



North Bay Cancer Alliance

185 Sotoyome Street ::: Santa Rosa, CA 95405

www.northbaycancer.org ::: nbcaorg@gmail.com

Your Local Cancer Alliance

Board of Directors

Kent Corley, Vice President

Mr. Corley has broad experience in marketing, public relations, business operations and financial markets. As a graduate of Sonoma State University with a Bachelor's Degree in Management, with an emphasis in Marketing, he has spent his professional career in Northern California. He is an owner of Monticello Vineyards ~ Corley Family Napa Valley, a family run winery and vineyard operation specializing in estate grown ultra premium varietals since 1969.

Kent spent 15 years with banking and securities firms as a financial advisor and six years at a Santa Rosa based start-up as the Vice President of Operations. Currently he is the Public Relations Manager at Blood Bank of the Redwoods, a nonprofit blood center serving the blood needs of patients in Sonoma, Lake, Mendocino, Napa and Marin counties. Blood treatment is a vital part of many people's cancer experience.

Marilyn Dunlavy, Secretary

Marilyn Dunlavy has a rich business and volunteering background. After relocating from Southern California to Northern California in 1980, Marilyn immediately became involved with her children's schools and the Boys and Girls Clubs. She was a director for the Rincon Valley Little League for 12 years holding the Vice President and Treasurer positions and she also served on the Montgomery High School Booster Board for ten years, twice as President. While there she spearheaded the creation of the school's Booster's Club.

For the past 25 years Ms. Dunlavy has worked in the wine industry as a marketing and sales manager. She now owns a wine club and wine gift consulting business. Marilyn helped develop the Sonoma chapter of the Women for Winesense. In addition to serving three years on the national board, she co-chaired the 1998 National Conference. Marilyn is a two-time breast cancer survivor and three-time melanoma survivor, and recently tested positive for a BRAC2 gene mutation. She currently serves on the Community Advisory Board for the Sonoma County Cancer Risk Assessment Project (SCRAPPI) and has been the leading force and visionary for "Swinging for SCRAPPI," serving as the chairperson for the annual fundraiser for the past two years.

Charles Elboim, M.D., President

Dr. Elboim did his surgical residency at Harvard Medical School and served on Harvard's full-time academic medical staff until he moved to California in 1985. He started the world's first mobile stereotactic breast biopsy service in 1994 and performed the North Bay's first sentinel lymph node biopsy in 1999. He has been a leader in not only minimizing the extent of breast cancer surgery but also in the emerging field of oncoplastic breast surgery.

He is the Medical Director of Breast Surgical Services at the Sutter Santa Rosa Medical Center as well as the Medical Director of the Redwood Regional Breast Center. He is the Medical Director of Breast Cancer Risk Assessment Research for the North Bay Cancer Alliance. He was recently chosen as an examiner for the National Accreditation Program for Breast Centers.



North Bay Cancer Alliance

185 Sotoyome Street ::: Santa Rosa, CA 95405

www.northbaycancer.org ::: nbcaorg@gmail.com

Your Local Cancer Alliance

Marie Gewirtz, Director

Marie Gewirtz's career in marketing, brand development and public relations in the music, specialty food and wine industries has spanned more than three decades and as many continents. Her namesake-marketing firm passionately advocates sustainability as a way of life for current and future generations by promoting organizations with a commitment to land stewardship, economic viability, education and community involvement. Marie's forte lies in guiding clients in identifying authentic themes that set them apart, and developing innovative outreach strategies that resonate with media, trade and consumers.

Marie also currently serves as a board member and vice president for the Sonoma County Harvest Fair and on the advisory committees of the Santa Rosa Junior College's Agribusiness and Wine Studies department, and the Healdsburg Farmers' Market. Since 1990, she has been teaching marketing and public relations courses at SRJC. She is a past board member for the Healdsburg Boys and Girls Club and was a steering committee member for all seven years of the Sonoma County Chefs' Tasting. As a two-time cancer survivor, having overcome Hodgkin's Disease in 1977 and breast cancer in 2006, Marie lives every day of her life in gratitude. Her favorite hour each week is spent tutoring children with writing.

Patrick Higgins, Ph.D., Director

Mr. Higgins has held key positions in successful Sonoma County technology companies for many years. He served as Chief Technical Officer of JDSU's Thin Film Products Group and as CTO of Optical Coating Laboratory, Inc. Higgins was instrumental in the founding of the Flex Products Group (currently of JDSU) which is involved in the anti-counterfeiting protection of currencies and pharmaceuticals throughout the world. Mr. Higgins holds a Ph.D. in Materials Science from the University of California and a Masters in Engineering Management from Stanford University's School of Business.

Patrick resides in Windsor with his wife Cindy and currently serves as Strategic Technical Advisor of JDSU's Advanced Optical Technologies Business Segment, a provider of optical thin film filters, thin film coatings, and components to the security, aerospace, medical diagnostics, displays and commercial markets. Higgins is currently a member of the External Research Advisory Board to the University of California, Davis, the Board of Trustees for the Windsor Boys and Girls Club, and has served on numerous boards, both business and social, throughout his career.

Bret Martin, Director

Mr. Martin has a diverse background in the areas of commercial and residential real estate, property development and manufacturing with an emphasis on green building and sustainable projects. He also has a strong gift for music, songwriting, and cinematography and as a motivational speaker. Mr. Martin received a BA in Business Administration from Sonoma State University. He was born and raised in Santa Rosa has spent his entire business career in Sonoma County and has been employed in the family business of real estate management ever since.

Bret is a Colon Cancer survivor and advocate for patient awareness. Bret has co produced an audio self help program with his Oncologist entitled The Ultimate Cancer Pep Talk. Bret speaks and sings all over the country for Cancer and Ostomy organizations and is a regular radio voice and volunteer spokesman for the Blood Bank of the Redwoods, Northern California's community nonprofit blood center. He is also an active participant in local charities such as Kidstreet Learning Center and The Children's Village. Bret has delivered fruit to cancer patients every Wednesday without fail for over five years since his last infusion.
