



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, February 4, 2010

707-838-7285 ... info@windsorchamber.com ... www.windsorchamber.com

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- Town of Windsor
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- Standard Structures
- Walmart Stores, Inc.
- Mary Agatha Furth Center

NEWS AND UPCOMING EVENTS

Windsor Chamber News...

Last Five Days to Reserve Business Expo Booth Space at the Mary Agatha Furth Center

Nine Free Seminars to be Offered at This Year's Expo

✚ February 9 – With less than a week until the Business Expo, if you are planning to exhibit, you should call the Chamber office right away! We now have nine free seminars for job seekers, students, seniors and the business community supporting the Expo theme: “On the Road to Economic Recovery.” This is a great place to showcase your company or organization before some 600 to 800 local residents. We will also have a DJ providing music and announcements plus raffles throughout the event. Free seminars address the following critical topics: *(We ask all Chamber members to please attend the Expo and seminar presentations)*

- 5:00 pm: \$20/hour Jobs For Qualified Applicants 18 and Over -- Chavez Room
(Presenter: Carlos Rodriguez, The U.S. Census Bureau)
- 5:00 pm: Safeguarding Your Retirement Income -- Room C
(Presenter: Frank Orcino, President, Access Financial Education)
- 5:30 pm: Career Tech Education and Training Options -- Chavez Room
(Presenter: Chuck Robbins, Santa Rosa Junior College)
- 5:30 pm: Charting New Lifestyle Paths and Midlife Careers – Room C
(Presenter: Mary Radu, Pathmaker Coaching)
- 6:00 pm: Tax Tips for Small Businesses -- Room C
(Presenter: Rachel Bingham, Net Profit Accounting & Tax Services)
- 6:00 pm: Loan Sourcing in Tough Times -- Chavez Room
(Presenter: Lorraine DuVernay, Small Business Development Center)
- 6:30 pm: Getting Started With Government Contracting -- Chavez Room
(Presenter: Perry Sloan, Federal Technology Center)
- 6:30 pm: Reducing the Cost of College – Room C
(Presenter: Josh Sterling, Asset Protection Strategies Group)
- 7:00 pm: Improve Business Performance with Windows 7 -- Chavez Room
(Presenter: Paul Wood with Nu-Design Web Marketing)



Windsor Chamber News, Continued:

Advertising Deadline is February 16 for Chamber Member Ads in 2010 Publications

- ✚ **February 16 – Ad space is still available** in the *Wine, Dine and Lodging Guide* as well as in the completely redesigned Windsor area map (showing all five business districts). If you haven't reserved your space in the Chamber Membership Directory, or in these other publications please contact Dani Sheehan, of B2B Media & Marketing, our ad sales rep for the Windsor Chamber 486-3387. This is an exceptional opportunity to market your firm in several publications with special Chamber member discounts and price cuts for multiple insertions.
- ✚ **Groundhog's Day and Windsor Street Re-naming Ceremony** attracted 45 residents, business leaders and town officials to the February 1st celebration. Councilman Steve Allen officiated in changing Bell Road to Market Street in honor of the Windsor Farmers Market. Councilwoman Deborah Fudge, Town Manager Matt Mullan and Chamber President Gary Quackenbush conducted the first Groundhog's Day event in Windsor with Wally the Windsor Wabbit predicting a bright future for the town and sunny economic days ahead. Glenda Castelli and Dave Kahn provided supplied refreshments.
- ✚ **February 27 --- Influencing the Influencers Consierge Tour of Windsor** – Holiday Inn Express and the Windsor Chamber of Commerce are planning a weekend tour program for San Francisco hotel consierge manager as part of our marketing outreach to attract tourists and visitors. This is the first of a series of such events scheduled for 2010 and will involve an overnight stay at the Holiday Inn Express, dinner at Bistro M, a walking tour of the Green and a van tour of Windsor and surrounding attractions. These managers are in a position to directly influence hotel guests looking for excursions in the North Bay and the Sonoma wine country. For information, contact Gary Quackenbush at the Chamber office 838-7285.
- ✚ **Hot Air Balloon Classic organizers are looking for additional committee members and corporate sponsors** for the 2011 season. This year's classic was cancelled due to construction work at Keiser Park but this signature event for the Town of Windsor will return next year bigger and better than ever. The Chamber is working with this group to publicize its activities and to promote tourism. For more information, please contact Steve Henrickson at 396-2919.
- ✚ **February 16 Windsor Chamber "SMART TRAIN" Monthly Speaker Preview** – Chris Coursey with Sonoma Marin Area Rapid Transit (SMART), will provide an update on plans to build the passenger rail system from Cloverdale to San Rafael and what this will mean to major stations along the route. Many things remain to be done before service startup in 2014 including track repairs, station platform buildouts, parking facilities, the bike/pedestrian trail, and other items. You won't want to miss this presentation since plans have changed affecting how far north the train will come into Sonoma County and whether first phase construction will end in Petaluma or Santa Rosa due to a budget shortfall.
- ✚ **February 26 Chamber Business After Hours (BAH)** -- Mixer to be held at the offices of William L. Conklin, DDS, 9025-A Old Redwood Highway, Windsor, from 5:00 to 7:00 p.m.
- ✚ **"Flour Creations Bakery & Catering," NOW OPEN in Windsor --** This new retailer is located at 195 Windsor River Rd. in Windsor is open for business (Next to Hot Spot Pottery). Mother & Daughter owners, Jeanne & Nicky Rutkowski, have operated a wholesale bakery & catering business in Cotati for 25 years. You may have enjoyed their baked goods, breakfast burrito's, and other tasty treats at the Windsor Farmers Market or Summer Nights on the Green! Call or e-mail Nicky with any questions 707-321-3408 (nickybakes@hotmail.com.) Open Sunday's, Tuesday's, & Thursday's 10am-4pm.
- ✚ **July 16 Vineman Triathlon Pasta Feast and Welcoming Ceremony Event at the Furth Center** -- The Chamber is working with the Vineman Triathlon group in developing a special opening ceremony event, pasta feed and pro-panel featuring athletes and winners of prior events talking about their success stories. The second Vineman event will be held on July 30th.

Important Events in the Greater Windsor Area...

- ✚ **New Office Site for Sonoma County Tourism Bureau** – now located at 3637 Westwind Blvd., Santa Rosa. For more information, call 522-5800 or go to www.sonomacounty.com.
- ✚ **February 12-15 -- Cloverdale Citrus Fair with the theme "Salute to the U.S. Military"**. For information, go to www.cloverdalecitrusfair.org or all the fair office at 894-3992. The Citrus Fair Parade takes place on February 13 at 11 am. There is also a Kiddies Pet Parade.

- ✚ **February 13 and 14 – Nature Walks with the Center for Social and Environmental Stewardship** are scheduled for February 13 (“Bird Watching for Beginners,” 8-11 am in Cloverdale and on February 14, “Placing Nest Boxes for Birds” from 9-12 noon at Windsor Oaks Vineyards. For information, call Anya Perron-Burdick at 838-6641 ext. 244 or go online to aburdick@cfeses.org.
- ✚ **February 27 – Windsor Historical Society Polenta Feed** -- Saturday, February 27 from 6:30 to 8:30 pm with a raffle and silent auction. Cost is \$25 per person. Proceeds all go to support the historical society. For information, call 838-6152 or 838-7433 for tickets.
- ✚ **March 3 – Healdsburg Chamber of Commerce Trade Show 2010, 4:00 to 7:00 pm at the Villa Chanticleer.** Each year over 500 people attend our Trade Show at the Villa for this exciting marketplace of goods and services. It’s a great opportunity to make more than 500 business contacts in just 3 hours, purchase items and/or services from Trade Show vendors, enjoy fine food samplings and bid at the Silent Auction. The funds raised by the Silent Auction directly support the programs of the Healdsburg Chamber of Commerce, which, in turn, directly supports the success of your business. For information, call Mary Ann Barr at 433-6935 or contact her via email at maryann@healdsburg.com.
- ✚ **March 11 – Latinos in the Workforce 5th Annual Conference**, 7:30 to 12 noon, at the Hyatt Vineyard Creek, 170 Railroad Square, Santa Rosa. For information, go to www.nececa.org or call 546-5500.
- ✚ **March 13 -- Rotary Club of Windsor Cioppino Fest** will be held at the Mary Agatha Furth Center beginning at 6:00 pm.
- ✚ **April 9 – Kiwanis Club of Windsor and Knights of Columbus Annual Chicken Dinner** with live entertainment, raffle and silent auction will be held April 9 at the Mary Agatha Furth Center from 5:30 to 6:30 (with a no-host bar). Tickets are \$25 per person prior to April 3 and \$30 per person from April 2 to 9. **Raffle prizes are still needed.** For information, or to donate a raffle prize, contact the Kiwanis Club of Windsor at 838-6845 (Kiwaniswindsor.org) or the Knights of Columbus at 481-2267.
- ✚ **May 1 -- Cinco de Mayo Celebration Scheduled for First Saturday in May on the Green** – A committee has been formed to coordinate activities surrounding the Cinco de Mayo celebration on Saturday, May 1. The next planning meeting will be held January 14 at the Windsor Civic Center, 7 p.m.. ***Chamber members are encouraged to help sponsor this event and participate by reserving booth space for food and beverage concession stands.*** For more information or to reserve your space, contact the Chamber office at 838-7285.
- ✚ **June 4 – Chamber of Commerce CHAMBEREE will be held at the Pacific Coast Air Museum**, 2230 Becker Blvd., Santa Rosa from 4:00 to 7:00 p.m. For information, go to www.markwest.org/chamberree. Seven Sonoma County Chambers of Commerce are attending this free event.
- ✚ **July 16, 17,18 and 23, 24, 25 – Shakespeare on the Green performances of Romeo and Juliet** will be held on these dates on the Windsor Town Green with a pre-show at 6:30 pm and with shows starting at 7 pm.
- ✚ **July 18 – 2010 Vineman Ironman 70.3 Triathlon Race Expo** – The Windsor Chamber is working closely with the Town of Windsor to develop an action plan for marketing and publicizing this annual event. Chamber Ambassadors and Volunteers will be involved in staffing information booths and in serving as mobile tour guides on Rosie the Trolley as it takes visitors from parking areas near the Green to and from the Windsor High School.

Town of Windsor News...

- ✚ **The Town of Windsor Parks and Recreation Department is seeking sponsors for Summer Nights on the Green events.** For more information or a personal presentation, contact Jeannie Mitchell at 707-838-5382 or contact her via email at jmitchell@townofwindsor.com. Pledges are due: February 18th with Payments due: May 1st.
- ✚ **March 16 – Chamber General Membership Meeting: Sam Salmon, Mayor of Windsor, and Christa Johnson, Assistant Town Manager, will be guest speakers** on March 16 at the Windsor Chamber’s general membership meeting. They will be addressing changes in the redevelopment plan for the town and what it means to area businesses.

Civic News...

- ✚ **Petitions are now being circulated by those asking for signatures for a ballot measure to prevent the state from tapping into local municipal funds.** The petition would prohibit the state from shifting, taking, borrowing or restricting the use of tax revenues dedicated by law to fund local government services, community redevelopment projects or transportation projects and services. It would also prohibit the state from delaying the distribution of tax revenues for these purposes even when the Governor deems it necessary due to a severe fiscal hardship. Windsor Chamber business members are asked to provide store front space for volunteers to approach customers to sign these petitions in the weeks ahead. For information, call the Chamber 838-7285.

Membership Luncheon

February 16 - Charlie's Grill
Speaker: Chris Coursey,
Community Affairs Manager,
The Sonoma Marin Area
Rapid Transit (SMART),
on revised plans for build out

Business After Hours

William T. Conklin, DDS
9025-A Old Redwood Hwy
Tuesday, February 23rd, 5-7 pm
Mark your calendar!
Always lots of Fun and
Networking!!!

Business of the Month

Allstate Insurance, Jeffrey Leasure
88 Windsor River Road
(707)836-6836
Business chosen at every
Membership luncheon. Must be
present!