As I write this greeting from a friend’s beautiful house in Dry Creek Valley, I can’t help but be grateful. My cat, Emma, and I live in downtown Geyserville. Like just about everyone else in Northern Sonoma County, we have evacuated due to the Kincade Fire, but our home is still safe (5% containment). My extremely comfortable temporary home is one of more than a dozen offered by thoughtful friends throughout the county. Together, we counter the stress with the strength of our friendships.

A benefit of living in a small town is knowing our local firefighters. If the thousand or so others who have joined them are equally brave and stalwart in their efforts to extinguish the Kincade Fire, my neighbors and I are in the best hands possible.

Thanks to the leadership efforts of many of our neighbors who are starting and growing local Citizens Organized to Prepare for Emergencies (COPE) groups, we are no longer perplexed about what to do when disaster strikes. We prepare. We mobilize.

My host is a COPE block captain. Her phone buzzes all day with neighbors checking in and friends and family checking up. Volunteering as a block captain is a job in and of itself. As a community, we reap the rewards of their work. Because of them, we have masks, water, flashlights, neighborhood call lists and more. Perhaps the greatest reward is a more tightly-knit community. Neighbors now know who needs extra help or has pets that are home alone and need to be evacuated.

Once again, local chefs provide delicious meals for first responders and those in need. Local nonprofits serve as secondary responders, guiding those most-affected during and after the incident through recovery.

Local hospitality workers go the extra mile to take care of visiting guests, a few of whom I overheard while downtown. They were complimentary of their experiences at their hotel, the tasting rooms they visited and the restaurants at which they dined. “I’m glad we didn’t cancel our trip,” said one in summary. Though we locals mourn the loss of every one of our neighbors’ homes or businesses, it’s a reminder that with so many wineries and above-average restaurants, it’s not that difficult to adjust one’s itinerary.

Disaster can and does strike anywhere. These days, it strikes in more regions, more often - including ours. I’m grateful to live in a community that cares enough to suit up and serve when it does.

Gratefully yours,

CINDY BUTNER
Publisher
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## Ranch and Residential

### Sold Properties

<table>
<thead>
<tr>
<th>Address</th>
<th>Listing Price</th>
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<tr>
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<td>$7,150,000</td>
<td>$6,450,000</td>
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*This property’s sold price was misrepresented in last month’s report and is updated here.*
MEET ERIKA DAWKINS

By Cindy Butner
Photos by Melanie Ludlow

That is if you haven’t already. Erika grew up in Healdsburg, met her South African husband during harvest at John and Zeke’s (the original) and is the proprietor of the new Bon Ton Studio at The Marketplace, next to Oakville Grocery on the southeast corner of Matheson and Center Streets.

Finding a space on or near the Plaza is a competitive proposition that, for Erika, spanned several years. “We were either outpriced or the timing wasn’t right,” says Erika. “I thought, something has to give. Then, my dad saw a post on Craigslist from a store on Matheson selling a steamer and clothing racks. It was Virginia Carol. She was preparing to retire after 12 years in business. Virginia was kind enough to introduce me to the owner and now I’m here...with the steamer and clothing racks, of course!”

Erika earned a B.S. in apparel design, merchandising and marketing at San Francisco State University. While working in Australia for six years, she launched a successful clothing line, so she knows just how much work goes into making a retail brand and store successful. She didn’t wait until the store location was secured. She rolled up her sleeves and set up tables at farmers’ markets and pop-up shops in a variety of locations throughout the Bay Area. As a result, Bon Ton Studio had loyal customers before it even had a website or was celebrated with a ribbon-cutting ceremony.

“My husband and I work with almost all of our
manufacturers, artisans and small brands directly to ensure we provide the best possible price for our customer,” explains Erika.

Pop in to buy a Moroccan pouf for your living room, a gift for a family member or a necklace for your friend. Of course, you can also pop in to meet Erika.

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- Offered at $3,895,000
- 7791WestDryCreek.com

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Joe Reynoso’s California roots run deep.

His father, Amado, was one of 11 children whose parents immigrated to the US from Mexico in 1929. They were part of a wave of Mexican laborers arriving to work the fields and citrus groves of Southern California. He grew up near Bakersfield and started working in the fields picking vegetables at an early age.

When the three oldest boys were ready to attend school, they arrived to discover everyone at the school was Latino. When they asked why they were sent to this school, they were told, “You’re being sent there to learn English.” Amado’s younger brother Cruz recalls, “Since we already knew English, we were moderately suspicious that wasn’t the real reason. And later we found out it was a segregated school.”

Segregated schools often trained Mexican American students to become field workers and house cleaners, rather than improving their academic skills to prepare for college. School started late every fall so children could join their parents in the walnut harvest. They would close early during the citrus harvest so students could work in the orchards.

Amado’s mother had a dream for her older boys to quit school at 16, as most Mexican American boys did in those days, and start working in the orange groves. But, to her disappointment, Amado and Cruz loved to read. Cruz remembers their mother saying to her friends, “Look how lazy my boys turned out to be. Instead of working, they’re reading books!”

Amado and Cruz were the first in the Reynoso family to go to High School and then graduate from college. After serving in Korea, Amado became a college professor and Cruz went to Law School and became a lawyer.

Cruz became the Director and first Latino of the California Rural Legal Assistance (CRLA) program for the rural poor in 1966. The CRLA fought for farmworkers’ wages, which were down to 50 cents an hour, and other injustices. CRLA started as a partnership with César Chávez and the United Farmworkers Union, but state and national politics soon created a wedge between them. CRLA banned the short-handled hoe, which caused 50% more back problems and became a symbolic victory for farmworkers.

Cruz says of his time with the CRLA, “I felt a great sense of satisfaction. We were winning a lot of cases because the violations were so clear.” Cruz was the first Hispanic appointed to the California Supreme Court and received the Presidential Medal of Freedom for his lifelong devotion to public service.

Amado’s childhood experience left him, too, with a passion for helping others in the Hispanic community. In a 1972 report on the role of community colleges in students’ personal growth, Amado said, “I was born in a ghetto. My parents came from Mexico. I am bilingual and bicultural. I have been in education since 1949, and I have been in a number of different districts, and I have some experience that I feel I can offer to young people that may lead them in their own soul-searching for their own identity, in their own careers.”

“We were all down in Anaheim for my father’s 90th birthday,” says Joe. “He is often asked how to spell his unusual name – Amado – and he says, ‘A-Ma-Do. It means love.’

Birth of a California Dream

“My Mexican father met my Italian mother in Berkeley, where she grew up,” says Joe, “and I was born in Berkeley student housing.”

“The family has somewhat of an activist side,” says Joe’s son JW with a smile. “By the age of 4, he was marching with César Chávez.”

“I had to leave California when I was 10,” Joe continues. “My 29-year-old mother met a 49-year-old priest who left the priesthood to marry her. He accepted a job with the Head Start program and took Joe’s mother and her six children to Chicago with him, where she had eight more children.

“I had a paper route in the south suburbs and remember that no matter what direction I walked, the wind was in my face.”

Joe came back to California when he turned 19, picking up odd jobs to pay his way. One job was moving pianos and, when delivering one to Napa Valley, his dream to own a vineyard was born. He returned to Chicago to study finance and statistics at the University of Chicago and became a commodity derivatives trader. “By 1989,” he says, “the dream was within grasp.” He bought the Asti property he now calls home in 1994.
About the Reynoso Ranch

While Joe’s grandparents were immigrating to California, the wine business in Healdsburg and the Alexander Valley area was undergoing a forced transition due to Prohibition. Most wineries closed and never reopened. With demand and prices for grapes dropping, growers began pulling up vines and planting prunes, the next cash crop.

When the wine business began picking up again in the 1970s, one person who took advantage of the opportunity was Pat Paulsen of “Laugh-In” fame. Pat bought a 500-acre ranch in Asti and planted 37 acres in cabernet sauvignon, sauvignon blanc, and chardonnay. Son Monte still makes wine for the Pat Paulsen label. At one point, Pat even owned the town of the Asti. Pat was well known in the area and, according to the owners of SingleTree Café, he announced his run for President of the United States in front of the shed in their parking lot. By 1988, he ran into financial difficulty and had to sell his Alexander Valley ranch.

When Joe Reynoso went looking for the property on which to build his dream, he found Pat’s ranch and bought it in 1994. The property was part of an old Mexican land grant from the last governor of Alta California to Francisco Berreyesa in 1846. The 8,867-acre Rancho Rincon de Musalacon extended along both sides of the Russian River, encompassing present-day Cloverdale and Asti.

Next-door on River Road is the Vanoni Ranch. The Vanoni family immigrated from Switzerland in the mid-1800s and bought their Geyserville ranch in 1902 to raise dairy cattle. Their grandson still owns 1700 acres where, says Joe, “he’s been running steer since the early 1950s.”

Moving to California

Joe owned the ranch but kept working in Chicago until about five years ago. That didn’t stop him and his wife, Elena, from beginning an extensive planting program over the next seven years. Only 10 hillside acres still had vines, which they have since expanded to 155 acres. Mostly Cabernet, some Merlot, and the more unusual Petite Verdot, Syrah – and a little Viognier, says Elena. “We’re 100% hand farmed and most of the guys have been with us for 15 or more years,” We’ve sponsored a number of them for green cards.

“We met in the South Chicago store where she was selling fine wine,” says Joe. “I needed help on building the ranch and asked her to come out to start the Reynoso Family Vineyards label. She said, ‘We’re not married.’”

“I thought it would be weird to work for Joe while we were dating,” laughs Elena. “I quit my job, we got married, and moved out here — all at one time.”

Elena has been in the wine business for 30 years. She studied English in college and then ended up selling wine. “After a while,” she says, “I thought, ‘What am I doing?’” So she pursued her dream job of editing books — and hated it! “Sitting in an office was not for me,” she laughs. “So I left and went back into the wine business. Which I loved.” After moving to California with Joe, she also started making wine and, of course, selling it.

Joe’s sons moved west, as well. JW eventually took over the ranch, while Matthew, a musician, returns each year to help with harvest.

“We moved here when I was 8,” says Matthew. “My brothers were against moving, so I was too, even though I was too young to know how I felt. By the time I was 18, though, I realized it was really an amazing place.”

“When I moved out here from South Chicago,” Joe’s wife, Elena, agrees, “I didn’t think I’d like it, either.”

“When I come back now,” he marvels, “I can’t believe this is all here.”

“Margarito Valencia has been here for 25 years and runs the place,” says JW. “We grew up with his kids and we were a bunch of boyhood terrors.”

Building the Future

JW went back to Chicago for school and worked in arbitrage and cryptocurrency until he and his wife moved to Healdsburg four years ago. As with Joe and Elena, the transition from Chicago to Healdsburg was fast. “Paige and I got married in June and moved here in August.” Now, their son, Brooks, is a year old and JW is Vice President of Reynoso Family Wines.

As JW says, “There was a lot to be done here. We started Sugarloaf, a Kenwood custom crush and winery in 2015, building it from the ground up.”

They also launched a new wine brand, Crescere. The Reynosos are working with winemakers James MacPhail and Bordeaux-native Philippe Melka to produce small lots of estate-grown Cabernet Sauvignon, Syrah, and Sauvignon Blanc.

“The new brand will be 3-tier,” says Joe, “but we’re hoping to do more direct to consumer. We’re looking to acquire a good spot, ideally in the Alexander Valley.”

“Crescere’s inaugural vintage Estate Syrah tied for the highest per bottle price paid in history at the Sonoma County Vintners’ annual barrel auction in May,” JW shares proudly.

“The auction concept is ‘never before, never again’ wines,” Elena explains. “Lots are between 5 and 20 cases total. The trade comes in and bids on the lots and then bottle them.”

A sense of history pervades who the Reynosos are and the ranch on which they live and grow their grapes, but their eyes are clearly set on the future.
DASH FOR SENIORS

By Laurie Wachter | Photos by Leigh Wachter

If you live in Healdsburg, are 60 years of age or older, and need a ride to a medical appointment or just want to go shopping, pick up the phone and call the new DASH service at 707-431-3159. DASH stands for Drivers Assisting Seniors in Healdsburg and was funded by a grant from CalTran and the City of Healdsburg’s Transient Occupancy Tax (TOT).

The DASH fleet is two fully electric, custom-detailed Kia Nero cars. Anna Grant, Healdsburg’s Active Adult & Senior Services Supervisor, says they chose them for their 250-mile range and safety features, like rear cameras and lane change assist. They also have ample space for groceries or a walker, and lots of headroom in the back seat. DASH cars can’t accommodate people in wheelchairs or motorized scooters since the clients must be ambulatory, but the team is happy to connect them with a service that can help.

Healdsburg also created a new Volunteer Coordinator position to coordinate the DASH drivers, connect interested community members with volunteer opportunities, disseminate information, build a volunteer database and organize the annual volunteer appreciation event at the Senior Center. They found the perfect person - Donna O’Brien, who is a lifelong volunteer, doing everything from being an adult volunteer for the Girl Scouts to serving as a 911 dispatcher in San Mateo county.

“The DASH service is “Door-through-Door,” Donna says, “which means our drivers don’t just provide a ride but come to the door and knock.” They’ll also remind passengers to bring shopping bags, carry their packages and help at the grocery store.

“Our clients love it when the driver gets things off the top shelf for them!” enthuses Anna. They’ll also put grocery bags and shopping packages in the car and take their things into the house.

One of those volunteer drivers is Harry Bauer, who says, “I wanted to drive so I could contribute to the community I’ve lived in for 20 years. They checked my driving record – luckily, mine was perfect – and I had to get finger-printed at the Police Department.”

DASH evolved from the all-volunteer Neighbors Network of Healdsburg and many of the volunteers – as well as some of
the clients – were drivers in the network. With the city’s involvement, volunteer drivers no longer have to use their own cars, pay for their gas or worry about car insurance.

“All the seniors who have enrolled have been extremely appreciative,” says Donna. “Some are even teary-eyed, particularly when we’re able to take them to out-of-town medical appointments. We also get calls from adult children who are going out of town or who are working and can’t drive their parent to an appointment.”

“We’re hoping to attract seniors with whom we haven’t had previous contact,” Anna continues, “because that means we can connect them to other senior services.”

Please contact the DASH Hotline at (707) 431-3159 for more details.
Nov 29
Gift Gallery Opening Reception
@Healdsburg Center for the Arts
The Healdsburg Center for the Arts fills up with a wonderful bounty of artist-made goods. Gallery open from Nov 23-Dec30.
**Time:** Opening Reception: 5 - 8 pm; Sun, Mon, & Thur 11 am - 5 pm and Fri & Sat 11 am - 6 pm
**Cost:** Free
healdsburgcenterforthearts.org

Nov 28
Healdsburg Turkey Trot
@333 Center Street, Healdsburg
Start your Thanksgiving Day right with a festive 5k around the streets of Healdsburg. This run-walk is meant for you and the whole family. Get everyone out and about before the big meal! Finish to fruit, baked goods from Costeaux French Bakery, yogurt from Bellwether Farms and granola from Clif Bar. Awards for top three men’s, women’s, and youth finishers. Prizes will be given at random for great Thanksgiving costumes. Break out that turkey hat! Proceeds support the LIVE LIKE DREW Scholarship that supports Healdsburg-area student-athletes in their dream of attending college.
**Time:** 8 am
**Cost:** $35 adults, $25 18 and under. Costs increase on race week, so sign up now! HealdsburgTurkeyTrot.com

Nov 29 - Jan 19, 2020
The Greatest Toy Circus on Earth
@The Healdsburg Museum & Historical Society
Take a trip back to your childhood or bring your little ones to create new memories at this new exhibit featuring circus, carnival and zoo toys.
**Time:** Wed - Sun, 11 am – 4 pm
**Cost:** Free, Donation encouraged
www.healdsburgmuseum.org

Dec 1, 7 & 9
Healdsburg Chorus Christmas Concert
@Glaser Center, Santa Rosa (Dec. 1), Raven Theater, Healdsburg (Dec. 7 & 8)
This fun-filled concert will include color-themed holiday works, among other music treats. Our group of 70 plus, non-professional singers invites you to join us to celebrate the season with song.
**Time:** 3 pm
**Cost:** $15 for adults and $5 for children and students with ID
healdsburgchorus.com
Dec 4 & 5 and Dec 11 & 12  
Healdsburg Dine Around  
@Restaurants around Healdsburg  
Dine Around is a 3-hour, 3-course progressive feast featuring some of Healdsburg’s finest restaurants. Many restaurants are conveniently located close to each other, making it easy to stroll from one to the next, or they are a short distance from the Downtown Plaza area. Start with appetizers at one restaurant, entree at another and finally dessert at yet another restaurant. Dine Around is an enjoyable and unique experience and a great way to try several of Healdsburg’s finest restaurants all in one night. Don’t wait to make your reservations, as Dine Around is a very popular event.  
**Time:** 5:30 pm and later  
**Cost:** $89 per person  
www.healdsburg.com

Dec 7  
Hospice Tree Lighting  
@the Plaza  
Traditional Healdsburg tree lighting ceremony to signify the start of the Christmas season  
**Time:** 5 pm  
**Cost:** Free

Dec 8  
Healdsburg Community Band Holiday Concert  
@Healdsburg Community Church, 1100 University St.  
**Time:** 3 pm  
**Cost:** Free, donations gladly accepted  
www.healdsburgcommunityband.org

Sun, Dec 8  
Senior Citizens Appreciation Dinner  
@900 Chanticleer Way, Healdsburg  
Celebrate the season at this annual dinner that is the talk of the town. A delicious three-course meal is prepped, cooked, and served with a smile from all of the volunteers who put together this most memorable event. This special dinner is open to Healdsburg residents only and proof of address is required upon registration. Contact the Senior Center to register as a guest or a volunteer at 707-431-3324.  
**Time:** 2 pm  
**Cost:** Complimentary to all Healdsburg seniors age 60+  
www.healdsburgparksandrec.org

Dec 14  
Healdsburg Community Band Holiday Concert  
@Cloverdale Veterans Hall.  
**Time:** Downbeat is 7 pm  
**Cost:** Free, donations gladly accepted  
www.healdsburgcommunityband.org

Dec 22  
Breakfast with Santa.  
@Costeaux  
**Time:** 9 - 11 am

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1260 HEALDSBURG AVE., STE. 101, HEALDSBURG, CA
BECOMING INDEPENDENT – CELEBRATING THE PAST AND PLANNING FOR THE FUTURE

By Angela Sanville, Manager, Fund Development, Becoming Independent

If you’ve been a Healdsburg resident for a while, it’s likely that you’re familiar with Becoming Independent. This well-respected nonprofit helps people with intellectual and developmental disabilities (IDD) live meaningful and productive lives as engaged and independent community members. You may have volunteered alongside them at Farm to Pantry, taken a class with them at the Healdsburg Community Center, seen their crews out cleaning the town square or been in line next to them at Costeaux Bakery for morning coffee.

What you might not know is that Becoming Independent (BI) was founded 53 years ago by a small group of parents who bonded over a shared belief that there should be an alternative to institutionalization for their adult children with disabilities. At the time, this was a bold and visionary idea. When they discovered that resources did not exist, they began creating them. Flash forward 53 years and today, BI is one of California’s most progressive agencies for adults with IDD. With a staff of over 230 and an annual operating budget of $14 million, BI offers a continuum of services, including job training, employment, and independent living, based on best practices in the field. BI now serves close to 1,000 people each year at multiple locations throughout Sonoma County, including Healdsburg. The agency has recently expanded into Marin, with services slated to begin by the end of 2019.

As BI evolved, so too did the state of California when it came to serving people with IDD. After enjoying decades as the national gold standard when it came to funding services for people with IDD, things shifted radically in the early 2000s. By 2015, a report titled, “On the Brink of Collapse: The Consequences of Underfunding California’s Developmental Services System,” by California’s Association of Regional Center Agencies, illuminated how dire the situation had become. Organizations like BI were becoming financially unsustainable and many were closing.

Staying true to the spirit of BI’s parent founders, the organization chose to reimagine its business model in big, visionary terms. The agency determined to decrease its reliance on governmental funding and hit the ground running in two separate arenas. First, they doubled down on their private sector fundraising efforts, seeking the support of individuals, businesses, and private foundations. Next, they took a modest social enterprise (drop off shredding) and built it into a ground-breaking Social Enterprise Division that creates job training and employment opportunities where people with disabilities work shoulder-to-shoulder with other community members while generating earned revenue to help underwrite the agency’s programs.

BI’s Social Enterprise Division now includes the operation of all concessions on the SMART Train. Just last year, they opened the BI Buzz Café inside the new Kaiser Medical Office Building in southwest Santa Rosa. Most recently, they launched a fully certified, mobile-secured document shredding business that is happily accepting contracts from the County of Sonoma and other businesses throughout the North Bay.

Next on the horizon is a campaign to ensure that BI remains a strong community resource for the next 50 years. The continuing expansion of vocational, educational, volunteerism, and training opportunities for the people served by BI will be included, as will a significant build-out of the agency’s Social Enterprise Division. The moves are big and bold, but like BI’s founders, the agency realizes that, without risks, there are few rewards.

Becoming Independent’s Board of Directors plays a vital role in stewarding the organization, and Healdsburg is well represented. Matt Welty, Managing Partner at the law firm Welty, Weaver & Curie, served two terms on BI’s Board of Directors and received a 2018 North Bay Business Journal Nonprofit Leadership Award in recognition of his many contributions. Healdsburg residents Carrie Mauritson of Mauritson Wines and Ann Wallace of Jackson Family Wines have recently joined BI’s Board. The agency is delighted to have them representing North County as it positions itself for another successful 50 years.

For more information and continuing updates, go to www.becomingindependent.org

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Ann Wallace
Ann Wallace was born and raised in Colorado, starting her career in the wine industry in 2002 selling for several distributors before joining the Jackson Family Wines team in May of 2007. When presented with the opportunity to move to Northern California nearly ten years ago, she packed up and headed west. It’s the best decision she’s ever made! She is now the Director of Sales and Trade Development, training the new sales managers as well as creating sales tools and education modules used enterprise-wide.

Ann was first introduced to Becoming Independent through the Buzz Café when pitching JFW wines to sell on the SMART Train. The BI employees showed such passion and enthusiasm for the organization that she knew she wanted to be involved in other ways! She was invited to join the DUTS Committee in early 2018 which later expanded into fundraising for the Luau and Crab Feed as well.

A lifelong animal lover and advocate, she also lends her time to Green Dog Rescue Project in Windsor as a volunteer, foster home and previous Board President. She finds great reward in using her experience in business and project management, as well as her many connections in the wine industry and local community, to speak for those who cannot speak for themselves.

She currently lives in Healdsburg, California with her dogs Yankee and Zara as well as current foster dog Vito.

Carrie Mauritson
Carrie was born and raised in Durban, South Africa, but has established deep roots in Healdsburg. After meeting and marrying Clay Mauritson, the owner and winemaker of Dry Creek Valley’s Mauritson Family Winery, she moved here in 2004 and learned all facets of the business – from production to traveling the country to sell the wine. Today she oversees Direct-to-Consumer Sales and Hospitality for the enterprise that began six generations ago when the family began ranching sheep and farming wine grapes.

She and Clay have three children, Brady, Davis, and Ella, and together are co-founders of Project Zin, an annual fundraiser inspired by their personal journey with their son, Brady. Co-hosted by chef Charlie Palmer at Hotel Healdsburg, the event has raised more than $1 million for the Down Syndrome Association North Bay. “I know personally that what these individuals can contribute to our community is so enriching,” she says. “Our mission is to make sure more people realize that.”

BECOMING INDEPENDENT – WELCOMES ITS TWO NEWEST BOARD MEMBERS

By Angela Sanville, Manager, Fund Development, Becoming Independent

WE’RE YOUR WINE COUNTRY EXPERTS

Zillow says home values in Healdsburg have fallen 10% in the last year. Even though Zillow calls it a Seller’s market, we are seeing the market shift strongly to a Buyer’s market, where contingencies, Seller credits and price reductions are common.

CAR states CA home prices rose about 1.6% to a $719,000 price range. The new median of $611,990 is at an all time high, $266,000 higher than prices were ten years ago. Condo prices rebounded to a median of $470,000. Homeowners are refinancing instead of selling due to low interest rates. Rentals will continue to rise due to the high cost of home ownership and Buyers’ lack of savings.

Zillow predicts that San Jose prices will rise 19.25% in the next 12 months. That may mean more second home purchasing and relocations to Healdsburg.

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