

New Name! MarinShares: Marin County Volunteers

By Natalie Dybeck

Marin County's central volunteer program has a new name. Founded as Civic Center Volunteers in 1979, the new title is MarinShares: Marin County Volunteers.

The name reflects the generous actions of the thousands of volunteers who contribute skills and time at county facilities all over Marin.

At the same time, the county internships program—originally part of the volunteer program—now has its own identity: Marinterns. (See separate story, page 3.)

Program branding was supported by two experts who volunteered to survey participants, conduct focus groups, report findings, present ideas, and design logos. **Lynda Pearson** contributed her planning, naming, and marketing skills.

Graphic designer **John Donaghue** created logos and style guides. They wanted to contribute to the future of a respected program that engages participants at the highest skill levels they are willing to share.

Why change? When the Board of Supervisors began the program 41 years ago with founding leader **Joan Brown** at the helm, virtually all county offices—and virtually all volunteers—were at the Marin Civic Center in San Rafael. Civic Center Volunteers was the perfect name.

Over time Marin's population grew, as did the county workforce. Under Joan's direction the number of volunteers soared and the range of volunteer opportunities grew. Work locations expanded, too. The county opened offices in Novato, West Marin, East San



PHOTO BY ANNE STARR

Lynda Pearson and John Donaghue with MarinShares banner.

Rafael, Lucas Valley, and beyond. Since volunteers and interns serve alongside their staff supervisors,

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Volunteer Notes

Volunteer View Becomes Marinfo NOW

With this issue, the newsletter produced by and for County of Marin volunteers and interns has a new title: Marinfo NOW. The previous name, *Volunteer View*, worked well for 41 years but with the advent of an independent internships program (see story, page 3), we needed a name that includes interns. The new title was generated with consultation by MarinShares volunteer **Lynda Pearson** and approved by Human Resources Director **Mary Hao**. The new banner at the top of this page incorporates the county's classic logo and was designed by typography expert and MarinShares volunteer **Eleanor Lau**.

We Remember

Amelia DeMello, who volunteered for almost 40 years at the Corte Madera branch of the Marin County Free Library, died November 7. Library Desk Supervisor **Lynn Fabian** recalled that Amelia "arrived every Wednesday to process uncatalogued paperback books by laminating covers, adding spine labels and alphabet letters. She was also our historian, taking pictures of events at the library and maintaining a photo album." She shared a birthday with two staff members and every September they celebrated, often with princess cake. "Amelia made a huge contribution to the library and is missed very much," Lynn said.

New Name: MarinShares

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more of them began serving at spots beyond the Civic Center, too.

Today only about a third of the county's 2,000-plus employees are located at the Civic Center.

Recently, non-Civic Center volunteers began declining CCV event invitations, thinking they'd been included by mistake. Suggestions were made to expand the program name.

Enter Lynda Pearson, who spent her advertising career as a writer, creative director, and finally agency founder working with major brands across the U.S. and winning national and international awards. Just after leaving advertising, she discovered that the county was seeking docents to lead tours of the Frank Lloyd Wright-designed Marin Civic Center. During a placement interview, her marketing and development skills were revealed. In addition to becoming a volunteer tour docent, she agreed to research the naming issue.

The original CCV name was well respected—and associated with scores of awards won by Joan Brown—but recent research supported a broader program title plus the need for interns to have their own identity. Lynda gathered more information from current volunteers, analyzed feedback, and received input from Human Resources executives and department volunteer coordinators.

Designer John Donaghue joined the project when Lynda asked for his help with logos. A graphic designer who works on major commercial campaigns, he previously was an advertising art director in San Francisco and had collaborated with Lynda on ads for international brands. He enjoys drawing cartoons, produces his own line of humorous greeting cards, and has won many awards.

of 'Oh, they're just volunteers,'" said Lynda, who is amazed by the breadth of skills contributed.

"We wanted to give credit to the personal engagement and tremendous expertise that the volunteers of Marin County bring to their respective projects," she explained. "The breakthrough in naming came from not trying to describe what the people were, but what they were doing. The name



For MarinShares, John came up with 12 potential logos. The finalist has an element that relates to the county logo. At a glance it is clear that MarinShares is a County of Marin program.

Rebranding allowed Lynda and John to expand on the power of the volunteer program. After listening to current participants, "we wanted to find a way to say 'volunteer' without the baggage

defines a mission and motivation."

MarinShares and Marinterns are located in Human Resources and serve all county departments.

Staff members **Anne Starr** and **Joy Fossett** work with a team of dedicated office volunteers who contribute administrative and communications skills. For current opportunities, visit marincountyhr.org or call 415-473-7167.

Who's New & Welcome!

Nancy Mackle (San Anselmo), Friends of the Family Volunteer, Health & Human Services (HHS)

Marc Perez (San Francisco), Psychiatric Mental Health Nurse Practitioner, Student Nurse Intern, HHS

Jenna Reeder (San Francisco), Nursing Student Intern, HHS

Indira Wiebe (Graton), Dietetic Intern, HHS

Breanna Williams (Sausalito), Adult Mental

Health Nurse Intern, HHS

Steve Wilson (Mill Valley), Radio Amateur Civil Emergency Service/Auxiliary Communications Services (RACES/ACS) Volunteer, Sheriff's Office

Marinterns Brand Debuts!

DESIGN: JOHN DONAGHUE



Marinterns banner

By Natalie Dybeck

The county's internships program now has its own identity and name: Marinterns!

Long part of the Civic Center Volunteers program, the internships program has introduced thousands

of student interns to the county organization in its 28-plus years.

Internships are portals for career choice, and the Marinterns name is designed to raise the program's profile with current participants, future interns, and future employees. County interns were consulted as part of the branding effort.

The Marinterns concept happened quickly. "The name just kind of fell out of the brain," said volunteer naming consultant **Lynda Pearson**. "Then it just seemed to stick."

The name resonates with its largely millennial participants. Lynda's interviews with interns led her to three words that describe, from the student perspective, ideal government internships: Empathetic. Dynamic. Individual.

Students told her they wanted to be "appreciated for being energetic and full of ideas. They cherish their optimism and want to share it," she said. "They hope their contributions are respected. They

seek active mentors. They want challenges that help them learn – and learn with latitude for learning from mistakes. They want to find wise but open-minded cohorts."

Going forward, Marinterns coordinator **Joy Fossett** is focusing on supporting meaningful opportunities with mentoring and career exploration. She also continues to track how many interns are hired by the county. (Last fiscal year, that number was 15.)

Meanwhile, it's time to think about summer internships. Enrolled students of all backgrounds and ages are encouraged to apply. For details, visit marincountyhr.org or contact Joy at 415-473-7447 and JFossett@marincounty.org.



Law Clerk Intern Pursues Legal Career

By Tiyona Pariani

A passion for law drives **Samantha Gatton** to intern as a certified law clerk with the District Attorney's Office. She attends school full time and interns two to four days a week.

Samantha's responsibilities started with helping the attorney who supervises her prepare for court. She then began to write motions and argue them in court.

"I have worked on so many unique cases. They're all interesting because they all have something a little bit different," Samantha said. "I really enjoy when new subjects

come up and we have to find a case law that supports the actions."

Her supervisor is Deputy District Attorney **Otis Bruce Jr.** "Sam really understands what it means to volunteer or work in a government, public-interest legal department," said Otis. "She is wise, smart, and exhibits a high level of maturity and great sense of commitment to service to others above self."

Samantha received her associate degree from Cañada Community

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Samantha Gatton

PHOTO: GOLDEN GATE UNIVERSITY LITIGATION CENTER

Law Clerk Intern

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College in political science and her bachelor's degree from Mills College, with a triple major in political analysis, legal analysis, and economic analysis, plus a concentration in law. She is in her final year at Golden Gate University School of Law and expects to receive certification in litigation and public interest in May.

She is an ambassador for the admissions department and a liaison for new students and has

been a teaching assistant since her sophomore year. She is also a part of her school's mentoring programs.

Samantha was born and raised in the Midwest between Milwaukee and Chicago. She lived in Redwood City and now resides in San Francisco's Outer Richmond. Her hobbies include hiking, tennis, and watching outdoors sports, especially football.

"My biggest takeaway from interning is how much you can learn if you are willing to put yourself out

there," Samantha said. "The deputy district attorneys are always willing to take time to teach and help you gain skills in the courtroom."

After her county internship, she will study for the California Bar with a goal of applying to be a deputy district attorney, hopefully in Marin.

Meanwhile, she has been accepted for a clerkship at San Francisco Superior Court and will be a research assistant for a legal publication.

Happy Anniversary!

We congratulate these volunteers who celebrate their anniversaries this month and thank them for their ongoing involvement.

44 YEARS

Connie Berto (San Anselmo), Patrol Volunteer, Marin County Parks

38 YEARS

Rich Carbine (San Rafael), Radio Amateur Civil Emergency Services/Auxiliary Communications Service (RACES/ACS) Volunteer, Sheriff's Office

26 YEARS

Steven Post (San Francisco), Fire Lookout, Fire Department

17 YEARS

Faith Brown (Tiburon), Steward, Marin County Parks

14 YEARS

David Albert (Tiburon), **Sudy Schneider** (Tiburon), Stewards, Marin County Parks

10 YEARS

John Teasley (Corte Madera), Tutor, Corte Madera Library

Galen Leeds (Tomas), **Ben Sampietro** (Tomas), Volunteer Firefighters, Fire Department

9 YEARS

Geoffrey Dugmore (Petaluma), Chaplain, Sheriff's Office

Kathryn Mitchell-Ball (San Rafael), Patrol Volunteer, Marin County Parks

7 YEARS

Diana Johnson (Fairfax), Aide, Fairfax Library

6 YEARS

Kurt Ellison (San Rafael), **Richard McGrath** (San Rafael) Stewards, Marin County Parks

5 YEARS

Ruth Nash (Larkspur), Parks Environmental Steward, Marin County Parks

Ray De Leon (Greenbrae), Ombudsman, Health & Human Services (HHS)

Robert Ireson (Greenbrae), RACES/ACS Volunteer, Sheriff's Office

Jeff Davidson (Novato), Incident Management Team Volunteer, Fire Department

Helen Imrie (San Rafael), Administrative Support - Mental Health, HHS

4 YEARS

Donna Lew (Henderson, NV), **Robert Simon** (Henderson, NV), Wildlife Picture Index Project Volunteers, Marin County Parks

Tamayo Sato (San Rafael), Spanish Conversation Club Leader, Novato Library

Jody Berman (Novato), Spanish Tutor, Novato Library

Mark Seely (Sausalito), Veterans Benefits Coach, Civic Center Library

3 YEARS

Willow Taraja (Boyes Hot Springs), Library Beyond Walls Liaison, Marin County Free Library

Roy Fidler (San Rafael), Marin Civic Center Tour Docent, Cultural Services

Veronica Morino (San Rafael), Event Aide, Human Resources

Rebecca Wilson (Fairfax), English Tutor, Novato Library

Loretta Farley (Point Reyes), Library Program Assistant, Point Reyes Library

2 YEARS

Joan Clemmons (San Rafael), **Kenneth Sharpe** (San Anselmo), Ombudsman Volunteers, HHS

Sharon Clark (Novato), Writer and Researcher, California Room Library

Satvik Namburu (San Rafael), Teen Volunteer, South Novato Library

1 YEAR

Roy Mash (San Rafael), Spanish Tutor, Novato Library

Judith Hanks (Mill Valley), Post-Conviction Relief Volunteer Attorney, Public Defender's Office

Charles Fracchia (San Francisco), **Sherry Rogers** (Novato), Financial Abuse Specialist Team (FAST) Volunteers, HHS