



Network Success

Business to Business News from San Anselmo

Issue 1

1st Quarter 2014

CHINA

Oct. 11 – 19, 2014

Join the Marin Council of Chambers for a 5 Star adventure



\$2,399.00 - 9 DAY ALL INCLUSIVE CHINA TRIP
INCLUDES

Roundtrip international airfare from San Francisco
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All gratuities, taxes, fees
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Day 1 10/11 San Francisco/Beijing

Board a convenient charter bus in the morning, and travel to San Francisco International Airport for an afternoon flight to Beijing. Your adventure begins as you fly trans-Pacific aboard a wide cabin jetliner. Cross the International Dateline.

Day 2 10/12 Beijing

Evening arrival in Beijing, the Capital of China. You will be met by your local tour guide at the airport. Transfer to the hotel.

Day 3 10/13 Beijing

Visit the Tian An Men Square, the largest square in the world, and the Temple of Heaven, built in 1420 A.D., where the emperors prayed to the heaven for a good harvest. Sightseeing also includes the Palace Museum, also known as the Forbidden City, home of 24 emperors with a total space of 9,999 rooms, and the Summer Palace, known for the Long Corridor with painted gallery, Kunming Lake and Longevity Hill, Seventeen-Arch Bridge and Marble Boat.

Day 4 10/14 Beijing

Tour bus excursion to the Great Wall, the 4,000-mile long and 2,000 years old construction is said to be the only man-made structure visible by naked eye from the moon. Visit to the Ming Tombs, one of 13 Ming Emperors' Tombs is fully excavated and open for exploration.

ORGANIZED AND HOSTED BY



San Rafael Chamber of Commerce

Day 5 10/15 Beijing/Shanghai/Suzhou

Morning flight to Shanghai, then take a tour bus trip to Suzhou. Evening dinner show of traditional Chinese Music.

Day 6 10/16 Suzhou/Hangzhou

Morning sightseeing to the centuries-old Linger Garden, Tiger Hill and Hanshan Temple. Visit to the National Embroidery Institute to see silk embroidery, an important local craft with 1,000 years history. Afternoon tour bus journey to Hangzhou. Visit to Economic Development Zone.

Day 7 10/17 Hangzhou/Shanghai

Morning boat cruise on West Lake with relaxing stopover at jewel-like pagodas and tea houses. Visit the centuries old Lingyin Temple, with the main feature of the 64.3 ft-high camphor-wood carved Buddha. Afternoon tour bus trip to Shanghai.

Day 8 10/18 Shanghai

Sightseeing includes the Yu Garden, a maze of marvelous pavilions, ponds, rocky works and over-arching trees. Visit to the Bund, a famous waterfront park. Business visit to the Pudong economic development zone.

Day 9 10/19 Shanghai/San Francisco

You may spend your final hours in China on your own in the morning. Afternoon flight departs for San Francisco where you will return to your parking via bus.

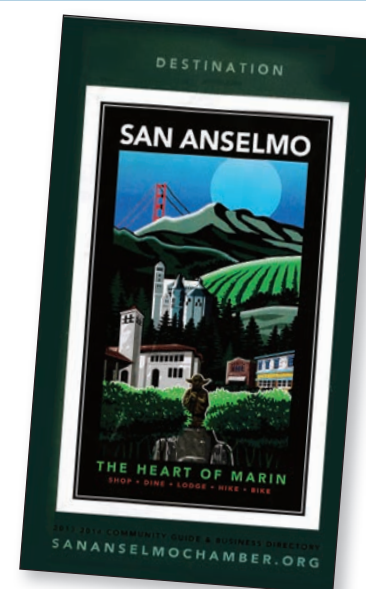
NOTE: Optional side trips are available for an additional fee. Final itinerary will be released in early September. This package does not include insurance or mandatory Chinese Visa.

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**Don't be left out
of San Anselmo's
official Visitor &
Business Guide.
Over 45,000
copies distributed**

See page 9



CHANGE SERVICE REQUESTED

Tours must be booked and paid for by AUGUST 1, 2014. There is a \$400 non-refundable deposit required at time of reservation.

Tours are organized by Citilinc, a Marin Council of Chambers member. SPACES ARE LIMITED.

Attend a complimentary INFORMATION SESSION March 24, 2014, 5:30p.m. to 7:00 at NOVATO OAKS INN, 215 Alameda Del Prado, Novato

RSVP is required for information session: RSVP to Novato Chamber of Commerce at officeadmin@novatochamber.com

OR

More information available by calling (415) 897-1164 or email: officeadmin@novatochamber.com



Network Success

Business to Business News from San Anselmo

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digitalfirst | marinij.com**

Members in the News

Élan Hosts Heart-felt Benefit

Always the community advocate, Élan Health & Fitness Center offered special fitness classes with proceeds benefitting the American Heart Association. *Élan Health & Fitness Center, 230 Greenfield Ave., San Anselmo, 415-485-1945, www.elanfitness.com.*



Eric Gelman Receives Bradley Real Estate 2013 Top Producer Award

The Chamber congratulates member Eric Gelman—the countywide top producer for Bradley Real Estate! *850 Sir Francis Drake Blvd., San Anselmo, 415-686-1855, ericGelman@bradleyrealestate.com.*



Seawood Photo Still Snapping After 66 Years

Given how drastically photography has changed in the past decade, *Pacific Sun's* Cornerstones rightly recognized downtown San Anselmo's Seawood Photo's endurance as "a real photo store ... still going strong after opening 66 years ago." Originally named "The Photo Shop," its name changed in the 1960s to reflect its natural surroundings. Owner Graham Law started as the manager of Seawood Photo after the 1982 flood, buying it outright in 1993. Law says "the key to Seawood's future is in the past." The article notes that Law is "focused on developing a store like no other



[with] hundreds of vintage cameras in their Camera Museum" with the oldest dating back to 1890. But Seawood Photo is also firmly in the present—it's the place to buy or rent lenses and new cameras, make enlargements, clean digital camera sensors, and buy darkroom equipment and chemicals.

Graham Law, Seawood Photo, 115 Tunstead Ave., San Anselmo, 415-453-4322, staff@seawood.com, Seawood.com.

Local Students' Photos Shine in Bank of Marin Calendar

The photography of 17 students from 10 local high schools is featured in Bank of Marin's 2014 community calendar. This is the fourth year Bank of Marin has worked with photography teachers and students at North Bay high schools to select images for their yearly calendar. This year, students submitted 170 images, and judges at Bank of Marin made the final photo selections.

The calendars are available now for free at all Bank of Marin branches. To view the winning images, visit BankofMarin.com/community/2014-calendar-photography. This year's featured student photographers are:

- Marin Academy – Liam Todd
- Marin Catholic High School – Grace Degnan and Weston Kirby
- Marin School of the Arts at Novato High School – Anna Foulger and Sean Lirette
- New Technology High School – Cheyenne Whitney
- Redwood High School – Emma Conneely and Alexa Samii
- San Rafael High School – Alex Argueta, Julian Rocha, and Zoe Carrell
- Sir Frances Drake High School – Sarah Axsom
- Sonoma Valley High School – Laryssa Baker

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: Q2 Issue: April 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!**

Members in the News

and Dylan Ferreira

- Tamalpais High School – Rachel Kochhar
- Terra Linda High School – Nicky Johnston and Natalina Sessi

Bank of Marin donates \$100

to each participating high school's photography program for the purchase of supplies and equipment. "We are committed to supporting our local schools in a variety of ways, through financial contributions, volunteerism, and

partnerships, such as this year's collaboration for our annual calendar," said Russell Colombo, President and CEO for Bank of Marin. "We are very pleased to highlight these talented students and give back to our schools in the process."

Press Dish Out Praise for San Anselmo Restaurants



Congratulations to Heidi Krahling! Her two restaurants—

Insalata's and **Marinitas** (both San Anselmo Chamber members)—received accolades from *Pacific Sun's* "All in Good Taste" writer, Pat Fusco, for being two of the five Marin restaurants to make the Michelin Guide's Bib Gourmand category. The honor is bestowed on "value spots" serving very good food for reasonable prices: two courses and a glass of wine (or dessert) for under \$40, pre-tax and tip.

Meanwhile, three San Anselmo Chamber members' dishes were selected as "best" in the county in *Marin Magazine's* annual 2014 Top Picks for Marin Tastemakers. As writer Mimi Towle says, "If you want to find the best food in Marin go where the chefs go."

Best Pork Chops, Insalata's. "There's a reason pork chops at Insalata's are so good," Towle writes. "Chef Heidi Krahling has chosen succulent Duroc pork for the main ingredient." *120 Sir Francis Drake Blvd., San Anselmo, 415-457-7700, Insalatas.com.*

Best Chicken Pot Pie, La Loggia. Dishes like Chef Patty Blech's potpie is "intended to elicit feelings of being home and enjoying Mom's cooking—albeit with a key to the wine cabinet," Towle adds. *Owners, Colm Glass & Vincent Nobel, 500 San Anselmo Ave., San Anselmo, 415-234-8698, LaLoggiaSA.com.*



Best Croissant, M. H. Bread and Butter. Chef Nathan Yanko, who hails from

S.F. Tartine, and his wife Devon opened in town last year after a successful Kickstarter campaign. *Owners, Nathan & Devon Yanko, 101 San Anselmo Ave., San Anselmo, 415-755-4575, devon@breadandbutter.com, MHBreadandButter.com.*

Ross Valley Reporter's Leslie Harlib also chimed in about the bounty of bakeries in San Anselmo. In her column, *Marin's Yummings and Goings*, Harlib says, "when it comes to baked goods and gluten-free treats, this town is a Mecca thanks to **M.H.**

Bread and Butter, an elegant-yet-earthly bakery with hearth breads, artisan-style French pastries and a full menu of snacks, small plates, sandwiches and some entrees. It replaced the



short-lived Sweet Life.

"**Flourcraft**, a dedicated gluten-free bakery, is a hot property for its varied range of breads, cupcakes, coffee cake and other sweets. **True North**, a self-styled artisan pizzeria in the former LoCoco's site, features gluten-free pies in addition to traditional styles, as well as live music."

Harlib also gave homage to the tragic passing of **Orchid Thai's** co-owner and Chef Jeiranan "Tommy" Thongnopneua in January, and celebrated the space's reemergence as "**Baan Thai**, spruced up with gentle colors and attractively presented dishes." She also noted Lanna



Thai's resurrection as **Auryn**. The mother-daughter team "turn out some of the prettiest Thai plates in the county."



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Pet Food Express
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459-7443

Precision 6 Haircutting Salon
459-5340

Silver Screen Video
457-8360

Red Hill Cake & Pastry
457-3632

Red Hill Holiday Cleaners
457-9992

High Tech Burrito
455-9176

Pizzalina
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San Anselmo Swirl
451-0190

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!

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Dinner 6pm + Lecture 7:30pm

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130 Sir Francis Drake Blvd., San Anselmo
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Welcome New Members

Joan Capurro Community & Business Advocate

P. O. 1651
San Anselmo, CA 94979-1651
joancapurro@gmail.com

San Anselmo
Chamber Business
Citizen of the Year
– 2013



Joan received awards for her public affairs leadership, mentoring and networking efforts. Some of her affiliations include the Center for Volunteer and Nonprofit Leadership, San Anselmo & San Rafael Chambers of Commerce board of directors and the United Way. Due to her exceptional leadership, Joan was inducted into the Marin Women's Hall of Fame, and received San Anselmo Chamber Business Citizen of the Year and Spirit of Marin awards. Although she retired last December, Joan is busier than ever writing her biography, which incorporates the humor of women in banking. Her career as a longtime Marin banker and committee member for various local nonprofits, civic and educational organizations provides heaps of material.



Dollface Beauty April Arisian

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Kristin Mahoney Photography

Kristin Mahoney
(415) 518-3570
Kristin@kmahoney.com
kmcirclepix@yahoo.com
KristinMahoneyPhoto.com



From an early age, Kristin has been exploring her own creative visions through her photography. Given her first camera at age eight by her dad, Kristin, a Bay Area native who grew up on the San Anselmo-San Rafael border, watched her dad spend hours with his camera in hand. He taught her as much as he could about the exciting world of photography.

For 15 years, she has run her own photography business specializing in weddings, portraiture, events and pet photography. Kristin is also contracted with Circle Pix, a company that offers virtual tours, catering to real estate and commercial clients.

Kristin also has a passion for animals. She shares her home with two cats and a dog, and volunteers regularly at the Marin Humane Society, where she also takes and assists in animal behavior classes.

As a Chamber Ambassador, Kristin is eager to work with new Chamber members to show them how to take advantage of all of the benefits membership affords while also contributing to the community.

Caralina Kvalstad, D. C.

633 San Anselmo Avenue
San Anselmo, CA 94960
(415) 233-0192
drcaralina@gmail.com
FeelGreatBeHealthy.com

Conveniently located in the heart of Marin in San Anselmo, Dr. Carolina provides an extensive array of effective chiropractic care, including CranioSacral Therapy,

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(415) 488-5501
ruben@rjrmassage.com
RJRMassage.com

Massage, Functional Fitness, and Enlightened Eating are the foundation of Ruben J. Rocha's practice, where clients receive support to practice self-care in these interdependent areas.

He has been an associate of Corsano Family Chiropractic in San Anselmo and of Adams Family Acupuncture in San Rafael, a manager at BodyWise Massage, a coordinator for chair massage at Elephant Pharmacy, and has provided on-site massage for corporate clients.

Ruben holds a BA in history from the University of Dallas, and studied theology at Braniff Graduate School. He is a graduate and instructor at Diamond Light School of Massage and Healing Arts, and also studies Chi Running with Sally Mitchell in San Francisco.



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New Members
Continued on page 12

2014 Calendar of Events

Thur, March 6 • 6 p.m. to 7 p.m.
Dollface Beauty Ribbon Cutting
 341 San Anselmo Ave., San Anselmo

Thur, March 20 • 5:30 p.m. to 7 p.m.
**Launching Teens & Adults to Success –
 A Community Mixer with Mary Ann Maggiore**
 Student Center, Sir Francis Drake High School,
 1327 Sir Francis Drake Blvd., San Anselmo

Thur, April 17 • 5:30 p.m. to 7 p.m.
**True North Pizza Community Mixer &
 Ribbon Cutting**
 638 San Anselmo Ave., San Anselmo

Thur, May 22 • 5:30 p.m. to 7 p.m.
Marin Independent Journal Community Mixer
 San Francisco Theological Seminary,
 105 Seminary Dr., San Anselmo

Sat & Sun, June 21 & 22 • 10 a.m. to 6 p.m.
San Anselmo Art & Wine Festival
 San Anselmo Avenue, San Anselmo

Wed, July 30 • 5 p.m. to 7 p.m.
Marin County-Wide Mixer
Presented by the Marin Council of Chambers
 Courtyard by Marriott,
 2500 Larkspur Landing Cir., Larkspur
 \$5 member / \$20 non-member

Friday evenings • August & September
Picnics on the Plaza
Sponsored by Town of San Anselmo
 Downtown San Anselmo

Sat, August 23
5 p.m. to 8:30 p.m.
Dinner Under the Stars
 More than 25 local
 restaurants | Limited tables
 available | RSVP: www.sananselmochamber.org
 Imagination Park, 535 San
 Anselmo Ave., San Anselmo



September • Details TBA
Sandy Daniels Memorial Bocce Ball Tournament
 Register to sponsor or play: SanAnselmoChamber.org
 & click "Register for Event"

Thur, September 18 • 5:30 p.m. to 7 p.m.
San Anselmo Inn Community Mixer
 339 San Anselmo Ave, San Anselmo

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

Sun, September 28
Country Fair Day
Sponsored by Town of San Anselmo

October 11-19, 2014
**5-Star Adventure China Trip with the
 Marin Council of Chambers**
 RSVP or Questions:
officeadmin@novatochamber.com
(See cover for more info)

Thur, October 16 • 5:30 p.m. to 7:00 p.m.
Red Hill Shopping Center Community Mixer
 Red Hill Shopping Center

Thur, November 20 • 5:30 p.m. to 7:00 p.m.
**Bradley Real Estate & Powerhouse Security
 Community Mixer**
 850 Sir Francis Drake Blvd., San Anselmo

Sat, December 6 • 5:00 p.m. to 6:30 p.m.
Holiday Lighting Ceremony
 Imagination Park, 535 San Anselmo Ave.,
 San Anselmo

Thur, December 11 • 12:00 p.m. to 1:30 p.m.
Holiday Luncheon
 RSVP: SanAnselmoChamber.org

Save the Date for the 32nd Annual San Anselmo Art & Wine Festival!

The San Anselmo Art & Wine Festival is scheduled for June 21 & 22, 2014, and all local artists, musicians, sponsors, restaurants, and merchants are invited to apply! Presented by the San Anselmo Chamber of Commerce and produced by CA Artists, San Anselmo's premiere event attracts visitors from all over the Bay Area—and worldwide. An Australian family calls to confirm the festival dates and book rooms at the San Anselmo Inn for their bi-annual family reunion!



The festival kicks off San Anselmo's summer of fun with more than 185 arts and crafts booths, live music, food vendors, and a children's area with activities for the whole family. Visit these links for more information:

ARTISTS:
CAArtists.com/schedule/San_Anselmo_application.pdf

ENTERTAINERS:
CAArtists.com/schedule/BandSubmission.pdf

SPONSORS:
CAArtists.com/schedule/SponOpptDescrip2014.pdf

COMMERCIAL EXHIBITORS:
CAArtists.com/schedule/CommercialExhibitForm2014.pdf

FOOD VENDORS:
CAArtists.com/schedule/FoodVendorSignup2014.pdf

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SAN ANSELMO SNAPSHOTS—A LOOK BACK AT RECENT EVENTS

Holiday Lighting Ceremony • December 7



Lawrence Frauens, with his mother Dollie Frauens, the first donor to Imagination Park. Dollie flipped the switch to light the park and kick off San Anselmo's holiday season.



Dianna Kennedy, Connie Pelissero, Celeste Ezell, Drake High Volunteers & San Anselmo children making holiday cards at the Holiday Lighting Ceremony.

“Outstanding Holiday Window” Goes to Susan’s Store Room

Susan Hoy, owner of Susan’s Store Room at 239 San Anselmo Avenue, won the Chamber’s annual award. Susan opened her business in the basement of her San Anselmo home more than 30 years ago before moving downtown. Congratulations Susan for an unbearably cute window!



The winning window.



Owner Susan Hoy with Mayor Kay Coleman.

Chamber Holiday Luncheon • December 12

The annual luncheon was graciously hosted by San Domenico School.



Thank you Cub Scout Pack 50!

Cub Scout Pack 50 continues to spruce up Imagination Park. If you see the Cubs and their leaders please thank them for their outstanding community service!



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California Association of Health Plans New Fact Sheet Highlights Cal MediConnect Program

Cal MediConnect to Coordinate Care for State's Most Vulnerable Population

The California Association of Health Plans (CAHP) released a new fact sheet (<http://tinyurl.com/kcfw5xo>) highlighting Cal MediConnect, a pilot program launching in California in April 2014. Eleven health plans operating in eight counties will implement a program designed to improve care for Californians who are dually eligible for both Medicare and Medi-Cal. Cal MediConnect combines a suite of medical and community-based services into a single benefit package administered by and delivered through managed care health plans.

"Cal MediConnect will offer a straight path through a maze of providers, services and benefits by bringing together Medicare and Medi-Cal under one umbrella: a Medi-Cal managed care plan," said Patrick Johnston, President and CEO of the California Association of Health Plans.

"The goal is to transform an often fragmented and confusing system into a single, coordinated program where beneficiaries are able to get the right care at the right time in the right setting."

Currently, dual eligibles are often caught in a disconnected labyrinth of providers, services and benefits under the separately administered Medicare and Medi-Cal programs. This approach sometimes results in

delayed, duplicative and even unnecessary care. Under Cal MediConnect, managed care plans will coordinate medical care, long-term supports and services, behavioral and mental health care services, and social supports.

Dual eligibles will have a single point of contact for all benefits, a single health plan membership card and a single phone number to call for help. This streamlined system will cut down on the confusion and inefficiencies caused when Medicare and Medi-Cal operate individually, allowing dual eligibles, who make up one of the nation's most vulnerable populations, to better manage their care.

CAHP's new fact sheet provides background on California's dual eligible population, the existing fragmented and confusing system, and offers an overview of Cal MediConnect:

- California is home to 1.2 million dual eligibles, 70 percent of whom are aged 65 and older, the remainder are under 65 and have disabilities.
- 55 percent of the dual eligible population has three or more chronic conditions.
- The average yearly health care cost for a dual eligible is \$30,000 -- four times more than Medicare-only enrollees.
- Dual eligibles make up 11

percent of Medicare enrollees while accounting for 36 percent of total Medicare spending. In Medi-Cal, the duals make up 26 percent of enrollment and represent 35 percent of spending.

- Cal MediConnect beneficiaries will be enrolled in a health care plan that offers patient-centered care (access to nurses and social workers, a care coordination team that includes family members, and coordination among different care settings), improved access to home and community-based services, reduced reliance on institutional settings, access to interpreters and documents in beneficiaries' primary languages.

To view CAHP's fact sheet on Cal MediConnect, please visit <http://tinyurl.com/kcfw5xo>.

CAHP is a statewide trade association representing 43 full-service health plans. Through legislative advocacy, education and collaboration with other member organizations, CAHP works to sustain a strong environment in which our member plans can provide access to products that offer choice and flexibility to the more than 24 million members they serve. For more information, please visit CalHealthPlans.org or call 916-552-2910.

PG&E and Energy Network Partner for Marin Sustainability

The County of Marin Sustainability Team has partnered with Pacific Gas & Electric and the Bay Area Regional Energy Network to offer their services as energy efficiency resource specialists for Ross Valley. The program is called Home Upgrade, funded by PG&E and the California Public Utilities Commission with additional funding from the Bay Area Regional Energy Network and Marin County.

One of program's main

designations is to help homeowners invest in their home's energy efficiency by providing free technical assistance and incentives to help cover the cost of an upgrade project. Marin County homeowners can get up to \$5,800 in incentives for completing a project that increases efficiency and comfort, lowers utility bills, adds value to their home, and helps the environment.

Kellen Dammann, Sustainability Outreach & Marketing Specialist

for the Marin County Community Development Agency, would like to work with you to invest in your #1 asset, your home, by lowering utility bills, increasing comfort and indoor air quality, and helping the environment, all while taking advantage of incentives and specialty financing programs.

Kellen's contact info: 3501 Civic Center Dr. - Room 308, San Rafael, 415-473-2698, energy@marincounty.org; MarinCounty.org/energyupgrade.

The Aim & Advantages of a Chamber of Commerce

What is a Chamber of Commerce?

The San Anselmo Chamber of Commerce is a voluntary organization of the business community. It unites business and professional individuals and firms, creating a central agency that lends itself to improving business and building a better community: a place for all to share the desire to improve the community.

The Chamber works to accomplish collectively what none of us could do individually. The strength of the organization lies in attracting the greatest number of individuals and businesses, creating a pool of resources to draw ideas, energy and finances.

What is the main purpose of a Chamber of Commerce?

The major responsibility of a Chamber of Commerce is the community's economic wellbeing. It works to increase wealth and prosperity by facilitating the growth of existing businesses and fostering new ones.

What isn't a Chamber of Commerce?

The Chamber is NOT a government agency. The organization does not receive any federal, state, county or city funding for operations.

Who's in charge?

The governing body of the Chamber is its Board of Directors, which represents a cross-section of the Chamber's membership. The board's function is to determine policy for the organization. The Chamber also employs one part-time staff professional, who manages the day-to-day functions of the organization including planning and hosting special events, fostering community development in the area, and publishing the Chamber's newsletter, annual visitor and business directory, and website.

How does the Chamber support the business community?

The Chamber performs many functions to foster the growth of the business community. For existing businesses, the Chamber organizes dozens of special events each year to facilitate business-to-business networking. Many business relationships have been established at these monthly mixers.

The Chamber also supports its members by referring them to potential customers. Hundreds of visitors and newcomers to the area contact the Chamber to find out where to get their oil changed, where to bank, where to eat, and more. Each time, the Chamber refers its members!


For more than 27 years, the San Anselmo Chamber has helped put our local businesses on the map by publishing *Destination San Anselmo*. This year's edition will be distributed to over 45,000 Marinites and visitors with increased distribution throughout the Bay Area. **Don't be left out of San Anselmo's official Visitor & Business Guide. Over 45,000 copies distributed – that's 25,000 more than 2013!**

Local, state and federal laws and regulations can have a huge impact on the ability of a business to succeed. The Chamber is a member of many boards, committees and organizations that lobby for pro-business legislation on behalf of its members.

Committees, such as the Ambassador Committee, work with the Board to plan annual events, and ribbon cuttings for businesses that are new or that recently expanded or remodeled. Ambassadors meet monthly to plan upcoming events, networking opportunities (see inset), and outreach to local businesses. At the Chamber's annual luncheon meeting, the committee votes and gives a special award to an ambassador for distinguished service (see page 12).


DESTINATION SAN ANSELMO

A BUSINESS AND COMMUNITY GUIDE



Be a part of San Anselmo's charm when you promote your local business in the annual business and community guide, **Destination San Anselmo.**

Delivered:
September 2014 in Ross Valley, Corte Madera, Kentfield, Larkspur, Greenbrae, San Rafael and West Marin.



FOR PRICE & AD SIZE INFO
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KATARINA MARTIN

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KMARTIN@MARINIJ.COM

Marin Independent Journal | MARINIJ.COM

Chamber Provides Inbound Marketing

Any savvy business owner will tell you that community connections are critical to the success of their business. The one-on-one exposure Chamber mixers provide gives members ample opportunities to forge those connections that often lead to potential business.

An outstanding example of this was the activity that Ken's Carpets owners, Ken and Ann Walpole, planned for their Chamber mixer last January: a store-wide scavenger hunt ... and it wasn't easy! Making the activity a bit challenging made us ask each other for help, inspiring interactions among the more than 60 guests, and giving us all an entertaining way to laugh together—while exploring and talking about their products. By the end of the hunt, everyone met new people and learned all about Ken's Carpets' outstanding products and services. It was the perfect mixer to kick off the Chamber's year!

Are you looking for a creative way to market your local business and connect with the community? Mixers are just one way Chamber Members can promote their offerings. Find out all the benefits Chamber membership affords! Visit SanAnselmoChamber.org and click on "Join."

Drought Conservation Tips from MMWD

On Jan. 21, 2014, the MMWD Board of Directors passed a resolution requesting a voluntary 25% reduction in water use by all water users.

Feb. 13, 2014 Update: Recent heavy rains on the Mt. Tamalpais Watershed significantly improved our water supply picture. Nearly 15 inches fell Feb. 5-9, raising the reservoir levels from 53% of capacity to 66%; average is 84%. Total rainfall year to date, while improved, is still below average. **The 25% voluntary reduction in water use requested by MMWD's Board of Directors in January is still in effect and in line with the governor's statewide drought emergency declaration.**

LEARN MORE:

<http://tinyurl.com/mtf73ez>

WATER USE CALCULATOR:

www.home-water-works.org/calculator

When the “rainy” season rolls around, saving water may not be the first thing that comes to mind. But this year’s record-breaking dry weather is a reminder that—winter or summer, wet or dry—using water wisely is critical to ensuring a reliable supply for the future. Here are some ways to get started:

- **Turn it off:** If you haven’t turned off your irrigation system for the winter, now is the time. Even without rain, most plants require little water this time of year. (During dry periods, check high-water-use plants for stress and water if needed.) Don’t forget a blanket of mulch to slow evaporation and protect roots from the cold.
- **Find and fix leaks:** MMWD conservation staff discovers leaks in about one third of the homes they visit—and often the homeowners never suspected. Your water meter can help you monitor your water use and determine if you have a leak: <http://tinyurl.com/lfyjgkq>
- **To help save water and money,** MMWD is offering rebates for high-efficiency toilets, high-efficiency clothes washers and smart irrigation controllers: <http://tinyurl.com/mrmbup3>
- **Give your home a water efficiency check-up:** MMWD will guide you through activities to find ways to save water at your home: <http://tinyurl.com/n2nkcm6>
- **Call MMWD!** Need help finding ways to save water? MMWD will send a water conservation expert to your home or business for a FREE consultation. Call 945-1523 to schedule.
- **See water running down the street?** Let MMWD know: <http://tinyurl.com/loju5jm>



Get Your Ground Game On

By Kris Kelson, State Farm Agent

It’s not news that we are having a very dry season this winter. You might be surprised to know though, that significant rainfall (if it ever does materialize) on dry soil can lead to rapid production of surface runoff. If the rainfall rate exceeds the infiltration capacity of the ground, runoff will occur.

If water isn’t draining correctly around your property, you could be in for some major headaches: bogs in your lawn, cracked foundations and seepage in your basement, landscaping that washes down your slopes, and more. These five tips may help you remedy an erosion problem and protect the integrity and aesthetics of your property.

1. Plant hardy species.

Add groundcover plants, native species and grasses to keep soil intact. If you have existing plants in an erosion-prone area, leave them—and their root structures—intact to help prevent erosion. Contact a nursery to learn which plants work best in our region.

2. Regrade away from the house.

To properly drain water away

from your house, your yard must be lower than the level of soil at the base of your house. Use clean fill dirt for your project: It compacts harder and helps hold the slope better than topsoil. While you may be able to tackle smaller areas yourself, seek the assistance of a landscape professional for advice about bigger jobs.

While you’re looking around your home for drainage problems, make sure your gutters and downspouts are clear and functioning properly, and that water from the downspout is directed well away from your foundation.

3. Improve your soil.

Add compost, peat moss and/or manure once per year to help build up weakened soils and improve the chance for drainage rather than runoff.

4. Add mulch.

When you cover bare spots with mulch or loose straw, you help protect the dirt underneath from being washed away.

Cover the bald area completely, accumulating at least 2 to 3

inches of mulch for best results. If you’re in a particularly windy region, mulch may stay put longer than loose straw. Mulch “matting” provides larger areas of cover and decomposes over time to improve the soil. Mulch can attract termites, so when applying mulch around your home, keep it around 6 inches from the foundation.

5. Build structures.

A retaining wall can often slow or redirect the flow of water down a sloped yard. Your property may also be suitable for a rain garden, which helps collect rainwater and allows it to drain into the ground slowly and naturally.

Contact a landscaping professional to get specific guidance for reducing erosion around your yard.

Kris Kelson, State Farm Agent, 50 Greenfield Ave., San Anselmo; 415-721-0121; kris@kriskelson.com; KrisKelson.com. State Farm makes no guarantees of results from use of this information, and assumes no liability in connection with the information nor the suggestions made.

Imagination Park’s Drought Smart Irrigation

The seriousness of the California drought is of utmost concern to the Chamber’s Foundation, and prompted us to contract irrigation experts **Frank and Grossman Landscape Contractors Inc.** to provide water saving measures to assure minimal water use to maintain the park.

Not only is Imagination Park utilizing “Smart” Irrigation Controller features, but the lawn is a deep rooted and drought tolerant fescue. Please do not be alarmed if the lawn, at times, appears less than lush green. This is our gardener training the lawn to send its roots deep into the soil to become even more drought tolerant.





Marin County Trivia Quiz

By Suzie Koide, Coldwell Banker

1. Name the longest-serving member of the Marin County Board of Supervisors.

- a. Hal Brown
- b. Gary Giacomini
- c. Steve Kinsey
- d. Barbara Boxer

2. Who did not attend high school in Marin?

- a. Julia Child
- b. Barbara Boxer
- c. Gavin Newsom
- d. Pat Paulson

3. Who is the current dean (longest-serving) of Marin's 55 mayors and council members?

- a. San Rafael's Barbara Heller
- b. Larkspur's Dan Hilmer
- c. Novato's Pat Eklund
- d. Tiburon's Jim Fraser

4. What's the name of Dominican University's athletic teams?

- a. Miwoks
- b. Penguins
- c. Seagulls
- d. Ewoks

5. Which of the following was never a military base?

- a. San Rafael Armory
- b. Navy Recruiting Station-Novato
- c. Mill Valley Air Force Station
- d. Point Reyes Lifeboat Station

6. What was the most recent year that Marin voted for a Republican candidate for president? Who was the candidate?

- a. 1988 — George H. W. Bush
- b. 1980 — Ronald Reagan
- c. 1960 — Richard Nixon
- d. 1956 — Dwight D. Eisenhower

7. The West Marin town of San Geronimo was named after whom?

- a. An Apache chief
- b. St. Jerome
- c. Early pioneer Geronimo Burdells
- d. The last Miwok chieftain

8. The Larkspur SMART Station Area Plan suggests potentially building how many new residential units at or near the present Golden Gate ferry terminal?

- a. 200
- b. 435
- c. 727
- d. 920

9. For what purpose did the Ross Valley Sanitary District lend its executive director Brett Richards \$350,000, without any security?

- a. Moving expenses
- b. Purchase a Lamborghini
- c. Pay off school loans
- d. Housing

10. Who's "Waldo" as in Waldo Grade, Waldo Tunnel and Waldo Point?

- a. Cartoon character difficult to find in a large crowd
- b. West Marin rancher Waldo Giacomini
- c. Whig Party candidate for governor William Waldo
- d. Ralph Waldo Emerson

11. In the 1960s there were plans for a second bridge from Marin to San Francisco. Where would it have been anchored on the Marin side?

- a. Downtown Tiburon
- b. Angel Island
- c. Bridgeway in North Sausalito
- d. Fort Baker

12: Match the town with its slogan:

- Sausalito
- Novato
- San Anselmo
- Tiburon

- a. "The fun starts here"
- b. "That's why they built the bridge"
- c. "Near. Perfect."
- d. The Hub City

Suzie Koide, Coldwell Banker, 415-257-2086, C: 415-407-1382, skoide@cbnorcal.com, SuzieKoide.com, CalBRE# 01922318

Answers on Page 12

Get Emergency Alerts

Do you live, work, or go to school in Marin County and are you 18 and over? Register your cell phone or VoIP phone to receive emergency alerts sent by voice, text, or email. Landline numbers are listed in the Emergency Alerts system. **Cell and VoIP numbers are NOT.** Emergency officials use this system to make rapid incident-specific alerts or potentially life-saving instructions to the precise geographically affected area(s). Register at AlertMarin.org.

SAN ANSELMO

It's
Location,
Location,
Location!



Denise Montalvo, Realtor

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New Members Continued from page 4

The objective of True North is to become a destination for families and social butterflies for great food and exemplary service, to provide a late evening experience for those who seek it, and to envelope community involvement. Set your GPS for True North and come enjoy the ambiance! Experience our craft beer and fine wine lounge, entertaining picture boxes and, occasionally, a live acoustic set.

True North has brought back the old favorite pizza recipes from the former Lo Coco's, added a lunch menu, and is now offering delivery and catering.

New owner, Buck Mintch, a former US Marine and Fire Fighter, previously owned two restaurants and a coffee lounge, and even spent time as a Green building designer. He now owns an architectural product design and commercial design firm, along with True North.

"That's just the path so far," Buck says. "There is much more fun to come on this adventure, I am sure!"



west coast arts foundation

West Coast Arts Foundation

Margo Jones

145 Town Center, #602
Corte Madera, CA 94925
(415) 235-8557
wcafdn@yahoo.com
WestCoastArts.org

Since 1998, West Coast Arts Foundation has taken pride in supporting the development of young artists and those artists whose dreams have yet to come to fruition.

WCAF is the only organization of its kind in Marin, networking with playwrights, choreographers, filmmakers, composers, singers, dancers, poets and more, to offer an affordable place where one can experiment and produce new works. Their seasoned artists' concert series and performances help to inspire young artists in residence.

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Since 1976, Marin County's trusted roofing contractor Wedge Roofing has provided award winning roofing, insulation and exterior construction solutions for residential and commercial clients. Founded on the philosophy that construction should be focused on customer service, quality craftsmanship, environmental protection and the advancement of employee education and training, our team strives to reflect each core belief in every job bearing the Wedge name.



SAN ANSELMO SNAPSHOTS (CONTINUED FROM PAGE 7)

2013 Ambassador of the Year: Katarina Martin

The always-smiling Katarina Martin was voted the Chamber's Ambassador of the Year by her peers. You can see her familiar face at Chamber events, ribbon cuttings, and mixers, and, in 2014, she will lead the prestigious Ambassador Committee as Chair.

She not only works tirelessly as an advocate to better our business community, Katarina also understands the importance of a business's visibility in her role as Multimedia Account Executive for the *Marin Independent Journal*. Congratulations to Katarina!



San Anselmo Chamber Events & Activities

On January 10, 2014, San Anselmo Chamber President/CEO, Connie Rodgers, along with CEOs from the Marin Council of Chambers met with Assemblymember Marc Levine to hear updates from Sacramento and to discuss issues impacting local business, such as the Plastic Bag Ban and tax credits for job creation criteria.



Assemblymember Marc Levine and Connie Rodgers.

Answers to Marin Trivia Quiz on page 11

- 1) a: Hal Brown served for 29 years.
- 2) b: Barbara Boxer was raised in Brooklyn.
- 3) b: Larkspur Councilman Dan Hillmer was elected in 1992 and has served for 20 years.
- 4) b: Penguins, or as former Dominican president Joe Fink called them, "The Fighting Penguins."
- 5) b: A recruiting station isn't a "base." Mill Valley's "base" was the radar facility atop Mount Tamalpais.
- 6) b: 1980 — Ronald Reagan.
- 7) b: It's Spanish for St. Jerome.
- 8) d: Up to 920 units.
- 9) d: Housing. Richards' school loan was officially forgiven.
- 10) c: William Waldo, the 1853 unsuccessful Whig Party candidate for governor was renowned for leading efforts to rescue the snowbound Donner Party.
- 11) a: Downtown Tiburon. That's why Highway 131 goes out to the Tiburon Peninsula and dead-ends at the water's edge.
- 12) Sausalito — "Why They Built the Bridge"; Novato — "The fun starts here"; San Anselmo — "The Hub City"; Tiburon — "Near. Perfect."