



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, January 6, 2011

707-838-7285 (info@windsorchamber.com or www.windsorchamber.com)

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NEWS AND COMING EVENTS: (*New Entries & Updates Shown Inside Boxes*)

CHAMBER CALENDAR

- January 18: **Membership Luncheon**, 11:30 am, Charlie’s Grill, Speaker: Marianne McBride, Council on Aging, Her topic: the Senior Games set for June 1-5 in Windsor and seven other county locations.
- January 25: **Business After Hours** at Structure U Personal Training Studio, 5-7 p.m., at 148 Johnson Street.
- February 8: **19th Annual Windsor Chamber Business Expo**, at the Mary Agatha Furth Center. Save the date!

Sonoma Bank Manager, Ernest Rodriguez, Appointed to Chamber Board

Long time Sonoma County resident Ernest Rodriguez, manager of the Sonoma Bank branch within Safeway in the Windsor Lakewood Village shopping center, has been appointed to the Chamber’s Board of Directors by John Reyes, Chair of the Board. Prior to his current position, Ernest worked in outside sales within the mortgage and credit industry.

“Ernest is a go-getter who is already involved in our community in a number of ways,” said Reyes. “With his interest in athletics, I know he will be a key player on the field helping us advance the interests of the Chamber and the business community at large. We welcome him to the Windsor Chamber of Commerce Board of Directors.”

From 2001 to 2003, Ernest was a personal banker with Bank of the West, and from 1989 to 2000, he held several assignments with Wells Fargo Bank starting as a teller and later as a personal financial representative.

The Rodriguez’s have two sons, David, four and a half years of age, and James, just one month. He is a graduate of Chico State University where he earned a B.A. Degree in Communications.

Ernest is an avid sports enthusiast who loves being in the great outdoors. He participates in a men’s age 30 and over basketball league, is an active supporter of the Boys and Girls Club and the Business Networking International. He is also an advocate for the Juvenile Diabetes Research Foundation and now plans to become part of the Junior Chamber advisory board within the Windsor Chamber of Commerce.

First Business Survival Workshop Scheduled for January 25 **“Managing Your Business in Tough Economic Times”**

Seats are still available for the first Chamber business workshop of 2011 entitled “**Managing Your Business in Tough Economic Times**” which will be held on Tuesday, January 25, from 8:00 to 10:00 a.m. at the Chamber office. This workshop will be led by Herb Liberman. For more than 10 years Herb served as the Economic Development Coordinator for the City of Healdsburg.

He is also a former Senior Instructor at the Keller Graduate School of Management where he taught strategic planning and business plan development courses. Since 2002 he has been a business advisor with the Redwood Empire Small Business Development Center. *For more information, or to reserve your seat for the January 25 workshop, call the Chamber office at 838-7285.*

Still Time to Volunteer for the Business Expo Committee

Additional Chamber members are needed to staff the planning committee for the 19th Annual Business Expo, February 8, 2011 at the Mary Agatha Furth Center. Those interested should call Christine Tevini at 838-7285 to volunteer.

The theme of this year's Expo is "***Making Connections in the Year of the Phoenix***" – an appropriate name for an exposition designed to bring merchants, non-profits and public agencies together with local community residents at a point in time when the economy is showing positive signs of recovery.

Weekly committee meetings will be held each Wednesday at 3:30 p.m. (at the Chamber office located at 9001 Windsor Road) from now until the Business Expo. Become part of this dynamic team working to showcase the business community in Windsor and jump start the local economy in 2011.

Business Expo Seminars to Focus on "Jobs and Prosperity" Issues

Back by popular demand again this year, the Business Expo will also feature a series of breakout seminars throughout the evening from 4:30 to 7:30 pm. This year these seminars are designed to address some of the most compelling issues being faced by individuals and small businesses in the aftermath of a three-year recession. The first four seminar titles, times and presenters are shown below: *(Two additional seminars will be added to the following schedule)*

Session:	Time:	Title and Topic:	Presenter(s) and Their Organizations
#1:	4:30 to 5:15 pm	–Local Job Opportunities and Search Techniques	(Job Link)
#2:	4:30 to 5:15 pm	–Tax Tips and IRS Code Changes for 2011	(Rachel Bingham, MBA, Net Profit)
#3:	5:30 to 6:00 pm	–Finding Money for Your Business	(Herb Liberman/John DeGaetano, SBDC)
#4:	5:30 to 6:00 pm	–Properly Preparing Job Applications	(Gretchen Werner, Werner Educational Services)

JANUARY 2011

► **Today and Ongoing – The current exhibit at the Windsor Museum** (Windsor Historical Society) located in the Hembree House at 9225 Foxwood Drive, is a celebration of the 100th anniversary of Windsor resident Fred Wiseman's delivery of the first U.S. airmail. This exhibit will end with a reception on February 18th at Hembree House.

► **Through January 7 – Charlie Brown Christmas Tree Grove**, Windsor Town Green, sponsored by the Old Downtown Windsor Merchants Association. Last year there were 44 trees, this year there are 106 trees. Snow will magically fall twice each evening near the Snoopy statue for 15 minutes. Residents and guests should gather at the grove nightly from 5:30 to 7:30 p.m. to see the snow showers. For more information, call Karen Alves at 328-9719.

► **January 12 – Mastering Leaves of Absence in California** – Get all of your leaves of absence questions answered by an employment law attorney during a seminar on Wednesday, January 12, from 7:30 am to 12 noon at the Doubletree Hotel in Rohnert Park. Fee is \$65 for members of the Sonoma County Employer Advisory Council and \$99 for non-members. For more information, and to register, go to www.sonoma.ceac.org.

► **January 15 – The Geyserville Educational Foundation presents Charlie Musselwhite** appearing live at the Raven Performing Arts Theatre located at 115 North Street in Healdsburg. Tickets are \$40 and \$125. They are available on the Geyserville Chamber website <http://www.geyservillecc.com>. Last year the foundation was able to raise \$28,000 for the Geyserville Unified School District.

► **January 22 – Windsor Community Blood Drive – Goal is to top 200 donors in a single day and set another North Bay Bucket Brigade record!** Come to Windsor Fire Station #2 (across from Windsor High School) from 9 a.m. to 3 p.m., at 8600 Windsor Road. Each donor will receive an event T-shirt and food prepared by the firefighters. Walk-ins are welcome, but the Blood Bank of the Redwoods strongly encourages sign ups in advance so they can be prepared. For information, call 707-545-1222 x163 or go to www.bbr.org. This is part of the 5th Annual Bucket Brigade competition sponsored by the Windsor Fire Protection District. If you cannot make this date, donate by February 10 and ask to credit Windsor FPD. **Donors will receive a free breakfast or lunch.** **CAL Fire Petaluma and Wilmar Volunteer Fire Department are currently in the lead with 73 donors. Let's get moving Windsor!**

► **January 28 – Webistree is planning a two-hour web seminar for organizations that need an effective web site.** This seminar, on Friday, January 28, will be held at the Healdsburg Golf Club, The Clubhouse at Tayman Park, 927 S. Fitch Mountain Road, (from Matheson) in Healdsburg. Time: 8:00 am to 10:00 am. Cost: \$25/person. Seminar attendance is limited to the first 25 who sign up. To register, call 707-433-0336 or visit the website: www.webistree.com. Webistree.com staff will demystify and clarify web sites. Our goal is to provide seminar attendees with a complete understanding of what is needed for effectiveness, bottom line business results and the decision criteria to go forward with confidence. *Webistree Puts the Web in Your Hands*. This seminar will give you an understanding of what you need in a good web site; what constitutes an effective site; 10 things a business owner should know; using the web to market your business; the skills web designers need today; how websites should be built and linking Social Media to your website.

► **January 29 – Boys and Girls Club of Windsor Crab Feed**, at the Windsor Clubhouse Gym, 9640 Brooks Road South, 5:30 pm doors open, dinner to be served at 7 pm. \$50 per person. All you can eat cracked crab, pasta, salad and bread and a no-host bar. Those age 21 and up will be admitted. Come for a night of dinner, dancing, live and silent auctions and lots of fun! For information, call Shannon Howard 528-7977 x105 or email her at showard@bgccse.org. You can also make your request for tickets with a check to: P.O. Box 7460, Santa Rosa, CA 95407 or fax to 528-7933. Tickets available now.

FEBRUARY 2011

► **February 19 – Honor history-making pilot Fred J. Wiseman** at a Centennial Celebration on February 19, Saturday afternoon, at the Charles M. Schulz Sonoma County Airport. A native of Santa Rosa, Fred flew the first air mail flight in America officially recognized by the Smithsonian in February 1911 from Petaluma to Santa Rosa – it happened right here in wine country 100 years ago. For ticket information, go to wiseman1911@hotmail.com. This event is a benefit for the Pacific Coast Air Museum and sponsored in part by America's First Air Mail Flight Committee. For more information about PCAM, go to www.pacificcoastairmuseum.org.

► **February 21-27 Sonoma County Restaurant Week**, including Windsor restaurants that wish to be part of this second annual event, offering culinary options and local ingredients at three great prices (\$19, \$29 and \$39). All Windsor restaurants are invited to participate. For information, contact Lauren Ward 565-6411 or by email: lward@sonoma-county.org.

► **February 26 – The Windsor Historical Society is hosting its second annual Polenta Dinner** on Saturday, Feb. 26 at the Windsor Community Center. Tickets are \$25/person and seating is limited. A complete dinner will be served including wine and dessert and – of course – many fine raffle prizes along with a silent auction. This is the main fundraiser for the society and proceeds help maintain the Windsor Museum located in the historic Hembree House.

MARCH 2011

► **March 5 – Russian River Valley Wine and Cioppino Dinner** -- Saturday, March 5 from 5:30 to 9:30 p.m. at the Sonoma County Fairgrounds, Grace Pavilion, 1350 Bennett Valley Road, Santa Rosa. Tickets went on sale beginning December 1, 2010. \$55/ person, \$580 for a table for eight. Dinner includes salad and French bread preceded by an array of delicious appetizers. Tables include special wines and service. There will also be events throughout the evening including music and wine bars. Ticket holders receive a commemorative glass and two free servings of Russian River Valley wine. For information, call 521-2535 or go to www.rvw.org.

APRIL 2011

► **April 17, 2011 – Earth Day on the Town Green (and Farmers Market)**

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MAY 2011

► **May 1, 2011 – Official opening day of Windsor Certified Farmers Market for the 2011 season**

JUNE 2011

► **June 1-5 – Council on Aging Senior Games** to be held in Sonoma County at eight different venues – including Windsor. More information will be available soon.

► **June 2 – Sonoma County Chamberee**, a special event open to all Sonoma County Chambers of Commerce, sponsored by the Pacific Coast Air Museum.

Time is Running Out!

RESERVE YOUR SEAT BY JANUARY 7TH **FREE Business Survival Workshop in January**

The most popular topic selected by Chamber members for the first workshop is Managing Your Business In Tough Economic Times, to be held January 25, from 8-10 am at the Chamber office.

This business survival workshop series is a partnership between the Small Business Development Center, the Town of Windsor and the Windsor Chamber of Commerce. These workshops are free for both Chamber members and non-members alike. Starting in January, these workshops are designed to equip business owners with information that can increase the chances of staying in business.

Please email or call the Chamber office today to RSVP. The workshop instructor will be Herb Liberman, who for 10 years served as the Economic Development Coordinator in Healdsburg, and one of the key people who were instrumental in the growth of the downtown retail center.

FREE FOR CHAMBER MEMBERS AND NON-MEMBERS *No Commitment is Implied by Stating Preferences*

SBDC/WINDSOR CHAMBER OF COMMERCE BUSINESS SURVIVAL WORKSHOPS

Check the following workshops you would want to attend –

[] **Managing Your Business During Tough Economic Times**

Name: _____ **Business:** _____ **Phone:** _____

Please complete this box and return to the Chamber office, 9001 Windsor Road, P.O. Box 367, Windsor, CA 95492.
You can also email your preferences to Gary@WindsorChamber.com, call the Chamber at 838-7285 or fax them to 838-2778.