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Letter from the Board Chair



SR Chamber to Launch
BEST Economic Plan:
A Model for Jobs, Business
Growth and Retention

A few months ago I mentioned that it would be good to take close look at other economic development programs being created in our county to see if we could learn from their experiences and help to chart a fresh, new course here in Windsor and our region.

The Sonoma County BEST program (Building Economic Success Together), to be launched next month, is such a plan worth noting and also worth watching. This program will be implemented over the next five years by the Santa Rosa Chamber of Commerce as a public/private partnership venture designed to tackle economic challenges and create jobs with funding coming from both sectors. The goals of this partnership focus on five strategic areas:

- 1) Attracting New Businesses 2) Business Retention and Expansion
- 3) Creating a Supportive Business Climate 4) Fostering Innovative Business
- 5) Providing High Quality Jobs

The BEST program has a proposed budget of \$3 to \$3.25 million, of which \$1.25 million is earmarked for attracting new businesses – the highest priority. Other key goals include the creation of 4,100 jobs, stimulating \$155 million in new consumer spending, generating \$37 million in state and local tax revenues and acquiring \$87 million in bank deposits, according to the North Bay Business Journal.

While managed by the Santa Rosa Chamber, the BEST program covers the entire county and looks at ways to improve the base economy by examining how companies sell products elsewhere and how Sonoma County gains revenue from tourists visiting from other areas.

Last year, at the height of the recession, representatives from several Sonoma County chambers, along with business leaders and advocacy groups prepared a draft strategic plan outlining the county's needs, opportunities and threats – including double-digit unemployment, high foreclosure rates and commercial office space vacancy rates.

An outside consultant, Stellar Fundraising Executives, Inc., was hired to interview public and private sector leaders as part of a feasibility study presented to the Santa Rosa Chamber last May. Their board approved the plan in June and voted to move ahead with a capital campaign.

We support efforts such as this to find new ways to cope with persistent economic problems, especially those that don't seem to respond to traditional remedies. With public funds stretched to the max, initiatives financed partly by the private sector may be the only future course of action in some cases. Such programs have worked well in other countries and there have been several trials of the concept in the U.S. – including the private financing of toll roads in the east.

Only time will tell if this approach will be effective in achieving its goals. Whatever the outcome, programs like BEST open the door to possible solutions that can turn the tide. If successful, this strategy is sure to become a model for other counties and local municipalities to replicate. ♣

Best Regards,
John Reyes, Chairperson of the Board

President's Corner

Value of Chamber Membership, Part 1: **Networking: Your Ticket to Better Business Relationships**



A portion of this issue of E-News is devoted to the benefits of networking and how to do it effectively. Why is this important? Because we all need to understand how a Chamber can help us grow our businesses by serving as a catalyst for personal interactions that can lead to closer bonds with target audiences, better operating techniques, and key contacts with new suppliers, distributors and colleagues -- as well as increased customer sales.



Glenda Castelli, Marie Ganister and Debora Fudge

Our theme for 2011 is about how the Chamber keeps you connected. This is another way of talking about networking, which is defined as "an informal system where people having common interests assist each other." Still others see it as a social mechanism designed to share information, build relationships, establish lasting friendships, reinforce existing associations and garner repeat business.

Networking, like other life skills, requires effort. It doesn't just happen. You can't just join an organization, pay your dues and expect to see networking results. You have to work at it and maintain it. The Chamber is your source of multiple opportunities to meet new people and share in the process. This is the rationale behind monthly membership luncheons, Business After Hours mixers, our Business Success Dinner, the annual Business Expo and other activities – getting people together to share, learn and profit from their association.

You have probably noticed that the Chamber has been forming a series of sub-networks where like-minded people can find affinity relationships among those who share the same business outlook, life goals and worldview. We have a Windsor Care Network, a Community Service League, a Junior Chamber of Commerce, a Chamber and Town of Windsor group working to market our community and share information with visitors and an association of Sonoma County Chambers all within the larger umbrella of the Chamber, yet focused on targeted objectives these groups share in common. Other sub-nets are also on the drawing board, including one specializing in ensuring business and community survival.



Lifetime Membership Awardee Lee Dysart and Board Director Tom Lawrence

We also have a group of internal networks comprised of Volunteers, Ambassadors, a Board and several sub-committees focused on achieving specific tasks, managing projects and the Chamber at large. Those who study the dynamics of social relationships tell us that the most effective results can be obtained when people work in small groups. People get to know each other better. They become more involved. They open up and interact more often. In brief, the workload can become more manageable when divided into smaller components, plus it's a great way to get everyone involved and working together.

Networking takes many forms – from how we relate to each other face-to-face, through written communications, email netiquette, meeting and conference dynamics as well as the brave new world of social networking. This issue explores the dynamics of one-on-one networking in social situations. Your comments are appreciated. Let us know if articles such as these help to enhance your business. 🌐

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

Crack Today's "Networking Code" And Build Priceless Relationships

by Gary Quackenbush, President / CEO

One of the benefits of Google, Yahoo and other online search engines is that they are great sources of information on any topic in abundance. Take networking, for example. There are tips for what to do at cocktail parties, buffets, luncheons, conferences, sit-down dinners and virtually every type of social gathering. Here is a list of 10 things from Dean Lindsey that can help you crack the networking code and build priceless business relationships. He is the founder of The Progress Agents, LLC, a workshop and seminar company dedicated to empower progress in sales, service and workplace performance.



- 1) **Work the room by yourself** – If you came with friends, communicate to your buddies that you all should fan out. Moving around solo encourages others to approach you. Remember, you are there to grow your network, not hang with people already in your network.
- 2) **Stand near the registration table** – After putting on your nametag, take advantage of this location to make small talk with new arrivals. Even help them put on their tags! These are the moments, at the point of entry, when newcomers are receptive and ready to make new contacts.
- 3) **Study name tags** – See who's who and especially remember the names of those you don't know. If tags are preprinted on a table, you can try attaching a sticky note to one not yet picked up saying you would like to meet him or her. Be bold...go where few have gone before!
- 4) **Circle and scan** – Before going straight to someone, try circling the room and checking out nametags of people and companies that you definitely wish to contact while there. Make mental notes and follow up. Some may leave early, so visit with the new people first.
- 5) **Look for people standing alone** – They may be nervous, or don't know many people there and are reluctant to mix. By taking initiative, you endear yourself to them and they will be grateful. One-on-one networking is the best networking.
- 6) **Sit between people you do not know well** – If it is a sit-down affair, don't sit with friends or business associates. Make sure you are sitting near someone you can make a new business relationship with as soon as possible before he or she becomes engaged in other conversations.
- 7) **Hang out at the food table** – People tend to be more easily accessible around food. Our endorphin levels are higher when we are close to food (but not near the bar). People often tend to grab their drinks and move away. Be sure to smile, make eye contact and have a friendly, positive attitude.
- 8) **Practice using short ice-breakers** – Small talk comes easily near the buffet table. "That Danish looks good" or "Isn't the menu tempting today?" When hands are full, people often look for places to set things down. Identify such spots and stay close by to chat.
- 9) **Exchange plenty of business cards** – Be sure to have enough with you. It is important to study a card after receiving it (you learn a lot) so don't just stuff it quickly in a pocket. Remember, it is more critical to receive their cards even if you run out of your own!
- 10) **Don't go to networking functions hungry** – Eat something before you go so you can focus on people, not the appetizers. And don't talk with your mouthful! Or, grab a quick bite off to the side and then mingle without a plate in hand—so you can shake hands.

Since networking is an art, not a science, there is no perfect formula guaranteed to work every time. Still, we all can learn better ways to reach out to people. This is just the first in a series of articles about how to achieve success through networking and other proven business tactics.

Networking takes many forms – from how we relate to each other face-to-face, through written communications, email netiquette, meeting and conference dynamics as well as the brave new world of social networking. This issue explores the dynamics of one-on-one networking in social situations. Your comments are appreciated. Let us know if articles such as these help to enhance your business. ★

A Special Thank You to Those Who Helped with the 2011 Business Expo!



A hearty round of applause and the Chamber's sincere gratitude is extended to the more than 30 people involved in making the Business Expo 2011 on February 8 a success. Feedback from many sources was extremely positive and most visitors thought that this year's event was well organized and conducted in a highly professional and efficient manner.

"I want to thank all those who helped us organize and manage the Expo, as well as others who were on hand to set up and take down the tables and displays," said **Liz Stephens**, a Chamber Director and Chair of the Business Expo Committee that also included **Christine Tevini, Lacey Burdette & Rachel Bingham**. "Volunteers came forward at each phase of the process to serve in a number of critical capacities."

Greeters included **Christopher Anderson, Lynda and Tony Pinochi and Lori Harkey**. The guest counter at the door was **Rachelle Butulia**. The Chamber of Commerce information table was staffed by **Mary Turner** along with two Windsor High School students, **Gladys Medrano and Janifer Cardona**.

Raffle ticket sales and gift donations were coordinated by **Maxine Baker, Gay Salisbury, Diantha and Bruce Okrepkie, Margarete Thurau, Jane Leach, Geri DeMaio, Sally Dysart, Kathy Lane, Denise Marks and Gayle Cunningham**.

The setup crew included **Joe Schiavone, Lacey Burdette, Will Jones, Christine Tevini and Liz Stephens**. Christine and Liz also assisted with the cleanup along with **Karlene Rebich and other WE Foundation members, as well as Lori Harkey and Sean Anderson**.

The winner of the *Best Themed Booth* was **TLC Child and Family Services**. "This year was exceptional in terms of the number of raffle prizes donated," Ms. Stephens said. Sixty prizes were contributed by Chamber members and the Windsor area business community, including:



- Airport Health Club**
- Allsigns**
- Allstate Insurance - Jeffrey Leasure**
- Anytime Fitness**
- Atrellis Flowers and Gifts**
- Charlie's Grill**
- Costco Wholesales**
- Curves**
- Delta Computing**
- Denny's Restaurant**
- Drive Rite Automotive**
- Dry Creek Inn**
- Exchange Bank**
- Family Law Offices of Carol Gorenberg**
- G. Lani Truffles**
- Golden Spoon Frozen Yogurt**
- Great Clips**
- Green Monster Clean**
- Healdsburg District Hospital**
- Health First! Pharmacy**
- He Be GB**
- Huntington Learning Center**
- In Living Color**
- Johnson Pool and Spa**
- Karla's Kuts & More**
- Kokeshi Day Spa**
- Live Fit Boot Camp**
- Mueller Winery**
- Net Profit**
- Pack, Ship and More**
- Pacific Coast Air Museum**
- Redwood Credit Union**
- Rotary International**
- Round Table Pizza**
- Robin Aitken-Bullard Insurance**
- Silveira Buick GMC**
- Sky Lounge**
- Starr Kennels**
- Tomi Thai Restaurant**
- TruScan Fingerprint Services**
- Walmart of Windsor**
- Windsor Times**
- Windsor Bicycle Center**
- Windsor Medical Center**
- Windsor Vice Mayor Debora Fudge**

While the items donated are too numerous to mention, a special tribute is in order for WalMart, and its Community Services Director Heather Amari and her team, for having contributed the most raffle prizes this year," Ms. Stephens said. 🌟

Chamber News & Notes

Every Sunday – 5pm to 6pm – KISSSS – Keep It Simple Sunday Soup Supper at Windsor Presbyterian Church, 5891 Pruitt Ave., Windsor. A free soup, bread and juice supper will be served to anyone in need. **(707)838-1566 or go to www.windsorpresby.org.**

Saturday – March 5th – Grand Opening and Ribbon Cutting at Chase Bank! Come meet the staff from 8:30am to 6:00pm at 9084 Brooks Road South. 2pm Ribbon Cutting officiated by the Windsor Chamber of Commerce. Bring a friend!

Friday - March 11th – Business Environmental Alliance Best Practice Awards Breakfast, Hyatt Vineyard Creek, Santa Rosa from 7 -9:30 a.m. The Windsor Chamber is proud to announce that one of its members, **John Grill of Aaction Rents**, will receive an award for its environmental sustainable policies and energy saving practices. Sonoma County Supervisor Shirley Zane will deliver opening remarks followed by Todd Ahlsten, chief Investment Officer with Parnassus Equity Income Fund, and keynote speaker Andy Hoffman, Professor of Sustainable Enterprise, with the University of Michigan.

Friday March 18th and Saturday March 19th - Atrellis Flowers & Gifts to Celebrate Third Anniversary on Friday, March 18, from 4 to 7pm, and on Saturday, March 19 from 11am to 6pm. Wine, appetizers, discounts and prize drawings. Atrellis is located at 816 McClelland Drive in the Town Green in Old Downtown Windsor.

Thursday - March 24th – BUNCO NIGHT from 6 to 10pm. 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.

Saturday – March 26th – Ribbon Cutting and Grand Opening at Togo’s Great Sandwiches, 8936 Brooks Road So., Windsor, from 10:30am to 1pm. Ribbon Cutting at 10:30am. There will be a Sandwich Eating Contest with boys and girls from some of the WHS sports teams! 25% of all proceeds from 3/26 will be going to the WHS Boosters Club. KZST will be there along with fun & prizes!

Sunday - April 3rd at 4pm – 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 at the Mary Agatha Furth Center, 8400 Old Redwood Highway. Tickets are \$30/person prior to March 25 and \$35 thereafter. Go to www.kiwaniswindsor.org for more info 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.

Business of the Month

Congratulations to **Jim Hance, Account Executive, Certified Employment Group** for being the Business of the Month! Please call **(707) 521-2140** or email **jimh@certifiedemployment.com** for more information.



CHAMBER MEMBER EVENTS

Member Luncheon – Tuesday, March 15th, 11:30-1:00pm

Location/Menu by: Denny’s Restaurant, 9098 Brooks Road South

**Speaker: Herb Liberman,
Small Business Development Center**

Member Business After Hours

Tuesday, March 29th 5-7pm

Hosted by: Kyle Yoder, D.C.

Location: 8499 Old Redwood Hwy #204, Windsor

Monthly Digital Newsletter – April Issue

Deadline: Friday, March 25th for art and payment

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

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Emily McCutchan
emily.mccutchan@gmail.com
www.healdsburgfair.org

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7050 Starr Road, Windsor
Sandi Brock
info@starrkennels.com
www.starrkennels.com

Cold Stone Creamery (707)838-1821

6580 Hembree Lane, Windsor
Jacquelin Fazzio
sonomacoldstone@yahoo.com
www.sonomacoldstone.com

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matthew_jordan2@cable.comcast.com

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kathy@praetorianusa.com
www.praetorianusa.com

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Brooks Road South, Windsor
John Withers
Jkw123@aol.com
www.greatclips.com

Wells Fargo Bank (707)837-0108

8852 Lakewood Dr, Windsor
Diana Duenas-Brown
diana.duenas-brown@wellsfargo.com
www.wellsfargo.com

Republic Services (707)280-5427

500 Mecham Road
Petaluma, CA 94952
Judy James
judy.james@republicservices.com
www.republicservices.com

Rick Bolduc Designer Draftsman

1522 Yardley Street, Santa Rosa
(707)568-5840
Rick Bolduc
rickbolduc@yahoo.com
www.rickbolducdesignerdraftsman.com

G Lani Truffles (707)495-7844

P.O. Box 2094, Windsor
Gina Riveras
gina@glanituffles.com
www.glanituffles.com

Windsor Presbyterian Church (707)838-1566

5891 Pruitt Ave, Windsor
Reverend Amy Seymour Haney
wpc2997@yahoo.com
www.windsorpresby.org

Renewing Members

Asset Protection Strategies Group, Inc.
M & M Services
Sonoma Bank

Fitness Corner

Weight Loss De-Mystified

by Matt Lesley, Certified Personal Trainer, Co-Owner, Structure U (707) 837-5244

We here at Structure U want to share a couple of truths about weight loss. It seems that with each passing day trainers, food manufacturers, physicians, even celebs are trying to promote another miracle cure for fat loss. Very few of these plans really work for any length of time. Losing weight isn't a mystery, doesn't have to be complicated, and there are no dangerous side-effects. Everyone can lose weight; some of us can do it alone, while others need some guidance. The "secret" is this; be diligent in your fitness program and include some form of cardio in your routine, whether it's intense interval training or riding your bike around town, and make it a lifestyle change instead of a diet. Weight loss is simple, and everyone can do it. Here are a few things to keep in mind as you begin:

- 1) **Make small, incremental changes.** Take 30 calories out of your diet daily, that adds up to almost 11,000 calories over a year. That's important because 11,000 calories is the equivalent of about 3 pounds of body fat.
- 2) **Eat natural, real foods.** If it grows, walks, swims or can fly, then eat it. If you can't pronounce it or it won't expire, it shouldn't be in your house.
- 3) Remember that even shoes taste good fried, so **don't use the excuse that it tastes great to eat fried foods.** If it's fried, it's going to fry your arteries and your weight loss goals.

It doesn't take grand efforts or huge plans to lose weight, but just in case you don't have the motivation, desire, or direction, we are here to help you get stronger, leaner, and healthier.

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

President / CEO	Gary Quackenbush	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
Ernest Rodriguez , Sonoma Bank	837-2100
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:
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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.



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Santa Rosa, California 95403
Phone: (707) 523-1810
Fax: (707)523-1825
E-mail: diana@cagfamilylaw.com
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**ANNUAL
CHICKEN DINNER**

RAFFLE AND SILENT AUCTION

SUNDAY, APRIL 3, 2011

Mary Agatha Furth Center • 8400 Old Redwood Hwy, Windsor

4:00-5:00 p.m. Raffle and no host bar

5:00 p.m. Dinner and Auction

Ticket cost: \$30 prior to March 25 • \$35 March 26-April 3

For more info visit: kiwaniswindsor.org

Bring this flyer when you attend and receive 5 FREE raffle tickets!

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Saturday, March 19th, 11-6pm

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