



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, March 10, 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)*

**[Daylight Savings Time goes into effect this Sunday night,
March 6, at 2:00 a.m. Set clocks forward one hour before bedtime]**

CHAMBER CALENDAR

- March 11: **BEA Best Practices Award Breakfast**, Hyatt Vineyard Creek, Santa Rosa, 7-9:30 a.m.
- March 14: **Himalayan Restaurant Ribbon Cutting, Open House and Reception**, 5-7 p.m., 810 McClelland
- March 15: **Member Luncheon**, Denny's of Windsor, 11:30 a.m., Guest Speaker: Herb Liberman. *See below*
- March 19: **General public tour/ribbon cutting at refurbished Keiser Park**, 10 a.m. at 700 Windsor River Road.
- March 26: **Togo's Great Sandwiches Ribbon Cutting**, 10:30 a.m., March 26, 8936 Brooks Rd. Lakeview Village
CORRECTION: The date for this ribbon cutting event is March 26, not March 24, as previously reported. Togo's will be open for business to the public starting March 11.
- March 29: **Business After Hours** hosted by Dr. Kyle Yoder, Chiropractic, 5-7 p.m., at 8499 Old Redwood Highway, #204, in Windsor. For information, call 838-7900 or email him at dockyle99@aol.com.

March 15 Luncheon Speaker Herb Liberman to Focus on “10 Hot Tips for Business Success” at Denny's of Windsor

Back by popular demand following a highly informative Chamber workshop at the beginning of the year, business consultant **Herb Liberman** will be our guest speaker on March 15 at the next general membership luncheon to be held at Denny's in Windsor Tuesday, March 15 at 11:30 a.m.

Herb will pull back the curtain and reveal “**10 Hot Tips For Business Success**” that he has found to stand out above all others -- based on his personal experiences as a business owner, college instructor and as the former Economic Development Manager in Healdsburg. These tips include proven ways to drive up sales, bring in more customers, organize your business better and increase profitability.

Himalayan Restaurant Reception/Ribbon Cutting Monday March 14

Everyone is invited! On March 14 Chamber members are cordially invited to attend the formal grand opening and ribbon cutting at the new **Himalayan Restaurant** located at 810 McClelland Drive. Owner Rabin Lama is planning a gala reception from 5 to 7 p.m. with samples of his many excellent menu items for tasting. He also owns outlets with the same name in Petaluma, on Fulton Road and Third Street in Santa Rosa. Plan to attend and show support for one of our newest Chamber members.

Workshop with Herb Liberman March 31:

How to Increase Sales Through Successful Customer Service Strategies

As the saying goes...it's easier to keep existing customers than to find new ones. Focusing on maintaining strong customer relationships is a key to business success and increased sales. On Thursday, March 31, Herb Liberman will be conducting a two-hour seminar at the Chamber's conference room from 8 to 10 a.m. on the subject: *How to Increase Sales Through Successful Customer Services Strategies*.

This is the second in a continuing series of business workshops to be conducted by Herb for Windsor Chamber members. The seminar is offered free to participants and is co-sponsored by the Town of Windsor and the Small Business Development Center of the Santa Rosa Junior College in cooperation with the Windsor Chamber of Commerce.

Workshop participants at Herb's previous session at the Chamber was very well received and the question and answer period went well beyond the time allotted. Herb is the former Economic Development Director for Healdsburg. He has extensive experience in business and has been a college instructor. **Seating is limited, so to reserve your seat RSVP to Gary Quackenbush at 838-7285 and reserve your spot.**

Walk Now for Autism Speaks on the Windsor Town Green April 9

Thousands of walkers – including individuals with autism, their families and friends – will join together to raise much-needed funds for critical scientific research, advocacy efforts, family services and to increase awareness about autism spectrum disorder, which is now diagnosed in 1 in 110 children, at the Sonoma Walk Now for Autism Speaks on the Windsor Town Green. This event will be held on April 9 beginning with registration at 9:00 a.m. and opening ceremonies at 10 a.m.

All proceeds from the event support the local and national work of Autism Speaks, North America's largest autism science and advocacy organization. *Walk Now for Autism Speaks* is a unique fundraising event which creates a safe and fun day for families who are impacted by autism. The day includes a 2 to 3-mile *Walk* and a Community Resource fair with educational sources, therapists, schools, recreational organizations, and creative child-friendly activities, a true "one-stop-shop" for families affected by autism.

Autism is a complex brain disorder that inhibits a person's ability to communicate and develop social relationships, and is often accompanied by behavioral challenges. Another child is diagnosed every 20 minutes. For more information about the Sonoma *Walk Now for Autism Speaks*, please contact Cory Manalani, Area Director at 415-686-2772 or cory.manalani@autismspeaks.org or Ronnie Echavarria, Volunteer PR Chair, 707-328-2006 or ronniere57@hotmail.com.

Register Today for a Web Seminar at the Windsor Chamber April 29

Learn how you can cut through the Internet clutter and connect the dots while bringing new life to your business at a two-hour seminar on Friday, April 29, from 8:00 to 10:00 a.m. at the Windsor Chamber of Commerce. Cost: \$25/person. Attendance will be limited to the first 25 participants who sign up. To register, call 433-0336.

The seminar will be presented by Chamber member Vicki Norris, CEO, Mark Elo, CTO, and Ron Allen, Director of Marketing and Sales, with Webistree. Who should attend? Organizations that need an effective web site should attend. Why? Many web services providers offer features that sound attractive – but you may not be clear on how to proceed!

The Webistree staff will demystify and clarify web site issues with the goal of providing a complete understanding of what's needed for effectiveness, bottom line business results and the decision criteria to go forward with confidence. This seminar will: **Give you an understanding of why you need a good web site...Define what is an effective web site...Present 10 things a business owner should know...Show you how to use the web to market your business...Discuss the skills web designers need today...Explain how web sites should be built and...Reveal how to link social media to your web site**

Fun Food Friday (April 15) at the Plaza on Lakewood Drive

The Windsor Medical Center (behind the CVS pharmacy in the Lakewood Village Shopping Center) has been renamed "The Plaza" to reflect the evolution of its tenants and the services they offer – such as a group of micro-suites. On Friday, April 15, from 5-9 p.m. The Plaza management team is hosting a party outside on the parking lot as well as an open house.

The area will be transformed into a Fun Food Fest with gourmet food trucks serving guests as well as childrens' activities and a Windsor school fundraiser. Inside, The Plaza's family of professionals will open their doors and welcome the community to rediscover the quality resources available there. For more information, call Jennifer Becnel Hamelburg at 836-3640.

MARCH

► **March to April 26 – Mother/Daughter Self-Defense Seminar**, Tuesday nights, 8-9 p.m., at Hauth's Taekwondo, 8465 Old Redwood Highway, Palms Plaza #230. Cost: \$79/couple. \$20 for additional siblings. For information, call Chris Hauth at 838-3644. Key chain included. Learn pressure points & joint manipulation; takedowns, break-a-ways, translations to empty hand, counter to counter drills, punch defense, grab and choke defense.

► **March 11 – Business Environmental Alliance Best Practice Awards Breakfast**, Hyatt Vineyard Creek, Santa Rosa from 7 -9:30 a.m. The Windsor Chamber is proud to announce that one of its members, John Grill of Aaction Rents, will receive an award for its environmental sustainable policies and energy saving practices. Sonoma County Supervisor Shirley Zane will deliver opening remarks followed by Todd Ahlsten, chief Investment Officer with Parnassus Equity Income Fund, and keynote speaker Andy Hoffman, Professor of Sustainable Enterprise, with the University of Michigan.

► **March 12 – All You Can Eat St. Patrick's Day Corned Beef and Cabbage Feast**, sponsored by the Windsor Lions Club and the Windsor Firefighters Association. 4-8 p.m. at the Windsor Community Center, 901 Adele Drive. \$15/person. Call 838-4531 for Tickets, or write Windsor Lions Club, P.O. Box 6, Windsor, CA 95492. No host bar.

► **March 16 – Town of Windsor Station Area Plan Project Stakeholders Meeting**, 6 p.m. in the Town Hall Council Chambers. More than 800 community-wide surveys were returned with Windsor residents' thoughts on the future development in downtown Windsor. Consultant Dyett & Bhatia will present the results of the survey at a joint Town Council and Planning Commission meeting. Results of this report will be available on the Town website March 10. In addition, a CEQA scoping meeting will be held just prior to the above meeting (3-4 p.m.) in the Council Chambers to receive input regarding the scope and content of environmental analysis in order to ascertain potential environmental impacts of the proposed project. The Comment Period for the Notice of Preparation runs through April 4, 2011.

► **March 18 – Building Economic Success Together (BEST) kickoff** event (a new approach to job creation and economic vitality) will feature a breakfast and program from 7:30 to 9:00 a.m. at the Santa Rosa Junior College Bertolini Student Center, 1st floor, at 1501 Mendocino Avenue. **For information, call Jennifer LeBrett 636-2842**, or by email to Jennifer@SonomaCountyBEST.com. Sponsored by the Santa Rosa Chamber of Commerce for all of Sonoma County.

► **March 18 – Atrellis Flowers and Gifts Third Anniversary Celebration**. What better way to acknowledge three successful years in business than to throw a party and invite everyone to come! Atrellis Flowers & Gifts is planning to do just that on Friday, March 18, from 4:00 to 7:00 p.m., and on Saturday, March 19, from 11:00 a.m. to 6:00 p.m. Owner Nancy Lewis is planning to have complimentary wine and appetizers for well-wishers to enjoy plus a number of discounts and prize drawings. Atrellis is located at 816 McClelland Drive in the Town Green in Old Downtown Windsor.

► **March 19 -- The Louis B. Keiser Community Park will reopen for community use on March 19**. The renovation and expansion of Keiser Park will offer the Windsor community and visitors an improved park resource for years to come. The recent Phase I construction, consisting of roughly fourteen acres, features the addition of a playground and picnic area, three ball fields, restroom/concession building and storage building, pathways and trails, parking bays, landscape planting, recycled water main and the Keiser Park portion of the West Trunk Sewer Line. The project, completed under the approved budget, was funded by the Park Development Fund, RDA Capital, Water Reclamation Replacement Capital Fund, Water Reclaim Capital, and a federal HUD EDI grant. The land acquired for the park expansion was with a matching grant from the Sonoma County Agricultural and Open Space District.

► **March 24 – BUNCO NIGHT** from 6 to 10 p.m. at the Windsor Grange, located at 9161 Starr Road in Windsor. Sponsored by the Soroptimist International of Windsor, the \$25 fee per person at this fundraiser includes food, drink and prizes – raffle tickets are available. For information, contact Joan Mora at 838-4386 or go to joan@windsorgymnastics.com.

► **March 26 – Windsor Wrestling Club Competitive Meet at the Windsor High School.** Registration begins at 7 a.m. followed by bouts from 9 a.m. through 5 p.m. Some 150 young people from age 6 through high school will compete in their classes in both gyms and the multi-purpose room on seven different mats. Sponsored by the Windsor Wrestling Club, a non-profit youth organization under the Police Athletic League, the club is dedicated to the development of outstanding athletes and citizens. For more information, or to become a sponsor, go to www.windsorwrestlingclub@comcast.net or by calling club President Janeva Silva at 688-0426. You can also make a contribution or obtain information by writing to the Windsor Wrestling Club, 377 Gazania Court, Santa Rosa, CA 95403. The club is a 501(c) 3 non-profit organization. Tax ID number: 95338926.

► **March 31 -- Windsor Chamber members are invited to participate in the first countywide business climate survey**, conducted by the Economic Development Board (EDB). By participating, our chamber will be provided with business climate information specific to our area, and can use that information to benchmark against countywide findings, as well as findings from other chambers. The survey takes less than 10 minutes, and covers a number of business climate factors. Simply go to: <https://www.surveymonkey.com/s/SonomaBusinessClimate> and complete the survey. If we all complete this survey, we will get lots of information regarding how our members view the business climate, and how it can be improved. **The EDB would like to receive all the responses by March 31**, so please distribute this survey early this month so that we can have a report prepared for you and others by April. If you have questions, please call 565-7170.

APRIL

► **April 1 – April Fool’s Day Music Fest With Country and Folk Music Guitarist Rob Ellis** plus a Silent Dessert Auction – at the Windsor Community United Methodist Church, 9451 Brooks Road South in Windsor starting at 7:00 p.m. Adults \$10, children \$5. Acoustic guitarist Rob Ellis will appear live to play a number of favorites from a long list of popular recording artists. For more information, call 838-6898.

► **April 3 – Kiwanis Club of Windsor and the Knights of Columbus have joined hands to raise funds for the needs of children and the elderly in our community, as well as for local food programs. The annual FAMOUS CHICKEN DINNER and AUCTION** will take place on April 3 at 4 p.m. at the Mary Agatha Furth Center, 8400 Old Redwood Highway. Tickets will be \$30/person prior to March 25 and \$35 thereafter. Go to <http://kiwaniswindsor.org> for more information or call Clarence Mitchell at 838-6845 or Bob Nickel at 481-2267. Donations can also be mailed to Windsor Kiwanis, PO Box 1178, Windsor, CA 95492.

► **April 7 -- The Wine Country Chefs of Tomorrow fundraiser**, benefiting seven Sonoma County High School Culinary Arts programs, including the Windsor High School’s Vineyard Academy, will be held at the Vintner’s Inn on April 7, 2011 at 5:30 p.m. Sponsored by the Sonoma County Lodging Association, this unique event partners high school students with local chefs for an entertaining evening fired up with a tasty appetizers competition, amazing travel opportunities and down-right good fun! Windsor High School will be partnered with Hyatt Vineyard Creek/Brasserie Chef Richard Whipple. **Advance ticket purchase required. Tickets are \$80 each, or \$70 per person by March 24.** Sponsorships and reserved tables are also available. Buy tickets online at www.chefsoftomorrow.org. For more information or to be a sponsor call 707-523-3728.

► **April 8 – Club Midnight at the Oasis** – presented by the Windsor High School Boosters, this fun-filled community wide event will take place on Friday, April 8, from 7 pm to midnight, at the Mary Agatha Furth Center, 8400 Old Redwood Highway in Windsor. Admission: \$50/advance, \$60 at the door.

► **April 17 – Earth Day, Health Fair and Farmer’s Market on the Town Green.** The Windsor Town Council invites businesses with a health and wellness or environmental focus to be a partner in the production of the Earth Day and Wellness Festival on the Town Green, Sunday, April 17. It is estimated that this year’s event will attract more than 1,000 enthusiastic participants to enjoy children’s crafts and activities, live entertainment, spring produce and food at the Windsor Certified Farmers Market, a youth bike rodeo, health and wellness information and a Green Rummage Sale sponsored by the Windsor Garden Club. The Town Council believes that, particularly during these challenging economic times, we can offer businesses a good return for their involvement in community special events in response to their

exposure to thousands of people seeking free fun and family entertainment. Please consider becoming an event sponsor or vendor. Sponsorship and vendor applications may be found on the Town's website: www.townofwindsor.com, or by contacting Eva Corbin at 707-838-1252.

MAY

► **May 1 – Sonoma County Farm Trails Blossoms, Bees and Barnyard Babies Spring Farm Passport.** Farms from Petaluma to Healdsburg open their doors for a behind the scenes look at the county's food and agriculture. Passports cost \$25 per vehicle. Go to www.farmtrails.org for more information. To purchase tickets, call 837-8896.

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

► **May 14 – 2nd Annual Mother's Tea, Saturday, May 14 at 1:00 p.m., at the Vineyard of Faith Ministry, 167 Arata Lane in Windsor.** Tickets on sale for \$8/person. Join this group for tea, tea sandwiches, desserts, raffles, bakery items for sale, gift boxes for sale plus new this year, a Treasure Trove and entertainment. Call Joanne Hutchins at 838-8785 for tickets and information.

► **May 22 – Half Marathon racing event in Windsor**

► **May 26-28 – 62nd Healdsburg Future Farmers Country Fair** – Experience the charm of a small town country fair at Recreation Park in Healdsburg. Free admission. The fair includes a parade, food, games, circus, kids day and petting zoo, along with a livestock show, awards and exhibits. A parade application and fair schedule is available at www.healdsburgfair.org. The parade starts at 6 p.m. on May 26.

JUNE

► **June 2-5 – THIS IS YOUR SENIOR MOMENT! The first Council on Aging Senior Games in Sonoma County** will be held at eight different city venues – including Windsor, which will host a golf tournament at the Windsor Golf Club on Friday, June 2 with the shotgun start at 1:00 p.m.

► **June 10 – Swing into Summer,** the WE Foundation presents its third annual outdoor dining, dancing, golf and auction event at the Windsor Golf Club. This event benefits all Windsor schools and starts at 5:30 pm. The event features dinner and music, a 9-hole golf scramble tournament and both live and silent auction. Tickets will be available soon by going to www.windsorwe.org. Or you can send a check to The WE Foundation, P.O. Box 2217, Windsor, CA 95492. If you have questions, email info@windsorwe.org or call 837-7767 x2432.

► **June 16 – Sonoma County Chamberee,** a special event open to all Sonoma County Chambers of Commerce, sponsored by the Pacific Coast Air Museum.

► **June 18 – Sonoma County Law Enforcement 5th Annual K-9 Trials,** at Windsor High School, 8695 Windsor Road, starting at 9 a.m. Free admission/open to the public. No pets allowed. For more information, call 565-3940. Food and merchandise will be available for purchase.