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Letter from the Board Chair



Helping You Make Connections in the "Year of the Phoenix"

As we look ahead to prospects for 2011, consumer confidence is building -- evidenced by an increase of nearly 10% in holiday spending compared with last year, according to some reports. Other hopeful signs are also appearing on the horizon, including more business investment, activity in the technology and healthcare as well as upward movement in retail and some manufacturing sectors. There is positive evidence that we have turned the corner.

Consumer confidence stimulates spending and spending stimulates manufacturing and production which, in turn, fuels job growth. The slowly rising tide will raise all economic ships -- but it may take time. We did not get into this slump overnight and we won't quickly jump out of it either. Yet I believe we can shorten the recovery cycle by working together.

The Chamber is all about networking, serving as a catalyst for referrals, providing a forum for sharing and collecting business cards, giving you opportunities to follow up on sales leads, mixing with a cross section of the business community after hours and participating in activities that increase exposure and help gain market traction.

Supporting community events and having a "cause" are vital parts of this process, since these activities create goodwill among customers and potential customers while serving those in need. People tend to favor retailers with their patronage who support local causes and give back to the community.

In brief, we're about helping the community stay connected with our members and finding ways to improve the economic vitality of Windsor. This includes providing you with advertising and promotional opportunities, media coverage and a series of high profile publications to help you get your marketing messages out.

The 19th Annual Business Expo, coming to the Mary Agatha Furth Center on February 8, 2011 from 4:30 to 7:30 p.m. is your next local marketing opportunity. The Chamber's theme for the new year is "Helping You Make Connections." The theme for the Business Expo is the "Year of the Phoenix." Appropriately enough, both themes work together to convey a message that by networking we can help each other rise from the ashes of a nasty recession, like the mythical bird, to see a better and more prosperous day. Free seminars during the Expo will focus on "Jobs and Prosperity," the evidence that the tide is turning, and a key drawing factor for attendees.

Some 85 exhibit spaces are available at the Furth Center and Business Expo application forms have already been emailed. For your convenience, another copy of this form can be found at the back of this newsletter (see page 6). I urge you to sign up for a table and join your fellow members in reaching out to the community. ☆

Best Regards,  
John Reyes, Chairperson of the Board

# President's Corner

## 12 New Year's Resolutions for the Chamber

### Reachable Objectives We Can Achieve in 2011

Most of us prepare Christmas wish lists and many are probably making New Year's resolutions right now that you sincerely plan to keep in the year ahead.

The Chamber has a number of resolutions on a wish list of its own that we would like to share with you in the hope that you will want to join us in helping to achieve these 12 goals over the next 12 months. Each of these goals is not only doable but essential to the short and long-term health of the Chamber, its relationships with members and its role in the community. Here goes:



- **Grow the Chamber** by adding 100 new members in 2011 (we added over 50 in 2010)
- **Encourage existing members to renew their memberships** (dues are still a bargain and will not increase in 2011)
- **Become an active catalyst** for business referrals and sales leads among members
- **Add at least six corporate sponsors** to reach a total of 15
- **Invite non-members to monthly meetings** -- encourage each member to invite at least one or more non-member to a Chamber luncheon or Business After Hours event in 2011
- **Double member attendance** at monthly meetings and BAH mixers
- **Expand Ambassador and Volunteer teams** by 25%
- **Include more members on Chamber committees** to increase participation
- **Enhance dialogue between members and staff** to better address member needs
- **Increase the Chamber's "fun factor"** with new social activities, sporting events, picnics and other relationship-building venues
- **Enlarge member participation** in marketing forums and business workshops
- **Offer members even greater exposure in Chamber publications and newsletters** to build awareness and turn the spotlight on member businesses



If we all pull together to implement these dozen strategic objectives, everyone will benefit and we will have an even more vibrant and vital Chamber with a high value proposition that can serve the needs of members and deliver a tangible return on investment and payback for each individual and business.

The value of any organization is closely linked to the participation and commitment of its members -- and that's what these objectives are designed to achieve.

We would appreciate your feedback and comments on this wish list. If you want to expand your involvement, please let us know. We will be happy to work with you in achieving our mutual objectives during the year ahead. ★

*Best Regards,*  
**Gary Quackenbush, President / CEO**

## Chamber News & Notes

### **Saturday – January 8, 15, 22, & 29 – 1st Annual “Fitness Boot Camp” Fundraiser hosted by Structure U Personal Training.**

Each Saturday morning in January at 8:00 am, participants will be challenged for an hour in a boot camp setting, using just their own weight for resistance training. Cost is \$10. per session and all proceeds will go to the Windsor Service Alliance. Fitness Boot Camp will happen come rain or shine. To sign up or for more information call (707)834-5244 or go to [www.structureu.com](http://www.structureu.com).

**Thursday – January 18th – 11:30am to 1:00pm - Membership Luncheon at Charlie’s Grill at the Windsor Golf Club.** Our speaker will be Marianne McBride from Council on Aging; her topic will be on the Senior Games that are set for June 1-5 in Windsor and seven other county locations. To make a reservation: call the Chamber Office at (707)838-7285.

**Saturday – January 22nd – 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, 8600 Windsor Road (across from Windsor High School) from 9am to 3pm. Each donor will receive an event t-shirt and food prepared by the firefighters. Walk-ins are welcome, however the Blood Bank of the Redwoods strongly encourages sign ups in advance. 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 10th and ask to credit Windsor FPD. To sign up or for more information call (707)545-1222 ext.163 or go to [www.bbr.org](http://www.bbr.org).

**Tuesday – January 25th – Chamber Business After Hours from 5pm to 7pm. Hosted by Structure U Personal Training** located at 148 Johnson Street. Come visit one of Windsor’s newest businesses and newest Chamber Member. Always a great opportunity to network your business; bring a friend. See you there!

**Saturday – January 29th – Boys and Girls Club of Windsor Crab Feed!** Located at the Windsor Clubhouse Gym at 9640 Brooks Road South. Doors open at 5:30pm and dinner is served at 7:00pm. Cost is \$50 per person and includes all you can eat cracked crab, pasta, salad and bread; there will also be a no-host bar. Come for a night of dinner, dancing, live and silent auctions and lots of fun! You must be 21 years old to attend. For more information or to purchase tickets; call Shannon Howard at (707)528-7977 ext.105 or e-mail her at [showard@bgccse.org](mailto:showard@bgccse.org). Tickets available now!

**Tuesday – February 8th – 19th Annual Business Expo 2011, “Making Connections in the Year of the Phoenix”!** Located at the Mary Agatha Furth Center, 8400 Old Redwood Hwy, from 4:30pm to 7:30pm. This event is FREE to the public and allows our Chamber Members the opportunity to network to hundreds of people all from one location. Sign up for your booth today! For more information call the Chamber Office at (707)838-7285.

## Business of the Month

Congratulations to **Gary Branigin, Owner of HeBeGB** for being the Business of the Month! HeBeGB specializes in logo apparel and promotional gifts. To contact Gary, please call (707) 838-6523, email [Hebegbstees@comcast.net](mailto:Hebegbstees@comcast.net) or visit [www.gbpromo.com](http://www.gbpromo.com) for more information.



## CHAMBER MEMBER EVENTS

**Member Luncheon – Tuesday, January 18th, 11:30-1:00pm**

**Location/Menu by: Charlie’s Grill at Windsor Golf Club**

**Speaker: Merrienne McBride, President/CEO  
Sonoma County Council on Aging**

**Member Business After Hours**

**Tuesday, January 25th 5-7pm**

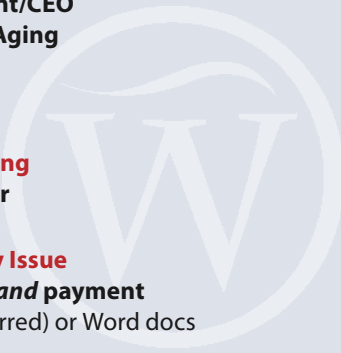
**Hosted by: Structure U Personal Training**

**Location: 148 Johnson Street, Windsor**

**Monthly Digital Newsletter – February Issue**

**Deadline: Friday, January 21st for art and payment**

Cost: \$25 / Art: letter-sized PDFs (preferred) or Word docs  
email: [info@windsorchamber.com](mailto:info@windsorchamber.com)



## THANK YOU CORPORATE SPONSORS!

Exchange Bank  
Hampton Inn & Suites  
Kaiser Permanente  
Mary Agatha Furth Center  
Redwood Credit Union  
Sonoma Bank  
Standard Structures  
Town of Windsor  
Walmart, Inc.

# January's NEW and Renewing Members

**Provost Group, Inc.**  
**James Provost**  
 418B Street, Ste. 200  
 Santa Rosa, CA 95401  
 (707) 575-5500  
**jp@commercialmg.com**  
**www.commercialmg.com**

**St. Joseph Urgent Care - Windsor**  
**Katy Hillenmeyer**  
 6580 Hembree Lane  
 Windsor, CA 95492  
**(707) 838-2044**  
**katy.hillenmeyer@stjoe.org**  
**www.stjosephhealth.org**

**Togo's Great Sandwiches**  
**Jeff Stikes**  
 8936 Brooks Road So.  
 Windsor, CA 95492  
**(707) 304-0894**  
**stikesj@gmail.com**

**Shiloh Covenant Church**  
**Greg Fauss**  
 251 Windsor River Road  
 Windsor, CA 95492  
**(707) 836-0100**  
**office@shilohexperience.com**  
**www.shilohexperience.com**

**Structure U Personal Training**  
 148 Johnson Street  
 Windsor, CA 95492  
**(707) 837-5244**  
**matt@structureu.com**  
**www.structureu.com**

**Renewing Members**  
 Airport Health Club  
 Debbie's Pet Boutique  
 Les Schwab Tire Center  
 River Rock Casino  
 Sonoma County Hot Air Balloon Classic  
 Sonoma County Transit  
 Windsor Educational Foundation  
 Windsor Family Chiropractic Center

thank you thank you thank you thank you thank you thank you thank you

Fitness Corner

## Lose It — The Best New Year's Resolution!

by Judy Hull, Curves of Windsor (707) 838-8070



2011 is a time NOT to emulate some main-stream entertainers like Larry King or Patti LaBelle. Why not? Both of them have Type 2 diabetes, a condition which is growing world-wide and which is almost entirely avoidable. This is because eighty percent of those with Type 2 diabetes are either overweight or obese. So many of us are overweight that it might seem unsociable or even impolite to call attention to the fact! Not paying attention to our weight, however, can damage the whole body from head to toe: stroke, heart or kidney disease, nerve damage, stroke or blindness can result from high blood sugars characteristic of diabetes.

The good news is that losing only 5-10 percent of our weight can actually begin to restore the function of insulin which regulates blood sugar levels. We all know that the best way to lose weight is a combination of diet and exercise. Windsor is blessed with several fitness centers which can motivate us to do those three or more workouts a week during the cold and rainy season upon us. On sunny days, we can augment our workouts with daily walks, rounds of tennis or golf, or bike rides. Curves of Windsor is offering a free month of workouts in January and a reduced service fee to lure some workout-shy folks into the gym. Other fitness centers might have other enticing offers. You have only a bit of yourself to lose and a whole lot of health to gain! Happy New Year!

## WINDSOR CHAMBER TEAM

### OFFICERS

Board Chair	<b>John Reyes</b> W.C. Sanderson Ford Mercury	433-3318
Board Vice Chair	<b>Joe Schiavone</b> Walmart, Inc.	836-7200
Treasurer/ Controller	<b>Sean Anderson</b> Redwood Credit Union	576-5116
Secretary	<b>Will Jones</b> Dwelling Resources	696-0137

### CHAMBER STAFF

President / CEO	<b>Gary Quackenbush</b>	838-7285
Office Manager	<b>Christine Tevini</b>	838-7285

### DIRECTORS

<b>Peter Bizaca</b> G & C Auto Body	490-8333
<b>Tom Lawrence</b> Frank Howard Allen Realtors	484-8796
<b>Jeffrey Leasure</b> Allstate Insurance	838-9777
<b>Kelli Riveras</b> Windsor Village, LLC	838-8447
<b>Elizabeth Stephens</b> Soroptimist of Windsor	208-9746
<b>Mary Turner</b> Goodwill Industries	529-4322
<b>Nick Vannucci</b> Raley's Superstore of Windsor	838-6604



Windsor Chamber of Commerce and Visitors Center presents

2011  
Windsor Business Expo

Making Connections  
in the **Year of the Phoenix**

**Free Admission!**

Tuesday **February 8, 2011** from **4:30–7:30pm**  
at Mary Agatha Furth Center, 8400 Old Redwood Highway, Windsor

**Food Samplings, Wine Tastings, Refreshments and Raffle Prize Drawings**

For more information, call (707) 838-7285 or email us at: [info@windsorchamber.com](mailto:info@windsorchamber.com)

Graphic Design: [OkiniDesign.com](http://OkiniDesign.com)

Corporate Sponsors:





9001 Windsor Road, P.O. Box 367, Windsor, CA 95492, 707-838-7285, fax 707-838-2778 [www.windsorchamber.com](http://www.windsorchamber.com)

# 19<sup>th</sup> Annual Business Expo 2011

## “Making Connections in the Year of the Phoenix”

Tuesday, February 8, 2011 – 4:30 to 7:30 p.m.  
Mary Agatha Furth Center - 8400 Old Redwood Hwy.

- This is your yearly opportunity to showcase your business to the Windsor community and beyond.
- We will be advertising with local and regional press. Flyers will be posted throughout the Windsor area.
- A full program will be inserted into the Windsor Times one week prior to the Event.  
**Note:** To get your listing in the Windsor Times Business Expo program, completed applications with payment are due by Friday, January 14, 2011
- Corporate Sponsors will receive a prime location as well as having their name on all printed materials.
- Food and drinks will be available at the Event. The Event is FREE to the public.
- Space is limited, and booths will be allocated on a first-come, first-served basis. **This is a sell-out event.**
- A prize will be awarded to the “Best Theme” booth. This year’s theme is “Year of the Phoenix”.

Business Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Fax \_\_\_\_\_  
 Email address: \_\_\_\_\_

My check in the amount of \$ \_\_\_\_\_ is enclosed \_\_\_\_\_ in mail \_\_\_\_\_

\*Bill my Credit Card#: \_\_\_\_\_ \*Exp: \_\_\_\_\_ \*Amount: \$ \_\_\_\_\_

\*Billing Name: \_\_\_\_\_

\*Billing Address & **Zip**: \_\_\_\_\_

\*Signature: \_\_\_\_\_ \*Date: \_\_\_\_\_

Please check box below.

6' Table with linen cloth & 2 chairs (members)	\$275.00
6' Table with linen cloth & 2 chairs (non-members)	\$455.00 (includes first year of membership)
Non-Profits (first come first served)	\$175.00
Restaurant (Food Donations)	No charge (no charge is limited to first 6)
Wine Tasting (Wine Donations)	No charge (no charge is limited to first 4)

Will Donate a Raffle Prize to Windsor Chamber – Yes \_\_\_

Wall Space Requested – Yes \_\_\_ \$25. Additional

Electrical Service Needed – Yes \_\_\_ \$25. Additional



## Sign Up Today! Deadline is January 7<sup>th</sup> FREE January Business Survival Workshops to Focus on the Most Critical Topics

The Windsor Chamber of Commerce is planning a series of Business Survival Workshops starting in January 2011 designed to equip business owners like you with information that can increase your chances of staying the course and keeping your head above water during these difficult economic times.

The instructor for this series is Herbert Lieberman. For more than 10 years Herb served as a business consultant for startup and existing firms as the economic development coordinator responsible for an outreach program designed to attract, grow and retain businesses for the Healdsburg Chamber of Commerce.

From 2000 to 2006 Herb was a Senior Instructor at the Keller Graduate School of Management teaching strategic planning and business plan development courses for MBA students. Prior to this, he was president of BPS Reprographics in San Francisco, a \$30 million corporation with 275 employees and eight production facilities throughout the Bay Area.

Since 2002 he has also been a business advisor with the Redwood Empire Small Business Development Center. Herb is currently the CEO of Cobblestone Path, LLC, focusing on real estate and investment activities, as well as the president of Smart Motion Technology, an office furnishings manufacturing and sales company in Santa Rosa. He holds a Bachelors degree from Adelphi University, New York, and a Master of Science degree from Queens College, New York.

### *Select Your Course Preferences Today!*

If you are interested in attending any of the following courses, please email, fax or call the Chamber office today to state your preferences. **The first step is to determine which topics have the greatest interest among members and non-members alike and the priority for offering them. Reservations will also be taken by phone.** (Minimum class size is 10). Classes will be held weekdays, starting at 8 am and each will last 2+ hours. You will be notified by phone or email concerning the dates that classes will be held at the Chamber office located at 9001 Windsor Road, in Windsor, California 95492. (Phone: 707-838-7285; Fax: 707-838-2778)

#### **Check the workshops you would like to attend**

- Identifying Sources of Capital to Finance Your Business
- Strategies for Providing Outstanding Customer Service
- Managing Your Business During Tough Economic Times
- Starting a Business: What You Need to Know to Succeed in Today's Market
- How to Market Your Business More Effectively

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Return form to: Windsor Chamber, 9001 Windsor Rd, P.O. Box 367, Windsor, CA 95492. Fax 707- 838-2778.  
You can also email your preferences to [Gary@WindsorChamber.com](mailto:Gary@WindsorChamber.com) or call the Chamber office: 707- 838-7285.

# 2011 Sponsorship Program



## PROMOTE YOUR BUSINESS!



- \* Reach thousands weekly throughout the summer
- \* Support family-friendly, healthy events
- \* Associate your business with Sonoma County's premiere summer events

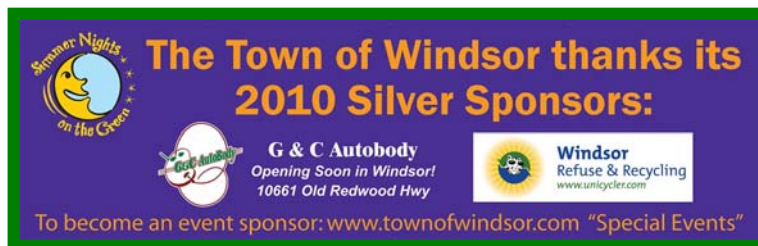
The Windsor Town Council invites you to participate in **2011 Summer Nights on the Green**. Celebrating its tenth anniversary, the popular Thursday night concert series has become a signature event for the Town of Windsor as well as for Sonoma County. This summer we will showcase eight live concerts appealing to a wide variety of musical tastes. **Summer Nights on the Green** continues to feature Windsor Farmers Market, Tuesday Night Kid Movies and Shakespeare on the Green.

It is estimated that the Thursday night concerts will attract over 40,000 enthusiastic participants to the Windsor Town Green - the "heart of the community". Our Council believes that, particularly during these challenging economic times, this event can offer local and regional businesses a good return on their advertising dollars from positive exposure to thousands of people seeking free, fun, family entertainment.

Please consider becoming a **2011 Summer Nights on the Green** sponsor at a level that will accommodate your budget and level of interest. Promote your business weekly while being associated with a successful program that celebrates culture, health, community, family and friends. And then...come join us on the dance floor!

Sincerely,

**Steve Allen**  
Mayor, Town of Windsor



*We Create Community Through People, Parks and Programs!*

For more information or a personal presentation,  
Contact Jeannie Mitchell at 707-838-5382 or  
[jmitchell@townofwindsor.com](mailto:jmitchell@townofwindsor.com)  
<http://www.townofwindsor.com/sponsorships>

## **Experienced Sonoma County Divorce Attorney Helping Individuals and Families With Compassionate and Effective Representation**

At the Family Law Offices of Carol A. Gorenberg, we help you navigate through the legal challenges of divorce, unmarried co-parenting, adoption, and other issues arising from changes in your primary family relationships.

Compassion and concern for our clients' futures characterize our practice. We believe that when you are equipped with knowledge about your legal rights and obligations, resources to enhance your co-parenting, vocational, or financial skills and confidence about your capabilities, you will find that you can enter this new phase of your life with self-reliance and a positive outlook. We help you reach decisions or obtain court orders in the least adversarial manner that is appropriate for your unique situation, whether you are ending a relationship or need to enforce or modify an order made in a divorce or paternity case years ago.

At the Family Law Offices of Carol A. Gorenberg, we provide compassionate and comprehensive legal solutions to individuals with family law problems. You will find a comfortable environment at our office where you can discuss your needs, values, goals and fears frankly and honestly. Together, we will determine a strategy to resolve the issues you face at this difficult time and reduce your risk of problems in the future.



Carol A. Gorenberg  
2544 Cleveland Avenue, Suite 202  
Santa Rosa, California 95403  
Phone: (707) 523-1810  
Fax: (707)523-1825  
E-mail: [diana@cagfamilylaw.com](mailto:diana@cagfamilylaw.com)  
[www.cagfamilylaw.com](http://www.cagfamilylaw.com)

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\*Offer based on first visit enrollment, minimum 12 mo. c.d./e.f.t. program. Discount applies to initial service fee. New members only. Not valid with any other offer. Valid only at participating locations. ©2010 Curves International, Inc.

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Windsor Golf Club

## EXPERIENCE WINE COUNTRY GOLF AT ITS BEST.

### Welcome to Windsor Golf Club.

This beautiful and dynamic course is considered a *must play* by thousands of golfers. Come play a round...we know you'll agree.

After your game, relax and soak in the view at Charlie's lakeside bar and restaurant. Serving lunch, dinner and weekend brunch, Charlie's features great food, fine wines and beers on tap.

Windsor Golf Club and Charlie's are conveniently located just off Hwy 101 in Windsor: exit Shiloh Road, west to 19th Hole Drive.

To book tee times, call 838-7888 or go to [www.WindsorGolf.com](http://www.WindsorGolf.com)

Charlie's reservations: 838-8802



*Charlie's*  
at the Windsor Golf Club



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**webistree**  
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# Web Seminar

**What:** A 2 Hour Seminar

**When:** Friday  
January 28th, 2011

**Where:** Healdsburg Golf Club,  
The Clubhouse at Tayman Park  
927 S. Fitch Mountain Rd  
(from Matheson) Healdsburg

**Cost:** \$25/person  
(seminar attendance limited to the  
first 25 participants who sign up)

**Time:** 8:00am - 10:00am  
(Continental breakfast with coffee, rolls, fruit, etc.)

**To register** call 707-433-0336.  
For more information on Webistree please  
visit our site @ [www.webistree.com](http://www.webistree.com)

**Who should attend:**

Organizations that need an effective  
web site

**Seminar leaders:**

Vickie Norris, CEO, Webistree with  
Ron Allen and Millie Cantu,  
Marketing Consultants

**Why:** Many web services offer  
features that sound attractive...but,  
are you really clear on how to proceed?

Webistree.com staff will de-mystify and  
clarify web sites. Our goal is to provide  
seminar attendees with a complete  
understanding of what's needed for  
effectiveness, bottom line business results  
and the decision criteria to go forward  
with confidence.

**What are you looking for in a  
web site?**

- More and better customer communication
- Delivering information in the best format
- Long term customer relationships
- Get found on Google & other search engines
- A web site that generate sales
- Control changes and costs

**This Seminar gives you an  
understanding of...**

- Why you need a good web site
- What is an effective website
- 10 things a business owner should know
- Using the web to market your business
- The skills web designer need today
- How websites should be built
- Linking Social Media to your website