



## North Bay Cancer Alliance

185 Sotoyome Street ::: Santa Rosa, CA 95405

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

Your Local Cancer Alliance

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## Board of Directors

### Anne Benjamin

Anne Benjamin has more than thirty years experience in the financial services industry. Ms. Benjamin holds an MBA in Finance from California State University, San Bernardino, and a Bachelor's Degree in Business Administration from National University, San Diego. Over the years Anne has served on many volunteer boards including Red Cross of Sonoma and Mendocino Counties, Family Service Agency of San Bernardino, Boys and Girls Club of Fontana, Arrowhead United Way to name just a few.

Currently Anne is the Executive Vice President & Chief Operations Officer for Redwood Credit Union. In her role she oversees all the direct Member contact services, including lending, investments and insurance, marketing and business development, business services, and auto services for the Credit Union which has assets of \$1.8 billion and serves more than 146,000 Members in the eight north bay counties.

Ms. Benjamin is a cancer survivor.

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### Kent Corley

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.

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### Dianne Edwards

Ms. Edwards has more than 34 years of public service including ten years as Sonoma County's Director of Human Services overseeing a budget of \$160 million and a staff of 600. She has broad experience in program policy, legislative analysis, advocacy and financing of public social services programs including Medi-Cal.

Dianne has served on a variety of nonprofit boards including the YWCA Orange County, Napa, Sonoma, Mendocino County United Way, Community Foundation Sonoma County, Sonoma County Employees Retirement Association and a variety of leadership positions in state and national professional associations. She is a breast cancer survivor.



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### Charles Elboim, M.D.

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.

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### Patrick Higgins, Ph.D.

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.

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### Bret Martin

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.



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### Denny Murray

Mr. Murray has more than 30 years running a successful contracting business in Port Republic, Maryland and in Petaluma, California. He has worked on more than 28 nonprofit and for profit boards and has extensive experience with local and state governments. Mr. Murray served seven years on the Calvert Memorial Hospital Board, Calvert County Maryland, on the Executive Committee; 16 years on the Calvert Bank & Trust board; and 12 years on the Maryland Health Care Commission. He is currently President of Bay Mills, Inc.

Denny has been involved in the American Cancer Society for many years. He lost his mother and sister to cancer.

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### Marcy Smothers

Ms. Smothers has long record of community service in Sonoma County, California. As a radio personality, she has hosted a wide range of radio shows discussing diverse topics such as healthcare, sports, community projects, food, wine, and children's issues. Marcy has served on the Valley of the Moon Children's Foundation for eleven years. In 2000 she became a local trustee for Speedway Children's Charities and joined the national board in 2003. She contributes her time to many local non-profits including the Salvation Army, The Charles M. Schulz Museum, Girl Scouts of Konocti Council, Vineyard Worker's Services, Goodwill, Southwest Community Health Center, VOICES for Former Foster Youth, Pediatric Dental Initiative, Sonoma Paradiso Children's Concert and Sonoma County Children's charities.

Marcy has been touched by cancer because her parents and maternal grandparents died of lung cancer. She was also the proud "cancer manager" for a friend who recently completed surgery and treatment for breast cancer as a patient of Drs. Elboim and Collins.

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