

**Time Sensitive Material - Deliver by Feb. 5**

# Petaluma

# BUSINESS

**February 2010**

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

## Visitors Program Continues to Meet, Greet, and Market Petaluma

The City suffered a major challenge to the local tourism-based economy last summer when the City severely cut funding for the Petaluma Visitors Program, an effort started by the Chamber in the early 1980's and operated by the Chamber ever since.

The City determined to start fresh, and decided to issue a request for proposals for a group or business to operate the program. The Chamber submitted a proposal with a couple of others, but the City has not yet awarded a contract. Recently, the Chamber was notified it is authorized to continue operating the program until at least mid-year.

Meanwhile, working with a skeleton budget, the Chamber was tasked with keeping the visitor center open, and hired two veterans of the former program, Marsha Trent (full-time) and Deborah Garber (part time), to supervise a crew of about four part time employees and ten volunteers and keep the Visitor Center at the old railroad depot open seven days a week.

The two have not only succeeded admirably in their charge to keep the visitor services program going, they have also augmented the program with some effective marketing and public relations, and are now in the process of producing the annual official Petaluma Visitors Guide.

They are particularly proud of ongoing work on the program's official web site at [visitpetaluma.com](http://visitpetaluma.com). Working with limited funds, they are developing

some programs and investigating others with what they call the "social media," or on-line sources such as Facebook and Twitter. The target market for these efforts is the increasingly important under-40 market.

They have also capitalized on the blogging craze, and now have their own blog site at [opendoorpetaluma.blogspot.com](http://opendoorpetaluma.blogspot.com). They are also working on programs to connect links from local visitor attractions to the Visitor Center web site, and links from the official site back to the attractions.

Their PR efforts have been particularly successful, with a story in *Sunset* magazine, the *Chronicle*, and other Bay Area publications and on-line sources

Other programs in the works are efforts to attract small to mid-size groups

to meet in Petaluma, such as professional associations and familiarization tours.

"We also want to promote this destination to adventure travelers, such as cyclists, or kayak enthusiasts" Trent said.

The big effort now is publishing the annual official Visitors Guide in conjunction with the *Argus Courier*. "Right now we're pushing for ad sales," Garber said, "since the more advertising we have, the more pages of 'things to do in Petaluma' we can publish."

Advertisers will also get a free listing in the Chamber's Business Directory. Publication date for the Guide is early April.



*Deborah Garber and Marsha Trent*

## Regency Sues City Over EIR Delays

Following the City Council's 4-3 vote refusing to certify the Environmental Impact Report for East Washington Place, better known as the Target shopping center, the Regency Centers Corporation filed suit in Superior Court on January 13 charging unnecessary delays.

Regency was invited to town about five years ago to purchase the Kenilworth Jr. High property near the

Fairgrounds to enable the Petaluma school district to build a new Jr. High on the east side, and in return allow Regency to build a shopping center.

Since then, the project has been delayed by a number of factors - the City's inability to complete the General Plan, concerns about water availability, the Council's insistence upon a fiscal impact analysis, the Council's firing of

the Planning Commission and SPARC and forming a new Planning Commission, and opposition from some segments of the community.

Following is an excerpt directly from the court filing detailing Regency's case against the city.

"This lawsuit arises from the City of

*Continued on page 6*



## Health is the Theme For February Wake Up

Healthy homes, healthy bodies, and healthy communities strike a common theme for this month's edition of Wake Up Petaluma, scheduled for February 23 at Rooster Run.

Steve Malloy of yoUtilBill, a residential energy management company that offers free home energy testing, will help identify the three to ten things that can save hundreds of dollars each year.

Then, Michal Jmaeff, a personal trainer at Club One, will discuss health and fitness, while Holly Wick, owner of Athletic Soles, will talk about "Putting the Fit in Fitness — why having the correct fit makes all the difference."

Darren Ball of the Business Environmental Alliance, a program of the Sonoma County Economic Development Board, will speak about Managing

your carbon footprint & cutting costs in your business.

Exchange Bank is sponsor for the mornings activities.

Also on the program is recognition of new members and a raffle drawing.

Cost for the breakfast is \$20 for Chamber members, \$25 for non-members. Reservations needed - call 762-2785.

### Ambassador Profile

#### Lori Pearce

Yahoo for YAHOO™! Yahoo for the community! Yahoo for family! Lori Pearce is passionate about everything she is involved in.

As part of the New York Times Regional Media Group, Ambassador Lori Pearce is proud to offer a wide variety of marketing products to her customers including ad placement on YAHOO™. "As the internet world continues to grow, (especially with companies like Pepsi trading Superbowl ads for an online campaign), it is very exciting to have the ability to place my customers ads on YAHOO™, newyorktimes.com, pressdemocrat.com, and petaluma360.com. Online advertising provides even the smallest advertiser the opportunity to gain visibility, reach their targeted audience in both local and out of area markets, and experience a productive return on their advertising dollar," explains Lori.

In addition to the online products,

print media is still a vital part of the New York Times Regional Media Group which includes the award-winning Petaluma Argus Courier, Press Democrat, North Bay Business Journal, Petaluma and Santa Rosa City Magazines and SAVOR Wine Country Living Magazine. Working closely with the Petaluma Chamber and Visitor's Program, the Petaluma Visitor's Guide, Butter and Egg Days Special Section, and the Petaluma Chamber of Commerce Directory/Petaluma Almanac are hyper local products that are also part of the mix.

It is Lori's goal to work closely with each advertiser to understand their business, target audience, budget, and marketing objectives. Then take that information to develop the best results oriented media plan which combines the right products for each client. She has been both an employee of the month with the Argus Courier and Press Democrat, and has won numerous sales

awards due to her client-focused, multi-media consultative approach.

Family and community are also an important focus for Lori. Her husband, Dr. George Wagner, a native Petaluman, former PACC Ambassador, is a Family Chiropractic Physician, and owns Wagner Health Center in Petaluma. They have 2 children, Gage Wagner, 18, attending SRJC, and Grace Wagner, 4, who often helps at Chamber events. Both Lori and George are involved in many community events, and are Petaluma Chamber Leadership Alumni. Lori currently works on the Alumni committee. She is also a board member on the Community Health Foundation of Greater Petaluma. Working, living, helping, and giving back to the Petaluma community is not just a passion for Lori Pearce, it is a family affair.



Lori Pearce

### Committees

Call 762-2785 for more information.

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Call the Chamber for info, 762-2785.

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\* Leadership Petaluma Graduates

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# Editorials & Opinions, Analyses, Commentary, Viewpoints

## Commentary

### City Business Dialogue At A New Low Point

The Petaluma City Council has now had the second lawsuit filed against it in less than a year, with no guarantee that this is the end of legal action against the city. In addition, the Council majority now has been formally charged with violation of the Brown Act, the California law that says all decisions must be made in public, not behind closed doors.

In both of the recent actions, the lawsuit and the allegations of Brown Act violations, the truth of these charges will be determined elsewhere and not appropriate for this commentary. There is nevertheless an issue involved in all of this that is appropriate for discussion.

The majority of four – Torliatt, Glass, Renee, Barrett – have gotten themselves into a litigious pickle through a brand of hard-nosed, hard-ball politics probably never seen before in this town. Their activities have been characterized by a strenuously bullish determination to get exactly what they want, without any real consideration of ramifications and consequences.

Firing the planning commission, an action for which the legality is now being determined by the courts, and which was done despite outspoken protest from the community, is an excellent example.

Perhaps the most serious concern is that throughout 2009, the majority of four seemed totally unwilling to listen to any ideas or concepts that contradict their own agendas.

For a good many years, the Petaluma Chamber, representing the business community, felt secure in the knowledge that the opinion of business was at least being considered at City Hall, that the need for maintaining a healthy local economy was a priority as well as preserving our quality of life, maintaining a safe community, and caring for the needs of our young and our elderly.

We no longer have this level of comfort, this sense that when we offer our expertise on matters economic, that any one of the ruling four is listening or even has any inclination to listen.

This unwillingness to compromise, to even consider a contrary point of view, has put the City in the precarious position it now enjoys, a position that could get even more precarious in the months ahead.

Instead, the majority, through its “spin doctors”, has reacted to every crisis and challenge with highly defensive “it’s not our fault” arguments. Apparently, everything wrong with Petaluma is the fault of someone else.

We need to keep in mind that Chamber positions are not determined by one person, or even by a group of two or three. Most positions taken by the Chamber are first recommended by our Government Affairs group, more than a dozen members with political beliefs that span the spectrum, and then only after approval by the 15-member Board, itself a microcosm of the diversity in this community. These are all highly intelligent, competent, caring people who truly want the best for Petaluma.

Their advice and recommendations can’t always be wrong.

Stay tuned. It is going to be an interesting year.

## President’s Message

### Time to Rethink Our Growth vs No-Growth



By Les Villanyi,  
President,  
Petaluma Area  
Chamber of  
Commerce

In the Old West, a town on the planned route of the railroad could enjoy boom times. Those towns that were bypassed tended to wither as people went elsewhere to live, work, and buy their supplies. While we are a much more mobile society today, we still have a problem with buying “supplies”.

controlled growth?

The retail leakage study that was done a few years ago showed that Petalumans were going to neighboring towns to purchase everyday things because they couldn’t buy everything they needed in the fair city of Petaluma. Because of this Petaluma was (and still is) losing out on tax revenue as well as on retail sales.

This will be a very interesting and challenging year for Petaluma. With council elections coming later in the year and decisions regarding two large shopping centers happening very soon, the future of Petaluma and that of various council members looking for re-election or higher office is uncertain. If the economy were sound and business healthy, these decisions would not be so pivotal.

Store owners are calling it quits throughout Petaluma because a) people are not spending money because of economic concerns, and b) there is less and less incentive for Petalumans to patronize the local businesses that are left. It is much easier, faster, and less expensive to go somewhere and do “one-stop shopping”.


Correct me if I am wrong, BUT: the citizens and business community of Petaluma are looking to our elected representatives for help in getting out of the economic toilet we are in, namely, more jobs, more city revenues, less retail leakage.

Shazam! Maybe we could have one of them thar places where you could go and buy everythin’ you need! Then maybe we would be less amenable to drive 10 miles north or south to do our shopping. And we’d be happy to patronize the small shop down the street as well as a larger store. Makes sense, doesn’t it?

While there are very vocal groups on both sides of the growth question, the ethical attitude (what a concept!) should be to examine what is best for Petaluma and its citizens. According to the California Employment Development Department, the unemployment rate for Sonoma County in November 2009 was 10.1%. One out of 10 Petalumans is out of work, many have lost their homes and businesses, others can no longer afford to pay water and power.




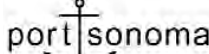



The feud seems to be between the growth and no-growth factions in town and in the county. Unfortunately it is not so black and white. What exactly do the words “growth” and “no-growth” mean? Does the “no-growth” faction mean that they do not want more people to live in Petaluma, more business, more money? Does “no growth” mean absolutely no growth or a little growth rather than a lot? Similarly, does the growth faction mean all-out growth on a huge scale or

This town is going to grow in population regardless of growth or no growth. City services have to be paid for somehow. We have a lot of empty businesses and elected representatives who apparently don’t see a problem with that. It would be sad to see tumbleweeds rolling down the business districts of Petaluma. Get informed, get involved, speak out.






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


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# Regency, Target Protest City's Ideas for Conditions

During the January 4 hearing on the East Washington Place EIR, several members of the Council majority suggested conditions that would be placed on the project were it to be built, including giving the City Council the right to determine which stores would be allowed in, and requiring Target to pay a "vacancy" tax if the chain ever closed the Petaluma store.

The Planning Commission as well as the Council had both discussed a number of conditions including prohibiting Target from selling food, building traffic circles on D Street, public restrooms, and elimination of parking spaces and many others, many of which are being opposed by the developer, Target, or both.

A representative of Regency wrote the Council indicating that a number of these provisions were unacceptable and would be deal-breakers, adding that a number of them had no "nexus", meaning that they were unrelated to development.

In addition, a Target representative also wrote the City a pair of letters along the same line. The text of the letter dealing with the proposed "vacancy tax" is reprinted as follows:

Dear Mayor Torliatt:

Thank you for your efforts on the project called East Washington Place,

which will hopefully bring Target to Petaluma, California. As you know we delivered a letter to you and the City Council yesterday. Since that time we have received some inquiries for additional information as well as notice of comments from Council Members in the local media. We would like to provide the additional information for your consideration:

1. The data referenced in our letter with regard to the knowledge we have developed of our guests and their desired shopping experiences, as well as how to own and operate a successful retail store, is proprietary. We will not disclose data due to competitive issues.

However, you can rest assured that we will not invest over \$30 million dollars (the average cost of a new store) in any location if we are not certain that we will be successful and enjoy a return on the capital we have invested. This is a requirement of our shareholders and of any professional business management practice.

2. Several references are made to other locations where Target has opened a store.

However, every city and every site is unique with its own cost and entitlement structure.

For that reason, what Target as the developer may do in one community,

may not do in another given the site and entitlement specifics for that location. Based on this it is important to note that Target will not agree to any penalty such as a so called "Vacancy Tax" for having made the investment in Petaluma. (As noted by one City Council member, such a penalty is normally requested in exchange for significant financial or other commitments made by a local community, neither of which is the case in Petaluma).

It is our position that our proposed investment of the likely more than \$30 Million dollars is a great commitment on our part to opening and operating a store in Petaluma. No further punitive device is fair or deserved given this private investment and, to our knowledge such penalties are not exacted from other retailers, developers or businesses in Petaluma.

3. In answer to questions on our motivations and the likelihood of our closing this store we would like to share that similar to any business there is a simple cost to carry the proposed investment on an annual basis. For that reason, Target does not make such investments to thwart other retailers, and does not make such an investment with any likely possibility that it may close a store. In its over 40 year history, Target has outright closed stores on extremely rare occasions. In well over 95% of so called "closures" they were to

facilitate moving to a new location in the same trade area and the existing building could not be upgraded for efficiency reasons or was on an expiring lease that the landlord would not renew. Even in these few situations we immediately begin marketing these buildings for second generation use.

As of today, Target has less than 24 locations out of almost 2000 stores that we have vacated. In spite of the severe economic conditions we are under contract by other retailers to purchase or lease 7 of them.

We are respectfully requesting that the City Council approve East Washington Place and the proposed Target store in the shopping center as it is currently designed and proposed. It is our belief that the benefits of this project are very significant. These benefits are detailed in the economic analysis report included with the EIR. For the Target store alone they include:

- Immediate construction investment of over \$30 Million Dollars.
- Over 75 construction jobs.
- Sales tax estimated at over \$400,000 annually.
- An estimated 250 FTE positions for the Target store.

Signed

Brian Treber, Target

## City Sued

*Continued from page 1*

Petaluma's (the "City") numerous and ongoing legal violations in failing to timely analyze under California's Environmental Quality Act ("CEQA") and consider for certification and approval the necessary entitlements for Plaintiffs East Washington Place Project, a proposed 380,000 square foot retail and office development located on a 33-acre site that formerly was the location of the Kenilworth Junior High School (the "Project").

2. The City urged Plaintiff to purchase the Project site in 2004 in response to economic studies revealing substantial retail sales "leakage" to other communities. After purchasing the Project site, Plaintiff engaged in extensive discussions with the City to design the Project consistent with the City's desires. Plaintiff submitted its original development application to the City on December 6, 2004. Thereafter, spanning a period in excess of five years,

the City has imposed unprecedented, arbitrary and costly environmental review requirements (entirely duplicative of CEQA's requirements) and enacted new, arbitrary and unnecessarily delaying procedures governing the City's review and consideration of the Project's entitlements. The City also has unlawfully forced Plaintiff to incur and re-incur the high costs of environmental review of the Project, again and again, in response to the City's ever-changing visions for the Project, and has unlawfully delayed and refuses to comply with its mandatory duties under CEQA to prepare and consider the Project's environmental impact report ("EIR"). Plaintiff has incurred and continues to incur substantial damages, including carrying costs and taxes, resulting from the City's numerous and ongoing unlawful delays.

3. Even today, in spite of Plaintiffs unrelenting and tireless efforts to prod

the City to comply with its legal obligation to timely analyze and consider the Project and its related entitlements, and despite Plaintiffs' repeated protests informing the City that its repeated delays are substantially harming Plaintiff, the City still has failed and refuses to decide on whether to certify the EIR. Earlier this month, the City Council refused to consider the EIR, and instead referred the Project back to the Planning Commission for consideration of still more major revisions to the Project, as well other unprecedented and unlawful Project conditions, a decision which at best leaves the Project and the EIR in limbo and subject to multiple additional hearings before both the Planning Commission and City Council, and then back again before both bodies, with no end to this demonstrably endless process in the foreseeable future. Plaintiff to date has spent in excess of

\$1.5 million towards the costs of preparing multiple EIRs and in paying the City's Project-related staff costs. And, that component of Plaintiffs damages is dwarfed by Plaintiffs ongoing carrying costs, taxes, fees and other costs associated with the City's continuing delays.

4. As recited below, the City's actions are in violation of its ministerial obligation under CEQA to prepare and certify the EIR (or state why it is inadequate) within one year. The City's actions also are in violation of California's Subdivision Map Act, and Plaintiffs substantive and procedural constitutional rights. By this action, Plaintiff seeks a writ of mandate to compel the City to comply with its ministerial obligation to consider the Project's EIR for certification, and Plaintiff seeks to recover those damages resulting from the City's continuing unlawful conduct."



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## Museum Gets Smithsonian Exhibit, Seeks Business Sponsors for 2011

The Petaluma Historical Museum is looking for business sponsors for the largest, most newsworthy exhibit to come to Sonoma County in decades, scheduled to come in 2011.

The Museum was selected to host the new Smithsonian Institution traveling exhibition *Beyond: Visions of Planetary Landscapes*. The exhibit, using photos primarily from NASA and European Space Agency missions, offers a portrait of our solar system's diverse worlds and their moons collected during 40 years of robotic space missions.

The exhibit features 35 large-scale (ranging from 3 feet to 5 feet in width) framed prints containing 59 individual photographs, all digitally processed by artist Michael Benson. Michael Benson is a journalist and award-winning

filmmaker.

This is a rare opportunity for local businesses to share in the media attention generated by this unique exhibit. The Museum is working closely with NASA who will provide an Astronaut as a guest speaker. "The Petaluma Museum's last traveling exhibit, Schindler the Exhibition, received national media attention including articles in publications including *Via*, the premier Travel Magazine. In the 33 days of the Schindler exhibit the Museum saw well over 3500 visitors, we expect the Smithsonian exhibit to far surpass this attention as it will be the premier west coast venue" explains Joe Noriel, Museum President.

For sponsorship information contact the Museum at 778-4398.

## Petaluma's Seniors Deal With Tough Economy

By Kari Millar,  
Marketing Director, PEP Housing

PEP Housing owns and manages 12 properties in Petaluma that are homes to more than 300 low-income seniors. In 2009, we increased the number of seniors we house with the completion of Casa Grande Senior Apartments. And we are proud to say that despite the slumping economy, we have not as yet had to curtail any of the services or benefits we provide to them.

As we begin 2010, we are increasingly concerned for our seniors. They have experienced unprecedented cuts in Medi-Cal, Medicare, and Supplemental Security Income (SSI) in 2009 and there is no relief in sight for 2010.

PEP Housing provides affordable apartments to the poorest of the poor – seniors 62 and over who can no longer work and depend upon what little they get from Social Security to live on. Because the cost of living in California is so much higher than in the rest of the country, many seniors receive Supplemental Security Income (SSI) to bring them up to poverty level. In 2009, seniors experienced three decreases to their SSI due to California's budget woes. They have no alternative means to make up for these missing funds.

To make matters worse, the Social Security Administration announced recently that retirees living on Social Security will not receive a cost-of-living increase in 2010. This is the first year without a boost in Social Security payments in 35 years.

Social Security benefits are adjusted annually based upon changes in the consumer price index for urban wage earners and clerical workers. Because the consumer price index is lower than it was a year earlier, there will be no Social Security cost-of-living adjustment payable in 2010.

Critics argue the index is flawed because it doesn't recognize that seniors accrue some expenses that other people don't have or that some costs hit them

disproportionately harder than the population at large. Seniors, for example, spend more than twice as much on health care as other groups whose expenses are measured by the index.

Another area in which seniors are taking a hit is in their Medi-Cal benefits. In June 2009, California's Health and Human Services Agency announced that Medi-Cal will no longer pay for certain benefits. These cuts include dental, audiology, optometry, podiatry services and much more. For low-income seniors, this means that they can't afford dentures, eye glasses, hearing aids, or orthopedic shoes that are necessary to maintain independent living.

Even though PEP Housing's mission is primarily to provide affordable housing for seniors, we also care about their quality of life. We want them to live in comfort and dignity. We do what we can to see that happens by providing emergency funds to residents with critical health or other quality of life issues through our Resident Assistance Fund. This small fund was established by individuals, congregations, and other local funders. It's existence is completely reliant upon the generosity of the community.

Despite their hardships, PEP Housing's stalwart senior citizens take pride in their ability to live independently and treat their apartments like the safe havens PEP Housing's founders envisioned when they established this organization 31 years ago.

If your parents or grandparents are able to live out their retirement years in their own houses, without worrying if they can make ends meet each month, give thanks. There are so many other seniors – former teachers, firefighters, veterans, and more – that are not as fortunate. Should you find that you have an extra few dollars at the end of the month, please consider making a donation to PEP Housing. Donations can be made online via the website at [www.pephousing.org](http://www.pephousing.org), or by sending a check to PEP Housing, 951 Petaluma Blvd. South, Petaluma, CA 94952.



Mary Celestre, Summit State Bank, and Dorothy McReynolds, Admissions and Marketing Director, Golden Living Center, pause for a photo at the January Women in Business breakfast.

## Library Art Show Starts February 26

The Annual Library Art Show sponsored by the Petaluma Arts Association and the Friends of the Library will open on Friday, February 26th at 10:00 AM. The show will close on Thursday, March 11th at 5:00 PM. Works by local artists consist of watercolors, oils, acrylics, photography, sculpture and more.

The reception for the artists will be held on Wednesday, March 9th from 6:30 PM to 8:00 PM. The reception is co-hosted by the Petaluma Arts Association and the Friends of the Library.

The location is the Helen Putnam Community Room at the Petaluma Regional Library located at 100 Fair-

grounds Drive in Petaluma. Show time: Mondays, Thursdays, and Fridays from 10 AM to 5 PM; Tuesdays and Wednesdays from 10 AM to 8 PM; and Thursday 3/11 from 10 AM to 5 PM.

The Petaluma Arts Association has been a participant in the community for 51 years promoting appreciation of the arts. The scholarship program continues to support the Petaluma schools in developing student art programs.

Contact Tracy Bigelow Grisman for specific information about participating in the Library Show by calling (415) 225-3018.

## Cell Phone Numbers Go Public This Month

All cell phone numbers are being released to telemarketing companies and you will start to receive sales call on your cell phones AND you will be charged for these calls. To prevent this from happening, call the following num-

ber from your cell phone: 1-888-382-1222. It is the National DO NOT CALL list. It will only take a minute and your number will be blocked for five years. You must call from the cell phone you want blocked.

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# January's Chamber Events



Extreme Pizza hosted a ribbon cutting and a business after hours that was jam-packed and enjoyed by all. The people in the ribbon-cutting photo (center image) are, R to L: Ann Miller holding Casey Miller, with husband Jeff Miller, owner, holding Chase Miller; Mayor Pamela Torliatt; Greg Flandermeyer, owner, with wife Susan Flandermeyer holding Ana Flandermeyer; and Cassie McDowell.



The joint Business After Hours at the Petaluma Art Gallery with Broadvision Marketing was a huge success. Linda Postenrieder and Jaco Grobbelaar (far left) hosted the event, along with Donna Hinsbaw, not pictured.

## Women's Lunch Features Investing

Foundations of Investing will be the topic of the February Brown Bag Lunch Seminar hosted by the Chamber's Women in Business committee, scheduled for noon, February 24, at the Chamber's conference room.

The seminar will be presented by Kyle Restad, financial advisor, Edward Jones.

This presentation is designed for both those experienced in the area of investing, or new to it, offering valuable

information about the foundation of investing. Investing and financial planning is important for everyone to understand.

The Chamber offices are in the Great Petaluma Mill, 6 Petaluma Blvd. North.

Charge for the seminar is \$5 for Chamber members, \$8 for non-members. Drinks are provided. Space is limited, so RSVP to Jana Boyle @ jboyle@redwoodcu.org.

## Last Chance For Ads In Petaluma Visitors Guide

Let visitors and residents alike know about your Petaluma Business!

Advertise in the 2010 Petaluma Visitor's Guide coming out in April in the Argus Courier. This will be available all year throughout the local area, surrounding communities, and is

sent in response to inquiries about Petaluma. New this year, the Visitors Guide will also be available on petaluma360.com AND pressdemocrat.com. For advertising or additional information, call Lori Pearce before February 10 at (707) 526-8535.

## Business Briefs

**Redwood Credit Union (RCU)** is celebrating its 60th year of service to Members. To honor the occasion, the Credit Union has created a commemorative logo, launched a timeline of their history on their website at [www.redwoodcu.org](http://www.redwoodcu.org), and plans to highlight the milestone at their Annual Membership Meeting in April.

**Bank of Marin** held an open house at all Bank of Marin branches in Marin and Petaluma in January to celebrate its 30th anniversary.

**Winzler & Kelly** announced that Neal Carnam has been promoted to the newly created position of Director of Social and Environmental Responsibility. The company has created this new senior management position in response to the changing economy and environment.

**Lowe's Home Improvement Warehouse**, the proposed Deer Creek Village shopping center's anchor tenant, announced that it has earned three top honors with the U.S. Environmental Protection Agency and the U.S. Department of Energy for industry leading strategies to reduce

environmental impacts and for educating Lowe's customers on how to reduce their own.

**Sonoma Valley Port Works**, located in Petaluma's Foundry Wharf, scored big at the San Francisco Chronicle's wine competition. All of their ports and after dinner wines won a medal, and the Duet Sherry won a best of class gold medal and the Maduro wood aged port won a gold medal.

## Business Journal Seeks Under-40 Nominations

Do you know an exceptional professional under 40 years old? The North Bay Business Journal is looking for nominations for its fourth-annual Forty under 40, a special publication and gala reception that will recognize 40 professionals under the age of 40.

To submit a nomination, go to [www.NorthBayBusinessJournal.com](http://www.NorthBayBusinessJournal.com) and submit online, or mail it to 427 Mendocino Ave., Santa Rosa, CA 95401 ATTN: Forty under 40. The deadline for nominations is Friday, Feb. 12.

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## Petaluma Community Awards

Sponsored by Petaluma Area Chamber of Commerce, Petaluma Argus Courier & Sheraton Sonoma County-Petaluma Hotel, the annual Petaluma Community Awards reception and ceremony will take place this year on Thursday, April 29.

Nominations are now open. To

nominate someone to receive an award, go to the Chamber's web site, [petalumachamber.com](http://petalumachamber.com), and download the nomination form. The deadline for nominations is March 18. If you are interested in being a sponsor or food vendor please call Kathy or Onita at 762-2785.

## Local Restaurants Active In County Restaurant Week

Seven Petaluma restaurants are joining more than 60 other dining spots throughout the County to celebrate Sonoma County Restaurant Week from February 22-28.

The promotion, created by the Sonoma County Economic Development Board, has each participating restaurant offering special three-course menus in one of three price ranges — \$19, \$29, or \$39.

Petaluma's participating restaurants are Dempsey's Restaurant and Brewery, Tres Hombres Long Bar & Grill, Pazzo, Tolay at the Sheraton, Sugo Trattoria,

Hiro's Japanese Restaurant, and Risibisi Italian Restaurant.

Menus for participating restaurants, as well as listing of all County restaurants in the program, are available at [SonomaCountyRestaurantWeek.org](http://SonomaCountyRestaurantWeek.org).

Another feature of the weeklong promotion is the opportunity to dine out free for a year. Diners get a chance to win one of free gift certificates at participating restaurants by filling out a quick survey. Twelve of these certificates will be issues, and winners get one free meal a month for a year.

## BEA Awards Breakfast Feb 26 at Hyatt Santa Rosa

The Business Environmental Alliance will hold its 9th Annual Business Leader's Awards on February 26th, 2010 at the Hyatt Vineyard Creek, Santa Rosa.

The Awards recognize model businesses in Sonoma County that have achieved profitability through sound environmental practices. Among the nominees this year are Gus and Liz Chang of Natures Best Cleaners, which has been recognized by the Petaluma Chamber of Commerce.

Andy Hoffman, Professor of Sustainable Enterprise at the University of Michigan, and a leader in the analysis of climate change strategy for businesses, which has become an important issue even for those who are agnostic about its science, will give the

keynote address.

Natures Best Cleaners are an excellent example of the practical application of this field as a business which has made cost savings and mitigated its environmental impact in an industry that is notorious for its environmental record.


The event will also play host to a discussion of practical strategies and decision making with a panel of previous Award Winners who have exemplified the mission of the BEA with their own experiences and financial analysis to intelligently conserve and use their resources more efficiently in order to improve bottom line performance. Registration available from Feb 1, [www.edbfoundation.com](http://www.edbfoundation.com).

## FACEBOOK MEMBERS

Become a fan of the Petaluma Area Chamber of Commerce and receive regular notifications of Business After Hours and special events. You can also

view the pictures from these events the very next day. Search for Petaluma Area Chamber of Commerce and click on the "become a fan" button.

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| <p><b>1 Business Education</b><br/>PACC Large Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>5:00 – 6:30 P.M.</b></p> <p><b>2 Ambassadors</b><br/>Petaluma Valley Hospital,<br/>Pat Schaefer's Office<br/>400 N McDowell Blvd.<br/><b>7:30 A.M.</b></p> <p><b>5 Government Affairs/EDC</b><br/>PACC Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>7:30 A.M.</b></p> <p><b>9 Women in Business</b><br/>PACC Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>8:30 – 9:30 A.M.</b></p> <p><b>10 Petaluma River/PRA</b><br/>Petaluma Yacht Club<br/>10 C St.<br/><b>8:30 – 10:00 A.M.</b></p> <p><b>15 Presidents Day -</b><br/>PACC Offices Closed</p> | <p><b>16 Leadership Alumni</b><br/>PACC Large Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>9:00 – 10:00 A.M.</b></p> <p><b>16 Agribusiness</b><br/>Sonoma-Marin Fair Conference<br/>Room, 175 Fairgrounds Dr.<br/><b>12:00 Noon</b></p> <p><b>19 Government Affairs/EDC</b><br/>PACC Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>7:30 A.M.</b></p> <p><b>23 Wake Up Petaluma (RSVP)</b><br/>Rooster Run<br/>2301 E. Washington<br/>\$20 Members, \$25 Nonmembers<br/><b>RSVP: 762-2785</b><br/><b>7:30 – 9:00 A.M.</b></p> <p><b>24 Women in Business Brown Bag<br/>Lunch Seminar</b><br/>PACC Conference Room<br/>6 Petaluma Blvd. N., Suite A-2<br/><b>12:00 – 1:00 P.M.</b></p> |
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### Looking Ahead – March

**4** Business After Hours - John Nunes Photography

**23** Wakeup Petaluma Breakfast

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