



## WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

**BUSINESS IS OUR BUSINESS – Thursday, March 17, 2011**

707-838-7285 (info@windsorchamber.com or [www.windsorchamber.com](http://www.windsorchamber.com))

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## Happy St. Patrick's Day!

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

### CHAMBER CALENDAR

- 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
- March 29: **Chamber Business After Hours** hosted by Cold Stone Creamery from 5-7pm. Located in the Shiloh Shopping Center. Bring a friend, network, and enjoy some ice cream!
- March 31: **Business Workshop with Herb Liberman**, 8-10 a.m. at the Chamber office.

## Chamber Concession Committee Formed to Manage Public Events

It's that time of year again when the Chamber starts planning for a number of concession opportunities from Spring through Fall. This year's calendar is already filling up with beer and wine sales teams needed for **the May 7 Windsor Day Parade, the May 22 Half Marathon** as well as for serving beverages during four summer concerts on the Town Green (see list below). We are looking for six to eight volunteers to staff this committee. If you are interested, please call Liz Stephens at 208-9746, the Chamber office at 838-7285 or just come to the Wine Committee meeting each Wednesday night, starting at 3:30 p.m.

### *ABC License Training Session to be Held Monday, March 21*

A two-hour (6 to 8 p.m.) training session – for those wishing to volunteer to pour alcoholic beverages at Chamber concession events this summer – will be held at the Chamber's conference room on Monday, March 21. This training is required for all those who have not been certified in the past two years, or for those wishing to take a refresher course and get up to speed on current rules and regulations. Please RSVP to the Chamber office by calling 838-7285.

## Patterson's Pub is Ready for St. Patrick's Day Festivities

Shamrocks, green beer, Irish songs plus corned beef and cabbage are all part of Sean Graham's fare at Patterson's Pub on St. Patrick's Day. Open from 8:00 a.m. to 1:00 a.m. on March 17, the discounted beverage list includes \$3 Bud and Bud Light; \$4 St. Patterson's Pale Ale and \$5 corned beef and cabbage served indoors or on the patio.

During "March Madness" at Patterson's, the Thursday Irish Happy Hour features Smithwick's for \$3.50, Harp Lager for \$3.50; Guinness and Kilkenny, both for \$4.50 each. Come and enjoy a taste of the Emerald Isle with your friends at a traditional Irish pub.

## ***Thursday Night Summer Concert Lineup Features 11 Great Bands***

An impressive lineup of some 11 crowd-pleasing musical groups has been scheduled for Thursday night concerts on the Town Green from June 16 through August 25. This popular summer evening starts at 6:00 p.m. and ends at 8:00 p.m. and is offered free to the public. The last three August concerts are presented by the Windsor Certified Farmers Market. Here is a list of the bands, musical styles and dates (**Chamber concession nights shown in bold face**):

June 16	Bell Brothers (Country and Western)
<b>June 23</b>	<b>It's a Beautiful Day (Classic Rock)</b>
June 30	Tommy Castro (Blues and Rock)
<b>July 7</b>	<b>Gator Beat (Zydeco)</b>
July 14	Nick Gavenites Blues Band (Chicago Blues)
<b>July 21</b>	<b>Alma Desnuda (Soulful Rock with Latin Grooves)</b>
July 28	Big Sandy & His Flying Rite Boys (Rock-a-billy)
<b>August 4</b>	<b>Wonder Bread 5 (Rock n' Roll)</b>
August 11	Pulsators (R&R, R&B, Reggae), Windsor Farmers Market
August 18	Soulshine Blues Band, Windsor Farmers Market
August 25	Beatles Flashback (1960's Tribute), Windsor Farmers Market

## ***May 7 Windsor Day Parade and Town Green Activities***

The Kiwanis Club of Windsor is planning a full day of activities on May 7 in connection with the annual Windsor Day Parade. Events will start on the Town Green at 9 a.m. The Parade will run from 10 a.m. to 12 noon followed by a number of events, exhibits and concessions on the Green through 3 p.m.

"We want to rekindle the fun, excitement and spirit of yesteryear when the Windsor Day Parade included a variety of follow up attractions," said Rich Fuller, President of the Kiwanis Club. There will be jumpies for the kids, food, wine, beer, soft drinks and other goodies for all ages plus artisans, craft vendors and musical entertainment.

The Windsor Chamber will operate the beverage concession and a radio DJ will broadcast live from the reviewing and judging stand located at the corner of 100 Market Street and McClelland Drive across from Bistro M.

## ***Raley's Announces St. Pat's Sale on Corned Beef and Brisket***

Take advantage of Raley's of Windsor's special sale effective through March 17 for corned beef rounds or brisket flats ("The Real McCoy" or "Mosey's" USDA Choice Beef for just \$2.77 per pound. Make Raley's your St. Patrick's Day center when planning your dinner menu and party treats this year. Also, go online and checkout Raley's extra e-coupons and Irish Stew recipes.

## ***Thank You, Denny's, for Hosting the Chamber's Luncheon***

More than 60 Chamber members came to the March luncheon meeting at Denny's of Windsor. Hosts and owners Jack and Susan Kiengsiri rearranged their main dining area to accommodate the Chamber at two long tables while giving members a choice from among three entrees. "This was the first time that a Windsor restaurant has closed its doors to the general public for a private Chamber meeting and it was a complete success," said Gary Quackenbush, President/CEO of the Windsor Chamber. "Despite the weather, a large group came to enjoy the meal and the fellowship as well as to hear guest speaker Herb Liberman talk about 10 Hot Tips for Business Success. We want to thank the Kiengsiri family for being willing to have the Chamber as their guests and for making a special banner to welcome us."

### ***Workshop March 31<sup>st</sup>:***

## ***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. 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.**

## 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.**

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### MARCH

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► **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 through April 13 – Wednesday Night Spin Classes from 6 to 7:30 p.m. (indoor cycling training presented by Striklee Coaching and the Windsor Bicycle Center, located at 830 McClelland Drive).** Sign up for full 75 minute sessions with two elite level racers and coaches. Join coaches Jonathan Lee and Nina Stika of the Red Peloton Elite Racing Team for indoor spin sessions designed to build endurance and power, while refining pedal stroke and position on the bike. This six-week indoor training progression will help get you fit for the season. Cost: \$17 per session. \$42 for a three-class card and \$72 for a six-class card. Call the Windsor Bicycle Center (836-9111) to reserve your spot today. For information, email [mike@windsorbikes.com](mailto:mike@windsorbikes.com) or contact Nina Strika [cyclingcoachnina@gmail.com](mailto:cyclingcoachnina@gmail.com) (917) 406-1550.

► **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, 1<sup>st</sup> floor, at 1501 Mendocino Avenue. **For information, call Jennifer LeBrett 636-2842**, or by email to [Jennifer@SonomaCountyBEST.com](mailto: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](mailto: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](mailto: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.

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## **APRIL**

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► **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](http://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 9 -- Walk Now for Autism Speaks on the Windsor Town Green.** 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 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, 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](mailto:cory.manalani@autismspeaks.org) or Ronnie Echavarria, Volunteer PR Chair, 707-328-2006 or [ronniere57@hotmail.com](mailto:ronniere57@hotmail.com) .

► **April 15 -- 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.

► **April 16 – The Easter Bunny is Coming to Debbie’s Pet Boutique** -- Come to Debbie’s from 11 a.m. to 3 p.m. on Saturday, April 16 to have pet photos taken with the Easter Bunny (\$15.00) and have your pet’s toenails trimmed for only \$10 all day. The Northern California Feline Rescue will also be there along with other attractions. Debbie’s Pet Boutique is located at 10333 Old Redwood Highway, Suite 111, in the Bonaventure Plaza. For information, call 838-1896 or go to [www.debbiespetboutique.com](http://www.debbiespetboutique.com).

► **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](http://www.townofwindsor.com), or by contacting Eva Corbin at 707-838-1252.

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## MAY

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► **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](http://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 – 2<sup>nd</sup> 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 – 62<sup>nd</sup> 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](http://www.healdsburgfair.org). The parade starts at 6 p.m. on May 26.

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## JUNE

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► **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](http://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](mailto: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 5<sup>th</sup> 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.