

# BUSINESS

## Business Profile: Jim Johnson

Long-time Petaluma resident Jim Johnson is the owner of Studio 7 Photography, a commercial and portrait studio in Downtown Petaluma.

Johnson's background includes managing The Camera Center Studios in downtown San Rafael for twenty years, selling cameras, photographic supplies, teaching customers how to use their equipment, and acting as photographer for the landmark commercial, portrait and wedding studio.

"I enjoyed Marin County, but my heart was in Petaluma," Johnson says, "and that twenty-five mile commute will not be missed." In March of 2004, Johnson opened his studio at the urging of a long-time client and friend, Michael Sanassarian. He says his location in the Great Petaluma Mill "in the heart of Petaluma is a dream come true".

Studio 7 Photography offers portraits, wedding photography, high school senior portraits and commercial and product photography. Johnson shoots his images in digital format, using Photoshop for retouching. All printing and production of photo CDs

is done at the studio. He also offers individual photography lessons by appointment.

"I love working with clients to provide the best possible portraits, and teaching people how to use their cameras is especially rewarding," Johnson says. He's won numerous awards for his own photography.

Johnson is a past board member of Petaluma Community Access Station where he directed several community shows, including "Black History in Sonoma County", as well as spiritual, health-related, and musical shows. He directed 81 episodes of "Chicken Scratch", a program hosted by Will Stapp dealing with Petaluma and Sonoma County issues.

Johnson continues to be active in the community, working with the Petaluma Visitors Program and the Petaluma Downtown Association, as well as Giant Steps, a therapeutic equestrian program that helps children and adults with disabilities.

Studio 7 Photography is located in the Great Petaluma Mill, 6 Petaluma Boulevard North, Suite B4. For more information, call 707.778.8675 or visit studio7photo.com

## California Restaurant Association Honors Applebee's

Applebee's in Petaluma was one of two restaurants in the state to receive the Restaurant Neighbor Award from the California Restaurant Association. The other restaurant recognized was Half Moon Bay Brewing Company in Princeton-by-the-Sea.

Jot Condie, President and CEO of the CRA, said the two establishments "are prime examples of the generosity and philanthropy California restaurants exhibit every day."

Applebee's in Petaluma has had enormous success with Applebee's Apples for Education. Paper apples are sold by a participating school and can be redeemed for soft drinks or appetizers at the restaurant. All proceeds go to the school participating in the program. This Applebee's also hosts Benefit Nights, where 20% of the proceeds go to a school.

The award included a \$5,000 grant from the association to help support Applebee's continuing community programs.

## New Indigo Owner Hopes To Improve The "Best"

Recently voted Petaluma's "Best Place to Shop for Women's Clothes" by the readers of Petaluma Magazine for 2005, Indigo is under new ownership. This summer, Mallia Leonhard purchased Indigo from the previous owner, Nancie Lou Greer, who had decided to retire.

Leonhard comes to Petaluma having owned a very successful women's boutique in Calistoga. She plans to retain most of Indigo's familiar clothing and accessories lines, including Cut Loose, Tianello, Blaque, Hobo Bags, Dansko Shoes, Loco

Lindo, Niche, Two Star Dog, Citron, Flax, Sally Spicer, 3-Dots, Hanky Panky, Blue Dot, Grassroots, Inca, Two Dog Island, Cynthia Max, Praire Cotton, and Icelandic. But she is excited about introducing new manufacturers, such as Dakini, and expanding her jewelry offerings.

Leonhard says she "looks forward to continuing Indigo's tradition of providing a unique boutique shopping experience and of offering the clothes, jewelry and accessories that women want." Indigo is at 122A Kentucky Street in Petaluma. Call 707.769.2898

## Expo Mixes Business With Pleasure

The Petaluma Chamber of Commerce Business Expo is an exception to the rule that you can't mix business with pleasure. On Thursday, October 6th, from 4 to 7:30 PM, the Luchesi Community Center will be filled with plenty of both. Each of the past 16 years, this showcase of local proprietors and food purveyors has drawn more business and community attendance. The Business Expo has won gold in the North Bay Business magazine's "Best of" awards for five years running. Admission is free.

About 100 booths will be set up, displaying a cross-section

of the goods and services available in the Petaluma-area business community. The Expo is a friendly, get-acquainted event, with opportunities for visitors to speak with business representatives directly. Attendees will pick up new ideas, make new business contacts, and gain new sources. Many exhibitors will be giving away prizes and holding drawings at their booths. Food will be available from Petaluma restaurateurs and food manufacturers.

Bring a supply of business cards to pass out, and leave enough room in the car for the loaded goodie bags you'll take home. For more information, call 707.762.2785.

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