

**Time Sensitive Material - Deliver by Dec. 4**

# Petaluma

# BUSINESS

**December 2009**

Vol 18, No 12

*"Petaluma's voice for business"***A publication of the Petaluma Area Chamber of Commerce • [www.petalumachamber.com](http://www.petalumachamber.com)**

## Committee to Consider Council Report Cards

The Chamber's Government Affairs/Economic Development Committee, in a November planning session, agreed to consider report cards for the City's elected officials in the coming year, along with a number of other ideas.

The Chamber Board has already indicated that it wants to consider the endorsement of candidates in the 2010 elections, and the committee has indicated that report cards would provide additional information for the Board to consider.

Other items discussed and slated for further discussion include "son of K", the proposed water rates roll-backs, so-

called because a similar item, Measure K, failed in 2008. The upcoming measure has not yet received a title.

Also scheduled for further review is the subject of the Chamber forming a political action committee.

Two overriding themes of the session were public education and the need to support local businesses and strengthen the local economy.

It was said that the Chamber membership needs to be kept informed about a wide range of business-related issues in Petaluma. The same holds true for the community at large.

In the words of one member, "We need to educate the populace as to what we already know."

There was substantial concern aired about the fiscal problems currently facing the City and the need for a balanced economy to assure adequate tax revenues.

Chair Wayne Leach distributed a sample form that could be used in determining votes for political report cards. It included check-lists on how each Council member votes on key business-related issues, as well as actions those members take that positively or adversely affects the local business

climate.

A comparable process has been used by Sonoma County Conservation Action to score elected officials' voting on environmental issues.

The large number of issues currently facing the local economy combined with the heavy load of issues in the governmental arena may lead to restructuring the GA/ED committee this year, according to CEO Onita Pellegrini. She said there are enough issues to warrant having separate Government Affairs and Economic Development Committees.

## Birkenstock Founder Featured Speaker At Women in Business

Margot Fraser, author and founder of Birkenstock Footprint Sandals, will be the featured speaker at the Women in Business Breakfast on January 12 at Rooster Run.

Her presentation is designed to answer the question, "Are you running a values-driven business?" She will offer personal insights and advice from one of the most successful and socially conscious entrepreneurs in the country.

Her new book, *Dealing with the Tough Stuff*, co-written with Lisa Lorimer, features true stories revealing what it's

really like to run a values-driven business, as well as tested tools, techniques, and coping strategies for overcoming common and not-so-common problems.

Birkenstock Footprint Sandals is a multi million dollar import company, now entering its fourth decade. Margot's simple but innovative approach to business has brought Birkenstock from a small home business to the nationally known brand it is today.

The event starts at 7:15 a.m. with sign-in, and breakfast and program begin at

7:30. Cost for the event is \$25 for Chamber members, \$30 for non-members for pre-registration. The cost will be \$30/\$35 at the door.

Deadline for registration is January 4. Make registration and payments at the Chamber office - 762-2785 for phone, 762-4721 by fax.

This coming year's members of the Women in Business Committee are Anne Fischer Silva (Chair), A New Leaf Nutrition; Jana Boyle; Redwood Credit Union; Colette Bizal, ScD Sky Hill Institute; Liz Chang Natures Best



Margot  
Fraser

Cleaners; Onita Pellegrini, Petaluma Chamber of Commerce; Saralyn Bowen, Golden Living Centers; Jennifer March, JMA Services; and Shelly Moller, Edward Jones.

## Leadership Alumni Help Our Community

In support of the Petaluma Salvation Army, the Leadership Alumni group will be sponsoring a kettle for a day, ringing the bell on Thursday December 10th from 10 a.m. to 6 p.m. at G&G Market.

Attention Alumni - if you are interested in volunteering an hour of your day for this worthy project, please email Sharon@medleyglassworks.com.

If you are interested in donating to our kettle drop off your donation at the chamber office or drop by the kettle from 10 a.m. to 6 p.m. at G&G Market on December 10th.

100% of Kettle Donations in Petaluma STAY in Petaluma helping the people of OUR Community!

## Ambassador Profile

**Pennylee Christensen**  
Tony Maestri, State Farm Insurance

Born in Penngrove, raised in Petaluma, Pennylee has been an Office Manager and Licensed Sales Representative for 21 years with local State Farm Insurance agents and current Agent, Tony Maestri. In the present economy, Pennylee is ardent about helping clients spend their insurance dollars wisely to give them the best protection possible. State Farm offers insurance for your Auto, Home, Life, Health, Farm/Ranch, Boat, RV, Antique/Classics, Small Businesses, as well as financial services, retirement planning, and more.

Pennylee is the proud mother of Heather, a Master's student of physical therapy at Sac State. She is also a caterer, professional/personal organizer, and dedicated community leader and volunteer. The 1995 Petaluma Good Egg, Pennylee currently holds Board/Chair positions with the Petaluma Kiwanis Club, Rebuilding Together Petaluma, Acorn Terrace HOA, Cruisin' the Blvd-Salute to Amer. Graffiti, NBC11-Holiday Food Drive, Petaluma Community Clean Up Day, Community Health Foundation of Greater Petaluma, and more.

She is a long time volunteer with



Pennylee Christensen

Carousel Fund, the Petaluma Museum Association, PHS Project Graduation, CGHS Senior Projects, Christmas Cheer Bike Program, and Little League Pitch, Hit & Run Competition. She is also a PACC Leadership graduate and a founding member of the PACC Leadership Alumni Association, as well as the Petaluma Police Citizen's Academy graduate; and Petaluma Valley Baptist Church.

Pennylee is passionate about giving back to her community and helps wherever possible. "It is important to care for the community that takes care of us. Petaluma is special and it is important to protect and encourage our uniqueness," she said. To that end, Pennylee is honored to be a long time Petaluma Chamber Ambassador, and enjoys promoting Petaluma businesses and connecting new friends with our community. "Being part of the Petaluma Chamber is a wonderful opportunity to cultivate and grow your business, as well as enjoy fabulous friendships," she said.

## Petaluma BUSINESS

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\* Leadership Petaluma Graduates

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Don Bennett Editor & Writer  
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## Business Briefs

**Bank of Marin** has announced the appointment of Chris Rosell to Vice President, Private Banker for Sonoma County and will be based in the Bank's North McDowell office in Petaluma. Bank of Marin's Private Banking program offers local, dedicated bankers who coordinate all banking matters, including loan requests, foreign exchange needs, and wealth management.



Chris Rosell

**Hospice of Petaluma** presents **Light up a Life**, now in its 25th year in Sonoma County. The Petaluma ceremony will be on Friday, December 4,

7:00 pm at Center Park.

With a \$10 donation to Hospice, a light can be dedicated in memory or honor of a loved one. Hospice will also send an acknowledgement card to your family and friends sharing your gift of light. Contact Hospice of Petaluma at (707) 778-6242 or Memorial Hospice at (707) 568-1094 to name a light or for more event details

## Committees

Call 762-2785 for more information.

**Agri-Business**  
Rebecca Scott, 540-0054  
Royal Petroleum

**Ambassadors**  
Daniel Canales, 781-9483  
National Assoc. for the Self Employed  
Jim Alexander, 762-2818  
Financial Consultant

**Business/Education**  
Val Richman, 778-4798  
Mentor Me Petaluma

**Government Affairs**  
Wayne Leach, (415) 883-9850  
CSW/Stuber-Stroeh Engineering Group

**Leadership Petaluma Program**  
Call the Chamber for info, 762-2785.

**Past Presidents Council**  
Elece Hempel, 765-8488  
Petaluma People Services Center

**River**  
John FitzGerald, 794-0667  
FitzGerald & Associates

**Wake-Up Petaluma**  
Jim Becker, 778-7780  
Edward Jones Investments  
Jeff Mayne, 536-6161  
Excel Mortgage Solutions

**Women in Business**  
Anne Fischer Silva, CN, 849-3569  
A New Leaf Nutrition

Petaluma Business ads are sales boosters! An economic way to reach **more than 800 businesses** monthly.  
Call the Chamber, 762-2785 for specifics & discount rates.

## *Please Join CHF....*

# NYE 2009 Soiree

Honoring  
Fred Groverman,  
DVM

**New Year's Eve  
December 31, 2009**

7:00pm to 12:30am at the  
Petaluma Community Center

For the past three decades, Community Health Foundation of Greater Petaluma has quietly served the community through gifts totaling \$4 million to local community organizations that promote health and quality of life. **This year, CHF awarded grants between \$2,000 and \$15,000 to 21 local organizations.** We're hosting a New Year's Eve party to celebrate with our local community and we'd love to have you there.

Please join us this New Year's Eve for a gala celebration with 200 of Petaluma's most fun-loving residents. The evening will include:

- Complimentary champagne toast at midnight
- Gourmet food prepared by **Executive Chef Mario Perez of Entourage Catering**
- Live music by **The Rich Little Band**
- Dessert buffet by **Whole Foods Market**
- No host bar by **Beyond The Glory**
- Dancing
- Silent and live auctions with great items provided by local merchants

Tickets are \$100 per person and all profits go to support CHF's community grant programs. **Tickets are very limited and will sell out quickly.**

***For more information or to reserve  
your seats call 707.773.3863***

### ***Support Petaluma merchants & CHF by purchasing raffle tickets at stores displaying the blue poster***

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- E = Ethical Clothing
- Finesse Hair Salon
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- Indigo
- j. solar jewelry
- Moon Essence
- Nicole's Fashion Boutique
- Pelican Art Gallery & Custom Framing
- Shunzi
- Sleep City Mattress Centers
- Soft Shell
- Sole Desire
- Sonoma Cutlery
- Sorella Hair Studio / Fashion Boutique
- Tomasini's Rex Ace Hardware & Country Store
- Toys West
- Tuscan Gardens



**COMMUNITY HEALTH FOUNDATION**

**chfpetaluma.com**

### ***CHF's 2009 Beneficiaries***

- Bernard Eldredge Elementary School / Mentor Me Petaluma
- Boys and Girls Clubs
- California Parenting Institute
- Children's Diabetes Foundation of North Bay, Inc.
- City of Petaluma Parks & Recreation
- COTS
- Five Alive
- Forget Me Not Farm
- Giant Steps Therapeutic Equestrian Center
- Healthy Community Consortium
- Hope Counseling Services
- Migrant Education
- NAMI
- PEP Housing
- Petaluma Bounty
- Petaluma City Schools
- Petaluma People Services Center
- San Antonio Fire/Rescue
- Kidpower
- SCOE / Project SUCCESS
- Sunny Hills Services

All NYE 2009 Soiree attendees must be 21 or older.

***Special thanks to our midnight sponsor!***

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# Editorials & Opinions, Analyses, Commentary, Viewpoints

## Commentary

### Make This Holiday Better for Others

It has been a tough year for many, tougher for those whose business closed its doors or those who lost their jobs, their homes, and their hopes.

Those of us who survived the worst economic meltdown in about eight decades should perhaps approach this holiday season with a renewed spirit of helping out in places where help is sorely needed.

One of the first places to start is to volunteer. Our non-profits, which provide an amazing array of services for which there are no tax dollars, are constantly in need of people to help out in so many different ways, never more so than during this holiday season. Got the urge to do good deeds this season? Call your favorite non-profit. They should be happy to hear from you.

Another thought to keep constantly in mind is that those businesses in this town that comprise the mercantile fabric that is Petaluma depend upon people such as you for their ultimate survival. Again, seldom more so than during the holiday season. Since this is, for better or worse, the season of spending, it's a good idea to think twice about where you will be spending that money.

Support for local businesses, and particularly Chamber businesses, should be foremost on your mind when you write up those shopping lists. Granted, we are forced to go out of town, or on-line, to buy a number of things that are not available locally, but not everything.

Perhaps it is going to require a bit more effort to know exactly what is available locally, but ultimately it is worth the effort, whether you are buying gifts or insurance.

Every time a business closes its doors, and people lose their jobs, there is a domino effect that threatens to impact all of our businesses. A lost job means another small nick in the local economy, a few more goods and services not purchased, a few more restaurant meals not ordered.

Do you have a favorite restaurant here? Whether that restaurant may or may not be here in February could depend upon how well they do this holiday season. So, if you're contemplating a big night out in another city, perhaps this year it might be worth reconsidering.

Remember too that local purchasing means more tax dollars to our city as City Hall struggles to keep parks open, find funds to support community activities and events, and even provide an adequate level of police and fire protection.

And, it is a good idea not to forget that there are a lot of people out there working to help those who have not been able to withstand the impacts of a jittery economy. The next time you see a Salvation Army kettle, or local groups and businesses pushing a food drive, give it a little more active consideration this year. You should be happy you did.

About these times, the old saying "this too shall pass" is certainly valid. Even so, it is up to all of us to do our part to see that it passes as quickly as possible.

## President's Message

### The Holidays are A Time to Smile

By the time this article goes to press we will be once again in the commercial blitz of the holiday season. After a challenging 11 months, December is our chance to end this year with a cherry on the top.

The holiday season is traditionally a time of cherishing family and friends, memories of sweet times, and looking forward to a new beginning. Most of all it is being grateful for what you have, sharing with those who have none, and realizing what a wonderfully fragile thing life is.

There are a lot of very lonely, very fearful people out there who could certainly use a friendly smile to help them through their day. Their business may be in trouble, they may be out of work, they may be in danger of losing their home. In all this they feel alone, by themselves, with the rest of the world either looking on or away.

Each of us has the ability to lighten the emotional load of everyone we come across. Given that you have this incredible power, do you use it? When you deal with customers, your vendors, your coworkers, your children, or your parents, do you flash those lovely ivories towards them? If not, why not? What power, what a gift!

I had a client a few years ago who was always smiling. It was infectious. Every person he came across unconsciously smiled too and was very pleasant and friendly. (Heck, I couldn't stop smiling either!) I finally asked him (Bah! Humbug me!) why he smiled so much. He replied that he was happy to be alive and he wanted to make sure other




By Les Villanyi,  
President,  
Petaluma Area  
Chamber of  
Commerce

people were happy too.

Smiling also helps you to cope with your own challenges. It takes away the bite of problems in your business or your personal life (have I shown you my collection of wedding rings?!) The problems don't go away, of course, but smiling allows you to experience a positive feeling and keep moving. Go right now, look in the mirror, and smile, brother, smile!


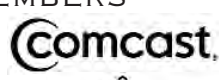

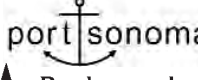



I remember as a child being so excited on Christmas Eve as relatives arrived all dressed up to celebrate being together. Everyone was wreathed in smiles, in a festive, cheerful mood, the everyday problems put aside. The house was decorated, the windows steamed up from the cooking in the kitchen. My father would bustle around making sure everyone had a beverage before finally sitting down to chat. My aunt would be in the kitchen with my mother helping with the food. Our expectations were high. We expected the food to be wonderful, the gifts to be exactly what we wanted, and the company to be boisterous. And they were. Throughout the years, people came into our lives and others left us.

But still today my expectations are high and I hope yours are too. From my family to yours, I wish you a peaceful and happy holiday season and a very prosperous 2010.







**PRESIDENT'S  
CIRCLE**





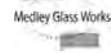


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## A Day With the Chamber's Leadership Petaluma Class

Petaluma Business tagged along for the afternoon session of Leadership Petaluma's Government Day program in November. After a morning of tours (the Ellis Creek Wastewater Treatment Facility was a highlight) the class settled in for the afternoon of political talk and conversation.

In the first panel, the class was exposed to the thinking of different perspectives on development, growth, and business.

Steve Page, general manager of Infineon Race Track, represented the North Bay Leadership Council, whose membership is composed of some of the largest employers in the Sonoma-Marina-Napa area. Page detailed efforts being taken by the NBLC to strengthen and support the area economy.

Former Supervisor Bill Kortum, representing Sonoma County Conservation Action, described how that

organization has developed an environmentalist grass-roots organization that could put a number of people to work in the neighborhoods in support of environmental issues.

Eileen Morris represented the Living Wage Coalition, discussing that group's efforts to get city governments throughout the County to enact living wage ordinances. The group successfully got such an ordinance in Petaluma, Sonoma and Sebastopol.

Wayne Leach of CSW Stuber Stroeh, chair of the Chamber's Economic Development/Government Affairs committee, outlined that committee's approach to complex community issues and the process of screening information and reporting to the Board of Directors with recommendations for action.

Next up was a media/politics panel, featuring publisher John Burns and

reporter Corey Young of the Argus Courier, editor Paul Gullixson and reporter Lori Carter of the Press Democrat, and Petaluma councilmembers Teresa Barrett and David Rabbitt. Although the discussion was amiable enough, it became apparent that journalists and elected officials often see the reporter's duty to report in different lights.

Referring to John Burn's comments that the Argus-Courier restaurant stories are not critical reviews but just profiles, Barrett commented that she sometimes feels the paper should give the City Council the same treatment.

The highlight of the afternoon was the arrival of Jared Huffman, who represents Petaluma in the State Assembly. Huffman gave the class an insider's view of the current trials and tribulations of State Government, covering such subjects as the budget, prisons, a constitutional convention, and water. He announced that he has introduced a proposed constitutional amendment to allow local jurisdiction to enact taxes with a 55% majority.



Assemblyman Jared Huffman



John Burns, Corey Young, and Lori Carter



Bill Kortum



Steve Page

## Workshop On Local Youth

How are young people really doing in Petaluma? How is the community doing in supporting them to succeed in learning, working, and life? Healthy Community Consortium (HC2) invites you to go to their Town Hall meeting in December to help find the answers.

Who should attend? HC2 says literally everyone, but if you are a young person or are involved in some way with young people, they need your input to answer these questions and more! They want to

hear from youth, recent grads from high school or college, community members from: business, spiritual and faith organizations, education, and non-profits, retirees with grandchildren, etc.

The Town Hall meeting, the third in a series, is set for Tuesday, December 8, from 8:30am-12:30pm at the Boys & Girls Club, 203 Maria Dr.

RSVP is not required but for more info contact: John Milburn, 707-778-4951 or RB21@healthycommunity.info.

*Petaluma Area*  
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## EDB Director Stone Meets With Chamber Committee

Ben Stone, director of the Sonoma County Economic Development Board, met with members of the Chamber's Government Affairs/Economic Development Committee in November, giving the group an overview of the County's economic outlook.

Stone's talk ranged over a wide variety of topics, mixing optimism and outright caution as he discussed forces battering the area economy. Highlights of his presentation include:

**Real Estate:** The August figures compared to a year ago show a 27.4% decrease in listings, but only a 3% drop in sales.

**Construction:** Single family permit values have decreased 62.6% in a year, while multi-family permit values have increased 112.3%.

**Credit:** Home foreclosures and defaults are still a major concern.

**Unemployment:** Sonoma County no longer has a better unemployment rate than the U.S.

**Home Prices:** May be stabilizing although home prices have dropped 45% since 2005, they have only dropped

11.9% since a year ago.

**Business Confidence:** According to an EDB survey, business confidence in Sonoma County has jumped 27% since the first quarter of this year.

Stone stressed that change brings opportunity, and that there may well be growth in industries locally such as digital arts, bio and life science, green tech, and tourism. The decline of the dollar's value has made U.S. products more competitive in overseas markets and creates opportunities for export-oriented businesses.

He did forecast a slow, healthy recovery, based on Gross Domestic Product projections that show GDP moving into the plus column as early as this quarter after losses of up to 6% a quarter in the past year.

He did say unemployment is expected to rise throughout next year, and then stabilize, but he cautioned the group not to expect a return to 3% unemployment any time soon.



Ben Stone

## Art Center's Annual Exhibition

The Petaluma Arts Center - home of the Petaluma Arts Council - will host the annual Members' Exhibition through January 4, 2010. This exhibition features a diverse array of works by our talented Arts Council members. In conjunction with the exhibition a raffle will be conducted for artful experiences and prizes, including passes to the San Francisco Museum of Modern Art, a Steven Oliver Ranch tour, Charles Schultz Museum tour, opportunity to exhibit your art work at the Riverfront Gallery and gift certificates. There will also be a Salon Series addressing the business of being an artist in these economic times:

**Art in Hard Times-Here and Now!** a three-part Salon Series. Suggested Donation: \$3.00

Artists and general public are invited to share their experience as an artist here, in Sonoma County and now in these economic times.

Thursday, Nov. 19, 7:00 - 9:00pm  
**Affect - Effect**

How art contributes to community, our youth, our society. What can we do to affect the trends in our community in these hard times?

Moderator: Michael Friedenber, Board President of the Arts Council of Sonoma County.

December 3, 7:00- 9:00PM:  
**Hunting & Gathering**

In these times, what resources do you use for inspiration, to make art, to market and sell your work?

Moderator: Gretchen Giles, Editor of the North Bay Bohemian Newspaper.

December 17, 7:00-9:00PM  
**Now What?**

How has this economy affected you as an artist and what are you going to do about it?

Moderator: Vicky Kumpfer, Executive Director Petaluma Arts Center.

## Holiday Events Planned

Despite the sharp funding cutbacks for local visitor services, the Petaluma Visitor Center remains open under Chamber supervision and the traditional array of holiday activities are planned.

Following are highlights of five of the major programs

### Lighted Boat Parade

A flotilla of decorated boats streams into the Petaluma River Turning Basin on Saturday,

Dec. 5 at about 6 p.m. in celebration of the holiday season.

Individual boaters and local yacht clubs join in the Petaluma Lighted Boat Parade each year. Boats aglow with colored lights and holiday decorations start from the Petaluma Marina at dusk (about 5:30 p.m.) to sail into the Historic Downtown Harbor against the darkening sky.

The flotilla remains on view all evening in Historic Downtown harbor behind the Great Petaluma Mill at 6 Petaluma Blvd. No. and "B" Street. Following the Lighted Boat Parade, visitors and local residents mingle in Historic Downtown, gathering to dine, snack or enjoy the remainder of the

evening's entertainment at the many nearby restaurants or clubs.

### City of Lights Driving Tour

Petaluma, the Historic Victorian Riverfront Town famous for its Holiday spirit and colorful family oriented events, will once again be aglow with thousands of lights during the City of Lights Driving Tour, Dec. 4 - 28.

This yearly friendly decorating competition encompasses extensive sections of the residential and commercial areas of Petaluma. The fact that local businesses and townspeople go all out in dressing Petaluma for the holidays generates an incredible amount of enthusiasm within the community. The colorful lights, imaginative decorations and the excitement of viewing the spectacular entries also attracts thousands of visitors to Petaluma and hundreds of requests for the City of Lights Driving Tour Map are generated well in advance.

### Holiday Parlour Tour

A free gospel choir concert at historic St. John's Episcopal Church, 40 5th St., begins the annual Petaluma Heritage Homes Holiday Parlour Tour where

several turn-of-the century parlours in private historic homes open to holiday visitors on Sunday, Dec. 6 from 6 - 9 p.m.

The \$15 per person tickets include a tour map and will be available for purchase on the date of the event at the concert site. Advance tickets can be purchased a few weeks prior to the event at some downtown Petaluma businesses including Tuscan Gardens at 316 B St., the Petaluma Historical Library & Museum at 20 Fourth St., and Copperfield's Books at 140 Kentucky St.

The self-guided walking tour welcomes visitors into some of Petaluma's oldest and best-dressed homes by inviting them to view the vintage parlors decorated for the season.

Costumed docents greet visitors at the tour sites with information on each home's architecture and history. Guests are invited to visit only the parlors at each residence.

### Santa's Arrival

Santa and Mrs. Claus give the Holiday Season its traditional start on Nov. 28 when their tugboat, "Petaluma" chugs into the Historic Downtown Riverfront harbor about noon.

Santa and Mrs. Claus have come to the area by tugboat since the time long ago when a thick fog grounded the flying reindeer and forced the Claus couple to take the Petaluma River into town. The trip by boat worked so well, that is how Santa and Mrs. Claus have arrived at the Golden Eagle Shopping Center on E. Washington Street ever since.

The Antique Wagon and Horse procession through Historic Downtown that usually follows Santa's arrival is cancelled this year, but Santa and Mrs. Claus will be around to greet the children and hand out candy canes.

### Victorian Holiday Tea

This year only, the traditional Victorian Holiday Tea will be served at 3 p.m. on Sunday, Dec. 6, at historic Masonic Lodge Building, 9 Western Ave. in Historic Downtown.

The tea usually takes place in another historic building, the century-old Petaluma Historical Library & Museum at 20 Fourth St., but this year the event was moved due to the nature and size of a special exhibition at the Museum.

Limited seats are available for this reservation-only event. Tickets are \$25 per person.

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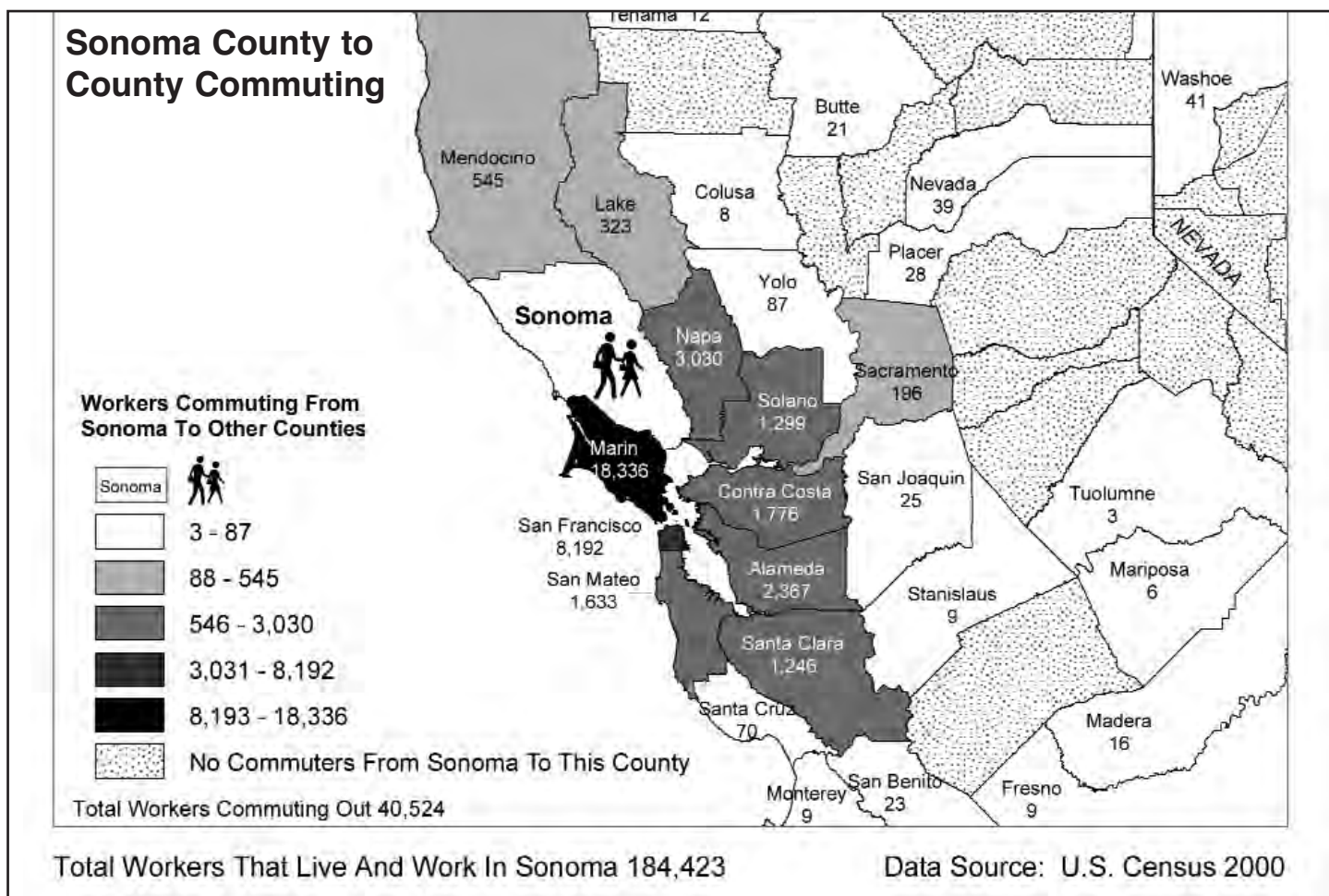
## Local Commuters Find Jobs in Marin

There are more than 3,000 people a day driving to Sonoma County from Marin to work, but that number pales compared to the 18,000 plus that leave here every day to work in Marin.

According to employment figures compiled by the State Employment Development Department and forwarded to Petaluma Business by the County Economic Development Board, 40,534 commuters leave this County daily, while 15,935 leave homes as far away as Reno, Santa Cruz and Fresno to work here.

By far the largest number leaving Sonoma County are headed to Marin, while a little more than 8,000 are going to San Francisco.

Sonoma has a net commuter gain from Counties such as Mendocino, Lake, Sacramento, and Solano, while enduring a net job loss to Napa, Contra Costa, Alameda, Santa Clara and San Mateo as well as Marin and San Francisco.



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Karla Schikore, owner of Haus Fortuna, with Jodi Perrigo and Hilary Blyth, at the Business After Hours.



Aaron Jonas, of Aaron Jonas Catering, who catered Haus Fortuna's Business After Hours event, and Karla Schikore, owner of Haus Fortuna, share a smile and a calm moment.



Celebrating the iLeoni Ribbon Cutting, L to R: Margaret Jacobs (Nancy's mother), Nancy Leoni (owner), Mayor Pamela Torliatt, and Angela Leoni (owner).



October's Women in Business Brown Bag Lunch at the Chamber conference Room. The program, "Using Personality Types to get the Business You Want" was presented by Judy Arntz, Chamber Ambassador, and the guest speaker was Susan Lenser, sales coaching and group sales trainer.

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## Calendar – December

Have you checked out our online calendar?  
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- |   |  |
|---|--|
| <p><b>3 Business After Hours</b><br/>Serendipity A Chiropractic Wellness Center<br/>1197 East Washington St.<br/>5:30 – 7:30 P.M.</p> <p><b>4 Government Affairs/EDC</b><br/>PACC Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/>7:30 A.M.</p> <p><b>8 Women in Business</b><br/>PACC Large Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/>8:30 – 9:30 A.M.</p> | <p><b>15 Leadership Alumni</b><br/>PACC Large Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/>12:00 – 1:00 P.M.</p> <p><b>15 Agribusiness</b><br/>Sonoma-Marin Fair Conference Room, 175 Fairgrounds Dr.<br/>12:00 Noon</p> |
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Most of the committee meetings and Chamber events go dark due to the holiday season. Please call the Chamber; 762-2785, if you would like more information

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### Looking Ahead – January 2010

- 12** Women in Business Breakfast Seminar - **RSVP required**
- 14** Business After Hours/Ribbon Cutting - Extreme Pizza Center
- 21** Business After Hours - Broadvision Marketing & Pelican Art Gallery
- 26** Wakeup Petaluma Breakfast
- 28** Business After Hours - Edward Jones - Shelley Moller.

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