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Letter from the Board Chair



State of the Windsor Chamber

The Windsor Chamber of Commerce and Visitors Center is moving forward in a positive direction during our leadership transition period. Thanks to many people who have stepped up to the plate to assist and provide encouragement. I would like to thank and acknowledge our board members, staff, ambassadors, committee members, general membership and Town of Windsor staff.

We are also benefitting from the professional services of veteran Chamber CEO and business and organization development consultant, Lynn Woznicki. Lynn is helping to guide us through this very important transition.

At the onset, we had it in our minds that Lynn would serve as our Interim CEO and focus on facilitating an organizational assessment and the process of hiring a permanent CEO. However, as Lynn began her assessment and work with the board we discovered that we would benefit in the long run if we take a step back, hit the pause button, and look closely at how this Chamber might best align its resources to meet the needs of its membership. Given that, Lynn's role is more aptly described as Transition Consultant and I am continuing to manage operations in partnership with our able office manager, Christine Tevini. We are also fortunate to have the positive energy and spirit of Board member Kelly Riveras in her continuing role as Membership Chair. We appreciate everyone's flexibility in meeting the current needs of our Chamber.

I would like to take this opportunity to reiterate some of what we heard during Lynn's recent luncheon address. Our Chamber has five very important areas of focus. They are:

- 1) **Creating programs to strengthen the local economy**
- 2) **Promoting our businesses and community**
- 3) **Representing the interests of business with government**
- 4) **Providing networking opportunities and building business relationships**
- 5) **Political action: the ability to mobilize, get votes, and pass or defeat ballot measures that impact businesses**

It is through this lens—using these five competencies, that your Chamber is revisiting its priorities and planning for a sustainable future that will best serve its business community. We are asking ourselves the same questions that you ask yourselves as business owners. Are we serving our clients the best we can? Are we putting our time and energy in the right places? Are we getting a sufficient return on investment for our efforts?

The Windsor Chamber of Commerce and Visitors Center is the voice for business in Windsor. It is vital to this community, and we are lucky to have this team of committed volunteers and staff on board. Working together, we continue to accomplish what we cannot do alone.

Please know that your board and staff are committed to doing what is required to transition in a way that will best serve you, our valued members. I look forward to updating you on our progress in the coming months. 🌟

*Best Regards,
John Reyes, Chairperson of the Board*

Chamber News & Notes

Every Sunday through December 18th, 10am-1pm & Every Thursday June 16th—August 25th at 5pm-8pm: Windsor Certified Farmers Market at Windsor Town Green. Fresh Local Produce, Music, BBQ, Bread, Beignets, Hummus & more. **838-1320**

Thursday June 2nd – THIS IS YOUR SENIOR MOMENT! The first annual Council on Aging Senior Games Golf Tournament at the Windsor Golf Club with the shotgun start at 1pm.

The Pacific Coast Air Museum presents Educational Experiences for students 8th–12th Grades.

Monday June 6th – June 10th, 9am to 12pm - Course #1 includes Forces of Flight, History of Flight, Aircraft Safety, Aircraft Engines, and Altitude Density. **Monday June 13th – Friday June 17th – Course #2** includes Navigation, Flight Planning, Aviation Careers, Weight and Balance, and Aircraft Performance. Tuition is \$145/course; students may take both courses. **www.pacificcoastairmuseum.org.**

Tuesday June 7th – Business Success Dinner Committee Meeting! Our next meeting will be on 6/7 at 3:30pm at the Chamber Office. If you are interested in helping to plan this event, please come to the meeting. For more information call **838-7285.**

Thursday June 9th – Art Show Opening Reception from 6-8pm. Admission is FREE. Enjoy music and refreshments at the Huerta Gymnasium at 9291 Old Redwood Hwy., Bldg. 200. For more information call **838-5382.**

Friday June 10th through Sunday June 12th – Fine Arts Show 2011 sponsored by the Town of Windsor. The Art Show will run from 10am to 4pm each day at the Huerta Gymnasium at 9291 Old Redwood Hwy., Bldg. 200. For more info, call **838-5382.**

Friday June 10th at 5:30pm – Swing into Summer by The WE Foundation. Outdoor dining, dancing, golf and auction event at the Windsor Golf Club. Tickets will be available soon at www.windsorwe.org. Email info@windsorwe.org or call **837-7767 x2432.**

Thursday June 16th at 6pm – Thursday Night Concert @ Town Green: **Bell Brothers**, a Country Western band. FREE Admission.

Thursday June 16th from 4–7:30 pm – Sonoma County Chamberee, a special event open to all Sonoma County Chambers of Commerce, sponsored by the Pacific Coast Air Museum.

Saturday June 18th & Sunday June 19th – The 21st Annual Sonoma County Hot Air Balloon Classic returns! 5am Dawn Patrol, 6:30am Main Launch followed by tethered rides. 6:30–11am Food, Craft Booths & Kids Play Area. Tickets at Exchange Bank, Copperfield's & Dan's Barber Shop. Adults Pre-Sale \$5.00 / \$8.00 at the gate. Kids Ages 6-12 \$5.00 / Under 6 Free. **www.schabc.org.**

Thursday June 23rd at 6pm – Thursday Night Concert @ Town Green: **It's a Beautiful Day**, a Classic Rock band. FREE Admission.

Friday June 24th – Gateway to Giving Charity Dinner Dance and Golf Tournament, sponsored by Gateway to Success-Windsor BNI, at the Windsor Golf Club. Golf begins at 2:30pm, Dinner, Awards, Auctions and Dancing at 6:30pm. **www.gatewaybni.com**

Business of the Month

Congratulations to **Delia Nieto, Realtor/Owner of Community Realty** for being the Business of the Month! Located at 9940 Starr Road, Ste. #110 in Windsor. Call **(707) 838-8888 / 484-8125** or email delia@delianieto.com for more information.



CHAMBER MEMBER EVENTS

Member Election Luncheon – Tuesday, June 21st, 11:30-1:00pm

Location: Mary Agatha Furth Center, 8400 Old Redwood Highway

Menu by: Mary's Pizza Shack

Program: Board Election by Members, Special Recognitions

Member Business After Hours

Tuesday, June 28th 5-7pm

Hosted by: TBA

Location: TBA

Monthly Digital Newsletter – July Issue

Deadline: Friday, June 24th for art and payment

Cost: \$25 / Art: vertical letter-sized PDFs (preferred) or Word docs

email: info@windsorchamber.com

THANK YOU CORPORATE SPONSORS!

Exchange Bank

Hampton Inn & Suites

Kaiser Permanente

Mary Agatha Furth Center

Redwood Credit Union

Republic Services

Sonoma Bank

Standard Structures

Town of Windsor

Walmart, Inc.

June's NEW & Renewing Members

Queen Nail Spa

Michael (707)837-5527
9030 Windsor Road, Windsor
www.queennailspa.net
info@queennailspa.net

Kosman Specialties

Robert Steffano (707)837-0127
7706 Bell Road, Windsor
www.kosmanspecialties.com
thebob@kosmanspecialties.com

Healdsburg Lumber Company

Jill Ziedrich (707)431-9663
PO Box 970, Healdsburg, CA 95448
www.hlc-inc.com
jkziedrich@hlc-inc.com

Sharp Tongued Consulting

Lorene Romero (707)481-7692
9596 Orion Drive, Windsor
www.sharptonguedconsulting.com
sharptongued@mac.com

Windsor Cutlery (707)837-0772

Matthew S. Waltenspiel
730 McClelland Drive, Windsor
www.windsorcutlery.net
mswalten@windsorcutlery.net

Aloha Custom (707)477-6700

David Hamelburg
PO Box 1353, Healdsburg, CA 95448
www.alohacustom.com
david@alohacustom.com

Renewing Members

Atrellis Flowers & Gifts

Barlow Printing, Inc.

Kelly-Moore Paint Co., Inc.

New York Life Insurance Co—

Jimmy Watson

Rebich Construction, Inc.



Fitness Corner

Summertime

by **Matt Lesley, Owner/Trainer, Structure U Personal Training Studio (707) 837-5244**

Summer is here, and it looks like it actually intends to stick around this time! As the school year comes to a close, summer vacations become dinner topic. Where to go, what to do, when? In the fitness world, we see a dramatic drop off in attendance at gyms and fitness studios during summer time. Here's a few thoughts to keep you focused on staying fit through backyard barbecues, camping trips, beach weekends, etc.

Be a "B" student. "B" students are just ahead of average, doing better than the remaining 80%. Eat great 80% of the time; let the remaining 20% be your camping meals, crab sandwiches, potato salad. Keep each of those meals at a 1000 calorie threshold and you'll be fine. 1000 calories will not devastate your waistline, and it'll make mom feel good when you have seconds of her famous pasta salad.

Move. I mean it. Get outside, ride your bike, hike, and maybe even run (only if chased though). You may not find yourself at your gym 5 days a week during summer time and why would you? It's amazing where we live. Grab your bike and take bike tour of wine country, hike Annadel, be outside and be active. A one hour bike ride at a moderate pace can burn as much as 700 calories. Go outside, break a sweat and feel great about not being in the gym that day.

As always, if you just can't find the motivation to move yourself, we are here to help. We now have regularly scheduled group fitness classes, held outdoors on the Town Green. Lift often, eat well, live healthy.... ✪



WINDSOR CHAMBER TEAM

OFFICERS

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

CHAMBER STAFF

Transition Consultant	Lynn Woznicki	838-7285
Office Manager	Christine Tevini	838-7285

DIRECTORS

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



Windsor Chamber of Commerce Advertising Opportunities for 2011-2012

It's easier than ever to reach more than 27,000 Windsor residents and visitors who pick up our terrific assortment of informative brochures each year. **Save money NOW when you advertise in two or more of the following publications:**

2011-2012 Windsor Town Map: Featuring a beautiful map of Windsor including Downtown, the entire town of Windsor and its parks and facilities, the Map Guide offers visitors an at-a-glance opportunity to find YOUR business quickly and efficiently. Visitors request maps more than any other item, so reach them the instant they are looking for attractions in Windsor.

2011-2012 Dining-Lodging-Spa-Winery Guide: Our expanded Windsor Guide features wineries, retail, lodging, spa, dining and activity options and is distributed liberally at the Windsor Visitors Center, and at hotels, restaurants and public places from Geyserville to Rohnert Park -- as well as given to thousands of participants in Chamber events. Not only for visitors, this guide informs local residents, tourists and guests about what's new, what's happening and where to go for family-friendly activities.

2011-2012 Windsor Chamber Business Directory: The Directory features in-depth information about Windsor shopping, entertainment, parks, services, schools and more. Every Windsor Chamber member receives a FREE listing. You can also enhance your presence with a display ad. Used as the resource directory for Chamber members, it is also distributed to visitors, new residents and by mail to those relocating to Windsor.

Yes! I would like more information about Windsor Chamber advertising options!

Business name: _____ Phone # _____

Contact name: _____ Email: _____

Address: _____

Fax to: Windsor Chamber office (707) 838-2778 or contact our project coordinator:
Dana Johnson at (707) 322-3403 or Dana@MediaMixAdvertising.com



Sonoma County's premiere flower and gift shop



Whether it be a gorgeous bouquet of flowers or a spectacular arrangement meant to impress – when it has to be special, trust Nancy and her talented staff for a design you simply cannot find anywhere else.



*Delivery is always prompt and professional
Serving Santa Rosa, Windsor, Healdsburg
and Surrounding areas*

707 837 8080

www.atrellis.com

816 McClelland Dr., Windsor • on the Windsor Town Green



Bring your family to the Windsor Kiwanis

FATHER'S DAY PANCAKE BRUNCH

SUNDAY, JUNE 19th, 2011 • 9AM - NOON

Eat Up!



WINDSOR TOWN GREEN

In conjunction with the Windsor Farmer's Market

8 years old and up - \$9

Under 8 - \$6

Under 3 - FREE

MENU

*Blueberry Pancakes
Ham • Eggs • Cantaloupe
Juice • Coffee • Tea*

All Proceeds Benefit Windsor Kiwanis Charitable Activities • KiwanisWindsor.org

Cloverdale, Cotati, Geyserville, Healdsburg, Hispanic, Mark West,
North Bay Black, Rohnert Park, Russian River, Santa Rosa, Sebastopol & Windsor

Chambers of Commerce

Invite their Chamber Members to the 2011

Chamberree

*Tours of the 9/11
"First Responder"
F-15 Eagle*

*Follow our
Flight Plan
and win a \$200 Prize!*

Thursday, June 16, 2011 4:00 - 7:00 p.m.

Networking, Food, Beverages, Silent Auction and Prizes!

Special Guest - Supervisor Mike McGuire

Admission: \$5 Donation

RSVP Required: Chamberree.org

Proceeds go to the F-15 Eagle
9/11 "First Responder" historic and
educational exhibit - the first and only
9/11 exhibit on the West Coast!



Location:
Pacific Coast Air Museum
2230 Becker Blvd.
Santa Rosa, CA



PACIFIC COAST AIR MUSEUM



HEALDSBURG
DISTRICT HOSPITAL

Exceeding Expectations

HEALTHGRADES

Joint Replacement Excellence Award and Orthopedic Ratings



Ranked Among the Top 10% in the Nation for Joint Replacement For 3 Years in a Row (2009-2011)

Five-Star Rated for Joint Replacement For 4 Years in a Row (2008-2011)

Five-Star Rated for Total Knee Replacement For 5 Years in a Row (2007-2011)

Five-Star Rated for Total Hip Replacement For 3 Years in a Row (2009-2011)



ADDITIONAL ACHIEVEMENTS

Top Rated Hospital in Sonoma County for Joint Replacement in 2011

Only Hospital in Sonoma County to receive the HealthGrades Joint Replacement Specialty Excellence Award in 2011
(3 years in a row 2009-2011)

Only Hospital in Sonoma County to be ranked among the Top 10% in the Nation for Joint Replacement in 2011
(3 years in a row 2009-2011)

Only Hospital in Sonoma County to be 5-star rated for Total Hip Replacement in 2011
(3 years in a row 2009-2011)

Top Rated Hospital in Sonoma County for Total Hip Replacement in 2011

Only Hospital in Sonoma County to be 5-star rated for Total Knee Replacement
(5 years in a row 2007-2011)

Only Hospital in Sonoma County to be 5-star rated for Joint Replacement
(4 years in a row 2008-2011)



NORTH SONOMA COUNTY HEALTHCARE DISTRICT

All-In-One Wellness Formula



Zeal is the Real Deal

- Zeal is a synergistic blend of whole food concentrates.
- It contains stabilized rice bran, the most nutrient dense whole food source on the planet!
- Zeal takes the guesswork out of staying healthy with an all-in-one natural nutritional formula.
- Drink at least one serving a day to get the nutrients, antioxidants and vitamins your body needs.
- Target the 7 major health challenges and save hundreds of dollars a month!



=



*The same ingredients for \$450/mo**

Great Value at \$60/mo

*You'd have to spend up to \$450.00 on all these products to get the combination of ingredients found in Zeal.

— Zeal Benefits You Three Ways —

ENRICH

Enrich your body with a Super Food that contains over 120 natural antioxidants.

RESTORE

Restore balance with an herbal adaptogen and life enhancing botanicals.

PROTECT

Protect your health with ionic minerals and the earth's best juices: Goji, Acai, Noni and more!



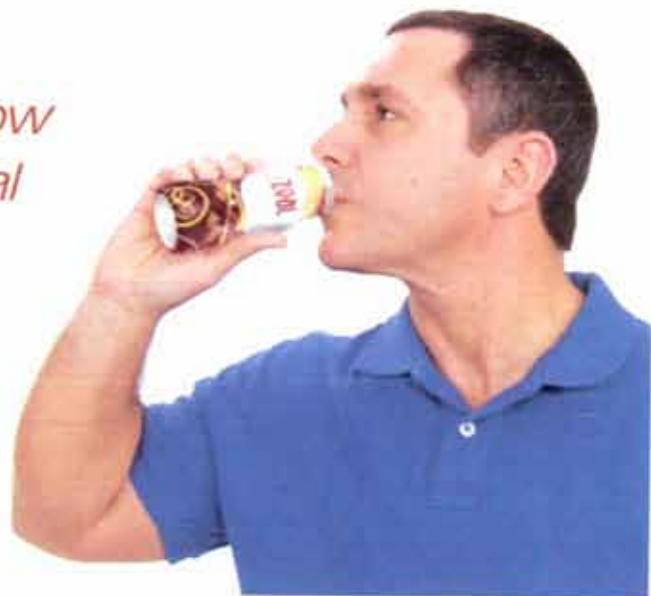
*Contact the person below
to learn more about Zeal*

Zeal Consultant:
VICKY JAEHNIG

707-328-1899

vjaehnig@aol.com

www.vickyandjeff.zealforlife.biz



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The Danube Digital Photography Cruise with Lesa Snider

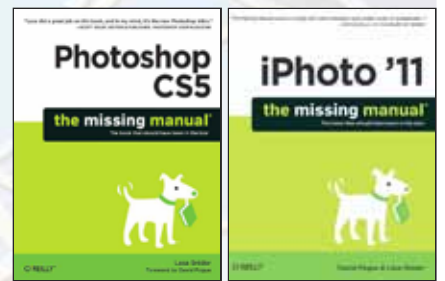
**7-night holiday market cruise
Budapest to Nuremberg (add-on Prague)**

Enjoy Europe's legendary holiday markets from the comfort of your floating hotel!



Join Lesa Snider, best-selling author and internationally renowned speaker on photo editing and photography for onboard seminars and guided onshore photo walks.

Explore local delights along the Danube in Germany, Austria, and Hungary — all while learning how to take better photos and earn an income from them!



**One Sailing:
December 3, 2011**

Onboard Seminars:

- Taking Better Pictures with Any Camera
- Photo Editing Boot Camp with Photoshop Elements and iPhoto
- Projects & Sharing Your Photos Online

Two Guided Photo Walks!



www.PhotoCruiseWithLesa.com

Topics

Recent years have been extremely trying for local business people. The depressed national economy has made it very difficult to grow a business. This program will explain why there's good reason to believe that 2011 will be a better year for your business. It will provide a clear and concise program on the outlook for the local economy in 2011. It will also reveal which sectors are likely to do particularly well, and why.

This seminar will include some topical points regarding economic development. Topics to be covered include:

- Trends in the world and national economies.
- Trends in California and Sonoma County.
- Areas for future economic and job growth here, and why.
- Various economic development strategy points.

Don't miss this presentation of vital importance to the success of your business.

Who Should Attend

- Business Owners
- Employee Benefits Managers/Staff
- Financial Officers
- Human Resource Managers/Staff
- Managers/Supervisors

About the EAC

The Sonoma County EAC is composed of employer volunteers representing a cross section of business and industry. The EAC was developed to promote a stronger partnership between the California EDD and the business community. Its commitment is to assist employers in conducting their business more effectively and efficiently, to provide information on employment-related issues, and to enhance the communication between EDD and the private sector.

This EAC is a member of the California Employer Advisory Council.

For more information about EAC membership, meetings, or this seminar, call Valerie Nagle at (707) 576-2015 or e-mail vnagle@edd.ca.gov.

Information

Fees for this seminar may be tax deductible. Consult your tax specialist for details.

Nonprofit tax ID: #68-0116829

Sonoma County Employer Advisory Council's membership dues are \$70 per company for 2011.

Informative Web sites:
Sonoma County EAC: www.sonoma.ceac.org
EDD: www.edd.ca.gov

EDD, an equal opportunity employer/program, is a partner in this event. Auxiliary aids and services are available upon request to individuals with disabilities. Requests for services, aids, and/or alternate formats need to be made prior to the event by calling (707) 576-2015 (voice). TTY users, please call the California Relay Service at 711.

DE 8133 Rev. 6 (8-10)

CU/GA739



The Sonoma County
Employer Advisory Council
In partnership with the
Employment Development Department
Present

*2011: Better Times
Ahead for
Your Business*



Wednesday, June 15, 2011
7:30 a.m. to 10 a.m.

DoubleTree Hotel
1 DoubleTree Drive
Rohnert Park, CA 94928



Agenda

- 7:30 a.m. - Check-in and Buffet Breakfast
- 8:00 a.m. - Welcome
- 8:10 a.m. - Introduction of Speaker Ben Stone
- 8:15 a.m. - Program 2011: Better Times Ahead for Your Business
- 10:00 a.m. - Adjourn

Speaker

Ben Stone

Ben Stone has served as Director of the Sonoma County Economic Development Board since 1986. Responsible to the Board of Supervisors for various economic development activities, he oversees business relocation/retention services, and economic sector research, forecasts, and business program development. He is also responsible for the Film Program, the Business Environmental Alliance and the Sonoma County Tourism Bureau Contract Administration/Program Development.

Additionally, Mr. Stone has worked in both the private and public sectors in the Pacific Northwest. He has a master's degree from the University of Washington, and a bachelor's degree from Whitman College in Walla Walla, Washington. An active member in the community, Mr. Stone currently serves as a member of the Board of Directors of the California Local Economic Development Association, the California Academy for Economic Development, and the President's Council of Santa Rosa Junior College.

This employer seminar is provided for educational and informational purposes only; it does not constitute an endorsement of the curriculum or speakers by the State of California Employment Development Department (EDD) or by the Sonoma County Employer Advisory Council (EAC). Aside from staff designated to represent the EDD, we assume no responsibility for the accuracy, legality or content of the materials provided during this event.

Registration



Please type, print clearly, or attach your business card. **One person per registration form please (use photocopies for additional attendees).** Fees for this seminar may be tax deductible. Check with your tax consultant for details.

Attendee name: _____
Title: _____
Company/organization: _____
Mailing address: _____
City, state, zip code: _____
Phone: _____ Fax: _____
E-mail address: _____
No. of employees: _____ Industry: _____

Space is limited. **Must register by Wednesday, June 8, 2011.**
Registration fee includes: full breakfast, seminar materials, and parking.
Cost: Members - \$30 Nonmembers - \$50
Substitutions welcome. Advance registration required.
No refunds.
Make checks payable to: Sonoma County EAC
Mail with registration form to: **Sonoma County EAC**
P.O. Box 3185
Santa Rosa, CA 95402

Please indicate any special accommodations required:
Note: Funds collected exceeding the seminar cost will support future seminars or community employment and training opportunities.