



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, March 24, 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

- 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 5-7 pm. Located in the Shiloh Shopping Center. Bring a friend, network, and enjoy some great ice cream!
- March 31: **Business Workshop with Herb Liberman**, 8-10 a.m. at the Chamber office
- April 19: **Windsor Chamber Luncheon at the Senior Center**, with speaker Carol Bell talking about “*Proven Networking Techniques and Your Elevator Speech*,” to be catered by KC’s Downtown Grill

Togo’s Grand Opening and Ribbon Cutting Saturday (10:30 am to 2 pm)

Windsor Chamber members are cordially invited to attend the ribbon cutting celebration, mixer and grand opening fundraiser at the new Windsor Togo’s Great Sandwiches restaurant this Saturday. Togo’s is located at 8936 Brooks Road in the Lakeview Shopping Center. The day’s activities begin at 10:30 a.m. with the ribbon cutting followed by a sandwich eating contest, prizes and more.

Come and join owner Jeff Stikes and his team and enjoy delicious food, networking with other Chamber members and promote your business at this event. Togo’s is also participating in a fundraising project for Windsor High School. Some 25% of all sales from this event will be donated to the Windsor High School Boosters Club.

Togo’s Great Sandwiches, a west coast original since 1971, serves big, made-to-order sandwiches stuffed with fresh ingredients on artisan bread, as well s delicious salads, wraps and soups.

Date Change for ABC License Training – Now to be Held on April 21

A two-hour 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, April 21, from 6 to 8 p.m. 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. Note: The date for this training session was first reported as March 21 and has been changed to April 21.

Chamber Concession Committee Formed to Manage Public Events

The Chamber is gearing up for a number of concession opportunities from Spring through Fall. This year’s calendar is already filling fast. Beverage sales teams are 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. 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 3:00 p.m.

Business Survival Workshop with Herb Liberman Thursday, 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.

Next Thursday, March 31, Herb Liberman will conduct a two-hour seminar at the Chamber's conference room from 8 a.m. to 10 a.m. on the topic: *How to Increase Sales Through Successful Customer Services Strategies.*

This is the fourth in a continuing series of business workshops conducted by Herb for the Windsor Chamber and the Town of Windsor business community. This workshop 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's Chamber workshop on January 25, entitled *Managing Your Business Through Tough Economic Times*, was very well received and the question and answer period went well beyond the time allotted. Participants commented that Herb's insights were so valuable they could have easily stayed for another hour. He also conducted a seminar at the Chamber's Business Expo February 8 entitled "*Finding Money for Your Business*" and was the featured speaker at the March 15 membership luncheon where he presented "*10 Hot Tips for Business Success.*"

For over 10 years Herb Liberman was a consultant for existing firms and startups as the Economic Development Director for the Healdsburg Chamber of Commerce. He has been a senior instructor at the Keller Graduate School of Management. He also served as President of BPS Reprographics in San Francisco, a \$30 million corporation with 275 employees. Herb is currently a business advisor with the Redwood Empire Small Business Development Center (SBDC). He is the CEO of Cobblestone Path, LLC, a real estate and investment firm, as well as the president of Smart Motion Technology, an office furniture manufacturing and sales company in Santa Rosa. He earned a bachelor's degree from Adelphi University in New York and a master's degree from Queens College, New York.

Seating is limited, RSVP by calling Gary Quackenbush or Christine Tevini at 838-7285

**THIS SERIES OF BUSINESS SURVIVAL WORKSHOPS IS SPONSORED BY SBDC,
THE TOWN OF WINDSOR AND THE WINDSOR CHAMBER OF COMMERCE**

Confirm your attendance at the following workshop and RSVP today!

How to Increase Sales Through Successful Customer Service Strategies

(Thursday, March 31, 2011, from 8 a.m. to 10 a.m. at the Chamber office)

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

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.**

MARCH

► **TODAY -- 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.

► **Through 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.

► **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 Strika 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 or contact Nina Strika cyclingcoachnina@gmail.com (917) 406-1550.

► **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 29 – A Workforce Wellness Symposium** will be held on Tuesday, March 29 from 4-6 p.m. at Santa Rosa Memorial Hospital, conference rooms B, C, and D at 1165 Montgomery Drive in Santa Rosa. Learn about programs to increase morale and employee retention, decrease absenteeism, decrease overall healthcare costs and lower workers' compensation costs. To reserve your complimentary space, contact Jeannie.Calverley@stjoe.org.

► **March 29 -- Mueller Winemaker Dinner at Baci Café and Wine Bar**. This Wine and Food Pairing event will be held at the Baci Café and Wine Bar in Healdsburg, 401 Center Street, on Saturday, April 2, at 6:00 p.m. Chef Shari will prepare a four-course dinner which will be perfectly paired with Mueller wines. Wine selection will include three new spring releases from Mueller. Cost: \$75/person includes tax and tip. Space is limited. Check out the Baci website (www.bacicafeandwinebar.com) for menu details and to make reservations. You can also call the restaurant at 433-8111.

► **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 1-3-8-10 – KRCB Channel 22 Televised Travel, Leisure and Wine Auction** – a fundraising benefit for PBS/NPR in the North Bay, airs Friday April 1 through Sunday April 3, plus Friday, April 8 through Sunday April 10 at 6:30 p.m. nightly. The public is invited to bid on a variety of getaway and spa packages in places like Shell Beach and Hollywood California, Seattle, British Columbia, Sedona (AZ) and other exciting locations. You can preview and bid online by going to <http://www.krcb.org>.

► **April 2 -- “Baci in the Vineyard” at Mueller Winery**, a wine and food pairing event, will be held at the Mueller Winery, 6301 Starr Road in Windsor, on Saturday, April 2 from 11 a.m. to 5 p.m. Winemaker Bob Mueller has been patiently waiting for April to arrive. This marks the release of four new, very small production Mueller pinots. All from the Russian River Valley, they range in number from 95 cases to 218 cases each. They have invited Chef Shari, from the Baci Café and Wine Bar in Healdsburg, to individually pair a delectable companion dish for each of the wines. Check out the Baci Café website (www.bacicafeandwinebar.com) for the menu. Cost: \$25/person. Please visit the Mueller Winery online store (www.muellerwine.com) to purchase tickets or call Lori at 707-837-7399 for information. RSVP required.

► **April 2 – A BARN DANCE, benefiting the Healdsburg Future Farmers Country Fair**, will be held April 2 (Saturday from 5:30 to 10:00 p.m.) at Alexander Valley Hall, 5512 Highway 128 near the Stryker Winery. There will be a BBQ, live band, and silent auction. Tickets: \$35/person available now at Alexander Valley Cellars, 1010 Shiloh Road, or in Healdsburg at Wright’s Feed Store at 10 Mill Street. For information, call 415-408-8827 or go to the website at www.healdsburgfair.org.

► **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 4 – Windsor Blood Drive** at the Exchange Bank parking lot, 8700 Lakewood Drive, from 2 to 6 p.m., sponsored by the Blood Bank of the Redwoods.

► **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.** 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 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 or Ronnie Echavarria, Volunteer PR Chair, 707-328-2006 or ronniere57@hotmail.com.

► **April 15 -- Fun Food Friday 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 from standard offices to 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.

► **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.

► **April 21 – ABC Beverage License Training** will be held on Thursday, April 21, from 6 to 8 p.m. at the Chamber office, located at 9001 Windsor Road in the Train Station.

► **April 27 – Windsor Blood Drive**, at the Safeway parking lot, 9040 Brooks Road South in Windsor, from 3-7 p.m. A Cold Stone Creamery coupon will be given to all blood donors (Sponsored by the Blood Bank of the Redwoods)

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 7 – Windsor Day Parade...**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.

► **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 21-22 – 14th Annual Taste Alexander Valley food and wine celebration**, from 11 a.m. to 4 p.m. Thirty wineries will host their own special parties offering exquisite wine and food pairings, live entertainment and special wine discounts. Stop by Rodney Strong Vineyards for world-class wines, tantalizing food and breathtaking vistas.

► **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. Admission is free. 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.

JULY

► **July 26 – The Francis Ford Coppola Winery will host a four-chamber Business After Hours Mixer** on Tuesday, July 26. Members of the Cloverdale, Geyserville, Healdsburg and Windsor Chambers are cordially invited to attend this special occasion to be held from 5 to 7 p.m. The winery is a member of all four Chambers and wishes to honor these organizations with a joint mixer that all of these groups can enjoy together. The Francis Ford Coppola Winery is located off Highway 101 at Independence Lane near Geyserville.