



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, February 18, 2010
707-838-7285 (info@windsorchamber.com or www.windsorchamber.com)

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NEWS AND UPCOMING EVENTS

[new entries, updates and changes shown inside boxes]

Regional News...

County Residents Seen as Having Best Lifestyles, Outlook and Health in State

- ✚ **People in Sonoma County are happier and healthier than anywhere else in California.** According to a Gallup-Healthways Well-Being Index report, Sonoma County is ranked fifth in the nation based on interviews with 353,000 Americans focusing on their assessments of their jobs, finances, health habits, mental attitudes and communities (based on an article in the *Press Democrat* on February 16, 2010). The 753 county residents surveyed see themselves as having especially healthy behavior – they eat healthy, consume fruits and vegetables every week, exercise weekly and don’t smoke. Sonoma County ranked 5th overall in healthy behavior, 16th in work experience (job satisfaction), 32nd in physical health and 33rd in emotional health. Boulder, CO, was ranked first in the U.S. followed by Grand Haven, MI, Honolulu, HI, and Provo, UT. The top 10 also included Santa Barbara, San Jose and Thousand Oaks.

Windsor Chamber News...

Chamber Education Committee Meets Tonight to Focus on Scholarship Awards

- ✚ **Tonight** – The newly formed Windsor Chamber Education Committee will meet February 18, at 7 p.m. at the Chamber offices to begin work on this year’s scholarship awards for worthy students. There are still openings on this committee. Interested parties should contact Education Committee Chair Gretchen Werner for information (838-9767).

Next Windsor Chamber Business After Hours (BAH) Mixer

- ✚ **February 23** – The next Chamber Business After Hours (BAH) mixer will be held at the offices of William T. Conklin, DDS, 9025-A Old Redwood Highway, Windsor, from 5:00 to 7:00 p.m.

Chamber Member to Be Honored at Business Environmental Alliance Breakfast

- ✚ **February 26** – Dr. Conklin will receive an award at the BEA business leaders’ breakfast and recognition event at the Hyatt Vineyard Creek Hotel in Santa Rosa on February 26 from 7:00 to 9:30 a.m. The Windsor Chamber wishes to extend congratulations to Dr. Conklin for his outstanding leadership in instituting energy saving workplace solar systems and for his personal use of a Prius that he modified to run on diesel fuel.

“Influencing the Influencers” Tour to Bring Concierge Managers to Windsor

- ✦ **February 27** -- Holiday Inn Express and the Windsor Chamber of Commerce are planning a weekend tour program for San Francisco hotel concierge managers 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, a welcoming session and overview presentation at the Sonoma County Tourist Bureau, appetizers at KC's, dinner at Bistro M, gelato at Powell's, 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.

Audio Visual Sub-Committee to Begin Work on New Chamber/Town Web Site

- ✦ **March 2** – The Web Design and AV sub-committee of the Chamber will conduct its first content and format planning session with Nu-Design Marketing of Rohnert Park on March 2 as a first step in developing the new Chamber and Town of Windsor web site. If you are interested in working on this committee, and/or if you have a graphics background or have taken photos of Chamber and Windsor events, call the Chamber office 838-7285.

Windsor Green Half Marathon Business Sponsorship Opportunities

- ✦ **May 23 – Windsor Green 13.1 Half-Marathon, 10K and 5K Running Events** – Sponsored by Events With Sole, Inc., this is a fun local race for the whole family with start and finish lines on the Town Green. Booth space is available (\$100/\$200 for 10x10 and 10x20 untented space, and \$150/\$250 for 10x10 and 10x20 tented space). Corporate sponsorship programs to showcase your business range from \$5,000, \$2,500 and \$1,000 and include a variety of advertising benefits and specialties. For additional information and details on sponsorship packages, call 888-6256 or go to www.windsorgreenhalfmarathon.com or www.eventswithsole.com.

Chamber to Host Pasta Feed and Welcome Celebration Prior to Vineman Triathlon

- ✦ **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, including a pasta feed and pro-panel featuring athletes and winners of prior events talking about their success stories, at the Mary Agatha Furth Center. The second Vineman event will be held on July 30th.

Important Events in the Greater Windsor Area...

- ✦ **February 20-21 – The Pacific Coast Air Museum to hold its first “Climb Aboard” Weekend** in conjunction with an Open House invitation for students to explore the new Explorer Post 707 sponsored by the museum. For more information, call 575-7900.
- ✦ **February 22-28 – Sonoma County Restaurant Week** -- in Windsor participating establishments are planning a three-course meal for \$19, \$29 or \$39 dollars. More restaurants are needed to take part in this culinary event. For more information, go to www.sonomacountyrestaurantweek.org.

- ✦ **February 25 – Raising Capital in the New Economy Seminar** – You are cordially invited to a free seminar on Thursday, February 25 from 5:30 pm to 7 pm at the Redwood Credit Union Administrative Offices at 3033 Cleveland Avenue in Santa Rosa. Speakers include: Michael Downey, SVP of Business Lending and Jason Ehn, SBA Loan Officer. Please RSVP 576-5259 or visit www.redwoodcu.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. This event will be held at the Windsor Community Center located at 901 Adele Drive.

✚ **March – The Windsor Town Green Community Garden** is scheduled to open in March. The Windsor Garden Club, manager and operator of the community garden, is accepting rental agreements for garden plots located directly behind Town of Windsor offices just off Windsor Road. For information, visit www.telcs.com/cgarden or email towngreengarden@gmail.com. Messages can be left by calling 838-5947.

✚ **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 three 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 4 – Solar Workshop** – Sun Light & Power and the Santa Rosa Chamber of Commerce invite you to hear from the experts about tax incentives and financing alternatives (available through the Sonoma County Energy Independent Program) associated with investing in a solar system for your business. The fee is \$25 per person. Limited space available. Workshop to be held at the Chamber office located at 637 First Street in Santa Rosa on Thursday, March 4 from 8:00 to 10:00 a.m. RSVP by calling 545-1414. Please register online at www.santarosachamber.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.

✚ **March 12 – North Coast Tourism Council Workshop “Greening Your Business”** – is scheduled for March 12, from 8 am to 4:30 pm at the Scotia Inn, 100 Main Street, in Scotia. The event is open to business owners in Sonoma, Mendocino, Lake, Humboldt and Del Norte Counties interested in learning how to become certified as a green business. Admission: \$25/person for early registration, \$35 at the door. RSVP at 800-525-3743.

✚ **April 1 – Is the opening date for the Luther Burbank Home and Gardens 2010 tour season** that runs through October 31, 10 am to 4 pm, Tuesdays through Sunday, at 100 Santa Rosa Avenue. For information, call 543-3275, or visit www.lutherburbank.org.

✚ **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 (www.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. 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.

✚ **May 14-15 – Windsor Garden Club Tour of six area homes and grounds**, from 10 a.m. to 4 p.m. Locations and fees to be announced soon. A portion of proceeds to benefit the Windsor Medical Alliance.

✚ **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/chamberee. Seven Sonoma County Chambers of Commerce are attending this free event. The general public is invited to attend.

✚ **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.
- ✚ **July 24-25 – Relay for Life** fund raising event with proceeds going to the American Cancer Society to be held at the Windsor Middle School on this weekend. The 2010 goal is to raise \$85,000 for cancer research to find a cure. More teams are needed to participate in this annual event and to help with fund raising. For more information, call Rita Constantini at 364-5520.
- ✚ **October 12 – 21st Annual Wine Country Harvest Faire** – From 4-8 p.m. sponsored by the Mark West Area Chamber of Commerce at the Wells Fargo Center for the Arts. For more information, call 578-7975 for details on exhibits, entertainment and networking opportunities.
- ✚ **New Location for Sonoma County Tourism Bureau** – now at 3637 Westwind Blvd., Santa Rosa. For more information, call 522-5800 or go to www.sonomacounty.com.

Town of Windsor News...

- ✚ **Deadlines: Today and May 1** -- **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 being circulated 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.

<p>Next Membership Luncheon March 16 – Hampton Inn/Suites Speakers: Mayor Sam Salmon and Assistant Town Manager, Christa Johnson, to talk about the Windsor Redevelopment Plan</p>	<p>Next Business After Hours William T. Conklin, DDS 9025-A Old Redwood Hwy Tuesday, February 23rd, from 5-7 pm. Mark your calendar!</p>	<p>March “Business of the Month” Sonoma West Publishers Cherie Kelsay, Advertising Director 9025 Old Redwood Highway Windsor, California 95492 (707) 433-4451</p>
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