Chamber Board Supports City Sales Tax Measure

The Petaluma Area Chamber of Commerce Board of Directors has voted to support Measure Q, the one cent sales tax increase for the City of Petaluma, on this fall’s ballot.

This action was taken after intensive scrutiny and review that was described as the most thorough examination and debate of an issue of any addressed by the Chamber in recent years. Despite some significant concerns about Measure Q, members of the Board and the Chamber’s Government Affairs Committee, which spent more than two months studying the measure, felt that the benefits to the business community outweighed perceived negative aspects.

During the deliberations, the GAC met with City Manager John Brown and two former Chamber Presidents -- Bill White of Basin Street properties, who advocated passage of Measure Q, and Bryant Moynihan representing the Sonoma County Taxpayers Association, who argued in opposition.

At both the GAC and the Board, serious concerns were raised. They included past government actions concerning employee salaries and retirement benefits, the lack of a sunset clause in the proposal, the absence of any mandate that the raised revenues will be spent on projects needed by the business community, and the amount of the proposed tax increase.

Ultimately, the committee’s decision hinged on the impact a sales tax increase would have on the local economy. It was agreed that a community’s ability to attract and keep desirable businesses and create jobs depends on a community’s ability to proactively repair and improve infrastructure and create a quality of life attractive to business decision makers in order to attract them to come to Petaluma.

It was also noted that despite the recent improvement to the business climate, Petaluma still suffers a commercial vacancy rate in its office buildings of about 20%, indicating a sluggish recovery in this sector. There was a consensus that the City of Petaluma, which has lost about $12 million of its pre-recession budget, and about one third of its staff, would not be able to address serious problems like development of a cross-town connector without the funding offered by a ballot initiative such as Measure Q.

In other words, this city has a great many problems that need to be fixed to have a healthy business economy, and if Measure Q is not passed, they simply will not get fixed.

Chief among the needs facing this community is the completion of the Rainier cross-town connector, a project that the Chamber has been actively advocating for decades. It is felt that Measure Q may be the last good chance to secure sufficient funding to complete this project. The city has indicated that, if Measure Q passes, a significant amount of future funding will be bonded to assure availability of the funds to support Rainier construction.

Continued on page 13

Info, Contacts, Food At Business Expo

The 25th annual Business Expo, scheduled for October 2 at the Lucchesi Community Center, once again promises to be one of the top Chamber events of the calendar year.

This event (there is no charge, public is welcome) will feature about 100 local businesses showcasing products and services.

“`This is a tremendous opportunity for Chamber members to connect with a cross-section of our business community,” Chamber CEO Onita Pellegrini said. “Besides our booths, there are also all the other business people attending. We expect the community center to be packed.”`

The event takes place at the Lucchesi Community Center from 4:00-7:00. Based on past attendance, a crowd approaching 2,000 is expected for the annual event.

Many exhibitors will be giving away prizes and holding drawings for gift certificates. A map of the Expo and listings of exhibitors will be found inside this issue.

Pellegrini said that free food samples will be provided by several local businesses, including Bert’s Desserts, Rocker Oysterfellers, Petaluma Coffee & Tea Company, Costco, Velasco’s North of the Border, Domino’s, Mountain Mike’s Pizza, Buffalo Wild Wings, Cattlemens, Sax’s Joint, and Sally Tomatoes.

For information on any Expo subject, call 762-2785.
Business as a Force for Good

On October 21 from 4-6 pm, Chamber member World Centric will be hosting a B Corporation (B Corp) Mixer at Aqus Café. This is a quarterly event and the first time that it is being held north of San Rafael. The purpose is to bring together members of the North Bay B Corp community, and to invite companies who are interested in becoming B Corp to learn more about it.

B Corps are a new type of company that uses the power of business to solve social and environmental problems. Our vision is simple: people using business as a force for good. While many companies throughout our region are already doing this, becoming certified as a B Corporation provides third party verification of environmental and social responsibility. It also connects them to a global movement of over 1,100 companies in 34 countries, including several right here in Petaluma. Twenty percent of all B Corps are based in the Bay Area.

The event will feature World Centric’s CEO Aseem Das, alongside Blair Kellison, CEO of Traditional Medicinals and several other B Corp leaders from our region. The first 50 attendees will receive a free copy of the brand new ‘B Corps Handbook: How to Use Business as a Force for Good’, authored by Ryan Honeyman, who will also be present at the event. Ryan will share his findings from working with a wide range of B Corps.

World Centric first became certified as a B Corporation in 2010, following our transition from a nonprofit organization to a for-profit social enterprise. Our core business – manufacturing and selling certified compostable foodservice ware and food packaging – is complemented by actions such as offsetting 100% of our carbon emissions and donating 25% of our profits to social and environmental causes. By voluntarily meeting higher standards of transparency, accountability and performance, we have found that we can distinguish ourselves in the marketplace and offer a positive vision of a better way to do business. We became a B Corp to be part of the collective voice of companies that are about integrity, responsibility, sustainability and doing good in the world can instead of being just about profits.

Last month, World Centric celebrated our 1st Anniversary of moving to Petaluma (from Palo Alto, where the company had been based for the previous 9 years). We are grateful to be part of this community, and hope that our journey as a mission-driven business will inspire and educate others.

To register for this event, please email Annie Davis at annied@worldcentric.org.

Shown above are World Centric employees with the Ben & Jerry’s Ice Cream Truck. Ben & Jerry’s pioneered the concept of B Corporation, and they use the firm’s compostable cups for their ice cream.
Saving Energy for a Brighter Future

Pacific Gas and Electric Company (PG&E) understands the challenges faced by our small and medium business customers, especially in these tough economic times. We want to partner with you to help you make smart energy choices that can improve your bottom line.

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For Outstanding Advocacy
PEP Leader Recognized
Basin Street’s Efforts Have Helped the City

Recently, Basin Street Properties came under fire from two opposite directions as this leading local business sought to gain approval for its Riverfront development on the south edge of the city. On the one hand, the Environmental Impact Report was challenged by local labor groups in what was seen locally as a strategy to get Basin Street to agree to a Project Labor Agreement suitable to the unions. That ploy failed.

Then, the project came under attack because although Basin Street was providing a free youth athletic playing field for the community, and would maintain it for no cost in the future, it was not an all-weather playing field, suitable for use in sloppy January weather.

In the process, the Basin Street image got scuffed up a bit, and that is too bad. Much of what we, the business community, point to proudly as great strides forward are due at least in part to the business leadership of Basin Street.

The development of the Redwood Business Park on North McDowell in the 1980’s showed this town that business parks could be more than just warehousing and top of the list businesses could do better here than other communities in the North Bay. As G&K Management (before its name change) they fostered Telecom Valley.

Then, as the downtown languished, desperately in need of capital investment to arrest and turn around the slow deterioration of old properties, Basin Street stepped in with the development of the Theatre District, including a free and badly needed parking garage.

The White family has done more for the Petaluma business community than just help create a vibrant economy. Both Bill White and his wife Pat have not only served on the Chamber Board of Directors, but both have also served as Chamber Presidents. Son Matt, now the Basin Street CEO, also served on the Chamber Board of Directors.

Few if any large developers working in this community have shown such a willingness to devote as much personal time to Petaluma to help enhance our quality of life.

Fortunately, the challenges to the Riverfront project, none of which were really about the Riverfront but about other issues, were rejected by both the Petaluma Planning Commission and the Petaluma City Council.

As work on Riverfront goes forward, we anticipate another major improvement to a blighted area, and successful realization of the policies for infill development put in place a decade or so ago.

PEP Leader Recognized For Outstanding Advocacy

Mary Stompe, executive director of PEP Properties in Petaluma, has received the Outstanding Advocacy Award from Leading Age, a national association of 6,000 not-for-profit associations dedicated to expanding the world of possibilities for aging.

LeadingAge advances policies, promotes practices and conducts research that supports, enables and empowers people to live fully as they age.

Stompe was honored because her commitment to advocacy is reflected in the considerable amount of time she spends at the State Capitol educating lawmakers. A former city council member, she understands the importance of building relationships with officials and works tirelessly to further the agenda of LeadingAge, LeadingAge California, and her organization, PEP Housing.

In California, Mary is a leading voice on the Payment in Lieu of Taxes issue, known as PILOT. She has testified before the State Board of Equalization and three legislative committees on behalf of not-for-profit senior housing communities and those they serve.

As team leader for Capitol visits, Mary has encouraged other volunteer advocates to speak out on LeadingAge issues at the state and national levels. She always answers the call when asked to testify at hearings or talk to the press.

In 2013, Stompe was among those honored by the North Bay Business Journal as “Women in Business Leaders, Innovators and Visionaries.” She has also been recognized as a Mentor of the Year and a Pioneer in Affordable Housing.

Enjoying Holidays Without Stress

It’s October and more than likely you will start seeing holiday items in the stores very soon if you haven’t already. You may start thinking about the holidays with anticipation or anxiety. What if you could enjoy the holidays without stress? What if you could stay on top of your health, your business and your life while enjoying the holidays?

Join the Women in Business for a networking lunch featuring Anne Marie Clear - a local business coach who specializes in helping people minimize stress and maximize joy and productivity. You will have a chance to network with other local businesses and eat a great lunch. The luncheon will be held on October 29th at 11:45 am at the Petaluma Woman’s Club (518 B St.).

Ms. Clear says that “stress is sneaky...It’s sneaky because as it grows we adapt to compensate. Just one more task...one last phone call – I can fit it in.” When we do that, stress becomes a regular part of our schedules and what matters most – friends, kids, hobbies and health, suffers. She will talk about how to identify the true source of stress and learn how to manage it so that you can enjoy the holidays and stay productive.

Don’t miss this great opportunity to set yourself up for success this holiday season while enjoying a great lunch and connecting with other local business people. Men are welcome and encouraged to attend. To register, please call the Chamber office at 707-762-2785 or register on the Chamber’s website www.petalumachamber.com.
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This Year’s City Election Features Seven Hopefuls

Seven candidates are vying for seats in this year’s City Hall race – two for the four-year term as mayor and five for three open city council seats.

Incumbent David Glass will face council member Mike Harris in the mayor’s race, while incumbent council members Teresa Barrett and Chris Albertson face challengers Dave King, Ken Quinto, and Janice Cader-Thompson.

The Petaluma Area Chamber of Commerce does not endorse candidates in local races, but does offer members opportunities to learn about candidates through candidates’ nights and this publication.

The men and women running for city office this fall were asked to submit short statements, which are reprinted below.

Mayor’s Race

David Glass

As Petaluma’s Mayor from 2003-06, I led Petaluma through the boom times: providing the vision and spearheading the revitalization that delivered the Theatre District while fixing more city streets than any time in Petaluma’s history.

Most recently, during this great recession, I provided the courage and expertise that defines leadership, making tough decisions that balanced the city budget while maintaining vital services.

During my two terms as Mayor, I utilized my skills as a Municipal Finance Professional securing financing for our wastewater treatment plant, stopped a foolhardy attempt to double your garbage rates, and secured $11 million for the Rainier Crosstown Connector and Interchange.

My track record has been boosting our economy by reviewing, improving and approving worthy projects. I am the only candidate for Mayor who offers experienced, bold, leadership that delivers traffic solutions, good jobs and playfields without tax increases.

I am business-friendly believing that if taxes are increased you have a right to know how your money will be spent. That is why I am against Measure Q which will make Petaluma the highest sales tax in the county, forever, with no guarantees how your money will be spent.

Thank you for your vote for re-election.

Mike Harris

We must continue to work together to improve Petaluma and bring economic vitality to our city. As your Mayor, I will continue to push for economic revitalization opportunities for our city as I did when I was one of the deciding votes for the Friedman’s center.

I have been a steadfast supporter & will continue to be so of the Rainier cross-town connector which will help mitigate traffic on E. Washington St., and we must continue to improve and upgrade our streets and roads, create additional sports fields for our children and make public safety our highest priority.

I am an executive for a financial services company in Petaluma that employs 170 people and have a BA in Management (Accounting) and Minor in Economics. My educational and business background allows me to look at issues before the city from both a business and financial perspective.

A business eye will be necessary in the coming years as we continue to encourage economic revitalization by recruiting new and environmentally sensitive businesses.

For additional information go to www.harrisforpetaluma.com or www.facebook.com/mikepetaluma or contact me at home at 773-3196 or email me mike4pet@aol.com

I respectfully ask for your vote.

City Council Race

Teresa Barrett

For the past eight years, it has been my privilege to be an independent voice for Petalumans on the City Council. During those years, I have supported the idea that the Council’s actions should address the interests of all residents.

Our city weathered the recent recession and maintained services on the thinnest of budgets. Throughout the recession, I demonstrated my commitment to all Petalumans by advocating for smart, managed growth, by securing new athletic fields and open space—without raising taxes, and by promoting voter support of our Urban Growth Boundary. Even during the recession, I pushed for implementation of an economic development plan to provide jobs that pay a living wage and promise sustainability.

As we emerge from the economic downturn, I want our reviving city
Election
Continued from page 7

Janice Cader-Thompson
As a former City Councilmember, I have the experience needed to address the challenges we face in Petaluma.

We have an urgent need to come together to fix our streets and create solutions for traffic congestion that are achievable. We must address our unfunded liability, and I will do just that.

It is an honor to have been a Councilmember who acquired $4 million dollars in grant money to build our innovative wastewater treatment plant and the Ellis Creek walking trails.

Recently, as a neighborhood representative, I worked with the developer of the Deer Creek Center to create a pedestrian-friendly complex that includes a dog park, along with new fencing and crosswalks for the neighborhood. I am proud of my accomplishments.

As a retired health care professional, I have the time and energy to dedicate to being your representative on the City Council.

I oppose Measure Q, the 1% local sales tax proposed by the City Council majority. Measure Q is too much. Forever is too long. And a general tax that places no restrictions on the city council’s use of the money is a recipe for disaster.

I would be grateful for your support and vote.

Dave King
My goals are to fix Petaluma’s roads, build the crosstown connector at Rainier, work to complete Highway 101 widening, attract businesses to help provide head of household jobs for Petalumans, expand our parks and ball fields, work with other government and private entities and individuals to provide better economic opportunities for our children and families and support public safety.

I oppose any casino south of town. I support the Urban Growth Boundary to combat sprawl. I commit to making sure that new City sales tax money is invested in infrastructure, especially roads and Rainier.

My wife Lynn and I are 23 year Petaluma residents. We’ve raised our two daughters here. I have operated my law practice in Petaluma for over 22 years, representing employees and small businesses. I coached youth sports teams for 16 years, served on the boards of the Petaluma People Services Center, the Petaluma Chamber of Commerce and the Petaluma Youth Commission and have been active in our schools, including with Mentor Me.

This broad-based background has provided me an opportunity to learn how Petaluma works. I ask for the opportunity to work with you to make Petaluma an even better city to live and work.

Ken Quinto
Petaluma is an extraordinary place to live and raise a family. I am running for city council because I want to be a voice for common sense policies that will keep our city exceptional.

We’ve faced some tough economic challenges as a city, and we must focus on Petaluma’s long-term health and viability. I will focus on investing in our city by repairing our local roads and connecting east and west Petaluma via the Rainier Connector. I support a strategic growth plan with smart mixed-use development for businesses and affordable housing to thrive. This will help young families find housing and live here where they work, and allow retired people to stay in the city they love as their income becomes more fixed.

As a little league coach, active parent in the schools, member of Petaluma’s Youth Commission, and participant in other Petaluma youth programs, I know the value of recreational opportunities for our families. I will work to open up more athletic fields, as well as preserving our open spaces so future generations can enjoy and benefit from the natural environment around us.

I would be honored to have your support and vote for city council.

Chamber’s Candidates Night
September 8 at the Sheraton

A candidate’s night for Petaluma City Council and Mayor hopefuls will be presented by the Chamber’s Government Affairs Committee on October 8 at the Sheraton Petaluma.

Mayor David Glass and challenger Mike Harris, a current council member, are invited to face off in the event. As well, Council incumbents Chris Albertson and Teresa Barrett are expected to debate challengers Dave King, Ken Quinto, and Janice Cader-Thompson in the race for the three open council seats.

The format allows for each candidate to make opening and closing statements, and each will be asked to respond to questions from the moderator. If time permits, written questions will be accepted from the audience.
Who to Visit at the Expo

Above is a chart of the Petaluma Community Center showing the booth layouts for the 25th annual Business Expo. Following are attending businesses with booth numbers shown above. Not shown are booths not confirmed at press time.

A10 Sonoma County Waste Management
A11 Wagner Health Center
A12 Medley Glass Works
A14 SRJC Petaluma Campus
A15 Petaluma Village Premium Outlets
A16 FastSigns Santa Rosa
A17 Oilstop Drive Thru Oil Change
A18 So. Co. Energy Independence Program
A19 Luther Burbank Savings
A20 Sequoia Senior Solutions Inc.
A21 Arthur Neibrief, CLTC, JD
A22 UCP of the North Bay
A23 Western Health Advantage
A24 Valley Yellow Pages
A25 Ameriprise Financial
A26 Welcome Wagon International
A27 Family-Life Magazine
A28 Petaluma Modern Dentistry
A29 Regus
A30 Pacific Eagle Electric
A31 Sunrise Rotary
A32 Exchange Bank
A33 Active Sports Clubs Petaluma
A34 Moonware Designs
A35 Rebuilding Together Petaluma
A36 Petaluma Refuse & Recycle
A37 Petaluma Community Access
A38 Century 21 Bundesen
A39 Golden Living Center
A40 Crown Trophy Petaluma
A-STAGE Pure Energy Products
C59 Kaiser Foundation Health Plan
C60 Nancy Cooley, State Farm Agent
C61 Sonoma Clean Power
C62 Plaza North Shopping Center
C63 Bank of the West
D64 Orchard Supply Hardware
D65 Boys & Girls Clubs
D66 PEP Housing
D69 Fit 'n' Furry Pet Resort & Training Center
D70 Learning Rx
D73 Don Ramatici Insurance, Inc.
D74 Leadership Alumni
D75 Petaluma Services Network
SA49 Deer Creek Village/Merlone Geier
SA50 Fishman Supply Company
SA51 Petaluma Valley Hospital, St. Joseph Health
SA52 Bank of Marin & PPSC
SA53 Petaluma Health Care District
SA54 North Bay Biz
SA55 Summit State Bank
SA56 Redwood Credit Union
SA57 PG&E & Bay Area Green

Business Program
SA58 Petaluma Argus Courie
AFB-1 Petaluma Coffee & Tea Company
AFB-2 Rocker Oysterfeller's
AFB-3 Velasco's North of the Border
AFB-10 Domino's
DFB-4 Mountain Mike's Pizza
DFB-7 Buffalo Wild Wings
DFB-8 Cattlemens
SAFB-5 Sax's Joint
SAFB-6 Sally Tomatoes Café and Bar
SAFB-9 Bert's Desserts
FB-11 Costco Wholesale
OUTSIDE
1X Wine Country Wedding Carriages, Anytime Fitness and Max Muscle
2X J's Taxi
3X Henry Curtis Ford
4X Segway Tours of Petaluma
Report From the County Film Office

In 1974 the County of Sonoma created a Film Office within the Sonoma County Economic Development Board. Weathering several challenges over the years, the Film Office continues to support and facilitate Sonoma County as a location destination for film, video, and commercial production companies worldwide, and helps create a friendly environment for production by connecting with local government, business and residents.

Film Office Goals

- Provide assistance and support for film crews seeking to film in Sonoma County
- Increase the awareness of Sonoma County as a destination for production
- Continue to draw attention to our website to assist individuals or production companies to access the tools for their success
- Encourage teamwork among permitting agencies
- Increase the awareness of Sonoma County’s heritage of movies shot here as a tourist destination

In 2013, Sonoma County reached $1.7 million in filming permits for the year 2013. We did not engage in any feature films in 2013 due to several facts: incentives are greater in other states, Sonoma County is a considerable distance from Los Angeles, and much more film is now being produced in digital studios.

Each permit recorded by the Film Office is given an economic impact dollar amount depending on what type of filming activity has been accomplished. Adding the economic impact for each permit provides the total dollar amount of generated revenue. In the year 2013 there were 81 permits recorded by our office and $1,700,003 in economic impact.

County Issues

Wine Study

- The Sonoma County Economic Development Board (EDB) has released the 2014 Wine Industry Insider Report for Sonoma County. Moody’s Analytics, provided the research for this report. Highlights of the 2014 Wine Industry Insider include:
  - Prospects for Sonoma County’s wine industry remain bright. After years of challenging market and economic conditions, the environment for Sonoma County winemakers is improving.
  - The average price for Sonoma grapes rose 2.9% in 2013. Prices will continue to rise modestly, with larger increases for luxury wines. However, a secular shift in preference toward wine will aid sales in the long run. Sonoma County’s direct sales reached $1.6 billion in 2013, slightly higher than the value of US wine exports.
  - Overall tonnage of wine grapes increased 1.3% from the previous year, while revenue rose 4.3%. Sonoma County’s 2012 as well as 2013 vintage were of exceptionally high quantity and quality.
  - Extended drought in Northern California will cause difficulties for Sonoma County grape producers. Unless rainfall picks up sufficiently to end this third consecutive year of drought, allocations for agricultural water will be curtailed.

The environment for Sonoma County winemakers is improving after years of challenging market and economic conditions. Wine drinkers are becoming less cost-conscious, setting up stronger growth for higher-priced wines than for cheaper varieties. Inventories are generally balanced, although some luxury wines are short on inventory.
Beer Fest A Success

The second annual Petaluma River Craft Beer Festival was a smashing success, with a sell-out crowd of about 1,000 people jamming the downtown riverfront to sample the wares of 19 breweries.

Participating breweries were Petaluma: Lagunitas Brewing Company, Hen House Brewing, Petaluma Hills, 101 North Brewing Company, Dempsey’s, and Zodiacs; Healdsburg: Bear Republic Brewing Co.; Santa Rosa: Moonlight Beer & Ale, Fogbelt Brewing Company; Mill Valley: Headlands Brewing Co.; Windsor: St. Florian’s Brewery; Sonoma: Sonoma Springs Brewing Co., Carneros Brewing Company; Sebastopol: Woodfour Brewing Company; Occidental: Warped Brewing Company; Novato: Moylan’s Brewery, Baeltane Brewing; Larkspur: Marin Brewing Company; Napa: Napa Point Brewing.

Photos on this page by Joan Bunn.
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Art is a member of the Santa Rosa and Petaluma Chambers of Commerce. One of his community activities is sponsorship of the Council on Aging's "Wine Country Games," a week-long series of competitive sporting events for seniors. Art is an avid cyclist, kayaker and skier.

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Tax Credits for Local Businesses Staying Put

The California Competes Tax Credit is an income tax credit available to businesses that want to come to California or stay and grow in California. Tax credit agreements will be negotiated by GO-Biz and approved by a newly created “California Competes Tax Credit Committee.”

For fiscal year 2014-15, GO-Biz will accept applications for the California Competes Tax Credit during the following periods:

- September 29, 2014, through October 27, 2014 ($45 million available)
- January 5, 2015, through February 2, 2015 ($75 million available)
- March 9, 2015, through April 6, 2015 ($31.1 million available plus any unallocated amounts from the previous application periods)

Businesses of all sizes are encouraged to apply and 25% of the credits will be reserved for businesses with revenues of less than $2 million. The application, worksheets, and a helpful Tax Credit Application Guide can all be found online at www.business.ca.gov/Programs/CaliforniaCompetesTaxCredit.aspx.

Please contact Tim Ricard at 565-7257 or tim.ricard@sonoma-county.org for assistance in applying for the tax credit or to learn more about the EDB’s Business Assistance Programs.

Business Brief

Body Déjà Vu celebrates the opening of their new fitness studio through the support of an innovative financing partnership between the Sonoma County Economic Development Board (EDB) and the Working Solutions Micro Loan Fund.

“The EDB’s Micro Loan Connect Project is a service offered to startup and existing microenterprise and small business owners in Sonoma County to connect them with much-needed loan financing resources through Bay Area alternative micro lenders,” said EDB Program Manager Al Lerma. Body Déjà Vu worked closely with the EDB and the Working Solutions Micro Loan Fund to secure micro loan financing to open their new dance fitness studio.

Dr. Szyperski of North Bay Smiles provided free dental care to about a dozen local U.S. military active and veteran members and their families yesterday, and other businesses in the area offered free thank-yous to veterans, as well.

United Cerebral Palsy (UCP) of the North Bay is honored to announce the Employer of the Year awards to two Petaluma businesses. CamelBak was honored for providing apprenticeships to students at Cypress School and Friedman’s Home Improvement was cited for providing supported employment to employees with disabilities at OADS.

Sole Desire enjoyed a ribbon cutting ceremony at its new location at 151 Petaluma Blvd S. Pictured are, L to R: Ashley Stebbing, Michele Astobiza, Dave Astobiza, Dan Astobiza, and Anicia Astobiza.
We opened the doors in October 1989 & continue to source the best green beans and carefully roast them for you daily. Come in and share some memories of the past 25 years!

Petaluma Coffee & Tea
212 2nd St., south of D, in the Theater District • 763-2727

Measure Q
Continued from page 1

Other infrastructure needs which will impact the city’s ability to fill existing vacant office space include:

- Immediate attention to the woeful state of city streets.
- Immediate attention to cleaning and repair of our storm drain systems to avoid serious flooding in our business parks.
- Addressing the woeful lack of adequate playing fields for youth athletics, a concern for prospective new businesses and families of their employees.
- Adequate city hall staff to insure prompt application and permit processing.
- Address decades-long neglect of archaic and decaying underground sewer systems in the older areas of Petaluma.

Currently, at 8½ cents, Petaluma, with Cloverdale and Windsor, has the lowest sales tax in the county. If Measure Q passes, it will be 9½ cents. Currently, other Sonoma County sales tax rates are: Healdsburg, Rohnert Park Santa Rosa and Sonoma, 8.75%; Sebastopol, 9.00%, and Cotati, 9.25%.

Members of both the GAC and the Board of Directors readily concede that Measure Q has substantial areas of concern, but after hundreds of hours of study, analysis and debate, have concluded that the benefits to business do indeed outweigh the concerns, and voted for the Petaluma Area Chamber of Commerce to support Measure Q.

PEF BASH
Nets Cash

Benefiting Petaluma’s 37 K-12 public, not-for-profit and charter schools, this year the annual Petaluma Educational Foundation BASH raised more than $170,000 to support the needs of more than 13,000 students currently attending classes at our local campuses.

The success of this year’s 2014 PEF BASH illustrates that the mission of the 32-year old foundation, which receives no state or government funding, will remain at the forefront of our community’s priorities. In order to continue to partner with our schools to enrich and enhance the academic experience of each and every student, PEF now turns to the community-at-large to raise the balance of the monies needed to support the annual PEF Impact Grant program.

Teachers will be submitting detailed applications to the Foundation by October 2, requesting assistance to implement innovative and impactful curriculum-based programs in their classrooms not covered in the school budgets.

Celebrating our 25th year!
Members – Get more information on Member businesses at www.petalumachamber.com

New Members This Month

Apple One Employment Services
Jan Knight
5341 Old Redwood Hwy., Suite 220
Petaluma, CA 94954

Bay Equity Home Loans
Armand Ramirez
1932 Sierra Avenue
Napa, CA 94558

CJR Coaching
Chris Ranney
Petaluma, CA 94952

Friedman’s Home Improvement - Petaluma
Barry Friedman
429 N. McDowell Blvd.
Petaluma, CA 94954

Law Office of Craig K. Welch
Craig Welch
809 Petaluma Boulevard
Petaluma, CA 94952

Marko Mlikotin, Public Relations
Marko Mlikotin
1835 Iron Point Road, Suite 180
Folsom, CA 95630

Murphey Construction & Remodel
Steven Murphey
PO Box 756
Penngrove, CA 94951

Natures Best Cleaners
Gus & Liz Chang
915 Lakeville Street
Petaluma, CA 94952

Next Step Advocates
Joanne Ferris
Petaluma, CA 94952

Northbay Automotive
Mike Stauber
929 Petaluma Boulevard South
Petaluma, CA 94952

Petaluma GAP Winegrowers Association
Linda Corbett
1243 B Street
Petaluma, CA 94952

Petaluma Woman’s Club
Linda Diddle
518 B Street Petaluma, CA 94952

Sol Patch
Rick Whisman
10 Fourth Street
Petaluma, CA 94952

Sonoma Coast Surf and Skate
Drew Reinstein
9 Fourth Street
Petaluma, CA 94952

Western Health Advantage
Mark Gilroy
2349 Gateway Oaks Drive, Suite 100
Sacramento, CA 95833

WomenWalking Partners
Joy Regan
Petaluma, CA 94954

Renewing Members

Buffalo Wild Wings
Carle, Mackie, Power & Ross, LLP
Cordozza’s Catering
Gisele Rue’s Small Biz Help 4 You
i Leoni
J’s Taxi
Keller Williams Realty - Bonnie Koagedal
Mountain Mike’s Pizza
Orchard Supply Hardware
Pacific Empire Chorus
Petaluma School of Ballet
Plaza Tequila Taqueira Bar & Grill
Real Doner
Rebuilding Together Petaluma
Servepro
Signature Smiles
SMILE Business Products
Sonoma Family Life Magazine
Sport Clips
Tamura Environmental Inc.
vRa Architects, von Raesfeld and Associates
WAKE UP! Enterprises
West Coast Reporters

Long-Time Members

Bank of the West, 49 Years
Mike Tomasini

Friedman’s Home Improvement, 45 Years
William Friedman

The Press Democrat, 45 Years
Steve Falk

Exchange Bank - River Plaza, 41 Years
Ron Mahnati

San Francisco North/Petaluma Campground, 39 Years
Chris Wood

Sonoma-Marin Fairgrounds & Event Center, 37 Years
Sarah Cummings

Old Chicago Pizza, 36 Years
Michael Hansen

Keegan & Coppin Company, Inc., 36 Years
Charles Castellucci

The Petaluma Argus-Courier, 35 Years
Henry Hansel

Torkelson & Associates, CPAs, 30 Years
Rick Torkelson

Nelson Staffing, 27 Years
Kelly Hartman

Bob Koenitzer, DDS, Inc., 23 Years
Bob Koenitzer

Wells Fargo Insurance Services - Chet Laws, 20 Years
Chet Laws

Petaluma Village Premium Outlets, 20 Years
Keith Ragadio

Petaluma Business Leads, 20 Years
Bob Lipman

McNear’s Restaurant & Mystic Theatre, 19 Years
Ken O’Donnell

The 101 Casino, 13 Years
Norm Runyan

Washington Square Associates, 13 Years
Greg Curtis

Sonoma Academy, 13 Years
Janet Durkin

Vintage Bank Antiques, 12 Years
Warren Davis

JRI Machine & Driveline, Inc., 12 Years
Robert Balf

Northbay Home Loans & Real Estate Services, Inc., 12 Years
Greg Wilcox

Mercedes A. Heitman, DDS, 12 Years
Mercedes Heitman

Studio 202, 12 Years
Brent Russell

Baldwin, McGaughy & Co. LLP, 11 Years
Timothy McGaughy

Farmer’s Insurance Group - Mitch White, 11 Years
Mitch White

Petaluma Open MRI, 11 Years
Peggy Perkins

BCI Dental Laboratories, Inc., 10 Years
Sarah Broughton
Calendar – October

1 Leadership Alumni  
PACC Conference Room  
6 Petaluma Blvd. N., Suite A-2  
9:00 – 10:00 A.M.

2 2014 Petaluma Business Expo  
Petaluma Community Center  
320 N. McDowell Blvd.  
7:30 – 9:30 A.M.

3 First Friday News @ Noon (RSVP)  
Rooster Run Event Center  
2301 E. Washington St.  
$20 members, $25 non-members  
Call 762-2785 or register online at www.petalumachamber.com  
11:30 A.M. Registration – 1:00 P.M.

7 Ambassadors  
Pongo’s Kitchen & Tap  
701 Sonoma Mountain Pkwy.  
7:30 A.M.

7 Women in Business  
PACC Conference Room  
6 Petaluma Blvd. N., Suite A-2  
9:00 – 10:00 A.M.

8 Mayor & City Council Candidate Forum  
Sheraton Sonoma County-Petaluma Hotel  
745 Baywood Dr.  
6:00 P.M.

9 Business Education  
PACC Conference Room  
6 Petaluma Blvd. N., Suite A-2  
4:00 – 5:30 P.M.

9 Joint Business After Hours –  
Wine Country Wedding Carriages and Palms Grill  
100 S. McDowell Blvd. (Palms Grill)  
5:30 – 7:30 P.M.

13 Columbus Day Holiday –  
PACC Office Closed

14 Agri-Business  
Sonoma-Marin Fairgrounds Event Center, Administration Office, 175 Fairgrounds Dr.  
12:00 Noon

16 Business After Hours –  
Petaluma Arts Center  
230 Lakeville St.  
5:30 – 7:30 P.M.

16 Petaluma Young Professionals Network  
visit petalumaypn.com for details  
6:00 – 8:00 P.M.

17 Government Affairs  
PACC Conference Room  
6 Petaluma Blvd. N., Suite A-2  
7:30 – 9:30 A.M.

21 Business After Hours/ Ribbon Cutting –  
Twin Oaks Tavern  
5745 Old Redwood Hwy.  
5:30 – 7:30 P.M.

29 Women in Business Luncheon (RSVP)  
Petaluma Woman’s Club  
518 B St.  
$20 members, $25 non-members;  
$5 extra at the door  
Call 762-2785 or register online at www.petalumachamber.com  
11:45 A.M. – 1:30 P.M.

Looking Forward to November

6 Joint Business After Hours –  
Edward Jones & Women in Business

7 First Friday News @ Noon at Sally Tomatoes Café & Bar

11 Veterans’ Day Holiday – PACC Office Closed

26 - 28 Thanksgiving Day Holiday – PACC Office Closed

To check our online calendar click on Events on the bottom menu bar, www.petalumachamber.com. You can RSVP and pay there, too.

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