

## Marketing Professional Makes Services Affordable



list includes Risibisi restaurant and wine-bar, Copper Home and Garden, and construction companies Creedence Corporation and Hamilton Cabinets – all in Petaluma – as well as Los Angeles lighting manufacturer House of Asia and Cotati's Zone Recording.

Lingle believes that these businesses can grow by emphasizing professionalism and staying true to their personalities. She says, "All business budgets are not created equal, but all businesses need to promote themselves to survive and thrive. For small businesses that have a limited staff and budget, it can be a great relief to bring in an outside professional to get marketing and PR jobs done quickly, on an as-needed basis."

To review Lingle's portfolio and see a complete list of services, go to [breeaningle.com](http://breeaningle.com). To schedule a complimentary consultation, call 707.338.9083 and visit [breeaningle.com](http://breeaningle.com).

**B**igby PR & Commercial Writing -- offering affordable marketing collateral, web site design, public relations programs, and more -- is now open for business in the North Bay.

Bigby is owned by former editor and marketing professional Breean Lingle. Lingle has had 10 years of professional experience in business writing, public relations, and marketing. She counts national gourmet retailer Sur La Table and national media publisher Primedia as past employers. Bigby's recent client

# BUSINESS PROFILES

## Putting Petaluma Gap on the Map

**W**ine lovers the world over know crisp, cool Sonoma Coastal wines and their famous neighbors from the rustic Carneros region inland. Yet most have still to discover the uncurbed terroir of the "Petaluma Gap". Petaluma's rich rural heritage now includes thirty plus vineyards producing an estimated 30,000 cases per year.

Back in the mid 1800s, vineyards were prevalent throughout rural Petaluma. Most of these first vineyards were remnants of old world rootstock, smuggled into the country in the backpacks of Italian and Swiss itinerant immigrants and intended for making "house" wine for individual settlers. Just a few larger vineyards in the Petaluma Gap produced wines for ship-

ment along the Petaluma river to San Francisco Bay and the city beyond.

Prohibition and a reputed virulent vineyard pest put a significant damper on viticulture in the 1900s, as Petaluma became known as the "egg basket" of the world. Chicken and dairy farms were more prevalent than vineyards in the countryside around town and out to the Sonoma Coast.

But the demise of chicken and dairy farming profitability has brought renewed interest in the concept of first class vineyards within the Petaluma Gap. An estimated 500 acres -- primarily Pinot Noir and Syrah -- are currently nourishing "cool climate" grapes in this long overlooked corner of the wine world. Rapid night chilling of ripening grapes maintains a crisp, refreshing level of acidity in small, thick-

skinned clusters, packed full of bright, spicy, much sought-after, fruity flavors. Remarkably earthy, smoky wines are the result.

What started as a casual gathering of six West Petaluma grape growers has rapidly evolved into the Petaluma Gap Grape and Wine Alliance -- more than 50 professional and amateur wine-makers with the mission to share resources, help and support one another's premium wine making efforts and -- most of all -- spread the word about the sensational Petaluma Gap wines. For a complete list of members and wines, visit [PetalumaGap.com](http://PetalumaGap.com). And don't be surprised if you begin to see the words "Petaluma Gap" on the labels of some of your favorite wines.

## Green Certified Luxury Pet Care Facility Opens

**P**etaluma's first Certified Green commercial building project, Fit 'N' Furry at 860 Lindberg Lane, opened its doors on April 1. Owners Grant and Marci Garl, Petaluma residents for more than 30 years, have made remarkable strides in creating the environmentally-sound project and hope it will set a trend for the future. After 34 years in the heating and ventilation industry, Grant Garl had witnessed so much inefficient use of environmental resources that he was committed to making sure this project would be different.

The 17,000-square-foot, all-indoor facility is outfitted with energy efficient equipment. Eighty percent of demolition waste during con-

struction was fully recycled. Metal studs from recycled steel and safer non-formaldehyde insulation were used instead of less expensive materials used by most builders. To ensure the highest air quality and create fewer pollutants and allergens, the Garls installed a state-of-the-art ventilation system. The HVAC units have energy-saving "economizers" as well.

The facility boasts its own built-in recycling center and is prepped for solar energy planned for the future. Fit 'N' Furry will be awarded the Green Building Certification by the City of Petaluma. "What a Green building really means is quality construction and resource conservation that takes care of the environment," explained Grant Garl.

Pet lovers themselves, the Garls understood when their daughter explained there was no place she felt comfortable leaving her pet when traveling for business. So Fit 'N' Furry is a Shangri-la for pets. There are three large playroom/training areas, 132 rooms for dogs, 21 dog suites and 16 kitty condos. A full-service grooming spa and a sound system offer the ultimate in luxury. Webcams in the suites, playrooms, and lobby allow owners to monitor their pets from anywhere. "Guests" are exercised three times a day to stretch their legs, do their "business" and interact with a caring friend. Playgroups and personalized play sessions are arranged throughout the day. The Garls handpicked their highly-trained staff from the Petaluma area. The one caveat: Every employee must have a passion for pets.

For more information, visit [fitnfurry.com](http://fitnfurry.com) or call 707.769.PETS.



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