employees can read it easily. Use the correct industry Wage Order(s), which now bear a revision date of "07/2014."
- California employers must provide each employee with

written, itemized wage statements at the time wages are paid. The wage statements must reflect all applicable hourly rates in effect during the pay period (Labor Code Section 226).

Paid Family Leave Benefits

Effective July 1, SB 770 expands Paid Family Leave (PFL) wage-replacement benefits for employees to include benefits for time taken off to care for a seriously ill grandparent, grandchild, sibling or parent-in-law. PFL does not create the right to a leave of absence, but provides California workers with some financial compensation/wage replacement during a qualifying absence.

Background Checks

Effective July 1, AB 218 prohibits a state or local agency from asking an applicant to disclose information regarding a criminal conviction until after the agency determines the applicant meets minimum employment qualifications. There are specified exceptions, such as when a criminal history background check is otherwise required by law for the position.

Workers' Compensation Predesignation of Physician

Workers' compensation regulations concerning predesignation of personal physicians also took effect July 1. According to the DIR, the final regulations change the criteria that an employee must meet to predesignate a personal physician or medical group for work-related injuries or illnesses. DIR also revised the forms used for predesignating a

personal physician or a personal chiropractor and the Workers' Compensation pamphlet that employees must receive at the time of hire.

Work Sharing Plans

The California Employment Development Department (EDD) uses a special work sharing program to help companies avoid mass layoffs by sharing the available work among employees. AB 1392 changes the requirements for work sharing plans that took effect on or after July 1, 2014. Visit <http://bit.ly/1pV88yv> for more information.

Best Practices

- Review your policies and practices to ensure compliance with the July legal updates.
- Update your posters and pamphlets.
- CalChamber's 2014 *California and Federal Employment Notices* poster includes the required minimum wage updates.
- Visit the CalChamber store for the updated *Paid Family Leave* (<http://bit.ly/VwVmLD>) and *Workers' Compensation* (<http://bit.ly/1td2doH>) pamphlets.
- Revised industry Wage Orders (<http://bit.ly/1o3rgGl>) are on HRCalifornia.
- Note to *Employee Handbook Creator* (<http://bit.ly/1v5SIJn>) subscribers: An updated PFL policy with the new family member definitions will be provided.

SHOP LOCAL! DINE LOCAL! STAY LOCAL!

Calling All Local Businesses: Marin IJ Wants You! – in Their New Online Business Guide

Think your business belongs in *Marin Independent Journal's* new online business directory? What are you waiting for? Go online and submit your business information for free!

“Our online business directory gets great visibility on MarinIJ.com. Local businesses can take advantage of this free and easy way

to build their SEO. Plus it helps to make for a more comprehensive guide for our readers too. The more listings, the better”, says IJ Marketing Director, Dianne Provenzano.

The Local Guide appears on the sidebar of MarinIJ.com, which attracts an average of 160,000+ unique users per week and continues to grow with page views

regularly reaching over 1.5 million per week.

There is no cost and all local businesses are welcome. Adding business information to online directories like the IJ's Local Guide, along with other free online business directories, is a proven way to improve website SEO for search engines.

To add your local business listing, visit marinij.com and

Marin Independent Journal
digitalfirst | marinij.com

scroll down to the “Local Guide” on the right side bar, or log on to mylocal.marinij.com and click the orange box in the upper right corner of the page that says “Add Your Business.” Once you submit your information, you will

receive a phone confirmation to ensure accuracy before final publication in the Guide.

“It's free and takes just a few minutes. If every local business participates, we'll have a robust online business directory for the community.”



Please join us

Saturday, October 11, 2014 — 5:30 p.m.
at the exclusive Meadow Club in Fairfax
as MCIL celebrates 35 years of service to the community



Master of Ceremonies — Michael Pritchard

Wine Tasting — Silent and Live Auction — Dinner — Dancing — Cigar Lounge

For more information please contact Kathleen Woodcock @ 415.459.6245 ext 17
mcilkathleen@gmail.com — www.marincil.org



**MARIN CENTER FOR
INDEPENDENT LIVING**

710 FOURTH STREET, SAN RAFAEL, CA 94901

Empowering older adults and people with disabilities to live independently
SINCE 1979

MCIL is a 501 (c)3 nonprofit organization

SHOP LOCAL! DINE LOCAL! STAY LOCAL!

- **Help San Anselmo retain its special charm.** Spending your dollars locally will help our businesses keep their doors open. Want to see your favorite shops stick around, “vote” with your dollars!
- **There's so much to choose from!** There are a variety of shops selling one-of-a-kind goods your friends and loved ones will cherish.
- **Save on gas!** Why drive out of town, spending more than four dollars per gallon to save a dollar or two miles away? By visiting San Anselmo businesses, you help reduce greenhouse gases.
- **Local shopping dollars support our police, fire-fighters, roads and parks.** The sales tax revenues generated by local sales help provide these crucial services.
- **Help support worthy causes.** Do you ever see a YES! sticker on a big chain store? Not likely. Local businesses statistically give more to local non-profits, charities and schools than big box stores headquartered elsewhere.
- **Keep jobs here.** Thriving local businesses hire more local people.
- **Shop where everyone knows your name.** This is your place. Your town. Become a regular, valued customer at a local haunt and that business is sure to show you their appreciation.
- **Keep the tourists coming.** Tourists like to visit and spend money in places with great service and a good “vibe.” Our local businesses are in the best position to offer them that experience. The upshot? Tourism pumps dollars back into the local economy, which benefits everyone.



Legal Lectern: No Solicitors!

Jay W. Luther, Attorney at Law, Law Offices of Jay W. Luther
415-456-6197 • jluther@lutherlaw.com

One of the older lawyer jokes—between lawyers—is the one about a client complaining about the 1-1/2 hour charge on his statement for “Attempted Meeting with Client.”

“I was here all day, and you didn’t show up,” the client protests. The lawyer explains, “When I got to your office, I naturally didn’t try to come in since your door said, ‘No Solicitors.’ But of course I had to charge you travel time.”

Those signs, as it turns out, are a big deal in the longstanding, though sporadic, problem of abusive—and sometimes fraudulent—solicitation. Usually, door-to-door solicitors cause no problems. They are the folks who come to the door of your house to sell you magazines, to offer to paint your house, or to ask for donations for a good cause. On the business side, they ask for permission to sell Girl Scout cookies in the space outside your store. So far, so good.

But sometimes, the magazine peddlers travel in packs, hitting one neighborhood after another, sometimes repeatedly, and make residents nervous. Worse, sometimes solicitors seeking donations become squatters in your store’s parking lot or by your front door, asserting that they have a right to do whatever they want. What are your rights? And more importantly as a matter of management, when do you call the police and when do you call your lawyer?

The first line of defense is the permitting process.

All of the towns served by the Central Marin Police Authority (CMPA) have ordinances requiring solicitors to get permits, and usually the permit applicants must submit at least some kind of basic information to the CMPA, such as name, address, the nature and time period during which the business is to be conducted, and whether or not the applicant has been convicted of a felony. From this information, the police can check the usual security databases to determine whether there might be a problem with the applicant. Some jurisdictions, such as Corte Madera, allow the permit application to be rejected if its issuance would be detrimental to public peace, morals, health, safety or general welfare. A small bond may also be required.

Almost all solicitors and peddlers must have a local permit, regardless of whether they are for profit or charitable. The only significant exceptions are political fundraising and canvassing, and solicitation by public entities (such as a local school drive), or by uncompensated minors acting for schools or nonprofits, (such as the Girl Scouts). Organized labor activity will generally also fall outside the scope of these local ordinances.

Local ordinances will also often grant some specific rights. Most ordinances require the solicitor to carry a copy of the permit with him. Others require in addition that the solicitor show the permit on request of the residence or business owner. In San Anselmo,



From left to right:
Jay Luther, Capt. Nick Valeri, Police Chief Todd Cusimano, Connie Rodgers, Lt. Theo Mainaris, Dr. Adam Cantor, Bill Daniels.



Capt. Nick Valeri



Police Chief Todd Cusimano



Jay W. Luther

the solicitor must leave the premises at the request of the owner of residential, but not commercial, property. For charitable solicitors, there’s also a State required ID card (“Solicitation or Sale for Charitable Purposes Card”)—the information from which may be set out in a brochure instead of the card itself—that usually must be displayed on request.

San Anselmo also has a unique provision called “Prohibition by Sign.” In pertinent part, it prohibits all solicitors or peddlers from contacting occupants

of dwellings or business premises if a sign is posted “prohibiting soliciting or peddling and soliciting.” (For you sticklers, the unnecessarily complicated definitions make “peddling” the sale of goods, while “soliciting” is the sale of services or the requesting of charitable donations.) This sign must be clearly visible and its wording must be at least one inch high. The residential sign must be posted at the front of the building, and the business sign must be posted at all entrances. An example would be: “All soliciting and peddling is prohibited.”

In the real world, the specific language of the ordinances is less important than the fact of their existence. To put it simply, there is a *lot* of noncompliance in this area even by legitimate solicitors, and the marginal operators are even more likely to lack permits. Because of this, the first question to a solicitor should be “May I see your [Town Name] Solicitation Permit [and State Charitable Purposes Card, if applicable]?” If the answer is “I don’t need to have one” (assuming the

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Marin Prepares for 628 Area Code

The County of Marin is informing North Bay residents that a new telephone area code, 628, is being added to the area served by the existing 415 area code to accommodate demand for new phone numbers.

The 415 area code, which generally covers most of Marin, the County of San Francisco and a small portion of San Mateo County, will have to be included when 415 customers are calling within that area code starting in February 2015. The California Public Utilities Commission (CPUC) and the 415 Public Education Program Task Force is urging Marin residents to start using area codes when dialing all numbers beginning in August 2014.

Here is more information about the change provided by the 415 Public Education Program Task Force:

- **What is an area code overlay?**
It is the addition of another area code to the same geographic region as an existing area code. An overlay does not require customers to change their existing area code.
- **What is the new dialing procedure?** To complete calls, callers must dial 1 plus the area code plus a seven-digit number. Soon all calls in the 415 area code that are currently dialed with seven digits (e.g., 555-1212) will need to be dialed using 11 digits (e.g., 415-555-1212).
- **When will the change begin?**
Effective August 16, 2014,

customers from the 415 area code should begin using the new dialing procedure when placing local calls. If customers forget and use the old dialing procedure of dialing just seven digits, calls will still complete until February 21, 2015.

Beginning Feb. 21, 2015, callers must use the new dialing procedure for all calls. After that date, calls made with seven digits will not be completed and a recording will provide an instruction to hang up and dial again. Until February 21, 2015, callers should practice using the new procedure whenever possible. Beginning March 21, 2015, new telephone lines or services may be assigned numbers with the 628 area code.

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solicitor isn't a Girl Scout or the like) or "I've got a county permit," it's not a bad idea to tell the solicitor that you don't deal with folks who lack a local and other required permits. If they persist, call the CMPA. If they're abusive, call the CMPA just to let it know that a problematic organization is in the neighborhood. And yes, the police *will* come; violation of the ordinances is usually a misdemeanor.

If you're in San Anselmo, and have posted a sign prohibiting solicitation, you can also ask the solicitor, "Can't you read?" If you think that the solicitor is likely to bother you or other town residents again, definitely call the CMPA and let it know what happened.

In recent years, the most serious solicitation abuses have involved charitable solicitors who have actually obtained local solicitation permits, and have used them to badger the customers of local businesses into giving. Here's how the moving papers of one retailer described the facts as it asked the Marin Superior Court for an injunction:

Since the summer, Defendants have daily transported Solicitors, some as young as 12-13 years of age, to beg for money from [retailer's] customers. Several solicitors have also threatened violence against [its] Head Clerk . . . and the store manager. . . . Defendants have been told to leave, but they refuse. . . . [Defendants] has been enjoined many times for similar deliberate trespass throughout the State. . . . Defendants' rude, aggressive, threatening and profane behavior has generated numerous customer complaints and loss of business. Obnoxious or peaceful, Defendants have no right to invade and occupy the store.

What went wrong here? First, the solicitor had obtained a permit, so the first line of defense failed. Second, though the events took place in San Anselmo, no sign prohibiting solicitation had been posted. Third, because this was commercial, rather than residential property, the owner's demand that the solicitors leave was unsupported by the ordinance.

Most importantly, the police

quite correctly felt stymied by the lack of clarity that existed in the law of commercial trespass at the time, and to some extent still does. The problem, under the case law, is that some solicitation in shopping centers and similar properties is constitutionally protected free speech. And when a constitutional issue arises, it is time to turn the problem over to a lawyer and the courts to declare what the applicable law is.

Next column, we'll look at what businesses can do to protect themselves against aggressive solicitation when constitutional issues arise, either because the business is in a shopping center or the like, or because the activities are occurring just outside the store on a public street. In the meantime, while waiting breathlessly, do remember to ask to see that permit and do put those signs up.

This column contains the highlights of a panel discussion with the author and knowledgeable members of the CMPA. The author and the Chamber thank Chief Todd Cusimano and his team for their insight. However, any errors are the responsibility of the author.

Ribbon Cuttings

True North Pizza Community Mixer & Ribbon • April 17



Buck Minitch, owner of True North Pizza, cuts the ribbon while family and fans look on. True North's artisan pizza is complemented by calzones, pasta, garlic bread, craft beer and favorite recipes from the former Lo Coco's.



The Minitch Family

MarinFit Ribbon Cutting • June 5



Marin Fit owner, Anooshik Cronin, gets a little help cutting the ribbon from Vance Frost, Katarina Martin, Joanna Brook, Sarah Gallon, Danielle Dinnerman and Denise Montalvo.