



# Network Success

Business to Business News from San Anselmo

Issue 1

1st Quarter 2012

## Hello Ross Valley!

By Katie Rice

**T**his is the first in a series of installments by Supervisor Katie Rice, District 2's newest representative to the Marin County Board of Supervisors. We have asked Supervisor Rice to use this space to discuss district and county issues, as well as to address constituent concerns and questions related to county government. District 2 encompasses the Ross Valley from the top of White's Hill in Fairfax to Highway 101

in Greenbrae (including Fairfax, Oak Manor, San Anselmo, Sleepy Hollow, Ross, Kentfield, Greenbrae, the old town areas of Larkspur and Gerstle Park, Bret Harte and Lomita Park in San Rafael). Supervisor Rice invites you to contact her with comments or questions: 415-499-7331, krice@co.marin.ca.us.

It is an honor to have been appointed by Governor Jerry Brown to succeed Supervi-

**Rice**

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Marin County District 2 Supervisor, Katie Rice.

## Outstanding Ambassador of the Year—Tiziano Grifoni of Synergy+ Physical Therapy & Pilates Studio!



Chairman of the Board Dr. Adam Cantor, President/CEO Connie Rodgers, Ambassador of the Year Tiziano Grifoni

**S**an Anselmo Chamber Ambassadors help shape the Chamber's next generation of business leaders. This exclusive group of professionals serves as advocates for the Chamber

and the business community. Together, they plan networking events, present forums on stimulating economic growth, and work with the Board of

**Ambassador**

Continued on page 8

## Meet Our New Festival Producers!

**Y**es, it is time to begin making your plans to participate in the 2012 San Anselmo Art and Wine Festival, June 23-24, 2012! The San Anselmo Chamber of Commerce is especially pleased to welcome our new event producers, California Artists and Suzi Blackman Productions, which have produced fun-filled, successful festivals across the San Francisco Bay Area that are well attended, well managed and community-centric. California Artists is the premier Northern California art festival producer with more

**Festival**

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**Thank you for your year of support!**

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CHANGE SERVICE REQUESTED



# Network Success

Business to Business News from San Anselmo

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San Anselmo, CA 94979-2844 • (415) 454-2510 • (415) 258-9458 fax  
info@sananselmochamber.org • www.sananselmochamber.org

## 2012 Board of Directors

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www.SanAnselmoChamber.org

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www.CantorCC.com

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www.KrisKelson.com

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www.unionbank.com

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www.pge.com

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www.TheCedarsofMarin.org

**Town Council Liaison**

Councilmember Lori Lopin

**2012 Ambassador**

**Committee**

Ambassador Chair

**Anne Shaw Zumwalt**

Pacific Billing Source

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Services.com

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**Vance Frost**

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## Members in the News

**Bank of Marin CEO Russell Colombo named Corporate Citizen of the Year and honored** last November by the *San Francisco Business Times* as part of their “**Most Admired CEO**” list. The Corporate Citizen category honors executives who are actively involved in the community and who encourage their employees to participate on local non-profit boards and in volunteer activities. Colombo will be part of an esteemed group of honorees including T. Gary Rogers, retired Chairman & CEO, Dreyer's Grand Ice Cream and former Chairman, Federal Reserve Bank of San Francisco; Harold M. Messmer, Jr., CEO of Robert Half International and Michael Depatie, CEO of Kimpton Hotels & Restaurants. Colombo currently serves on the Board of Hanna Boys Center and Western Independent Bankers and is on the Advisory Board for Buckelew Programs and Marin County School to Career Partnership. He is also Chairman of the Citizens Oversight Committee of SMART, a member of College of Marin's President's Circle, and was formerly on the Board of Marin Workforce Housing Trust. Bank of Marin gives more than one percent of pre-tax profits to community organizations which is complemented by the donation of more than 7,000 employee volunteer hours during the course of the year. Bank officers also serve on close to 70 non-profit boards. *Bank of Marin: 501 Sir Francis Drake Blvd. Ste. 100, Greenbrae, 415-785-1553 and 1101 Fourth Street, San Rafael, 415-485-2275, www.bankofmarin.com.*

**Marin Sanitary Service's (MSS) Joe Garbarino makes the news in *Marin Magazine* for 50 years of doing business in Marin and for outstanding leadership.** Garbarino led the

way for recycling and environmental sustainability in Marin—recycling 75% of what MSS collects—helping to make Marin one of the nation's best counties on sustainability. MSS provides weekly residential and commercial waste collection, street sweeping and recyclables pickup services. MSS: *1050 Andersen Drive, San Rafael, 415-456-2601.* **The Marin Recycling Center** accepts and processes collected recyclables, and also provides community education through their Environmental Classroom: *535 Jacoby Street, San Rafael, 415-453-1404.* **The Marin Resource Recovery Center** accepts and processes nonhazardous material: *565 Jacoby Street, San Rafael, 415-485-5645.*

**ps paper was named “Business of the Week”** by *Patch* online magazine. ps paper specializes in “everything paper,” including items such as stationery, place cards, colorful binders, wrapping paper, photo albums, personalized invitations, announcements, greeting cards, thank you cards, holiday cards plus some unique and fun gifts. Owners Jill Sassa and Johanna Sedman often work with event planners to create escort cards, menus and party favors. They can suggest calligraphers, or personalize place cards to match the design of an event. One wedding they collaborated on was recently featured on the **Martha Stewart Weddings** website! “The design aspect is what sets us apart from other stationery retail stores and online stores,” said Sedman. Both women feel that the stationery order books on their shelves are just starting points. They are not bound by what their vendors offer; their in-house design services even include items that are 3D or dye-

**Members in the News**

**Continued on next page**

### Welcome to Our New Ambassador Committee Members!



**Kathrina Peterson**  
Owner of Moving Forward

**Katarina Wierich**

Marketing Consultant,  
The Pacific Sun



### Submission Deadlines

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

- **Network Success: Q2 Issue: May 1.** 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

cut. "Our love is designing from the ground up," not just pointing customers toward a book, explained Sedman. 135 San Anselmo Ave., San Anselmo, www.pspaper.com, 415-459-4984.



Robert Hunter

Chamber member **Robert Hunter of Robert Hunter Investments is making a big difference in the lives of Marin City students.** Hunter founded Bridge the Gap College Prep (BTGCP). Their success story and news about moving into larger quarters just got covered by the *Marin Independent Journal*. BTGCP has helped Marin City children succeed academically by offering one-on-one evening tutoring programs that meet twice a week during the school year. It pairs students with volunteer mentors who provide reading, math, homework and emotional support. BTGCP's mission is to provide comprehensive educational support for Marin City students with the goal that every student completes high school and graduates from college. *Robert Hunter Investments, 29 Magnolia Avenue, San Anselmo, 415-458-5880.*

**San Francisco Theological Seminary is pleased to announce that Rev. Dr. James L. McDonald was elected the 11<sup>th</sup> Seminary president**

by the Board of Trustees as of February 10, 2012. Congratulations Reverend Dr. McDonald!

**Take an inside look at "Suite III" in this year's Marin Designers Showcase, designed by San Anselmo's own Robin Barnato of Studio Home.** "My design uses an unusual, color palette which is intended to excite the onlookers, after seeing several bedrooms in a row," said Barnato. The Showcase at Villa Belvedere (425 Belvedere Avenue, Tiburon) embodies elegant waterfront living with its stunning views from every room and wraparound decks. The Bay Area's finest design firms and artists are featured throughout this contemporary estate. *Studio Home, 14 Ross Avenue, San Anselmo, 415-457-0560. Ticket information: 415-479-5710; www.marinshowcase.org.*



Lonnie Tanenberg

One of **Sport & Spine Therapy of Marin's** outstanding trainers makes the news! As reported by the *Marin Independent Journal*, **Lonnie Tanenberg**, who works as a personal trainer at San Domenico School and at Sport & Spine Therapy of Marin, is one of only two deaf athletic trainers in the state. Tanenberg has an impressive resume: He's worked as an intern for the A's, as assistant athletic

trainer for the United Football League's Florida Tuskers, on the medical staff of United States MotoGP World Motorcycle Racing, with the American Indoor Football Association, and as lead athletic trainer for Team USA in the Deaflympics. *Sport & Spine Therapy of Marin, 220 Greenfield Ave., San Anselmo, 415-457-4454.*

**Sport & Spine Therapy of Marin announce that Kelley Clymer, MPT has joined their team.** Clymer was born and raised in Michigan, and received her B.A. in psychology from Kent State University in Ohio, while competing in Division 1 track and field. She graduated from Old Dominion University in 2000 with a Master of Physical Therapy Degree. She has worked exclusively in outpatient orthopedics. After living in Florida, Texas and Georgia, she relocated to Marin with her husband and three children. Clymer enjoys the diversity that comes with her work, and believes in giving patients the tools to empower themselves during treatment as well as for future prevention. When not working, she spends time with her family, cooks and explores all that the Bay Area has to offer. *See above for contact info.*

## Why Join the Chamber?

For a very small investment, you get over \$2000 in value through Chamber Member benefits, many of which require no time or energy on your part! Here's how we spell it out:

- **Free Marketing, Advertising & Publicity.** FREE one-time ad in *NorthBay biz* magazine (for new members), which is delivered to 76,000 high-income readers in Marin, Napa and Sonoma County. *Value \$560.*
- **FREE listing in our online Business Directory** in up to four categories and direct link to your website. Get free access to post your own events, specials, promotions, job listings and more. The Chamber website attracts over 10,000 monthly hits, and is an ideal resource for those seeking information on local businesses and resources. *Value \$400.*
- **FREE E-News blasts** to over 500 subscribers promoting member specials and events. *Value \$300.*
- **Publicity in the "Members in the News"** section of the bi-monthly *Network Success* magazine. Tell us about your upcoming business event or promotion, and we'll cover it—that's free publicity to over 5,500 local subscribers. *Value \$300.*
- **Relocating families and visitors** who request information on San Anselmo are sent promotional brochures and information **you provide** the Chamber. *Value \$100.*
- **Ribbon Cutting Ceremony** sponsored by the Chamber for free publicity on your grand opening or re-opening in *Network Success* and by direct mail. You'll also meet key community leaders! *Value \$300.*
- **FREE mailing labels** of chamber members (once per year upon request). Planning a direct mail campaign? Extend your reach. *Value \$150.*
- **FREE access** to post your business promotions and events on the Chamber website. *Value Unlimited.*

## 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

## Equitable Mortgage

By Lawrence Frauens

**A**re you a homeowner that has been frustrated recently because your home value—along with everyone else's—has slipped below where it was just a few years ago? Well, thanks to FHA and HARP—you may now have some options.

FHA loan limits in Marin County and San Francisco are \$729,750 for single family homes. One large advantage of the FHA loan is that you can refinance up to 96.5% of your home's value. For an FHA purchase, you can be approved with as little as a 3.5% down payment and "gift" funds for the down payment and closing costs can be used. You must qualify for the FHA loan, but there is some flexibility with the "income and debt" ratios used to approve your loan.

HARP (Home Affordable Refinance Program) loans are available for up to 125% of the value of the home. Your current loan must be owned by Fannie Mae or Freddie Mac. If so, this is a great loan for you. The big news now is the HARP 2.0 is coming out! With HARP 2.0, the 125% LTV (loan to value) or CLTV (combined loan to value) will be eliminated! To find out if



Lawrence Frauens

your current loan is eligible for refinancing on the HARP or HARP 2.0 loan; please check the following Fannie Mae and Freddie Mac "lookup tools":

- Fannie Mae [www.fanniemae.com/loanlookup](http://www.fanniemae.com/loanlookup)
- Freddie Mac <https://www3.freddiemac.com/corporate>

With interest rates near historic lows, this is the time to check. Fixed rates around 3.875% are available. Don't miss the opportunity to secure your home's financing during this excellent cycle of low interest rates!

*Lawrence Frauens is a senior mortgage broker with Equitable Mortgage Group of San Rafael and is an 11 year volunteer for the San Anselmo Chamber of Commerce. He can be reached for questions at: [lawrence@emgmortgage.com](mailto:lawrence@emgmortgage.com) or at 415-990-7990.*

## 2012 Standard Automobile Mileage Rates Update

**55.5 cents per mile:** Transportation or travel expenses for all miles of business use

**14 cents per mile:** For use of an automobile in rendering gratuitous services to a charitable organization, the standard mileage rate

**23 cents per mile:** Standard mileage rate for use of an automobile for medical care

Please see the IRS Guidewire Notice 2012-01 for more details: <http://www.irs.gov/pub/irs-drop/n-12-01.pdf>

## Welcome New Members

### Mauro's Pasta

1601 Sir Francis Drake Blvd.  
Fairfax, CA 94930  
(415) 453-9353  
[www.maurospizza.com](http://www.maurospizza.com)

Mauro's Pasta creates gourmet prepackaged meals using the finest local, natural and organic products. They also make pizza to order. Chef/Owner Steve "Sven" Revel is a classically trained chef who specializes in food that's comforting to the soul. Mauro's Pasta is open seven days a week, and will cater and customize their menus to suit your needs.



Steve "Sven" Revel of Mauro's Pasta catering Union Bank Mixer

### West Coast Arts Foundation

#### Margot Jones

1554 4<sup>th</sup> Street  
San Rafael, CA 94901  
(415) 235-8557  
[www.westcoastarts.org](http://www.westcoastarts.org)

Founded in 1996, West Coast Arts Foundation (WCAF) is a nonprofit, tax-exempt corporation dedicated to the production of artistic projects. WCAF provides a community

resource for adults and young artists from families and schools that cannot provide enrichment programs, i.e. film, video, the performing arts (theater, dance and music) workshops, concerts, and rehearsal space for various community activities. A percentage of WCAF'S funds is placed in its scholarship/apprentice reward program. Honorees are presented in concert and awarded a gift

at the end of each fiscal year. West Coast Arts Foundation has received support from The Nevada, E. L. Wiegrand Foundation, Bank of America, Tiburon Branch, CitiBank San Rafael Branch, Channel 55 New York, The Marin Community Foundation, Larry and Laurie Klein, Richard J. Davis, The Fred Gillert Family Foundation and local businesses in our Community.

### United Studio of Self Defense USSD

#### Scott Sellers

42 Greenfield Avenue, San Anselmo, CA 94960  
(415) 485-1316  
[www.usdsananselmo.com](http://www.usdsananselmo.com)

We strive to offer personalized and highly developed training to men, women, and children ages 4 and up.

The major advantage of our personalized training is that all students get lessons tailored to their needs as well as the opportunity to excel in group practice. Our unique blend of private and group instruction has been well tested over the years.

Our experienced instructors are always available to help answer any questions you may have, and make sure you are getting the most out of your experience. Martial arts is a way of life, and the lessons learned in the studio reach far beyond the dojo walls. We practice self-control, effort, etiquette, sincerity, and character as much as we do physical training. You can expect growth in your physical capabilities and health, as well as the peace of mind and stability that comes with a balanced way of life.



Students practicing at United Studio of Self Defense

# San Anselmo Chamber of Commerce 2012 Calendar

## MARCH

- 8** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 15** WestAmerica Bank Mixer  
5:30 to 7:00 p.m.  
834 Sir Francis Drake Blvd.,  
San Anselmo
- 20** Chamber Board Meeting\*  
8 a.m.

## APRIL

- 12** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 17** Chamber Board Meeting\*  
8 a.m.
- 19** Gathering Thyme Mixer  
5:30 to 7:00 p.m.  
226 Sir Francis Drake Blvd.,  
San Anselmo

## MAY

- 10** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 15** Chamber Board Meeting\*  
8 a.m.
- 17** Bank of Marin Mixer with  
Social Media guest speaker  
5:30 to 7:00 p.m.  
501 Sir Francis Drake Blvd. Ste. 100,  
Greenbrae

## JUNE

- 14** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 19** Chamber Board Meeting\*  
8 a.m.
- 23-24** Art & Wine Festival  
10:00 a.m. to 6:00 p.m.  
(415) 454-2510;  
info@sananselmochamber.org

## JULY

- 12** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 17** Chamber Board Meeting\*  
8 a.m.
- 25** County-Wide Mixer  
(Seven Chambers of Commerce)  
5:30 to 7:00 p.m.  
Four Points Sheraton,  
1010 Northgate Drive, San Rafael

## AUGUST

- 9** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 21** Chamber Board Meeting\*  
8 a.m.

## SEPTEMBER

- 13** State of the Town & Business of  
the Year Luncheon  
12:00pm  
Reservations \$40. RSVP:  
415-454-2510;  
info@sananselmochamber.org;  
www.sananselmochamber.org  
(click "Register for Events").
- 18** Chamber Board Meeting\*  
8 a.m.
- 20** San Anselmo & Corte Madera  
Chambers Golf Tournament  
11:00 a.m. to 7:00 p.m.  
RSVP: 415-454-2510;  
info@sananselmochamber.org;  
www.sananselmochamber.org  
(click "Register for Events").

## OCTOBER

- 11** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 16** Chamber Board Meeting\*  
8 a.m.

## OCTOBER

- 18** Robert Aycock, M.D. F.A.C.S., Mixer  
5:30 to 7:00 p.m.  
575 Sir Francis Drake Blvd., Greenbrae

## NOVEMBER

- 8** Chamber Ambassador Meeting\*\*  
6 to 7:00 p.m.
- 15** Union Bank Mixer  
5:30 to 7:00 p.m.  
100 Sir Francis Drake Blvd., San Anselmo

- 20** Chamber Board Meeting\*  
8 a.m.

## DECEMBER

- 1** Holiday Tree Lighting  
5 to 6:30 p.m.  
Lawn at Town Hall,  
525 San Anselmo Ave., San Anselmo
- 6** Holiday Luncheon  
12:00 p.m.  
RSVP: 415-454-2510;  
info@sananselmochamber.org;  
www.sananselmochamber.org  
(click "Register for Events").

\* Chamber Board meetings take place in the Town Council Chamber, 525 San Anselmo Ave., San Anselmo

\*\* Chamber Ambassador meetings take place at the San Anselmo Inn, 339 San Anselmo Ave., San Anselmo

## Community Event Dates

**September 30**  
Country Fair Day  
415-258-4640

**July-August**  
Music in Creek Park  
sananselmoarts.com

**June-August**  
Film Night in Creek Park  
415-453-4333 • www.filmnight.org

# PHOTO GALLERY: A LOOK BACK AT RECENT CHAMBER EVENTS

## Union Bank Chamber Mixer • November 17



Above: Gisele Martin, Vice President, Branch Manager



Right: Guests mingling at the Union Bank mixer

## Marin Sanitary Hosts Chamber Luncheon • January 19, 2012



Above Patty Garbarino provides an update on their current recycling and sustainability efforts



Right: Marin Sanitary's Best

## Chamber Holiday Luncheon & Adopt-a-Family Recognition December 8, 2011

San Domenico School hosted this year's Chamber Holiday Luncheon, where Tika and Indigo Hick were recognized as our 2011 Adopt-a-Family. Thank you for your generous outpouring of donations for the Hick

Family! They received much-needed funding to help defray Tika's ongoing medical expenses as well as diapers, baby formula, general infant supplies, a Nook reader, gift cards for books, the Gap and Target, as well as spa treatments to

Norma Jean's the Beauty Studio (matched by Norma Jean's). The Chamber would also like to thank Cucina Restaurant and Wine Bar for their tremendous effort to get the word out and collect donations for the Hick family.



Above: Dr. David Behrs welcomes guests to San Domenico's Fireside Room for lunch



Right: Councilmember Kay Coleman, Adopt-a-Family recipient Tika Hick, and behind her, Janice Besser, Tika's mother.



Right: Guests at Chamber Holiday Luncheon



*New event producers will present this year's San Anselmo Art & Wine Festival*

than 30 annual art festivals. As event organizer, Suzi Blackman Productions has established a reputation for well organized and successful events.

For this year's San Anselmo Art & Wine Festival, California Artists and Suzi Blackman Productions will work together to:

- attract only the highest quality, hand-crafted art vendors with unique designs and execution that appeal to all the senses,
- secure an exceptional selection of tasty gourmet food to tempt the palate and delicious wines from local and regional wineries,
- book musical entertain-

ment that appeals to a wide range of musical tastes for both dancing and listening, and

- balance event happenings with family fun so both young and old festival fans will enjoy the day in beautiful downtown San Anselmo!

California Artists and Suzi Blackman Productions invite you to join the fun this June. Visit [www.CAartists.com](http://www.CAartists.com) to find out how to participate as an artist and contact Suzi at [suziblackman@yahoo.com](mailto:suziblackman@yahoo.com) for information about sponsorships, food booths and entertainment.

### Ambassador Continued from page 1

Directors toward the economic health and prosperity of San Anselmo businesses.

Tiziano is 100% dedicated to the community and to the individual health of all he meets. He personally pounded the pavement to start the Ross Valley Health Alliance, which offers business and personal health information via workshops and the Ross Valley Health Alliance Fair.

Tiziano also started the Ross

Valley 5K Walk Run with all proceeds donated to the San Anselmo Recreation Department to help defray registration costs for children who can not afford recreational programs. Tiziano is the first to volunteer for all Chamber functions, the first to arrive and the last to leave.

He is a true advocate of the Chamber of Commerce, the health of our community and our businesses.

### Rice Continued from page 1

sor Hal Brown as District 2's representative on the Marin County Board of Supervisors; and it is a real privilege to serve you, the residents of Ross Valley and San Rafael.

For the past eight years, I've had the incredible honor and fortune to work as administrative aide and key adviser to Hal, who retired in October 2011 after almost 30 years as county supervisor. During my time with Hal, I learned, without question, that the job of Supervisor is all about constituent service—responding to residents' concerns efficiently and effectively—and that the key to achieving this is built largely on relationships and trust.

My core values in working as your Supervisor are to carry on not only Hal's legacy, but also the values that have defined the County of Marin for decades:

- protecting our natural resources, environment and open space
- preserving our quality of life and community character
- ensuring the quality, access and availability of safety-net services for those in need
- making sure that government is working well—and for the people.

Having spent nearly a decade as an active member of this community and working directly with and for the District 2 constituents, I am well prepared for the job of County Supervisor. I have a deep, working knowledge of the issues and concerns of our district and county's residents. And I have established excellent relationships with staff, community leaders and elected officials at both the local and county level.

As your supervisor, I am focused on working to ensure that county government is as efficient and effective as possible in fulfilling its legal mandates, while implementing the projects and programs that the community has identified as priorities.

### For those of you who do not know me, here's a little background:

I grew up in Mill Valley, graduating from Tamalpais High School in 1978, and then from Sonoma State with degrees in Liberal Studies and English (which I applied to my work as a freelance writer and journalist). I lived in West Marin and Sonoma before ultimately moving to San Anselmo in 1995 to raise my family. Since moving to the Ross Valley, I have been involved in many community efforts both as a volunteer and as Supervisor Brown's aide. Most notably on the volunteer front, I co-founded YES: The Ross Valley Schools Foundation in 1999. On the professional front, I worked closely with Hal in establishing the Ross Valley Watershed and Flood Protection Program following the flood of 2005, as well as on programs such as The County's Green Commute program, the Ride and Roll student bus pass program, and Safe Routes to Schools.

As a lifelong resident of Marin, I am deeply appreciative of and inspired by the values and priorities of visionary people and policy makers who shaped Marin and made it the unique and wonderful place that it is. Our environmental legacy and the high value we place on retaining community character and supporting strong communities will always inform my

thinking and decision making as a public servant.

Going forward, we face a number of critical challenges: balancing budgets in an era where costs and needs are increasing at a faster pace than revenues; honoring our commitment to being stewards of our natural environment; managing and mitigating the risks of natural disasters like flood and fire; strengthening our local economies while preserving community character; addressing complex needs for transportation, affordable housing, and stabilizing safety net services for residents in need.

Specific to District 2, I believe that the successful implementation of the Ross Valley Watershed and Flood Protection Program will be the most important public works project our county may ever witness. This program has the potential to not only improve our flood protection within the entire Ross Valley flood plain, but also to enhance our environmental restoration, road and bridge infrastructure, and recreational areas. Shepherding this program forward will be a primary focus for me, as its ultimate success will demand leadership and the continued cooperation and commitment of community leaders across the Ross Valley.

Most importantly, as my predecessor taught me so well, as your representative on the Board of Supervisors, I will do my best to make sure that county government is receptive and responsive to your concerns. I invite you to contact me regarding any local or county issue, or to share a comment or concern. I look forward to serving you and this outstanding community.

# Thank You for Your Year of Support!



**A Piece of Cake and Confections**  
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# How Chamber Membership Impacts Your Bottom Line—Something You Can Take to the Bank

The San Anselmo Chamber of Commerce is the only organized business association in San Anselmo. Promoting local business and assuring the economic sustainability, growth and prosperity of our town is our #1 priority.

Joining a chamber is statistically proven to improve your business. There's a reason that over 3,000,000 businesses nationwide belong to Chambers of Commerce—they understand the rewards membership can bring.

In a recent study conducted by the Schapiro Group in partnership with the America Chamber of Commerce Executives, statisticians determined the measurable value of chamber membership to businesses as it applies to what customers perceive about the business. Here are some of the numbers.

- When you display your chamber membership and involvement, **people are 19% more likely to think favorable of your business** over non-members.

- If you are seen as highly involved through participation on committees, sponsorships, board service, etc., **12% are more likely to think your products/services stack up better** than the competition.

These perceptions are based on the inference that businesses which are highly visible and active in their local chamber are more trustworthy; more involved in the community, care about customers, are successful and are community leaders.

When the public knows a business is active in the local Chamber of Commerce, that business enjoys:

- **44% increase in favorable rating!**
- **51% increase in consumer awareness!**
- **57% increase in its local reputation!**
- **63% increase in its ability to attract future business from people!**

This is a demonstration of real potential impact to your business. These real numbers impact bottom lines every day.

## Top Six Reasons to Join San Anselmo Chamber Member Benefits

### 1. Networking

We help you establish relationships with other successful business people through mixers, features in the San Anselmo Chamber Newsletter *Network Success*, new member highlights on our website, and other Chamber programs and events.

### 2. Business Referrals

We send business to our fellow members first:

- Direct referrals from the Chamber office for members only
- Free listings in our annual Business Directory *Destination San Anselmo*—the town's only published business guide
- Free mailing labels for all members for your marketing needs upon request once per year

### 3. Marketing and Promoting Your Business

We inform people about what San Anselmo has to offer:

- **Weekly:** San Anselmo Member E-News & San Anselmo CHAMBER E-News
- **Annually:** Within the San Anselmo business directory & guide, *Destination San Anselmo*
- **Continuously:** Cooperative advertising campaign, relocation packets distributed to the public, tourism information, San Anselmo economic profile

### 4. Business Advocacy

We help each other to become better business people:

- Access to free business counseling through the Small Business Development Center Services
- Invitations to Business Education Seminars, Workshops & Events
- Ribbon Cuttings that bring attention to your new or revamped businesses

### 5. Government and Community Representation

We go to bat for your business by representing you in:

- Town Government
- County Government
- U.S. Chamber of Commerce
- California Chamber of Commerce
- Community Focus Groups (Greening for Profit, Single Use Bag Committee)

- Marin Council of Chamber of Commerce
- San Anselmo Sub Economic Committee
- Marin Economic Forum Board of Directors
- Community Media Center of Marin Board of Directors
- Government / Community Representation

### 6. Community Activities

We are active in enhancing San Anselmo's economic vitality by producing or participating in community events that draw hundreds to thousands of people to our town, as well as increased publicity and awareness:

- Art & Wine Festival
- Annual Golf Tournament
- Country Fair Day
- State of the Town Luncheon
- Business of the Year Luncheon
- Window Decorating Contest
- Holiday Lighting Ceremony

In addition to all of the above, the Chamber takes the health and wellbeing of your business very seriously. When you need assistance—whether it's asking for a business referral, a small business consultation, relocation assistance, help securing an intern, an introduction to a government or town official, etc.—we're on call to help, 24/7. Please consider joining the Chamber today and start enjoying the benefits of membership immediately.

## 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.



## The Legal Lectern: Wage Theft

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“Wage theft” is a phrase that until recently was not commonly used in California. There is, for example, no case I can find by computer in which the phrase appears. Until this year, the phrase was equally absent from our statute books. Nonetheless, it is a phrase that you hear occasionally in federal practice, and it is not at all rare on the East Coast. Wikipedia defines it as “the illegal withholding of wages or the denial of benefits that are rightfully owed to an employee. The exploit of wage theft can be conducted through various means: overtime, minimum wage violations, employee misclassification, illegal deductions in pay, working off the clock, not being paid at all.” The more neutral phrase—and the one more often heard here—would be “wage and hour violation.” Whatever it is called, it is indubitably prevalent in one form or another and the phrase “wage theft” was undoubtedly coined to add a moral dimension to the practices it includes. A “wage and hour violation” may be a careless mistake; “wage theft” carries an evil connotation.

The phrase is likely to become used more in California since the new Section 2810.5 of the Labor Code—our very own Wage Theft Prevention Act—went into effect on January 1. Basically, this is a notice statute, applicable to virtually all private employers, including nonprofits.

Unlike many statutes, there is no minimum employee threshold. At the time that a new, nonexempt worker is hired, the employer is required to provide him with a written notice setting forth the basic information of his employment. Specifically, the notice must detail his pay rate (or rates) and the method of calculation (hourly, monthly, etc.), overtime rates, designated paydays, the nature of any claimed allowances (e.g., meal allowances), the employer’s true name, form of organization and any fictitious names, basic workers’ compensation information, and some other minor items.

The notice is required only for new employees; there is no requirement that those employed on January 1 are to be given a Notice to tell them the current terms of their employment. However, whenever any terms detailed in the notice given to new employees are changed (except for pay increases, where the new rate is shown on the next pay stub), the employee is entitled to a written notification within seven calendar days of the “time of the changes.” This could be in a revised Section 2810.5 notice, a pay stub or another written form. If the information is already required to be disclosed in some other manner, such as the identity of a changed workers’ compensation carrier or a new comp policy number, notification of the change can be by the required posting. Naturally, there’s nothing wrong

about notifying the employee in several different ways if there’s any doubt as to what the required format is.

The Labor Commissioner has provided a template that employers can use, and it is available on the DLSE website ([www.dlse.ca.gov](http://www.dlse.ca.gov)). The form is not mandatory, and it would not be surprising to find that sundry employer organizations suggest modifications to the form. (For example, where the DLSE form requires the employer to disclose whether the contract of employment is oral or written, I would urge that employers add the sentence, “Your employment is ‘at will.’”) . In any event, it is a good starting point for any employer. The Labor Commissioner has also made a detailed FAQ available online to suggest how the form should be administered. Among other things, the employee should sign the form to indicate that he has received a copy, and this should be inserted in his personnel file. An employer representative must also sign the form.

It is not clear whether those employed prior to January 1, 2012, are entitled to a notice if and when their terms of employment change. The template seems focused on new hires, but an earlier version of the Labor Commissioner’s FAQ seemed to indicate that the Notice should be given to all employees. Some employment lawyers have suggested that the Labor Commissioner will soon require that employ-

ees hired prior to January 1, 2012 be given written notice when the terms of their employment have been altered, but it is not at all clear that position can be fairly supported by the language of the statute. In any event, given this uncertainty, and to avoid the hassle of treating new and old employees differently in terms of notice formalities, many employers may simply prefer to give written notice to all nonexempt employees whenever jobs are modified, whether the change is on an individual basis or wider.

This statute is going to be one more administrative headache in the human resources area, following a long line of previous migranes. It is not the end of the world, but three things should be kept in mind about it as you administer the statute. First, it is a “gotcha” statute. The employee has an absolute, non-waivable, right to the notice, and you cannot easily satisfy the obligation by ordering your yearly forms from the Chamber of Commerce. In short, it requires some

thought and action on your part beyond simple routine.

Second, it is designed to make it easier for an employee to make a wage claim. The plaintiffs’ bar has had difficulty from time to time in identifying precisely what legal entity to make a wage claim against, and by requiring disclosure of all the important employer identity information in the form should largely end this problem. The document is also likely admissible in evidence to show the terms of one’s employment, particularly with respect to wages, which will also make it easier to assert wage and overtime claims. Hence, it is important that the form be filled out accurately.

Finally, as a matter of social attitudes, I think we all need to recognize that this statute makes it plain that no employer can continue to regard wage administration casually. The title of the statute says it all. An employee is entitled to all the wages he has earned under the terms of his employment agreement. Period. All else is theft.



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## BUSINESS ALERT

### NLRA Poster Requirement Delayed Until April 30

The National Labor Relations Board (NLRB) has postponed the effective date of its employee rights notice-posting rule until April 30, 2012.

Most private-sector employers must post a new notice issued by the NLRB entitled, "Employee Rights Under the National Labor Relations Act."

This poster requirement was scheduled to be implemented in January of 2012, but in December, the NLRB delayed implementation in response to a request by a federal court judge hearing a legal challenge to the poster requirement.

The National Association of Manufacturers has challenged the National Labor Relations Act (NLRA) poster requirement on multiple grounds. This is the second time that the NLRB has delayed implementation. Because this issue remains in litigation, there is a chance that this posting deadline will be delayed one more time.

## SHOP EAT STAY LOCAL!

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

## Get Ready Ross Valley & Take a Disaster Preparedness Class

In the event of a major disaster, professional emergency services may be overwhelmed and unavailable for long periods of time. The widespread needs of the community will depend upon voluntary assistance. With this in mind, fire departments in Marin County have adopted a citizen training program called Community Emergency Response Training (CERT). CERT is designed to provide hands-on training to become self-sufficient for at least 72 hours following a disaster such as an earthquake, flood or wild land fire. The program is presented in a three-day format, which includes one three-hour session and two six-hour sessions with a one-hour break for lunch. Information covered includes:

- Introduction/Emergency Preparedness
- Light Search and Rescue
- Disaster First Aid
- Fire Prevention/Suppression
- Weapons of Mass Destruction
- Disaster Simulation.

### Are You Ready for a Disaster?

The Bay Area recently commemorated the 100th anniversary of the disastrous 1906 San Francisco earthquake. That same year, floods and landslides caused tens of millions of dollars of damage in the Ross Valley, stranding residents, and causing serious injuries and deaths in other parts of Marin. Are you ready for a natural disaster?

### Get Smart!

Disaster professionals used to say, "The most important thing we can do is be prepared to survive for 72 hours." Now the consensus is a minimum



Captain Craig Carroll teaching GET READY Preparedness

of five days in our homes. This first line of defence, called "Shelter in Place," will save the most lives. To help you prepare, the Disaster Preparedness Task Force is offering a two-hour course to teach you what to do before, during and after a regional disaster.

### Get Trained!

That's all it takes—two hours. You owe it to your family. You owe it to your neighbours. You owe it to your community. San Anselmo, Fairfax and Sleepy

Hollow are looking to become the first communities in the nation to have 100% of our households certified and ready for a disaster.

### What You Can Do

Learn more about Get Ready and be prepared for disaster. Visit [www.GetReadyRossValley.org](http://www.GetReadyRossValley.org) and find out how you can:

- Become a volunteer
- Get certified
- Take a class



On January 10, 2012, Élan Health & Fitness Center, San Anselmo Inn, San Anselmo Chamber of Commerce and Ross Valley Fire Services offered a FREE Disaster Preparedness class hosted by the San Anselmo Inn. Local businesses and residents learned how to GET READY!