



# Network Success

Business to Business News from San Anselmo

Issue 2

2nd Quarter 2012

## Sharing Services, Sharing Costs, Maximum Effectiveness

**“One Community, One Goal – Service to our Communities”**

As part of our continuing effort towards sharing services between the San Anselmo Police Department (SAPD) and the Twin Cities Police authority (TCPA), the two agencies are currently sharing the following services:


- **Communications Center:** Relocated from SAPD to the new TCPA building. Dispatchers have been cross trained and are responsible for handling all phone calls and radio traffic into the police department. The dispatch unit consists of two shifts that operate 24-7.
- **Investigations Unit:** The SAPD/TCPA Investigations Unit is a five-member team consisting of four investigators and one Investigative

Sergeant. Investigators share case loads and investigate crimes in San Anselmo, Larkspur and Corte Madera.


- **Traffic Unit:** SAPD/TCPA Traffic Units are operating as one unit serving Corte Madera, Larkspur and San Anselmo. They are committed to keeping our roadways safe through a combination of education and enforcement.
- **Honor Guard:** Created to establish a specially trained ceremonial team to render honors, preserve tradition, stimulate Esprit-de-corps and instill pride.
- **Evidence | Property Storage:** Streamlined and

**Sharing**

Continued on page 5



525 San Anselmo Ave.,  
San Anselmo, CA 94960,  
415-258-4610  
Front Counter Hours: Monday-Friday 8am-12pm & 1pm-5pm



250 Doherty Dr.,  
Larkspur, CA 94939,  
415-927-5150  
Front Counter Hours: Monday-Friday 8:30am-4:30pm

## San Anselmo Chamber of Commerce Proudly Announces the 2012 Business Person of the Year! Connie Pelissero, MS Ed.

In 1981, Connie Pelissero took a leave of absence from Marin County Office of Education as a special education teacher. Back then, there was only one option for “Special Ed” students after graduation in Marin County – a sheltered workshop. Pelissero approached The Cedars of Marin in 1981 to create a

new concept in day programs.

Pelissero opened the first store, The Cedarchest, on Center Blvd. across from the current Andronico’s Market in 1989. The Cedarchest allowed individuals with developmental disabilities

**Pelissero**

Continued on page 8



Connie Pelissero, MS Ed. Program Director of the Cedars Textile Art Center, “Hands and Earth Day” and Senior Programs at Cedars of Marin

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**San Anselmo Art & Wine Festival**  
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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

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www.SanAnselmoChamber.org

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**Dr. Adam Cantor**

Cantor Chiropractic Center

(415) 454-9600

www.CantorCC.com

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(415) 721-0121

www.KrisKelson.com

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(415) 457-2976

www.wepay4you@sbcglobal.net

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www.DrDinnermanInsurance

Services.com

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www.lutherlaw.com

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www.ElanFitness.com

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www.tamdistrict.org/drake

**Vance Frost**

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(415) 459-5901

www.LiveinMarin.com

**Gisèle Martin**

Union Bank

(415) 259-2721

www.unionbank.com

**Kelli Nevin**

Pacific Gas & Electric

(800) 743-5000

www.pge.com

**Connie Pelissero, MS Ed.**

Artist Within / Cedars Textile Center

(415) 453-4240

www.TheCedarsofMarin.org

**Town Council Liaison**

Councilmember Lori Lopin

### 2012 Ambassador Committee

Ambassador Chair

**Anne Shaw Zumwalt**

Pacific Billing Source

(415) 686-8491

**Dr. Adam Cantor**

Cantor Chiropractic Center

(415) 454-9600

www.cantorcc.com

**Jan Carpenter**

JC Interior Sources

(415) 609-0134

www.jcinteriorsources.com

**Allison A. Chapman**

Green Key Real Estate

(415) 828-5451

www.AllisoninMarin.com

**Mark Cooper**

HL Commercial Real Estate

(415) 608-1036

www.hlcre.com/search/home

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(415) 479-9881

www.DrDinnermanInsurance

Services.com

**Lawrence Frauens**

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www.emgmortgage.com

**Vance Frost**

Frank Howard Allen Real Estate

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www.LiveinMarin.com

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Synergy + Physical Therapy & Pilates

Studio

(415) 924-2228

www.synergyptpilates.com

**Royce Kakar**

San Anselmo Optometry

(415) 747-8191

www.sananselmooptometry.com

**Kris Kelson**

State Farm Insurance

(415) 721-0121

www.KrisKelson.com

**Patti Mangels**

Patti's Personalized Baskets & Gifts

(415) 902-1834

www.pattisgiftbaskets.com

**Dr. Vera Renee Meyer**

Dental of Marin

(415) 456-3368

www.dentalofmarin.com

**Kathrina Peterson**

Moving Forward

(415) 845-0084

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## Members in the News

CBS Channel 5 San Francisco has named **Marin Running Company** "Best Places For Women's Sports Apparel And Athletic Wear In North Bay" "For Runners"! CBS reports, "From fitting shoes to outfits for the road ahead, this locally-owned store attracts a faithful group of runners who come both for staff expertise and the selection. The shop's cutting edge video motion analysis system guarantees runners the perfect-fitting shoe, whether you're into neighborhood jogs or half marathons. Find shoes, clothing and accessories like sunglasses, visors and even handy items to hold your iPod or water bottle in place while you workout." In the article,



owner Charles Yoakum says that Marin Running Company goes beyond running attire with the goal "to bring in the best gear you've never seen, the brilliant Nike jacket no one else has, that perfect North Face shirt, the prAna top your friends have never seen." 722 San Anselmo Ave., San Anselmo, 415-258-8190. [www.marinrunningcompany.com](http://www.marinrunningcompany.com).

Members in the News

Continued on next page

## Chamber Sends Ambassador Committee to Northern California Ambassador Rally, May 4, 2012

Thank you to **Connie Pelissero** and the clients at **Cedars of Marin** for donating to the Ambassador Rally raffle a gift basket filled with handcrafted textiles, note cards, gift soaps, bookmarks and more!



L to R: Mark Cooper, Danielle Dinnerman, Katarina Wierich, Kathrina Peterson, Anne Zumwalt, Gayle Permar, Jan Carpenter, Lawrence Frauens

## Welcome!

Please join me in wishing a heartfelt welcome to our two new Ambassador Committee Members:



**Royce Kakar**

San Anselmo Optometry

(415) 747-8191

eyes@sananselmooptometry.com

www.sananselmooptometry.com

**Dr. Vera Renee Meyer**

Dental of Marin

(415) 456-3368

dentalofmaarin@gmail.com

www.dentalofmarin.com



See page 4 & 10 for more information on these new Chamber members.

## 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: Q3 Issue: Aug 3.** Free quarterly publication mailed to 5,500 residents, businesses & chamber members in the San Anselmo community.
- **"Member News": See e-blast for next date.** E-mailed every other Tues. to all chamber members, town officials and residents in the chamber's database.
- **Facebook and Twitter: E-mail the chamber any time!**

## Members in the News

**Milks Painters & Decorators celebrate more than 25 years of doing business in San Anselmo and the Bay Area!** With a quarter century of experience, Milks is proud to take care of your painting projects, from detailed prep to conscientious clean up. Milks is a full-service residential and commercial painting company, featuring both interior and exterior painting. Their services include color consulting, interior/exterior prep & painting, wallpaper hanging or removal, all types of wall, ceiling and trim restoration, wood staining and finishing, cabinet finishing, pressure washing, mildew treatment, and deck refinishing. Milks can handle minor repairs, including dry rot, carpentry, drywall, and stucco texturing. Milks is lead-safety certified, use green and low-V.O.C. coatings, and will happily work with your designer, general contractor or architect. Milks cares about the beauty of your property, and will work with you until you are another satisfied customer. Fully licensed, bonded and insured. Referrals are our mainstay and we look forward to your call. **WE DO IT RIGHT FOR YOU!** P. O. Box 2669, San Anselmo, 415-258-0161, [milkspainters@aol.com](mailto:milkspainters@aol.com).



**Toss Designs**, specializing in handbags, totes, travel bags and accessories, one of San

Anselmo's specialty boutique and gift stores for women owned by **Jennifer Hogan**, opened her second store at the Town Center Corte Madera shopping center in May. **San Anselmo Chamber of Commerce** congratulates **Toss Designs** for your business know-how and ability to expand! *343 San Anselmo Ave., San Anselmo, 415-455-8677, [www.tossdesigns.com](http://www.tossdesigns.com).*



On April 26, 2012, Assembly member **Jared Huffman** presented his **April Sustainable North Bay Award to United Markets in recognition of their commitment to conservation, sustainable business practices, and community service.** Serving Marin for over 50 years with stores in San Rafael and San Anselmo, United Markets' achievements include waste diversion, supporting local farmers and food producers, voluntarily ceasing sales of tobacco products and use of plastic bags, carrying environmentally friendly products, and supporting community service projects. United Markets also dedicates three percent of all shopping club card purchases to over 70 Marin schools. "It's always gratifying to receive recognition for doing the right thing!" says owner Bill Daniels. "Over the last three years, United has received many awards from city, county and state agencies for our community-minded achievements. We are especially proud of this particular recognition

because it has been our goal of becoming a leader in Marin and a role model in sustainable business. This is a work-in-progress project for our company. My daughter Kelly recently enrolled in the Greening for Profit program [along with other]

local Marin business leaders, such as Connie Rodgers of the San Anselmo Chamber of Commerce, and Marin Sanitation Service." (see page 10 for details on the program.) United's Green Team has also developed a Sustainability Program which

is "taking steps to continuously move in healthy patterns, promote growth, and preserve resources for present and future generations. *San Rafael store: 515 3rd Street, San Rafael, 415-454-8912. San Anselmo Store: 100 Red Hill Ave., San Anselmo.*

**Georgi & Willow** hosted a preview party on May 9<sup>th</sup> with a featured selection of women and men's apparel and home goods. Guests were treated to cupcakes, wine and music by a live violinist, and were introduced to the story behind the Georgi & Willow namesakes. For more on Georgi & Willow, see page 10. *Georgi & Willow, 649 San Anselmo Ave., San Anselmo, 415-575-2191. [www.facebook.com/georgiandwillow](http://www.facebook.com/georgiandwillow).*



*Chamber of Commerce President and CEO, Connie Rodgers, and the San Anselmo business community, welcome new 100% non-profit boutique Georgi & Willow to the downtown San Anselmo neighborhood.*



*"Besties" sample the one-of-a-kind looks at the Georgi & Willow "behind-the-scenes" party. The boutique, where fashion and friendship meet, opens in June at 649 San Anselmo Avenue.*

## 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

## Welcome New Members



### A Piece of Cake and Confections Stephanie Kisak-Tyson

1514 Fourth Street  
(Inside Bordenave's Bakery)  
San Rafael, CA 94901  
(415) 640-0003  
[www.pieceofcakeandconfections.com](http://www.pieceofcakeandconfections.com)  
[www.facebook.com/A-Piece-of-Cake-Confections](http://www.facebook.com/A-Piece-of-Cake-Confections)

Passion ... it is something Stephanie has known throughout her career and personal life as a wife and mother of three young children—and it's at the core of her lifelong love of cooking. Yet after a stint with an East Bay caterer, she set aside her mixing bowls for a 20 year career in banking. But after her company asked her to concoct a sweet dessert—her now famous “Peanut Butter Ball”—for a corporate charity event, her passion was suddenly rekindled. Stephanie took that passion to the sweeter side of life by opening A Piece of Cake and Confections, which grows more popular with each passing week. Whether it's a chewy gourmet cookie, a specialty cake, or succulent treats like baklava, her culinary creations satisfy her customers' varied palates and are available via special order for parties, weddings and other events. Her desserts are also featured in local coffee shops and markets throughout Marin, including United Markets, Bordenave's Bakery, San Rafael Joe's, Java Hub, California Grill & Rotisserie, Café du Cirque & Rumi Kabob House ... so far! Take a bite, take a break and experience the passion. Life is too short to eat mediocre dessert!



### Attaway Business Consulting Janet Fletcher, née Attaway

60 South Oak Avenue  
San Anselmo, CA 94960  
(415) 302-6746  
[jfa@attawayconsulting.com](mailto:jfa@attawayconsulting.com)  
[www.attawayconsulting.com](http://www.attawayconsulting.com)

Attaway Business Consulting Services include:

- **Business Plan Preparation:** Whether you're a startup, expanding or seeking investors, a well-written business plan is indispensable. It is an introduction to your investors and bank. We guide you through the process, preparing necessary financials, analyses and written commentary.
- **Fiscal Planning:** We can establish a robust planning process that seamlessly flows between monthly results, quarterly forecasts and annual plans to three plus years—engaging your managers to understand results and develop accurate sales forecasts.
- **Accounting Software Selection & Implementation:** Selecting the right software is a critical, far-reaching decision. We help you choose the right package and can design a chart of accounts and project cost system to fulfill your tax requirements and create clear, concise reporting with “easy access” analysis and reconciliation.
- **Accountancy:** Expertise in all areas of GAAP, payroll, inventory & asset management, reconciliation and audit supervision. We can provide oversight for your accounting systems and staff. We build effective accounting teams imbued

with a service ethic and a strong understanding of your company's core values.

- **Cash Management:** We will quickly analyze your balance sheet, historical results and cash flow projections to determine your true working capital and future cash flow. Our cash projection models can pinpoint those cash intensive circumstances that challenge all businesses.
- **Human Resources:** We can develop a tailored benefits & pension plan that is competitive and attracts and retains staff. We can manage your recruitment process; provide HR policies & practices, and employee contract administration. Experience with a broad range of pension plans including 401(k) and ESOPs. With our professional partners, we can provide health insurance brokerage and pension plan administration.

### The Coffee Roastery Deborah & Kelly London

701 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 785-8077  
[thecoffeeroastery@gmail.com](mailto:thecoffeeroastery@gmail.com)

The Coffee Roastery has a long and rich history that began in 1979 and includes 14 locations. After starting in the Peninsula, in the 1980s we moved to San Francisco and Marin County. Remember the Union Street or Mill Valley Roastery? In 1987, we opened the original San Anselmo Coffee Roastery, selling it after a year to concentrate our efforts in San Francisco. Now, after years of persuasion, we have joyfully returned to San Anselmo. This Parisian-inspired Roastery marks our fourteenth location. The community has been overwhelmingly kind in their praises and we love seeing our customers enjoy the outdoor cafe with friends and family. With pride,

we continue to maintain our 33-year tradition of bringing you the world's finest coffees, fresh from our roaster to your cup. The Roastery boasts organic, fair trade and decaf coffees, a full espresso bar (with an amazing organic espresso formulated by our master roaster Kelly), a fresh selection of breakfast fare, yummy desserts, and a lunch menu that includes house made soups, sandwiches and salads. Indulge in your coffee rituals while earning free coffee with our CUP-A-DAY and COFFEE CLUB cards. Dedicated to giving back to our local communities, we are a Ross Valley School District business partner and make it our policy to never say “no” to our local communities. We are thrilled to call San Anselmo home again, and look forward to meeting our fellow San Anselmo Chamber of Commerce members. A heartfelt “Thank You” to all our loyal customers and we look forward to seeing you at The Roastery.



### Dental of Marin Dr. Vera Renee Meyer

891 Sir Francis Drake Blvd.  
San Anselmo, CA 94960  
(415) 456-3368  
[dentalofmarin@gmail.com](mailto:dentalofmarin@gmail.com)  
[www.dentalofmarin.com](http://www.dentalofmarin.com)

Serving patients for 21 years! First and foremost, we respect your right to decide what is best for you and your family, and we value the trust you place in us. During each visit, we schedule time to listen to you and your concerns as you know your body

best. When you tell us about any discomfort, desires or apprehension regarding your care, we listen. Then we put our expertise to work for you. We develop personalized treatment plans for each patient in our care. Led by Dr. Vera Renee Meyer and Dr. Roger Fung of the University of Pacific and Associates, we offer general dentistry procedures, as well as teeth whitening, titanium dental implant surgery, dental hygiene procedures, porcelain veneers and orthodontics. Coupling careful diagnosis with advanced technical procedures, our goal is to provide a family-friendly dental office to ensure the present and future dental health of our patients.



### Dove Place Antiques Robin & Wayne Wechsler

306 Sir Francis Drake Blvd.  
San Anselmo, CA 94960  
(415) 453-1490  
[diveokace@gmail.com](mailto:diveokace@gmail.com)  
[www.doveplaceantiques.com](http://www.doveplaceantiques.com)

Operating in the same location for over 25 years, Dove Place Antiques is Marin's premier antique and consignment store. We specialize in tabletop antiques including porcelain, sterling, stemware, estate jewelry and decorative accessories. The shop is a must-see for collectors looking for toleware, transferware, faience, majolica and French porcelain. We also feature the rare and wonderful in silver, crystal, lighting, Asian items, and fine china. Open Tuesday through Saturday, we offer consignment and estate liquidation services

**New Members**  
Continued on page 10

## Chamber Endorses Proposed Bills

The San Anselmo Chamber of Commerce unanimously endorses the proposed ABC License Lottery Bill, which has been sponsored by the Marin Council of Chambers. This bill will be presented to the California Assembly for approval through the legislative process. The following summary was prepared by the office of Marin County Supervisor Judy Arnold.

### Proposed Bill AB2560 – ABC License Lottery

The summary below has been prepared by the office of Marin County Supervisor Judy Arnold. This proposed bill has been sponsored by the Marin Council of Chambers, and will be presented to the California Assembly for approval through the legislative process.

### Background

Over the course of the past year, Marin Supervisors have been contacted by individuals wishing to create or expand new full-service restaurants in Marin, but who have run up against a barrier in being able to obtain a liquor license. The standard

formula used by the State of California/Alcohol & Beverage Control (ABC) to determine the number of licenses allocated to a particular locality is based solely on residential population (one license per 2,000 residents).

This creates an issue in areas which attract a large number of visitors and rely on tourism for a significant portion of their local economy, where the visitor population may be exponentially larger than their residential population.

This also creates a secondary market for liquor licenses, where businesses who are no longer using their license may sell them through a liquor license broker for \$150,000 to \$200,000, representing a significant barrier to entry to new businesses. The standard full-service ABC cost for a license is \$12,000.

Marin, with a resident population of approximately 250,000, welcomes 10-14 million visitors annually, with a 3% increase the past 2 years and a forecasted 3-5% increase in 2012. Marin's abundant open spaces, coastline

resources, world-renowned reputation for recreational activities, and proximity to San Francisco and Wine Country make it attractive to visitors from the surrounding region as well as national and international visitors. In addition, Marin is growing in importance as a premier organic agriculture, dairy and cheese making region, with increasing interest by visitors in agricultural tourism.

Due to a number of factors including geographical restrictions, preserved open space and agricultural zoning, Marin's population is not forecasted for any significant growth and therefore the number of licenses allocated is likely to remain flat. However, the number of visitors to Marin continues to increase. Efforts are underway by individual businesses and organizations to continue to increase the economic vitality of the visitor industry to enhance this growth, particularly given the approach of the America's Cup

and the additional opportunity it represents for Marin's hospitality industry.

### The Proposed Legislation

A number of localities in a similar situation have sought a remedy through the State legislative process. A similar bill was passed, for example, for the City of Napa in 2009 (AB 2266, Evans).

At Supervisor Judy Arnold's request, Assembly Member Michael Allen has agreed to bring legislation addressing the situation in Marin. The bill is narrowly focused, and would create 5 additional licenses per year for three years only, eligible for application (by lottery) by any restaurant business throughout Marin.

The bill would apply only to full-service restaurants that seat 50 or more diners. This restriction is key in ensuring that the types of businesses that make use of the additional licenses are specifically those geared toward the visitor population and the area's need to provide more full

service dining options to visitors, to enhance the ability to serve this vital element of Marin's local economy.

In the course of considering a request for such a bill, Supervisor Arnold has also checked in with local law enforcement agencies, and has been assured that there are no concerns about any unintended impact on issues such as teen drinking from this number of additional licenses restricted to larger, full service dining establishments. Supervisor Arnold actively works to curb underage alcohol consumption. For instance, Arnold helps finance the City of Novato's "Shoulder Tap" program, which conducts sting operations to prevent alcohol sales to youth, and she is also active in Novato's Blue Ribbon Coalition for Youth, whose mission is to positively impact the well-being of Novato youth through community, action, policy advocacy and education, including reducing alcohol and marijuana use.

### Sharing Continued from page 1

centralized in one facility. Evidence and property is catalogued and tracked using a bar-coding system ensuring proper chain of custody.

#### • Special Response Team:

The Special Response Team is a part-time tactical team comprised of 16 highly trained full-time police officers. The team is dedicated to safely ending critical incidents by using special tactics, tools and weapons.

#### • Crisis Negotiation Team:

On-call 24-7 to provide specialized communication skills during critical incidents. CNT works closely with the special Response Team.

### Patrol Services

After several months of cross-training and orientation, all of the uniformed patrol officers have been merged into one patrol force providing preventative patrol and emergency/non-emergency response to San Anselmo, Larkspur and Corte Madera. Officers from both SAPD and TCPA are now patrolling all three communities. Should you need assistance, don't be surprised if you see a Twin Cities Police Officer patrolling a neighborhood in San Anselmo or a San Anselmo Officer patrolling a neighborhood in Larkspur or Corte Madera. By merging into one patrol force, it has allowed for San Anselmo,

Larkspur and Corte Madera to have additional officers on duty at no additional cost to the Towns / City. This has been accomplished by reducing the duplication in management, supervisory and line level positions, therefore saving money on total compensation and benefits.

The NEW Twin Cities Police Authority Building, 250 Doherty Drive, Larkspur

### SAPD & TCPA Are Now Sharing The Following Service

- Combined TCPA/SAPD Dispatch Center
- State of the Art Equipment
- New Emergency Operations Center

- Shared Evidence Storage & Processing Facility
- Shared Investigations Unit
- Shared Patrol Force Services
- Shared Administration
- Shared Supervision

- Shared Traffic Unit

*It will continue to be the goal of the San Anselmo and Twin Cities Police Departments to be creative in our approach to improving services while remaining fiscally responsible.*



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graphic & web design

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

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

# PHOTO GALLERY: A LOOK BACK AT CHAMBER EVENTS

## WestAmerica Bank Mixer • March 15



WestAmerican Bank staff shine



Guests at WestAmerica Bank's mixer

## Gathering Thyme Mixer • April 19



Gathering Thyme hosts a April 19, 2012 mixer at their beautiful store



L to R: Kassia Fiedor, Co-Owner, Nutrition Educator & Private Chef; Catherine Abby Rich, Herbal Educator & Quantum Biofeedback Practitioner; Zenovia Limberakis, Certified Massage Therapist & Aromatherapist; Kia Sanford, Clinical Nutritionist & Counselor; Susan Audrey, Dreamwork Practitioner & Clinical Hypnotherapist; and Cheryl Fromholzer, Founder, Clinical Western Herbalist & Herbal Educator

## Bank of Marin Mixer • May 17



So many winners! L to R: Mike Wolpert, founder of SocialJumstart.com and speaker on "Social Media" at mixer; Rozan Donals, Marin Independent Journal advertising representative and raffle prize winner!; Ron McCarry of Ron McGarry Painting; raffle prize winner, Katarina Wierich of Pacific Sun Marketing; raffle prize winner, Jan Carpenter of JC Interior Sources; and raffle prize winner, Linda Lippstreu of Manager, Bank of Marin, Greenbrae.



Ron McCarry of Ron McGarry Painting mingling with Danielle Dinnerman of D. R. Dinnerman Insurance Services.

# 2012 Chamber Calendar Of Events

## JUNE

23-24

### Art & Wine Festival

10:00 a.m. to 6:00 p.m.

Downtown San Anselmo

[www.sananselmochamber.org](http://www.sananselmochamber.org);

[info@sananselmochamber.org](mailto:info@sananselmochamber.org);

415-454-2510. Free.

## JULY

25

### Marin County Council of Chambers Countywide Mixer • 5:30 to 7:00 p.m.

Four Points Sheraton, 1010 Northgate Drive, San Rafael

All under one roof poolside party with a no-host bar and complimentary appetizers. Meet other Marin entrepreneurs, trailblazers, thinkers, doers and creators. Sponsored by Corte Madera, Hispanic, Mill Valley, Novato, San Anselmo, San Rafael & Sausalito Chambers of Commerce. \$5 Members, \$20 Non Members, Cash & Checks only. Register at door day of event.

## SEPTEMBER

13

### State of the Town & Business Person of the Year Luncheon • 12:00pm

L'APPART Resto, 636 San Anselmo Avenue, San Anselmo

Honoring the Chamber's Business Person of the Year, Connie Pelissero, and the Town of San Anselmo's Accomplishments by Mayor Tom McInerney. \$40. TICKETS:

[www.sananselmochamber.org](http://www.sananselmochamber.org)

(click "Register for Events").

INFO: [info@sananselmochamber.org](mailto:info@sananselmochamber.org);

415-454-2510.

20

### 4<sup>th</sup> Annual San Anselmo & Corte Madera Chambers Golf Tournament

11:00 a.m. to 7:00 p.m.

San Geronimo Golf Course, 5800 Sir Francis Drake Blvd

\$135.

TICKETS: [www.sananselmochamber.org](http://www.sananselmochamber.org)

(click "Register for Events").

INFO: [info@sananselmochamber.org](mailto:info@sananselmochamber.org);

415-454-2510.

## OCTOBER

18

### Mixer at Robert Aycock, M.D. F.A.C.S. 5:30 to 7:00 p.m.

575 Sir Francis Drake Blvd., Greenbrae

Join us for an early evening of appetizers and drinks where you can meet your peers, laugh and mingle! Business card raffle drawing. Free.

## OCTOBER

15

### Union Bank Mixer • 5:30 to 7:00 p.m.

100 Sir Francis Drake Blvd., San Anselmo

Enjoy complimentary refreshments, mix and mingle with your peers, and meet your local banker! Free.

## DECEMBER

1

### Holiday Tree Lighting • 5 to 6:30 p.m.

Lawn at Town Hall,

525 San Anselmo Ave., San Anselmo

Highlights include: Santa arriving on a fire truck, children flipping the switch to light the town for the holiday season, free pictures with Santa by Seawood Photo, musical entertainment, arts & crafts, complimentary refreshments and more! Free.

6

### Holiday Luncheon • 12:00 p.m.

Includes Adopt-a-Family drive and San Anselmo Chamber Annual Meeting. \$40.

TICKETS: [www.sananselmochamber.org](http://www.sananselmochamber.org)

(click "Register for Events").

INFO: [info@sananselmochamber.org](mailto:info@sananselmochamber.org)

415-454-2510.

## CHAMBER MEETING DATES

### Chamber Ambassador Meetings 6 to 7:00 p.m.

June 14, July 12, August 9, October 11, November 8

San Anselmo Inn, 339 San Anselmo Ave., San Anselmo

### Chamber Board Meeting • 8 a.m.

June 19, July 17, August 21, September 18, October 16, November 20

Town Council Chamber, 525 San Anselmo Ave., San Anselmo

## COMMUNITY EVENT DATES

### June-Aug • Film Night in Creek Park

INFO: 415-453-4333 • [www.filmnight.org](http://www.filmnight.org)

### July-Aug • Music in Creek Park

INFO: [sananselmoarts.com](http://sananselmoarts.com)

### Fridays, July 20-Aug 24

### Picnics on the Plaza (POP)

5 to 8 p.m. • Lawn at Town Hall

INFO: [www.townofsananselmo.com](http://www.townofsananselmo.com)

### September 30 • Country Fair Day

10:00 a.m to 4:00 p.m.

INFO: 415-258-4640

# PG&E Proposes New Clean Energy Program

Pacific Gas and Electric Company (PG&E) has asked state regulators for permission to offer a new clean energy program that will give electric customers an opportunity to support 100 percent renewable energy for an average of a few dollars a month.

PG&E is proposing the "Green Option" in response to requests from customers, elected officials, and the environmental community for more ways to promote renewable energy.

"On behalf of our customers, PG&E is already one of the largest suppliers of renewable energy in the country," said Helen Burt, Senior Vice President and Chief Customer Officer of PG&E. "We have heard from many of our customers, however, who want to do even more to support clean energy and the green economy. Our Green Option, backed by an independent third-party's environmental certification, will

give them that choice."

PG&E today offers some of the cleanest power in the United States. More than 50 percent of its electricity comes from sources that are renewable or free of greenhouse gas emissions. Elected leaders from around PG&E's service territory, including the cities of Berkeley, Carmel, Davis, Hayward, Napa, and San Jose, support the proposed program and plan to collaborate with PG&E to make the program a success.

"Berkeley adopted aggressive goals to reduce greenhouse gas emissions and is implementing forward-thinking strategies to reduce energy use and increase the level of renewable energy sources available to our residents," said Berkeley Mayor Tom Bates. "PG&E's Green Option program is a valuable addition to our menu of items that residents can consider in our pursuit of providing more

*"This program gives every PG&E customer an additional tool to help protect the environment by investing in clean sources of energy"*

renewable energy to serve the community."

PG&E's initiative also has support from environmental organizations such as the Natural Resources Defense Council and Environmental Defense Fund. "This program gives every PG&E customer an additional tool to help protect the environment by investing in clean sources of energy," said Peter Miller, a senior scientist with the Natural Resources Defense Council. "We're delighted to see PG&E take leadership and create a consumer-driven program that's a win-win for Californians and the environment."

PG&E will buy renewable energy certificates to match the

portion of each participating electric customer's energy that is not already covered by PG&E's eligible renewable energy deliveries. These certificates represent proof that specific quantities of electricity were generated from renewable sources such as wind and solar. PG&E will take steps to certify the Green Option through Green-e Energy, a program of the non-profit Center for Resource Solutions in San Francisco. It is the leading certifier of voluntary renewable energy programs in the United States.

The Green Option will let customers support 100 percent renewable energy for a modest premium, similar to what other

utilities charge for such voluntary programs. PG&E expects that participating residential customers will pay on average about \$6.00 each month. Program costs will be borne only by customers who volunteer to participate. Customers may join or leave the program at any time.

PG&E is asking the California Public Utilities Commission to approve the Green Option by early 2013.

*Pacific Gas and Electric Company, a subsidiary of PG&E Corporation ([www.pge-corp.com](http://www.pge-corp.com)) (NYSE:PCG), is one of the largest combined natural gas and electric utilities in the United States. Based in San Francisco, with 20,000 employees, the company delivers some of the nation's cleanest energy to 15 million people in Northern and Central California. For more information, visit <http://www.pge.com/about/newsroom> and [www.pgecurrents.com](http://www.pgecurrents.com).*

## Pelissero Continued from page 1

to be active members of their community. San Anselmo was a natural choice for a location with the many wonderful, supportive neighbors, businesses, schools, and Fire and Police Dept. personnel. Now, the store resides on San Anselmo Avenue.

Working with individuals

who experience life challenges each and every day has given Pelissero's life purpose and joy in creating new program options for people served throughout Marin County.

After growing up in Marin and seeing many changes in the county, Pelissero feels so

fortunate to have been instrumental in effecting some of those changes. In 1991, the Developmental Disabilities Council of Marin, as well as Senator Milton Marks (who was the Chair of the California Legislature Senate Subcommittee on The Rights of the Disabled) recognized Pe-

lissero for her many contributions to the developmentally disabled.

"All of this would not have been possible without the support and enthusiasm of the San Anselmo community," Pelissero says. "[This] community has made a difference in the lives of so many of individuals who have passed through the doors of The Cedars and I am humbled by the San Anselmo Chamber of Commerce Business of the Year nomination and thank you from the bottom of my heart."

### Connie Pelissero's community involvement includes:

- a personal pride of San Anselmo, single-handedly refurbishing the Holiday Decorations for San Anselmo's street lamps during lean economic times for the town

- holding community networking and open house events attracting locals to downtown
- serving on the Chamber's Board of Directors, and
- displaying and sponsoring local artists in the retail store, The Artist Within, at 603 San Anselmo Avenue ([www.thecedarsofmarin.org](http://www.thecedarsofmarin.org); 415-453-4240).

To learn more about Cedars of Marin and its "Hands and Earth Day" and Senior Programs, please visit [www.thecedarsofmarin.org](http://www.thecedarsofmarin.org).

### Mark your calendar:

- September 13:** State of the Town, Business Person of the Year Celebration - celebrating Connie Pelissero
- September 28:** Spirit of Marin Awards Luncheon

## Need Free Professional Advice? The SBDC Is Here to Help

Could your business benefit from free professional advice related to securing capital, marketing your services or reviewing your business plan? Need some fresh professional advice regarding your product or service?

With offices throughout Marin County, including the San Anselmo Chamber

of Commerce, the **Small Business Development Center (SBDC)** provides current and future business owners with no cost, confidential counseling and various low fee services and workshops. The SBDC has helped hundreds of local business owners and their advisors are knowledgeable in a broad scope of indus-

tries and business management. How can the SBDC help you and your business?

*To schedule your private appointment, call Connie Rodgers at the Chamber of Commerce: 415-454-2510. To learn more about the SBDC's various services, visit [www.sbdcsantrosa.org](http://www.sbdcsantrosa.org) or call 707-524-1770.*



## Building the Local Network— School to Business

Collette Goode

**T**he San Anselmo Chamber welcomes columnist Collette Goode of Sir Francis Drake High School, who came to the Chamber from the Marin County “School to Career” Program. Read more about this great program and how your business can participate below!

From landscaping to biological research, internships prepare students for their lives beyond desks. Over 200 businesses are involved in Marin County internships, thus building the network for our county’s future workforce.

“The advantage of internships is that students are given the opportunity to do the job holistically. They build their network and enhance their experiences,” says Greg Davison, the Business and Education Liaison of the Tamalpais District.

Samantha Johnson, a student at Sir Francis Drake High School, recently acquired an internship at Marin General Hospital. Despite the traumatic experiences she is exposed to while working in the Emergency Room, Johnson finds that she always looks forward to her internship. “I was surprised how much I could handle in the ER and I love the adrenaline rush of this fast-paced internship,” said Johnson.

“[Internships] definitely help the community by offering students hands-on opportunities in the real world,” said Johnson. Though Johnson is not paid for her service at Marin General Hospital, she highly values this opportunity to go behind the scenes of this potential career as a nurse. “I was required to create a resume, be interviewed, and report to my internship in a

timely manner, like a real job,” said Johnson.

Davison feels that businesses seem to communicate with the notion of reaching out to the community. “I love the feeling of getting [students] into place in the business world, and hearing the enthusiastic reports from the businesses of how well the students are working,” said Davison.

Yet students are not the only ones who benefit from internships. Davison believes the students can be seen as the benefactors. Students today will be the future generation of the workforce tomorrow. By providing internships, businesses often get the opportunity to learn how to communicate with this next generation.

*If local businesses are interested in offering internships, please contact Greg Davison at 415-458-3484.*

## Plans to Buoy Local Business during America’s Cup

**T**he Chamber continues its work with local dignitaries and members planning for **America’s Cup 2013**. Committees are planning special packages to attract America’s Cup teams, families and visitors to San Anselmo. Here’s what’s on deck so far:

- **Kris Kelson** of **State Farm Insurance**, **Benedetto Cico** of **San Anselmo Inn** and **Annie Shaw Zumwalt** of **Pacific Billing Sources** are working on special packages for biking, hiking, dining and more in and around San Anselmo.
- **Vice Mayor Kay Coleman** and **Carter Coleman** are working with all local merchants to create enticing specials and event highlights in town.
- **Tiziano Grifoni** of **Synergy+ Physical Therapy & Pilates Studio** is preparing packages to meet the physical and medical needs of the sailing athletes and families during their two-year stay in the Bay Area.
- **Councilmember Lori Lopin** is detailing the transportation needs attracting visitors to San Anselmo
- San Anselmo resident and author **Barry Spitz** wrote an intriguing description of San Anselmo for a special publication.

- **Linda Lippstreu** of **Bank of Marin** leads the committee with **Chamber President Connie Rodgers** to reach each America’s Cup team administrator, assuring they know what is happening in San Anselmo and that we welcome them to our town.
- **Jeff Ivarson** of **Ivarson Brand Vision** is working with the Chamber to create identity branding of San Anselmo in time for the America’s Cup World Series this fall and the grand event in September 2013.
- **Various** San Anselmo special events to honor the **34<sup>th</sup> America’s Cup** are in the planning stages.

## Kids: Camp Out in San Anselmo! Mix and match these local camps for super summer fun

### Golden Gate Art Camps

415-383-2283

[goldengatetutoring.com/camps.html](http://goldengatetutoring.com/camps.html)

In Golden Gate Art Camps 1st-8th grade students experience the interrelationship between math and culture through a field trip to a local museum and their own artistic process. Every morning, campers discover math truths through guided learning activities, games & geometric creations in Geometry Art Camp. Then in the afternoon Museum Camp they travel the world through art, learning history, geography & culture along the way. Camps integrate into a full day camp and provide balanced learning, creativity and tons of fun! **Special promotion: Bring a Friend to Camp: \$50 off for both of you! If one signs up for camp, you both get \$50 off enrollment. If two sign up, get \$100 off!**

- June 11-15 & July 16-20: Quadrilaterals, Mexico & SFMOMA
- June 18-22 & July 23-27: Circles, India & Asian Art Museum
- June 25-29 & July 30-Aug. 3: Triangles, Renaissance & Legion of Honor
- July 9-13 & Aug. 6-10: 3-D Solids, Mediterranean & DeYoung Museum

### Doodlebug

415-456-5989

[www.doodlebugmarin.com/classes\\_summer.html](http://www.doodlebugmarin.com/classes_summer.html)

Doodlebug is offering Art Adventures in the morning for younger students and Drawing/Painting, Clay & Sewing in the afternoons for the more experienced little artists. Each child will learn some new skills, meet a new friend or two, finish at least one new masterpiece, and have some fun.

### Michael Feldman

415-460-6644

[www.mfeldman.com](http://www.mfeldman.com)

Michael Feldman is a beloved local artist with a gallery at 630 San Anselmo Ave. He is offering San Anselmo Kids Art Camp for children age 8-14. They will learn drawing & painting with pencil, charcoal, crayon, water color, & acrylic as they paint local landmarks & still life under the guiding hand of a master artist.

### MindSpark Summer Intensive Summer

510-610-6294

[www.MindsparkLearning.com](http://www.MindsparkLearning.com)

[dkennedy@MindsparkLearning.com](mailto:dkennedy@MindsparkLearning.com)

The MindSpark Summer Intensive Summer is a great time to learn. Away from the pressure of keeping up with school, summer is the time to catch up and soar ahead. Diana Kennedy, MA, Educational Therapist, is pleased to offer a special Summer Intensive package for your student.

- Pre- and post-summer assessment to track improvement
- Educational Plan to set achievement goals
- At least 16 hours of focused remediation
- Math, Reading and Writing instruction



(single items or whole estates may be purchased or consigned). Our experienced staff will inventory an estate's contents, price all items and then conduct the sale with in-home, in-store, on-line and at show options to maximize your estate's value. We service Marin, San Francisco, Sonoma and Alameda counties. No appointments are necessary to bring in your consignments, though we recommend you call to confirm availability. We are happy to make appointments to visit you in your home. We pack and move consigned items as part of our service. We are an authorized eBay Trading Assistant and an eBay Power Seller for 10+ years (visit our page under seller name "doveplace"). Robin and Wayne Wechsler have been antiques collectors for over 30 years and antique dealers and shop owners for over 25 years. They purchased Dove Place Antiques and Consignments in 2000 and exhibit in a number of California antique shows including the Hillsborough Antiques Show and the California Country Show. Personally they collect early American and European folk art.



### Georgi & Willow

649 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 721-7917  
[www.facebook.com/georgiandwillow](http://www.facebook.com/georgiandwillow)

Have you met the new girls on the block? Fashionistas Georgi and Willow are bringing their message of "friendship" to town. The two best friends will debut their fabulous new fashion forward boutique in mid-June. Friends who shop Georgi & Willow together will be treated to a special experience every time. You'll swear you caught the scent of Georgi's favorite perfume as you browse one-of-a-kind outfits, hip accessories and shoes to die for. Willow's latest read, that Oprah hasn't discovered yet, can be found amidst the spring prêt-à-porter, along with unique women's, kids, gift and household items. 90% of the collections will be repurposed, featuring fresh vintage finds. Georgi & Willow hires local craftspeople

and vendors, partners with other businesses along San Anselmo Avenue, and has made a \$10,000 community grant through the San Anselmo Chamber of Commerce. The storefront windows will "keep it green" with a revolving exhibition for Bay Area artists working with recycled materials. Best of all, the sales proceeds from the store will go toward supporting career assistance programs of the local Goodwill chapter. Georgi and Willow suggest you grab your "bestie" and get in on the secret that, at least for now, flies under Anna Wintour's radar.



### Interfaith Counseling Center

15 Austin Avenue, San Anselmo  
(Near downtown, off Kensington between Ross and Bolinas)  
(415) 256-9701  
[www.interfaithcc.org](http://www.interfaithcc.org)

*Growth, Hope and Healing*

The Interfaith Counseling Center offers a variety of services to promote the healing, growth and wholeness of individuals, couples, families and congregations. Some of the issues we can help with include: Life Transitions, Family Dynamics, ADHD Issues, Pre-Marital Counseling, Depression, Anxiety, Relationship Issues, Addiction, Couples Therapy, Co-Dependency, Grief and Loss, Older Adults, and Spiritual Exploration. Our staff includes Marriage and Family Therapists, Psychotherapists, Pastoral Counselors, Spiritual Directors, Financial Recovery Counselor, ADHD and Life Coach, Addiction Specialist, Older Adult Specialist and Bodywork Practitioners (for names and contact information, please visit our web page). We can help you increase your capacity to live joyfully, courageously and meaningfully. All of our services are non-denominational, interreligious, confidential and available to persons without regard to race, ethnicity, or sexual orientation.

We also offer a sliding scale of fees for service.

### Irwin Gootnick, M.D., Marin Psychiatrist

4333 California Street  
San Francisco, CA 94118  
(415) 224-5204  
[igootnick@aol.com](mailto:igootnick@aol.com)  
<http://www.irwingootnick.com>

Dr. Irwin Gootnick is a licensed, board-certified psychiatrist and physician, and an Associate Clinical Professor of Psychiatry at UCSF. Dr. Gootnick authored two books and was featured on *The Oprah Winfrey Show*. Dr. Gootnick has two office locations, one in San Francisco's Richmond District and one in Marin County.

### La Loggia Vinoteca + Café Vincent Knobel & Colm Glass

500 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 847-2371  
[www.laloggiasa.com](http://www.laloggiasa.com)

La Loggia Vinoteca + Café brings a new welcoming atmosphere to the Ross Valley

**New Members  
Continued on page 12**

## ROCK's Student Technicians Provide Behind-the-Scenes Help at Debates

Thank you to **Jasper Thelin** for securing two brilliant technicians, Lucas Dubois and Jackson Miller, from Drake High School's **Revolution of Core Knowledge (ROCK)** program to provide sound, lighting and technical expertise at the District 2 Supervisors and Ross Valley Sanitary District Board Debates. Sponsored by the San Anselmo Chamber of Commerce, the debates were held in the school's Little Theatre on May 1, 2012.

In its 20<sup>th</sup> year, ROCK is a mixed-age, project-based learning academy and com-

munity of four teachers and over 100 ninth and tenth grade students. Students enroll in the program for two years, taking all their classes together and meeting all morning, every morning, until lunch.

Class time is about 70% traditional college-prep content, 30% interdisciplinary projects. Students also undertake 70 hours of community service during their two years in ROCK, and meet the district's computer literacy requirements without having to take an "introduction to computers" course.

*The Chamber would like to*



*L to R: Lucas Dubois and Jackson Miller, sophomores at Drake High School*

*thank Sir Francis Drake High School for your excellence in education, community outreach and resounding thank you's to Jasper Thelin, Lucas Dubois and Jackson Miller for making us look so good!*

### San Anselmo Optometry

634 San Anselmo Avenue  
San Anselmo, CA 94960  
(415) 747-8191  
[eyes@SanAnselmoOptometry.com](mailto:eyes@SanAnselmoOptometry.com)

After practicing in Berkeley for 30 years, Dr. Larry Harrison sold his practice and took an early retirement. But after only a couple of years, he decided to open a new practice located at 634 San Anselmo Avenue. Dr. Harrison has lived in Marin County for over 25 years. His office will provide patients with complete eye exams, contact lenses and treatment for many eye diseases. The space will also play host to an optical boutique, with a large selection of designer and



sananselmooptometry

unique eyewear that includes prescription and non-prescription sunglasses, and eyewear for children of all ages. Royce, the manager and optician, has worked in the optical field for over sixteen years and will help you find the perfect pair. And if your glasses are out of whack, adjustments are always on the house! We accept VSP, EyeMed and Medicare.



## The Legal Lectern: Brinker Lives!

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

It's hard to believe, but the Brinker Restaurant case, which has drifted through the corridors of the California Supreme Court like the Ghost of Christmas Future for some three years now, has finally been decided. With the decision, we really do have some definitive answers on how California's wage and hour rules should be administered. So with no further ado, let's see what it means.

First, a quick refresher course in rest and meal break law. Assuming the usual eight hour day, all non-exempt employees are entitled to a ten minute paid rest break in both the first half and the second half of the shift, preferably "in the middle of each work period." On meals, assuming the shift is at least five hours; employees are likewise entitled to a 30 minute unpaid meal break. Both meal breaks and rest breaks are mandatory, and the employer must pay the worker "one hour of pay at the employee's regular rate of compensation for each workday"—premium pay—for lost breaks.

Beyond this, the Division of Labor Standards Enforcement (DLSE), in its Enforcement Manual, has said that "it is the employer's burden to compel the worker to cease work during the meal period." One central issue in the case was whether this coercive view was correct, or whether an employer could comply with the law without dragging the employee screaming from her desk when the clock strikes noon.

The Court starts with a straightforward characterization of what rest breaks are re-

quired: "Employees are entitled to 10 minutes' rest for shifts from three and one-half to six hours in length, 20 minutes for shifts of more than six hours up to 10 hours, 30 minutes for shifts of more than 10 hours up to 14 hours, and so on." Easy.

When should such breaks occur? "The only constraint on timing is that rest breaks must fall in the middle of work periods 'insofar as practicable.' Employers are thus subject to a duty to make a good faith effort to authorize and permit rest breaks in the middle of each work period, but may deviate from that preferred course where practical considerations render it infeasible." Pretty flexible. In addition, "in the context of an eight-hour shift, [a]s a general matter, one rest break should fall on either side of the meal break. Shorter or longer shifts and other factors that render such scheduling impracticable may alter this general rule."

So what happens when the employee declines to take a rest break? Interestingly, both sides in the case thought that the employee could waive a rest break, and the Court did not suggest they were wrong, even though it insisted the employer was required to allow the breaks. It stated, "An employer is required to authorize and permit the amount of rest break time called for under the wage order for its industry. If it does not—if, for example, it adopts a uniform policy authorizing and permitting only one rest break for employees working a seven-hour shift when two are required—it has violated the wage order and

is liable." Thus, if an employer has a bad policy—which prevents an employee from taking the breaks required by law—the employer is stuck.

On the timing of meal breaks, the Court gives us a simple bright line: "[the statute] requires a first meal period no later than the end of an employee's fifth hour of work [in an eight hour day], and a second meal period no later than the end of an employee's 10th hour of work [in a longer day]." Even a lawyer can understand that simple a rule.

As to what the requirements are for a meal break, that rule is also clarity itself. The Court summarizes thusly: "An employer's duty with respect to meal breaks . . . is an obligation to provide a meal period to its employees. The employer satisfies this obligation if it relieves its employees of all duty, relinquishes control over their activities and permits them a reasonable opportunity to take an uninterrupted 30-minute break, and does not impede or discourage them from doing so."

And it then adds what employers have been waiting three years to hear: "On the other hand, the employer is not obligated to police meal breaks and ensure no work thereafter is performed. Bona fide relief from duty and the relinquishing of control satisfies the employer's obligations, and work by a relieved employee during a meal break does not thereby place the employer in violation of its obligations and create liability for premium pay. . . ."

Hooray! We won! Well, sorta. There are a couple of significant kickers.

Let's take a worker, by hypothesis far behind in her work, who decides to stay at her desk and catch up. Now Brinker is very clear that merely because "an employer [has] knowledge of employees working through meal periods, [that] will not alone subject the employer to liability for premium pay; employees cannot manipulate the flexibility granted them by employers to use their breaks as they see fit to generate such liability." Great! But the Court has a warning for employers, too: "On the other hand, an employer may not undermine a formal policy of providing meal breaks by pressuring employees to perform their duties in ways that omit breaks.... The [law does] not countenance an employer's exerting coercion against the taking of, creating incentives to forego, or otherwise encouraging the skipping of legally protected breaks." If the employer does that, premium pay comes back into the picture.

Let's assume that our hypothetical desk employee who is playing catch-up has not been encouraged or coerced, but the employer knows that she is working her fingers to the bone. Here's what the Court says: "If work does continue, the employer will not be liable for premium pay. At most, it will be liable for straight pay, and then only when it 'knew or reasonably should have known that the worker was working through the authorized meal

period.'" If you're like most employers who, quite legally, do not provide a paid lunch break, that straight pay can involve a lot of money over time, even if the total is less than your pre-Brinker exposure.

Friends, there's going to be a lot of litigation about how to apply Brinker in particular circumstances. Written break policies are going to be scoured by the plaintiff's bar to see if they follow Brinker's rules. If your policy's language is more restrictive than Brinker, expect a class action in your neighborhood soon.

But even if your policy's language passes muster, your actual employment practices are going to be examined with the proverbial fine tooth comb. Do employees regularly work during their meal breaks, or only rarely? Are you aware of their habits? Could you have been? Have you been reassigning so much work to stay afloat that in the real world workers must log the extra time? And so on.

Next time, we'll talk about some steps you can take to improve your situation under Brinker. In the meantime, here's a do it yourself idea: go to whatever wall you have your employee notices posted on, and read the break provisions of your Wage Order—sections 11 and 12. Give some real thought to whether your practices are in compliance. If not, fix them now. Contrariwise, if you think you're in compliance, party! Well, until the next column anyway—then I'll probably give you some indigestion even while I dole out the Tums.



## The New Crowdfund Act: What It Can Mean to Marin Businesses

By Robert Hunter, Robert Hunter Investments

Under the recently signed Crowdfund Act, entrepreneurs will be able to post their businesses on SEC-registered

Crowdfund Investing Portals. Local consumers and investors (or anyone across the country who may be attracted to the business) will have the op-

portunity to evaluate and fund established local businesses and startups. (Historically most startups that get funded in the Bay Area are biotech, IT or

social media startups. But, over 70% of all startups are local consumer product or services businesses that, until now, have had very limited sources of funding.)

Possibly the most important beneficiaries will be established local businesses that have had their expansion plans frustrated by a lack of lending from banks. Crowdfunding could become an extraordinarily important source of expansion funds for popular local businesses, benefiting our local economy significantly.

### **The Portal**

Using Crowdfunding Portals, registered and approved by the SEC, investors will be able to evaluate the entrepreneur, the business model and the investment opportunity in an open manner with other members of the community. Each offering must have a funding target amount and until 100% of a funding target is met, no money will be transferred out of escrow.

### **The Investor**

Under the Crowdfund Act, investors will fall into two categories: 1) Investors who earn less than \$100,000 per year will be limited to 5% of their income or \$2000, whichever

is less; and 2) investors earning over \$100,000 per year will be limited to 10% of their income up to \$100,000, whichever is less.

### **More Startups and Successful Businesses - More Jobs**

The majority of new jobs in the U.S. have come from small businesses that are less than five years old. The Crowdfund framework will allow friends, family, customers, and supporters to invest small to not-so-small sums in local businesses. Each business can raise up to \$1 million in any 12 month period, and much of the capital will likely go directly into hiring local people and the purchase of local products and services.

### **More Successful Enterprises**

The Crowdfunding platforms can lead to more community investing and more successful local businesses. Local consumers and investors will have a vested interest in the success of these entrepreneurs, resulting in more transparency and, most likely, stronger management.

To reach Robert Hunter, call 415-458-5880, e-mail him at [rch@roberthunterinvest.com](mailto:rch@roberthunterinvest.com) or visit his website at [www.roberthunterinvest.com](http://www.roberthunterinvest.com).

### **New Members Continued from page 10**

community. Make us part of your evening plans by coming in for a relaxing glass of wine paired with delectable artisanal foods. Let your palate roam with our unique wine selections from around the world, and meats and cheeses from local purveyors. By day, the café will serve Blue Bottle coffee, a selection of light dishes, Italian-inspired deli goods, and sweet and sa-

very bites. Designed with the help of Wendy Posard, who brought urban chic with a European flair to the new space, La Loggia features a 24-foot bar, a communal table and lounge area with a fireplace in the wine library. Bathed in light, on the corner of San Anselmo and Tunstead Avenues, guests will have the opportunity to take in everything that's happening in town.



## San Anselmo Art & Wine Festival

Presented by the San Anselmo Chamber of Commerce

June 23-24, 2012 \* 10am-6pm

Downtown San Anselmo