



# Network Success

Business to Business News from San Anselmo

Issue 4

4th Quarter 2013-2014

## 9 Chamber Members Voted "Best of North Bay"!

*Congratulations to all the San Anselmo Chamber Members that won top honors in the North Bay Bohemian's Best of 2014 Readers Poll!*



**BEST LASER SURGERY CENTER and BEST PLASTIC SURGEON**  
**Robert G. Aycock, MD**  
 575 Sir Francis Drake Blvd.  
 Greenbrae, 415-460-7995

**BEST ANTIQUE SHOP**  
**Antiques Legacy**  
 204 Sir Francis Drake Blvd.  
 San Anselmo, 415-457-7166



**BEST DINER**  
**Bubba's Fine Diner**  
 566 San Anselmo Ave.  
 San Anselmo, 415-459-6862



**BEST FRENCH**  
**La Garage**  
 sister restaurant of San Anselmo's L'APPART Resto  
 85 Liberty Ship Way, Sausalito  
 415-332-5625



**BEST CREDIT UNION**  
**Redwood Credit Union**  
 RedwoodCU.org



**BEST MEDITERRANEAN**  
**Insalata's**  
 120 Sir Francis Drake Blvd.  
 San Anselmo, 415-457-7700



**BEST OUTDOOR GEAR SHOP**  
**Marin Running Company**  
 722 San Anselmo Ave.  
 San Anselmo, 415-258-8190



**BEST BANK**  
**Bank of Marin**  
 1101 Fourth Street, San Rafael  
 415-485-2265

**BEST JEWELRY STORE**  
**Reflections**  
 425 San Anselmo Ave.  
 San Anselmo, 415-454-8233

## Kick Off the Season at the Holiday Tree Lighting on Dec 7th

Bring the family downtown and enjoy San Anselmo's holiday spirit at a classic event for all ages—the Holiday Tree Lighting Ceremony in Imagination Park on Saturday, December 7, from 5 p.m. to 6:30 p.m.

Sponsored by the San Anselmo Chamber of Commerce & San Anselmo Recreation Dept., this free

event promises an evening of holiday fun and cheer for all:

- See Santa arrive on a fire truck & explore a vintage fire truck with Ross Valley Fire Service
- Get a free picture with Santa by Seawood Photo
- Enjoy complimentary treats by A Piece of

Cake & Confections, United Markets, Peet's Coffee, Marin Coffee Roasters

- Visit the Holiday Craft Station by Artist Within, MindSpark, doodlebug, Golden Gate Tutoring Center & San Anselmo Recreation Dept.

**Holiday**

Continued on page 3

## INSIDE:

Members in the News . . . . .	2
Welcome New Members . . . . .	4
Joan Capurro Honored at Spirit of Marin . . . . .	5
Calendar of Events . . . . .	5
Chamber Events Photo Gallery . . .	6 & 7
The Advantages of Social Media for Teens . . . . .	8
Marin Ranks #2 in Retail Sales . . . .	10



**Help Drake High Students Build a School in Haiti**

See page 8

CHANGE SERVICE REQUESTED



## Network Success

Business to Business News from San Anselmo

San Anselmo Chamber of Commerce, P.O. Box 2844  
San Anselmo, CA 94979-2844 • (415) 454-2510 • (415) 258-9458 fax  
info@sananselmochamber.org • www.sananselmochamber.org

### 2013 Executive Board

#### President/CEO Connie Rodgers

(415) 454-2510  
www.SanAnselmocChamber.org

#### Chair Kris Kelson

State Farm Insurance  
(415) 721-0121  
www.kriskelson.com

#### Vice Chair Greg Davison

Sir Francis Drake High School  
School to Career  
(415) 458-3484  
www.tamdistrict.org/drake

#### Treasurer Joyce Brown

Elan Health & Fitness Center  
(415) 485-1945  
www.elanfitness.com

#### Exec. Secretary Danielle Dinnerman

D. R. Dinnerman Insurance Services  
(415) 479-9881  
www.DrDinnermanInsurance  
Services.com

#### Ex-Officio Chair Dr. Adam Cantor

Cantor Chiropractic Center  
(415) 454-9600  
www.cantorcc.com

### 2013 Board of Directors

#### Erwin Andrews

CPA  
San Anselmo

#### Vance Frost

Frank Howard Allen Real Estate  
(415) 459-5901  
www.LiveinMarin.com

#### Ex Officio Chair Jay W. Luther

Law Offices of Jay W. Luther  
(415) 456-6197  
www.lutherlaw.com

#### Gisele Martin

Union Bank  
(415) 259-2721  
www.unionbank.com

#### Connie Pelissero, MS Ed.

Artist Within / Cedars Textile Center  
(415) 453-4240  
www.TheCedarsofMarin.org

### 2013 Ambassador Committee

#### Ambassador Chair Mark Cooper

HL Commercial Real Estate  
415-608-1036  
Mark@HLCRE.com

#### Ambassador Co-Chair

#### Norma Jean McKeldin

Norma Jean's the Beauty Studio  
(415) 456-7111  
www.normajeansthebeautystudio.com

#### Jan Carpenter

JC Interior Sources  
(415) 609-0134  
www.jcinteriorsources.com

#### Danielle Dinnerman

D. R. Dinnerman Insurance Services  
(415) 479-9881  
www.DrDinnermanInsurance  
Services.com

#### Joshua Field

Union Bank  
(415) 455-6201  
www.unionbank.com

#### Lawrence Frauens

Equitable Mortgage Group  
(415) 990-7990  
www.emgmortgage.com

#### Tiziano Grifoni

Synergy + Physical Therapy & Pilates  
Studio  
(415) 924-2228  
www.synergypilates.com

#### Royce Kakar

San Anselmo Optometry  
(415) 7478191  
www.sananselmooptometry.com

#### Michal Kumpf

Chase Bank  
(415) 453-4306  
www.chase.com

#### Patti Mangels

Patti's Personalized Baskets & Gifts  
(415) 902-1834  
www.pattisgiftbaskets.com

#### Katarina Martin

Multi Media Account Executive  
Marin Independent Journal  
(415) 382-7219  
kmartin@marinij.com

#### Kathrina Peterson

Moving Forward  
(415) 845-0084  
www.kathrinapeterson.com

#### Gayle Permar

Gayle Gilboay Permar, AIA  
(415) 482-8977  
ggphomes.com

**Editor: Alaina Yoakum,  
Friday Graphics & Marketing**  
**Design & Layout: James Anderson**  
**Delivered by:**  
**Marin Independent Journal**  
digitalfirst | marinij.com

## Members in the News

### Three Chamber Members Who Made "Dinner Under the Stars" Shine

What made "Dinner Under the Stars" truly shine? The amazing lighting by **Anna Kondolf Lighting Design!** They created a brilliantly lit environment and magical setting for the event in Imagination Park last August. Great lighting brings clarity, drama, comfort and utility to indoor and outdoor spaces alike. For 24 years, Anna Kondolf Lighting Design has been creating lighting designs that enhance architectural and landscape projects spanning classic homes and cutting edge modern environments. *Anna Kondolf, 94 Toyon, Fairfax; 415-456-5472; [anna@kondolf.com](mailto:anna@kondolf.com); [Kondolf.com](http://Kondolf.com)*



*Anna Kondolf Lighting Design created the lighting for Dinner Under the Stars*



**Ivarson Brand Vision** created the event poster you all fell in love with! Thank you, Jeff, for volunteering your incredible talent and time! Ivarson Brand Vision creates the tools to establish and strengthen trust through their unique Brand Vision process, a comprehensive understanding of all the elements that contribute to the success of a brand. *Jeff Ivarson, Ivarson Brand Vision, San Rafael; 415-454-2252; [jeff@ivarson.com](mailto:jeff@ivarson.com); [Ivarson.com](http://Ivarson.com).*



A tremendous thank you to the **San Anselmo Art Commission**, which coordinated and sold art during the evening to benefit the Imagination Park fund. Established in 1996, the goal of the Arts Commission is to add to the cultural character of Ross Valley through any form of artistic expression. All Ross Valley artists are encouraged to apply. *San Anselmo Art Commission; [SanAnselmoArts.com](http://SanAnselmoArts.com).*



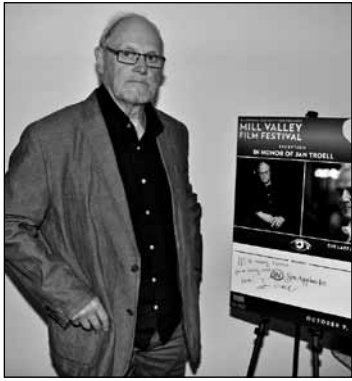
*San Anselmo Art Commission sells art at Dinner Under the Stars contributing to the park fund*

### 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: Q1 Issue: January 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!**





## San Anselmo Inn Hosts Acclaimed Director

Last October, the San Anselmo Inn proudly hosted a special event honoring acclaimed Swedish film director Jan Gustaf Troell, who was in town to attend the premier of his film, *The Last Sentence* at the Mill Valley Film Festival. The guests of the intimate gathering included Mark Fishkin, Executive Director of the California Film Institute, a representative of the Swedish Consulate in San Francisco, and a group of honored filmmakers. The San Anselmo Inn's new dining room and patio were the perfect setting, providing a warm and inviting atmosphere. During the evening, Troell signed a special poster, now proudly displayed in the Inn's lobby. The 82-year-old director and his family stayed at the inn for several days during the festival and fell in love with

our town and community.

Known for his realistic films that prominently feature lyrical photography and nature, Troell is considered a first rank Swedish film director along with Ingmar Bergman and Bo Widerberg. *Benedetto Cico*, San Anselmo Inn, 339 San Anselmo Ave., San Anselmo, 415-455-5366, [innkeepers@sananselmoinn.com](mailto:innkeepers@sananselmoinn.com); [SanAnselmoInn.com](http://SanAnselmoInn.com)

## Coldwell Banker Gives Realtors New Edge

Realtors Vance & Anna Frost are now proud members of Coldwell Banker Residential Brokerage. For the last 17 years, the Frosts have been with Frank Howard Allen Realtors, the most successful broker in Marin County in both sales and dollar figures. Coldwell Banker has purchased FHA. "We now have the combined firepower of the deep local roots of our old brokerage and the expansive support of our new international firm," Vance and Anna Frost say. "We are pleased that this will make us even better prepared to help our clients here in the Bay Area."

Coldwell Banker was founded in San Francisco in 1906, has offices in 50

countries, and is one of the largest real estate companies in the world. *Vance & Anna Frost*, Coldwell Banker Residential Realtors, 511 Sir Francis Drake Blvd., Greenbrae; 415-459-5901; [vance@LiveInMarin.com](mailto:vance@LiveInMarin.com); [LiveInMarin.com](http://LiveInMarin.com)



Joan Carlson and Rokhand Collins at Edward Jones investment program

## Joan Carlson Makes Sense of Investing

Joan Carlson, Edward Jones Financial Advisor, sponsored the program "Making Sense of Investing," offering answers to important investment strategies last October. Matt Cost provided detailed information on investments in mutual funds or unit investment trusts (UITs) and an interactive opportunity to ask questions about investment objectives, risks, charges and expenses

before investing. *Joan M Carlson*, Financial Advisor, Edward Jones, 5 Ross Ave., San Anselmo; 415-459-8014; [EdwardJones.com](http://EdwardJones.com)

## Check Out Couture Architecture's New Website

Now on view: Couture Architecture's latest projects! Couture Architecture is a unique collaboration of architecture, interior design and fabrication. Principal Scott Couture, an architect and licensed contractor, weaves the individual disciplines of design, fabrication and construction to create a sinuous design-build experience for his clients. Skilled in the fabrication of numerous materials including metals, glass, concrete and wood, Couture Architecture draws from an exciting pallet of rich materials to create unique expressions for each client. *Scott Couture*, AIA, 15 Allyn Ave., San Anselmo 415-482-0224; [design@couturearchitecture.net](mailto:design@couturearchitecture.net); [CoutureArchitecture.net](http://CoutureArchitecture.net)



## Lincoln Park Wows Guests at Appellation Marin

Last June, Ritter Center celebrated food and wine at Appellation Marin, a fund raiser to benefit the local low-income and homeless population. Guests sipped local wines and sampled gourmet appetizers—made on the spot while they watched by two local chefs, Stephen Simmons, chef/owner of Lincoln Park in San Anselmo, and Miyoko Schinner, the executive chef of George Lucas' Skywalker Ranch and co-host of Delcicious TV's Vegan Mashup. *Steve, Jennifer Simmons & Holly Bragman*, Lincoln Park Wine Bar, 198 Sir Francis Drake Blvd., San Anselmo; 415-453-9898; [lincolnparkwine@gmail.com](mailto:lincolnparkwine@gmail.com); [LincolnParkWine.com](http://LincolnParkWine.com)

## 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!

## Holiday Continued from page 1

- Listen to live music by Drake High School Band
- Watch Dollie Frauens flip the switch for the Holiday Lights in Imagination Park
- Find out who won the Chamber's 19th Annual Window Decoration Contest

*Note: If raining, event will be cancelled.*

## THANK YOU TO OUR GENEROUS SPONSORS!

### Major Sponsors

**Bradley Real Estate • United Markets • Marin Independent Journal • Pacific Sun**

Piece of Cake & Confections • Artist Within • Cantor Chiropractic Center • Carla Overberger  
Coldwell Banker • D. R. Dinnerman Insurance Services • doodlebug • Élan Health & Fitness Center  
Gayle Gilboy Permar, AIA • Golden Gate Tutoring Center • Jay W. Luther Law • Jolly Ole Guy  
Kris Kelson-State Farm Insurance • Marin Coffee Roasters • MindSpark • Moving Forward  
Paul Rodgers • Peet's Coffee at Red Hill Shopping Center • Patti's Personalized Baskets  
Ross Valley Fire Department • San Anselmo Optometry • Seawood Photo • Sir Francis Drake High School  
Synergy+Physical Therapy & Pilates Studio • Union Bank • Vance Frost.

## Welcome New Members



### **Baan Thai Cuisine** **Paniti Panmongkon**

726 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 457-9470  
baanthaimarin@gmail.com  
BaanThaiMarin.com

Baan means house or home in English and is a symbol of comfort and wellness. We are committed to offering our customers fresh, local, and seasonal Thai food in our new home of San Anselmo. We believe in supporting the community, and we love to hear your feedback to keep improving our service. Stop by for dinner or lunch soon, and see why our Yelp reviews are glowing! We appreciate your patronage.



### **Home Care Assistance** **Francie Bedinger** **Client Care Manager**

919 Sir Francis Drake Blvd.,  
#107  
Kentfield, CA 94904-1535  
(415) 603-0574  
fbedinger@  
homecareassistance.com  
HomeCareAssistance.com  
Home Care Assistance | Live-  
In Home Assistance Services  
| Hourly Home Assistance  
Services

Our mission at Home Care Assistance is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults.

Home Care Assistance caregivers are screened and trained to ensure the highest quality of care possible. We find the best caregivers and expertly match them with the right clients to build long-term relationships. Our caregivers follow our proprietary Balanced Care Method™, a science-based approach to promoting healthy activity, stress reduction, and social interaction for older adults so that they can live their best possible lives in the comfort of home.

With services tailored to the needs of homebound older adults, as well as services that help mobile older adults enhance their quality of life, we provide respite for family members.

**Caralina Kvalstad, D.C.**  
633 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 233-0192

FeelGreatBeHealthy.com  
Conveniently located in the Heart of Marin in San Anselmo, Dr. Caralina

provides an extensive array of effective chiropractic and cranio-sacral therapy services. She has developed a long list of satisfied patients and continues to change the lives of people in need of care.



### **Marks Realty Group** **Jonathan Marks**

San Francisco & Marin County  
*Alain Pinel Realtors*  
(415) 307-0505  
BRE: 01447489  
jonathan@marksrealtygroup.com  
marksrealtygroup.com  
JonathanMarksFineArt.com  
*Residential/Investment/  
Commercial/Rentals -  
EcoBroker|Sustainability|Green*

The Marks Realty Group is a tight-knit, highly experienced residential and investment real estate group led by Realtor, EcoBroker, Relocation Specialist and San Anselmo resident Jonathan Marks. Active throughout Marin, San Francisco and Sonoma with a special emphasis on sustainability, Marks is a member of the San Francisco, Marin, California, and National Associations of Realtors.

What sets the Marks Realty Group apart is the intrinsic belief that real estate is based on a balance of heart and soul in conjunction with concise research and conscientious attention paid to the current

status of the local housing market and how it best fits the needs, whims, and desires of clients, be they buyers or sellers.

Additionally, Marks has always believed strongly in giving back to our local communities as a way to strengthen and nurture these communities for all who live there. That's why Marks Realty Group donates a portion of each transaction to a select Bay Area-based non-profit of the client's choosing.

When it comes to extraordinary service, The Marks Realty Group is truly the only call you need to make when buying, selling or investing in real estate locally or around the world to ensure that your needs are met efficiently, professionally and consciously.

The Marks Realty Group – *Real Estate with Soul!*



### **Meridian Commercial** **Matthew Brown**

68 Mitchell Blvd., #100  
San Rafael, CA 94903  
(415) 451-4900  
(415) 451-4908  
matt@meridiancommercial.com  
MeridianCommercial.com  
*Commercial Realty*

Meridian Commercial is the North Bay's choice for commercial real estate services. Meridian is a locally-focused, commercial real estate firm dedicated to strengthening community

through encouraging and advocating for real estate transactions that work for all parties. The firm is dedicated to providing a high level of integrity, professionalism, and service to its clients in the sales and leasing of light industrial, office, and retail properties in Marin and Southern Sonoma Counties.



### **Pacific Slope Tree Company** **David Rivera**

62 Gregory Drive  
Fairfax, CA 94930  
(415) 258-8568  
davidriveraarborist@yahoo.com  
PacificSlopeTree.comISA

Certified Arborist: #5819;  
License No: 637668, Fully Insured & locally owned David Rivera of Pacific Slope Tree Company is a long-time Marin resident dedicated to the well-being and preservation of trees. He specializes in pruning trees to enhance their health, vitality, and appearance. Sometimes, due to overcrowding or safety issues, the trees need to be removed, which Pacific Slope Tree Company can do too. Rivera works alongside his crew to ensure attention to detail and quality work. Please call for expert tree care.

# SHOP LOCAL! DINE LOCAL! STAY LOCAL!



# Capurro Honored at 20th Annual Spirit of Marin Awards

Joan Capurro, the dynamic hat lady who “turns canots into cans and dreams into plans,” has done it again! Capurro, the San Anselmo Chamber of Commerce Honoree & Business Citizen of the Year, was honored at the 20th annual Spirit of Marin Awards last September. Bank of Marin celebrated a total of 14 local business leaders at the luncheon held at the St. Vincent’s School for Boys in San Rafael.



From left to right: Russ Colombo, President/CEO Bank of Marin, honoree Joan Capurro, and Michael Pritchard, a renowned comedian and advocate for non-violence among youth.

The Spirit of Marin Awards is one of the largest and most prestigious business awards events in the county. Inspired by the life of Dr. Jim Dawson, a Bank of Marin organizer and director, the awards recognize the philanthropic leadership and volunteerism of Marin business leaders, as nominated by the 12 participating Marin County-based Chambers of Commerce.

Capurro embodies the essence of community spirit in her commitment to Marin causes. How can anyone compete with her 500-plus hours a year of volunteerism?

When Capurro won the San Anselmo Chamber of Commerce “Business Citizen of the Year” Award earlier this year, she showed extraordinary leadership and support in not one or two, but all of the award

categories: civic, business, charitable, community, professional support, and contributions.

As Director of Community Relations for Bank of Marin, Capurro uses her network of nonprofit affiliations to connect and strengthen local organizations, believing the key to success for anyone in business is community involvement. She was a founding member of the Workforce Investment Board and has held board positions for the Salvation Army, American Red Cross, United Way, College of Marin Foundation Board, Ross Valley Rotary, Center for Volunteer and Nonprofit Leadership, San Anselmo Chamber of Commerce Board of Directors, and many more.

Capurro’s Spirit of Marin Award is just the latest in a long



string of awards and recognition she’s achieved, including Marin County Women’s Hall of Fame, Salvation Army Community Champion, Image for Success Successful Woman of the Year, American Heart Association Heart of Marin Award and Humanitarian of the Year.

Our fabulous “hat lady” inspires all with her boundless capacity to help Marin businesses, educational institutions, families and individuals. Her passion for giving has fostered a multitude of success stories. We have all benefitted from Capurro’s altruism and her selfless commitment to making our community a better place.

## 2013 Chamber Calendar

Saturday, December 7  
5 p.m. to 6:30 p.m.

**Holiday Tree Lighting Ceremony**  
Imagination Park, 535 San Anselmo Avenue • Sponsored by the San Anselmo Chamber of Commerce & San Anselmo Recreation Dept.  
• Complimentary cookies, hot chocolate, picture with Santa and holiday entertainment.  
*An evening for all ages!*



Thursday, December 12  
12 p.m.

**Holiday Luncheon**  
San Domenico School, 1500 Butterfield Road, San Anselmo • RSVP at [SanAnselmoChamber.org](http://SanAnselmoChamber.org) (click “Register for Event”)

Saturday, December 14  
8 a.m. & 10 a.m. (two seatings)

**Breakfast With Santa**  
Downtown San Anselmo Fire Station, 777 San Anselmo Ave., 415-258-4640  
Advanced tickets: \$5 12 & under, \$7 over 12 | At the door: \$7 12 & under, \$10 over 12.  
Limited seating available day of event.



### Holiday FREE Parking

The Central Marin Police Authority is pleased to announce that the Town of San Anselmo is providing free parking to holiday shoppers. Now through January 1, 2014, parking meters will not be operating. As always, disabled, red zone and other safety-related parking violations will still be enforced.

## SAN ANSELMO CHAMBER OF COMMERCE



- Creating a Strong Local Economy
- Promoting the Community
- Providing Networking Opportunities
- Representing the Interest of Business to Government
- Political Action

**Make it Sing**  
graphic & web design

*If you don't “Make it Sing” – then it won't do a thing*

James Anderson, Graphic Designer  
(415) 533-1431 • (707) 568-1293  
[james@makeitsingdesign.com](mailto:james@makeitsingdesign.com)

Visit: [www.makeitsingdesign.com](http://www.makeitsingdesign.com) • Special rates for San Anselmo Chamber members



# CHAMBER EVENTS PHOTO GALLERY

## Dinner Under The Stars – Imagination Park Inauguration • August 24

We are still receiving accolades from across Marin about this magical evening to benefit our new Imagination Park thanks to George Lucas.



The beautifully set tables



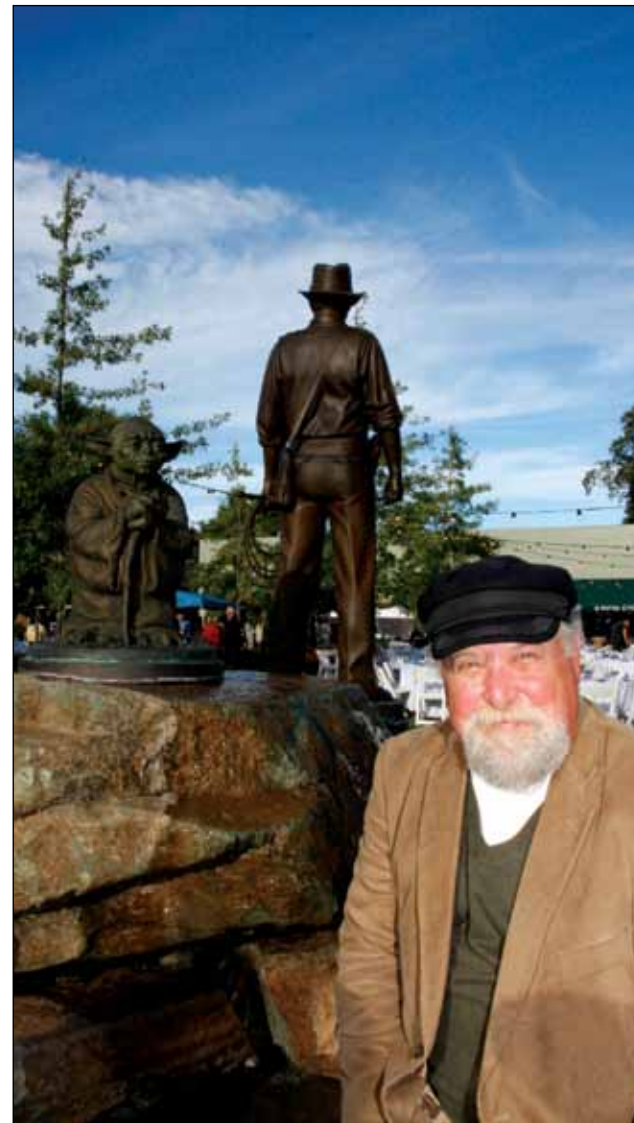
The evening's program



Marin Baroque and Drake High School Band provided the evening's entertainment



The Presentation of Colors by Cub Scout Pack 50



Indiana Jones & Yoda Sculptor, Lawrence Noble



Joan Capurro was the evening's honoree as Business Citizen of the Year



Danielle Dinnerman receiving an award for chairing the event



Honoree Capurro with her husband, Bob



"Thank you" quilt created by Artist Within, Barsha Elzey of doodlebug, and Golden Gate Tutoring Center was presented to George & Mellody Lucas for Imagination Park



George Lucas talking about gifting the park to the San Anselmo Chamber of Commerce's Community Foundation and that Yoda and Indiana Jones were created in San Anselmo in mid 1970s

## Picnics on the Plaza • August 30 Lawn at Town Hall

The Pacific Sun and San Anselmo Chamber of Commerce sponsored the Town of San Anselmo's August 30th POP. Kids and adults enjoyed music by Cathy Cotton & the Rocket Rides and the Spin-to-Win for candy and prizes.



Connie with kids at the Spin-to-Win sponsored by the Pacific Sun

## Town Council Candidate Debate • October 2



Jackson Miller, Drake High School Sound Technician, with Greg Davison, School to Career Director

The San Anselmo Chamber of Commerce and Sir Francis Drake High School partnered to present the 2013 Town Council Debate. Thank you to Jackson Miller for his professional expertise and help with sound engineering at the Little Drake Theatre. And a big congratulations to the 2014 San Anselmo Town Council winners: Kay Coleman, Doug Kelly, Tom McInerney, and John Wright!



Dick Spotswood moderates the San Anselmo Town Council Debate (l to r: Dick Spotswood, Matt Brown, Steve Burdo, Doug Kelly)





## The Advantages of Social Media and Teenage Self Expression

By Amelia Rosenberg

*Sir Francis Drake High School Intern*

What kids my age don't realize is that they are training themselves to be writers every day. Unlike any generation that came before us, teens today have the opportunity to voice opinions and actually have them heard by an enormous number of people. Some teens may feel like their voices don't count, but through the Internet and various social media sites, we have the power to productively contribute our ideas to society through a few quick strokes on our keyboards.

Every time we log onto Facebook, Tumblr or Twitter to express opinions and share views, our words leave a lasting impression. We've become masters of expressing a snappy (although sometimes inarticulate) reply in 140 characters or less, often followed by the hashtag symbol. While Twitter and Facebook may not change any of us into the next great American writer, artist or photographer, it can give us what everyone who has a desire to create needs: a voice.

One of the odd things about the relationship between teenagers and social media is the burning need for validation. That little "like" button underneath your daughter's impassioned reply to the government shutdown or on your son's moodily lit Instagram picture of sushi can inflate their self-confidence like a hot air balloon and show them that yes, what they do put out in the world is considered worthwhile by somebody.

So do I believe that Facebook likes will make you a good writer? No. I do believe that through the Internet, teens are given a chance to share their work and in a few cases, are even inspired to hone their crafts as musicians, writers, photographers and comedians. While not enough can be said about the value of sitting down, cracking out the forgotten paper and pencil, and just writing, or conversely, playing piano at an old folk's center during Sunday visiting hours, there is much to be said for learning how to properly take advantage of the virtual world in ways that will further your goals in the real one.

### Shop, Eat, Stay Local!

- Help San Anselmo retain its special charm. Spending your dollars locally will **help our businesses keep their doors open.**
- There's so much to choose from!
- **Save on gas!** Why drive out of town, spending more than four dollars per gallon to save a dollar or two?
- Local shopping dollars **support our police, firefighters, roads and parks.**
- Help support worthy causes. **Local businesses statistically give more to local** non-profits, charities and schools than big box stores headquartered elsewhere.
- **Keep jobs here.**
- **Shop where everyone knows your name.** Become a regular, valued customer and that business is sure to show you their appreciation.

## Help Drake High Students Build a School in Haiti

It's an ambitious goal—raising \$30,000, but these Sir Francis Drake High School students are determined to do it! As part of the school's chapter of buildOn, these students hope to raise this amount to help build a school—in person—in Haiti. buildOn is an organization that is breaking the cycle of poverty, illiteracy, and low expectations through service and education. Through after-school programs in United States urban high schools and school building programs in remote and impoverished communities around the world, buildOn works to ignite the limitless potential of people to change lives and transform communities. Chapters, like the one at Drake High, are incredibly important in achieving buildOn's mission!

The Drake High chapter wants to spread awareness

about buildOn's mission and about the problems of poverty and education throughout the world. In addition to promoting the importance of literacy and performing community service, buildOn's primary goal is fundraising to build a school each year in a developing country. To build a school in Haiti, the Drake High chapter must raise \$30,000 for school construction costs and associated travel expenses for the students.

As of October 30, the chapter had raised about \$4,000 from bake sales and coffee sales. If they don't raise another \$15,000 by December 20<sup>th</sup> "the children, parents, and grandparents in Haiti will have to wait another year to get their school," according to the chapter's blog.

"We love buildOn because not only does it

provide a place for the kids in third-world countries to go to school, but it also helps kids in urban schools in places like New York City, Detroit, San Francisco and Chicago. In fact, 95% of the kids that participate in buildOn programs in their high schools graduate high school and go to college," says student Paris Thomson.

**To help the students achieve their goal:** You can make a donation at [www.drakebuildon.blogspot.com](http://www.drakebuildon.blogspot.com) or, on Saturdays, visit their buildOn booth at the Larkspur Landing Farmers Market and purchase organic, fair-trade, Nicaraguan coffee! The coffee is grown in a village where buildOn constructed a school. The coffee costs \$15 a pound and \$6.50 of that goes toward their Haiti school fund. For more information on buildOn, visit [buildOn.org](http://buildOn.org).

## PG&E's Business Energy Checkup Tool

Pacific Gas and Electric Company's several hundred thousand small- and medium-sized business customers now have a powerful new online tool to help them manage energy use and save money. Called the Business Energy Checkup, it offers a richly detailed, self-guided assessment of potential energy-saving opportunities, the next best thing to an on-premise expert audit.

This online tool, accessed through the My Energy customer portal, helps customers understand their energy usage and get suggestions on ways to manage it. It offers analysis

and recommendations that are customized for each facility based on factors such as industry, square footage, building age, and what equipment businesses already have installed.

The website also has dozens of more recommendations. For example, a restaurant owner can access advice on refrigerators, boilers, and fryers, along with more generic suggestions for reducing lighting loads with occupancy sensors.

Through the My Energy customer portal, customers can also pay bills, sign up for paperless bills, start or stop service, view their energy use by the hour, compare rate plans,



and sign up for a new rate plan.

The recent launch of the Business Energy Checkup tool was timed to help small and medium business customers adapt more easily to state-mandated time-of-use pricing, which began November 1 in PG&E's service area.

To learn more, visit [tinyurl.com/ltnfjn2](http://tinyurl.com/ltnfjn2), contact your PG&E representative, or call the Business Customer Service Center at 1-800-468-4743.



### ***Cub Scout Pack 50 Community Service Project – Cleaning Imagination Park October & November***

Twice this autumn, boys from the Cub Scout Pack 50 and their leader, Ken Mayer, cleaned Imagination Park as a community service project. Scrubbing and cleaning the park was hard work that didn't seem to impact these dedicated young boys, aged six to 11. Their mission included: Cleaning all of the sidewalks, benches, concrete and around the fountain; picking up trash; raking and removing leaves and whatever else was needed to make Imagination Park sparkle! The cub scouts are outstanding leaders—*thank you and congratulations for your leadership and for creating an example of how to give back and take pride in your community.*



### **San Anselmo & Corte Madera Chamber's 5th Annual Golf Tournament October 10**

Thank you to our **incredible** volunteers and sponsors for making this event a success!

- To Sven Revel of Mauro's Pizza & Pasta - **for the delicious lunch enjoyed by all!**
- To Hint - **for quenching our thirst** with pure spring water that contains NO sugar, NO diet sweeteners, NO preservatives, additives or anything else that you can't pronounce
- To Danielle Dinnerman of D. R. Dinnerman Insurance Services; and Kris Kelson of State Farm Insurance – **for both sponsoring & volunteering!**
- To Dr. Adam Cantor of Cantor Chiropractic Centers; Joyce Brown of Élan Health & Fitness Center; Norma Jean & Bob Barnett of Norma Jean's the Beauty Studio; and Marin Independent Journal & Katarina Martin – **for both donating and volunteering!**
- To San Geronimo Golf Course; "Caddy to the STARS" Andrew Martinez; Bartholomew Park Winery; 142 Throckmorton Theater; Lagunitas Brewing Company; Eric K. James Vineyards; and Dr. Bill Baeza & Dr. Ron Benjamin – **for your generous donations**
- To Diane Connor; Jan Carpenter of JC Interior Sources; and Lawrence Frauens of Pinnacle Capital Mortgage – **for all our fabulous volunteers**



*Above: The Central Marin Police Authority were a force on the course!*



*Right: The San Anselmo Chamber golf team: Paul Rodgers, Doug Kelly, Sven Revel of Mauro's Pizza & Pasta and Dr. Bill Baeza*



## Labor Law Update: New Employment Laws for 2014

It's new laws time! The governor has now signed or vetoed employment related bills from the 2013 legislative session.

The 2013 session produced quite a few new laws that will affect California employers' day-to-day operations and policies in 2014. Some of the new laws make significant changes to existing state law, such as the raise to the state minimum wage, new protections for immigrants and expanded leaves of absence. Other new laws make small changes to different parts of existing law.

Unless specified, all new legislation goes into effect on **January 1, 2014**.

Please visit <http://tinyurl.com/kdte6zw> for details on how each of the following will change under the new legislation:

- Minimum Wage
- Domestic Work Employees
- Meal and Rest Periods – Expansion to Heat Illness Recovery Periods
- Damages for Minimum Wage Violations
- Protections for Exercising Rights under Labor Code
- Labor Commissioner Lien on Property for Employee Complaints
- Attorneys' Fees – Prevailing Party Wage Claims
- Employee Wage Withholdings – Criminal Penalty
- Garment Manufacturer Requirements
- Car Wash Industry
- Farm Labor Contractors – Successor Liability
- Prevailing Wages
- Discrimination and Retaliation Protections
- Protection for Military and Veterans
- Sexual Harassment Definition Clarified
- Whistleblower Protections
- Immigrant Protections
- Retaliation and unfair immigration practices
- License Revocation for Threatening to Report Immigration Status
- Criminal Extortion for Threatening to Report Immigration Status
- Driver's License for Undocumented Immigrants
- Leaves and Benefits
- Time Off for Crime Victims
- Time Off for Victims of Stalking and Accommodation for Domestic Violence, Sexual Assault and Stalking Victims
- Time Off for Emergency Duty
- Paid Family Leave Benefits
- San Francisco Family-Friendly Workplace Ordinance
- Background Checks
- Workers' Compensation

## Marin Ranks #2 in Retail Sales in California

*The 2013 California Retail Survey shows Placer, Marin & San Francisco Counties leading sales*

Seventeen counties had per capita sales in excess of the state norm of \$9,499, with Marin at over \$12,000. It was one of 14 counties that generated per capita retail sales in excess of \$10,000. Forty-one counties showed per capita

sales below the statewide average, with seven of these counties below \$5,000.

The new edition provides 16 unique market rankings that make it easy to identify the best performing areas in the state, based on both short-

term & long-term growth rates.

For additional local market data, visit [CaliforniaRetailSurvey.netfirms.com](http://CaliforniaRetailSurvey.netfirms.com) and click the "NEWS" button for links to these rankings.

### Retail Sales Per Capita Rankings

County Rank	County	Per Capita	County Rank	County	Per Capita
1	PLACER	\$14,547	11	SAN DIEGO	\$10,265
2	MARIN	\$12,386	12	SHASTA	\$10,129
3	SAN FRANCISCO	\$12,290	13	SONOMA	\$10,092
4	INYO	\$12,156	14	MENDOCINO	\$10,060
5	SAN MATEO	\$11,817	15	VENTURA	\$9,852
6	ORANGE	\$11,750	16	SUTTER	\$9,815
7	MONO	\$11,100	17	ALAMEDA	\$9,567
8	NAPA	\$10,936	18	SANTA BARBARA	\$9,451
9	SANTA CLARA	\$10,823	19	SOLANO	\$9,300
10	SAN LUIS OBISPO	\$10,448	20	SAN BERNARDINO	\$9,155

Event Photo Gallery Continued from page 9

## Red Hill Shopping Center Community Mixer – October 17

More than 150 guests attended the Mega Mixer sponsored by Red Hill Shopping Center and San Anselmo Chamber. Their journey began at **WestAmerica Bank** to meet the staff, enjoy complimentary refreshments and pick up a **raffle punch card** to be completed for a chance to win one of many outstanding prizes. Completed punch cards were dropped in a Halloween pumpkin outside **Pizzalina**, awaiting the drawing for baskets filled with Red Hill merchants' signature gifts and the big prize: a **Gift Certificate Tree** worth more than \$400 of gift certificates toward Red Hill Shopping Center stores. Thank you **Dee Dee Iacopi** for working with your merchants to create the Mega Mixer of the year.



The event started at WestAmerica Bank



Entertainment was provided by White Hill Middle School Band & Sir Francis Drake High School Band







## Legal Lectern: Pregnant With Meaning

Jay W. Luther, Attorney at Law

Law Offices of Jay W. Luther

415-456-6197 • jluther@lutherlaw.com

**D**ing, Dong! The witch is, well, at least seriously dented. The “witch” is the Berman wage claim hearing, which we’ve talked about before. Here’s a recap.

DLSE—the Division of Labor Standards Enforcement or “Labor Commissioner” for short—is the State’s wage and hour law enforcer. Businesses meet DLSE when an employee files a complaint claiming that he or she was underpaid wages, vacation pay, or overtime. Eventually, in a judicial-like setting called the “Berman hearing,” a DLSE hearing officer will hear and decide the case.

There’s a lot wrong with this procedure. First, prior to the hearing, DLSE will have investigated the case and determined that it has sufficient merit to proceed. Then, the employee will usually have the benefit of a settlement conference where a deputy will explain his or her view of the law and the facts to the parties. For good or for ill, the unrepresented small employer will generally be at a disadvantage at this conference, and be pressured to settle. Second, if settlement efforts fail, the case will be adjudicated by a DLSE official at the Berman hearing, rather than by an independent tribunal. Third, if the Berman hearing makes a determination in favor of the employee, and there’s no appeal taken by the employer, that decision automatically becomes a judgment of the Superior Court a few days after filing. Then, DLSE is

given the responsibility of enforcing that judgment against the employer. Hey! What could possibly go wrong with assigning a single administrative agency the duties of investigator, judge, and collection agency?

On appeal, things get worse. When the employer appeals to the Superior Court, DLSE may provide legal counsel on appeal to the employee. Even if it does not, the employer will be responsible for the employee’s legal fees, under a unique “one-way fee-shifting scheme,” if the court awards the employee an amount “greater than zero,” not just less than what DLSE awarded. Finally, if the employer wants to appeal, it’s going to have to post a bond in the full amount of the DLSE award against it. Given this, an appeal is usually not worth it.

The defense community has tried to avoid the Berman hearing by putting arbitration clauses in employment contracts. But in 2011, the California Supreme Court, in a case called *Sonic-Calabasas A, Inc. v. Moreno* (*Sonic I*), held that it was against public policy, and unconscionable, for an employment agreement to waive the hearing. All the arbitration clause could do was to substitute an arbitrator for the Superior Court on appeal. Catch was, one-way fee shifting, plus the bond requirement, made any appeal—to judge or arbitrator—look pretty uninviting.

I thought at the time that *Sonic I* couldn’t be reconciled with developing U.S. Supreme Court jurisprudence on

arbitration, and it turned out the federal Supremes felt the same way. The high court granted review of *Sonic I*, vacated the judgment, and told the California Supreme Court to reconsider its decision in light of *AT&T Mobility v. Conception*, a U.S. Supreme Court ruling made two days after *Sonic I* came down. A direction to a lower court to “reconsider its decision” is a polite way of saying, “You got it wrong. You didn’t even come close. Pull up your socks.”

*Conception* is a decision under the Federal Arbitration Act (FAA), which governs arbitration clauses in most employment contracts. The case holds that a state rule cannot “stand as an obstacle to the accomplishment of the FAA’s objectives . . . The overarching purpose of the FAA . . . is to ensure the enforcement of arbitration agreements according to their terms so as to facilitate streamlined proceedings.” If a state procedural device “interferes with fundamental attributes of arbitration . . . [it] creates a scheme inconsistent with the FAA,” and is void. (Emphasis added.)

These *Conception* rules gave rise to *Sonic II*, the “reconsidered” opinion replacing the original opinion in *Sonic I*. In the new opinion, the State Supreme Court grudgingly conceded that *Sonic I* was contrary to the FAA, but only because “compelling the parties to undergo a Berman hearing would impose significant delays in the commencement of arbitration.” Hence, an

employment contract *can* provide that wage claims will go directly to arbitration rather than to a proceeding before DLSE. *But*, the Court said, the California courts reserve the power to determine if the arbitration clause is “unconscionable” for other reasons that do not “interfere with fundamental attributes of arbitration.” For example, the clause could be “unreasonably one-sided” in favor of the employer, by allowing the employer to pick the arbitrator, or being too expensive or time consuming for the employee. (In all likelihood, the employer will probably have to bear the entire cost of arbitration.) It might not provide for the presence of a translator needed to allow the employee to know what is going on. It might be too complex and formal to allow the employee to effectively participate. It might cut off rights that the employee would have in a Berman hearing, such as by putting a ceiling on what could be recovered. And so on.

Reading *Sonic II*, I get the impression that what the majority would really like to see is an arbitration agreement that is a mirror image of the Berman hearing, and I suppose that’s the surest way of not having a court find your particular clause unconscionable. Nonetheless, the Court does say that “[we] emphasize that there is no single formula for designing an arbitration process that provides an effective and low-cost approach to resolving wage disputes. There are potentially many

ways to structure arbitration, without replicating the Berman protections, so that it facilitates accessible, affordable resolution of wage disputes.” Only future cases will teach us the exact provisions that are necessary to assure a clause’s validity.

But in the meantime, this is an enormously significant victory. *Sonic II* teaches that if we have a fair, evenhanded arbitration clause in our employment contracts, we can have our employees’ wage claims decided by a neutral arbitrator, rather than the Labor Commissioner who, however hard she tries to be fair, is still the 500 pound gorilla cop on the wage claim beat. Moreover, since this is arbitration, with a limited scope of review on appeal, the arbitrator’s award will probably end the matter, with both sides feeling that they received fair treatment. I think we could really be done with what the employer community fairly feels is an often-biased Berman hearing followed by an illusory Superior Court review.

Defense employment attorneys throughout the State will be polishing up their arbitration boilerplate to take advantage of the case, and as an employer, it is time to consult your attorney to update your employment agreement. Older forms may not be “evenhanded” or specific enough to take advantage of *Sonic II*. And to my mind, most employers can benefit greatly from the decision, and need to give serious thought to making it part of their human resources practice.



*An evening for all ages!*

# *Holiday Lighting Celebration*

**Imagination Park, 535 San Anselmo Avenue, San Anselmo**  
**Saturday, December 7, 2013 • 5 to 6:30 p.m.**

- FREE pictures with Santa • Complimentary refreshments • Holiday Card Craft Station
- Holiday entertainment by Drake High School Band and Singers
- Santa arrives on a fire truck promptly at 5:00 p.m. • Best decorated holiday window announced

Dollie Frauens will flip the switch turning on the Holiday Lights in San Anselmo

## **Major Sponsors**

**Bradley Real Estate • United Markets • *Marin Independent Journal* • *Pacific Sun***

**A Piece of Cake and Confections • Kris Kelson, State Farm Insurance • Peet's Coffee**

**Élan Health & Fitness Center • Seawood Photo • Marin Coffee Roasters**

**Cub Scout Pack #50 • Golden Gate Tutoring Center • doodlebug**

**Cedars Textile Art Center • Ross Valley Fire Department**

**Sir Francis Drake High School • MindSpark, Educational Therapist**

**San Anselmo Recreation Department • San Anselmo Chamber of Commerce**

**THANK YOU!**

**IF RAINING OR BAD WEATHER THIS EVENT WILL BE CANCELED**



## **BREAKFAST WITH SANTA**

**Saturday, December 14, 2013 | TWO Seatings: 8 a.m. and 10 a.m.**

Advanced sales: \$5 kids under 12, \$7 over 12.

At the door, \$7 kids under 12, \$10 over 12.

Limited seating available the day of the event

P. 415.258.4640 • F. 415.455.8229

## **FREE Holiday Parking**

The Central Marin Police Authority is pleased to announce that the Town of San Anselmo is providing free parking to holiday shoppers. The free holiday shopping period begins on Friday, November 29, 2013 and will continue through Wednesday, January 1, 2014. During this period the parking meters will not be operating. As always, however, the disabled, red zone and other safety related parking violations will be enforced.

**For more information: (415) 454-2510; [info@sananselmochamber.org](mailto:info@sananselmochamber.org) | [www.sananselmochamber.org](http://www.sananselmochamber.org)**