

On the move

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Freida Smith is the new health information management director for the Marin and Sonoma service area of Kaiser Permanente. She has a 20-year background in health care, most recently as health information manager at Tucson Medical Center in Arizona.



Freida Smith

Sherrill Stockton, senior vice president of small business lending at Exchange Bank in Santa Rosa, has been elected to the board of directors of the National Association of Government Guaranteed Lenders.

Saskia Baur has joined Guayaki SRP Inc., a Sebastopol based natural foods company, as sales development manager. Baur worked previously in sales with Rainbow Light Nutritional Systems in Santa Cruz.

Salon Novo, an environmentally-conscious boutique hair salon, has opened at Carneros Village Lofts, 651 1st Street W., Suite A, in Sonoma. Owned by Andria and John Falcon, it features natural, chemical-free beauty products.

Maridel Perlas is president-elect for the Women's Council of Realtors Wine Country Chapter for 2011. She is a Realtor with Alain Pinel Realtors in Santa Rosa.

Petaluma Green Taxi received the Sustainable North Bay Award for October from Assemblyman Jared Huffman, D-San Rafael. Owned by Dion Reif, it was founded in 2008 as Sonoma County's first green cab company.

Richard Yahn has joined Laco Associates in Ukiah as project geotechnical engineer. He has more than 30 years experience supervising soil and foundation investigations for residential, commercial and industrial developments in Northern California.

Cynthia Cantril RN has joined Sutter Pacific Medical Foundation as program manager for Cancer Services/Patient Navigation. Formerly coordinator of Cancer Support Services and Nurse Navigator at St. Helena Hospital, she will be located at Sutter Pacific's Women's Health Center in Santa Rosa.

Jane Sinclair of Sonoma has been named to the board of Audubon Canyon Ranch in Stinson Beach. She was president of the Bouverie Preserve docent council from 2008-2010 and started her own design firm in 1973.