



WINDSOR CHAMBER WEEKLY BUSINESS BULLETIN

BUSINESS IS OUR BUSINESS – Thursday, March 31, 2011

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

CHAMBER CALENDAR

- April 8-9 **Influencing the Influencers Tour** for food, wine, travel writers and tour coach companies, in Windsor
- 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
- April 26: **Business After Hours**, at the Wikiup Tennis and Swim Club, 500 Wikiup Drive, 5-7 pm

Chamber Member North Coast Macintosh Users Group Donates \$500 to the Red Cross for Japanese Relief Efforts

By Amanda Pearson, Owner of Okini Design and Past President of the Windsor Chamber in 2007

The North Coast Macintosh Users Group recently donated \$500 to the Red Cross, in support of Japanese Relief efforts. Since March 11th, when the shocking news of Japan’s earthquake, tsunami and radiation threats unfolded, the world has been stunned in surreal disbelief.

Videos coming in, showing hundreds of families and homes and towns being washed away in an instant, reminding us too harshly that nightmares and sci-fi movies CAN happen. For those who have ever visited, Japan is the ultimate definition of home. Everyone I have shared stories with repeat similar experiences -- that they have never felt so safe and cared for by the people. There is such a strong display and acknowledgment that we are all children to the same Mother Earth.

Personally I received confirmation on Thursday March 17th that my host family & relatives who live on the outskirts of Sendai did not survive, including: two aunts, three uncles and two cousins. My youngest cousin was only 22 months, the same age as my son Atticus. **Please help the people of Japan through this very difficult time.** Below is a few of many resource listings available:

- 1) This Google site helped my family connect, and it also serves as a donation center: <http://www.google.com/crisisresponse/japanquake2011.html>.
- 2) Japanese Red Cross: <http://is.gd/XiEVvW>.
- 3) The iTunes Store has a direct donation link to the Japanese Relief as well as a recent compilation of Songs of Japan whose proceeds go to support Japanese efforts: www.apple.com/iTunes.

Register 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.

Liberman Workshop Outlines the Top 10 Do's & Don'ts of Outstanding Customer Service

At a point in time when holding on to existing customers, and gaining new ones, is vital to economic survival, Herb Liberman's workshop this morning revealed dozens of ways to ensure customer service success. A large package of information was distributed to attendees with helpful tips. The following is a summary of some key points:

Don'ts: Never break your promise to a customer – Don't make things overly complicated for your customer – Don't let your automated systems (like a web site) be overly difficult for customers to navigate – Don't forget that your customers have a strong sense of fair play, and Never forget to say "Thank you."

Do's: Answer your communications (emails, voice mails) promptly – Make the information that your customers want easily accessible to them – Treat every customer like a completely precious individual – Cultivate an environment within your business where every person takes personal responsibility for your customers – Ask customers for feedback on how the company or you are doing when it comes to providing outstanding customer service, and every so often, Make an outrageous, extravagant effort to serve a customer – special gift, flowers, cards, etc.

Remember: *It may take a long time to acquire a customer, but it may take only one bad customer experience to lose them* – Is the customer always right? YES, and you need to let them down gently when this is not true – The best method of finding new business is through referrals from existing customers, and finally...No customer, no business. Outstanding customer service will prevent this from happening.

SBDC's NxLevel Entrepreneur Course Scheduled for April 28-July 14

The NxLevel Entrepreneur Course, sponsored by the Small Business Development Center with sponsorship from the North Bay Entrepreneurship Center, will be held on Thursday nights, from 6 to 9 pm. at the City of Santa Rosa Transit Operations Building, 45 Stony Point Road, Santa Rosa, CA. Taught by master trainer Paul Bozzo, a specialist in entrepreneurial strategy and venture capital financing, this course will help you learn...

- *How and when to start business planning for expansion*
- *How to better lead and manage your business*
- *How to identify opportunities and better market your business*
- *How to understand your company's financials and get them in order*
- *How to manage your money by developing and using cash flow projections*
- *How and where to get funding for new growth and opportunities*
- *How to write a detailed and comprehensive business plan to fuel growth, and*
- *How to develop a network of small business support services.*

On average, participating businesses experienced a 32% increase in gross sales and created 1.3 new jobs within one year after graduating from this program. Cost \$395/person. To register, visit the web site at www.sbdcantarosa.org or call 707-524-1770. You can also email sbdc@santarosa.edu.

ABC License Training To Be Held Thursday, 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.

KRCB-TV to Celebrate Earth Day With Four Days of Special Programming

Chamber member KRCB-TV is ready to celebrate Planet Earth with a number of shows focusing on “green” topics.

April 17 at 10:30pm - *They're Not Green: Uncovering The Secrets of the Wind Farms*. This documentary takes the viewer from the wind industry in Southern California and the Bay Area, where it all began, to the larger national canvas where it has evolved into the most highly subsidized, and one of the least productive forms of energy in the U.S. today. This thoroughly researched documentary examines the environmental effects of wind power, including its limited impact upon reducing CO2 emissions, its potentially negative health implications "Wind Turbine Syndrome", the killing of thousands of birds at Altamont Pass, and its contributions to soil erosion due to the degradation and destruction of surrounding vegetation. <http://web.me.com/thrnotgreen/thrnotgreen/Home.html>

April 19 at 9:00pm - *Desert Oasis - Creating A Wetlands Park In Las Vegas*. *Desert Oasis* is an HD documentary film portrait of the last, significant open space left in Las Vegas, Nevada - and the community members who sought to protect it by turning it into a Wetlands Park. The film shows how forward thinking communities can collaborate to keep nature available in their urban environment; and how the elemental connection between people and nearby nature benefits a community in return. *Desert Oasis* is a testimony to the value and beauty of these desert wetlands and the community who refused to let this special place slip through their hands.

April 20 at 9:00pm - *Practice of the Wild: A Conversation with Gary Snyder*. The film follows Snyder and novelist Jim Harrison (Dalva, Legends of the Fall), as the two old friends wander along trails of the central California coast. They debate the pros and cons of everything from Google to Zen. The discussions are punctuated by archival materials and commentaries from Snyder's literary contemporaries, friends, and intimates.

April 26 at 9:00pm - *Bag It*. Is your life too plastic? In this touching and often flat-out-funny film, we follow "everyman" Jeb Berrier as he embarks on a global tour to unravel the complexities of our plastic world. <http://www.bagitmovie.com/>

April

► **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.

► **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 Echavarría, 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 Chamber**, 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.