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Movers & Shakers

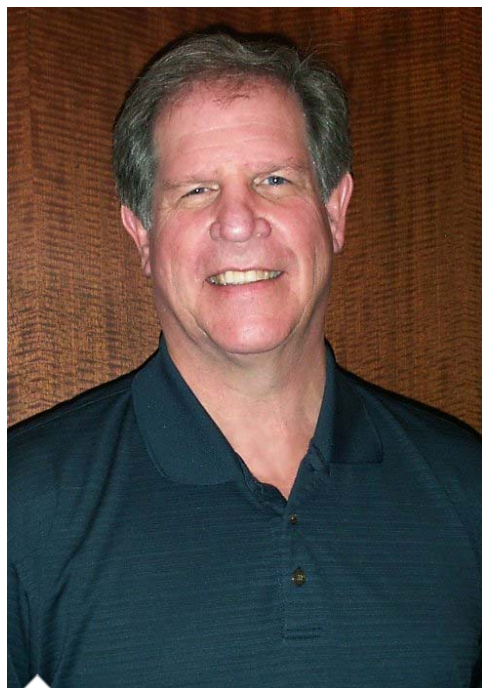
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Hires and promotions, Nov. 30

Wednesday, November 30, 2011

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Raeside

The Tri-Valley Convention & Visitors Bureau, based in Pleasanton, has appointed **G. Grant Raeside** executive director and **Teipo Brown Jr.** director of sales. Raeside joins the bureau following successful stints as executive director at the Sonoma Valley Vintners & Growers Alliance and the San Luis Obispo Vintners Association. Brown has worked as director of group sales at Oakland Marriott City Center and the San Mateo County-Silicon Valley Convention & Visitors Bureau.

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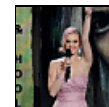
Bon Appétit Management Co. CEO **Fedele Bauccio** has been named a Sustainability Pathfinder for 2011. The honor is one of three Chefs Collaborative Sustainability Awards given to a small group of

peer-nominated leaders in the food world. The Pathfinder Award honors efforts beyond the kitchen. Bauccio also received an inaugural James Beard Leadership Award during the summer. Those awards were established to recognize visionaries in the business, government and education sectors responsible for creating a healthier, safer and more sustainable food world.

JAMS, the largest private provider of mediation and arbitration services worldwide, with headquarters in San Francisco, has added retired Judges **James**

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MOVERS & SHAKERS

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Larson and Wayne Brazil to its panel. Larson was a federal district court magistrate judge for 14 years and was chief magistrate judge of the Northern District of California from 2005 to 2010. Brazil spent 25 years as a magistrate judge in the U.S. District Court for the Northern District of California.

Pandora, a popular Internet radio service in Oakland, has appointed **Steven Kritzman** senior vice president of advertising sales. Kritzman has been at Pandora since 2009 as the director of sales for the New York and mid-Atlantic region.

SignalDemand in San Francisco has named **Mark Tice** CEO. Former SignalDemand CEO and founder, **Mike Neal**, continues in his capacity as president. Tice joins the company from MarkLogic Corp., where he was executive vice president of worldwide sales with responsibility for all revenue.

Steve Shapiro is the director of product for Tagged, a social network for meeting new people, based in San Francisco. He is the founder of Digsby, which Tagged acquired in April.

Savory and Sweet Catering in Sunnyvale was one of four companies honored by the California Product Stewardship Council with an Arrow Award. The awards were created with a grant from the Department of Resources Recycling and Recovery given to the Del Norte Solid Waste Management Authority. Savory and Sweet Catering, headed by President Leanne Pomellitto, was recognized for integrating green thinking into its entire business model.

Movers and Shakers runs Sundays and Wednesdays. Send submissions to sherel@sfgate.com. Color photos should be at least 300 dpi. Search the archive at sfgate.com/ columns/moversandshakers.

This article appeared on page D - 2 of the San Francisco Chronicle

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Toyota says the plug-in, which it calls the Prius PHV, is for those who want something more innovative than a regular gasoline-electric hybrid.

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