

April 2012

It began quietly, as an email to 40 friends.

But when a steady stream of customers began coming through the door before the family-owned Chagrin Hardware had even opened for the day on Saturday, it was clear that it had turned into much more than that.

The idea started with Jim Black, a resident of Chagrin Falls, a close-knit village in Cleveland's eastern suburbs that is part artist colony and part bedroom community. Black posted the email to a group of his friends. "Let's show our support for one of our local businesses," he wrote. "I challenge everyone to spend AT LEAST \$20 at the hardware on the 21st.

"And it wasn't meant as a protest against the big-box stores that have created an ever-tightening circle around the community.

It was just a way to thank Chagrin Hardware's owners for a beloved shop that has been a fixture in the village since 1857.

"These are good people who needed our support," Black said. "It's just that simple."

The store has been run by the Shutts family for the last 72 years. It passed from uncle to father to older brothers Rob and Kenny and the three youngest, Steve, Susie and Jack, who run the store today.

Black's note was forwarded and forwarded and forwarded again. Calls started coming in from folks out of state who wanted to make a purchase over the phone.

And when the day came, so did the shoppers — one by one, with dogs on leashes and children in tow, hour after hour until the hardware was teeming with customers.

By 10 a.m. the place was jammed. By 1:30 p.m., the credit card machine was overloaded and had to be reset. "This is so cool," said Steve Shutts, a mix of joy, wonder and happy exhaustion spread across his face. "I've seen people today I haven't seen in years."

The line at the checkout stretched in two directions as people with snow shovels and light bulbs and fireplace grates and vintage movie posters and horse shoe caulk — yes, horse shoe caulk — waited to pay. When the final customer had finally left well after closing time with her fuzzy dice and floodlights, Schwind and Steve Shutts tallied the day's receipts. Shutts shook his head at the wild and unexpected ride. "Thanks to Jimmy Black," he said. "Thanks to everyone. Thanks to Chagrin Falls. "What a place to live."

Two New Board Members

Patty Norton owner of the Eagle's Nest Deli and Grill and Dawn Leandro, Manager of Redwood Credit Union have just joined the Chamber Board of Directors. Please thank them for their service and feel free to contact them with any concerns or questions that you may have. Welcome Patty and Dawn!

Summer's Big Time Kick Off!

The first weekend in June will be busy here in Cloverdale. June 1st is the first of the Friday Night Live concert series in the Plaza and the first Farmer's Market of the season.

Saturday, June 2nd is a full day of fun...The 2nd Annual Wine Country Senior Games 5K/10K starts on 2nd/Commercial at 9:00am. Last year almost 400 runners from all over the US participated. This year organizers, locals, Marianne McBride and Michele Leonard are hoping for even more runners. Bring your cow bells to cheer them on!

Also on Saturday, the Heritage Day Antique and Collectibles Street Fair take over E. First St. from 9am-5pm. Watch for dealers in jewelry, fine furniture, western collectibles and Bakelite, along with live entertainment, beer, wine and food.

Saturday, June 2, at 4pm the 10th Annual Sculpture Exhibit sponsored by the Cloverdale Arts Alliance opens on the Plaza followed by an opening at 7:00pm at the First Street Gallery. Finally (if you have any energy left!) you can dance, drink and eat at the Mardi Growl at the Citrus Fair, raising money for the purchase of a new police dog.

You can get your business name and logo shown in the advertising that will be used to promote this event both locally and to the participants of the Senior Games. Information about how you can participate is attached to this newsletter.

Inside

CAFÉ Building a Better Business.....2
 Business Briefs March 2012.....3
 Community Events and Member Updates.....4
 Chamber Calendar Chamber.....5
 Chamber Members Financial & Legal Services..... 6
 Breakfast for Champions.....7
 Heritage Day Sponsor Opportunity.....8&9



Thinking About Starting Or Improving a Small Business?

A series of free workshops for people interested in starting their own business or improving an existing one will be offered in Cloverdale during April and May. The six-session series will be provided on Thursday evenings, beginning April 26. The sessions are designed to help someone who is interested in starting or enhancing a business and covers the basic elements of successful business ownership including writing a business plan. Existing micro-business owners can also attend individual workshops of specific interest. A micro-business has five or fewer employees.

The workshops are sponsored and presented by Cloverdale Alliance for Financial Education (CAFÉ) and Community Action Partnership of Sonoma County. The series is funded by grants, including a federal grant obtained by the City of Cloverdale, as well as grants from Wells Fargo Bank and Bank of America. The workshops will be held at CAFÉ's office, 129 N. Cloverdale Blvd, #11. The program also provides free individual consulting to assist business startups and existing micro-business owners.

The workshop series will be limited to 10 participants. To apply or for more information, call (707) 894-8660, or stop by the CAFÉ office.

Say Goodbye... Vickie Hegarty Leaving

Long time Chamber administrative assistant Vickie Hegarty is leaving next week. Vickie joined the Chamber in 2004 and has been instrumental in bringing us into the technology age. Vickie has been our excellent bookkeeper, but her true love and ability is creating graphics and forms. She has been responsible for setting up the newsletter each month, creating forms for all of our events, updating our site and the calendar of events site on www.cloverdale.com. Her willingness to take on new challenges has helped immeasurably with the workload here at the office. Vickie, we will miss you and wish the very best in your new endeavor.

CAFÉ - Cloverdale Alliance for Financial Education

And Community Action Partnership of Sonoma County Announce

Building a Better Business

Free Workshops on how to start a business!

Beginning April 26, 2012, this series is designed to take you through the basic elements of successful business ownership including writing a business plan.

Sign up for individual sessions or for the whole series.

Got What It Takes?

Thursday, 4/26 6:00 - 9:00 PM

- Business Skills Assessment
- Time Management
- Personal Budget
- Setting SMART Goals
- Income Strategies

Does Your Idea Make Cents?

Thursday, 5/3 6:00 - 9:00 PM

- Networking
- Mission Statement
- Business Research
- Financial Planning
- Break-Even Analysis
- Starting a Business Plan

Know Your Customers

Thursday, 5/10 6:00 - 9:00 PM

- Mission Statement
- Product/Service Description
- Benefits Analysis
- Buyer Motivation
- Target Market
- Competition Analysis

Communicating With Customers

Thursday, 5/17 6:00 - 9:00 PM

- Target Market
- Marketing Strategies
- Sales Projection
- E-Commerce
- Market Position

Nuts & Bolts of Business Finance

Thursday, 5/24 6:00 - 9:00 PM

- Business Organization
- Financial Research
- Licenses & Permits
- Break-Even Feasibility Model
- Pricing Analysis
- Business Plan Overview

Follow Your Money

Thursday, 5/31 6:00 - 9:00 PM

- Business Plan Organization
- Basic Recordkeeping
- Financial Statements
- Cash Flow
- Cash Flow Projections
- Executive Summary

To apply or for more information call CAFÉ (707) 894-8660. There is no cost to apply or to participate!

Workshop location:

CAFÉ Office: 129 N. Cloverdale Blvd. #11 Cloverdale, CA 95425

Building a Better Business is a program developed by West Company, a Mendocino County-based nonprofit that assists local entrepreneurs to create sustainability and wealth!



Michael Burd, Jerry Wish, Candace Wish and Keely Burd, owners of Railroad Station Bar & Grill, just after the ribbon was cut at their Grand Opening. All four are Cloverdale residents. Join with us in welcoming their new restaurant and bar to our business community.



Business Briefs – March 2012

By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

- Local realtors **Jane** and **Ron Pavelka**, of **Wine Country Group Realtors by Better Homes and Gardens Real Estate** recently received Top Producer Awards for 2011. Even with the addition of new offices in larger population centers, this husband and wife team continues to grow their business year over year and are still some of the top realtors in the company. The **Pavelkas** received the 2011 Team Top Producer Award for the largest number of listings, which was a major accomplishment considering the majority of their business is conducted in Cloverdale and the northern Sonoma County area. They also received the Team Top Producer Award for their office for the number of listings and units sold for 2011. If you need a realtor to handle any of your real estate needs, contact **Jane** or **Ron Pavelka** at 707-480-5424 or at Pavelkas@winecountrygroup.com.
- **Dave Dreiling** has recently taken over the **Farmers Insurance** office located at 555 S. Cloverdale Blvd. He grew up in San Francisco and San Jose and attended Sonoma State University as a Criminal Justice Major. After working for 10 years in Santa Rosa for Wired Rite Systems, he left in 2004 and moved his family from Healdsburg to Ukiah. After working there as a business office manager for five years, Dave became a licensed Property/Casualty, Accident and Health and Life Insurance Agent. He joined **Farmers Insurance** in February of 2010 working in an office in Ukiah. When he had the chance to take over one of the Farmers Insurance offices in Cloverdale, he and his wife **Juanita**, felt it was an opportunity they could not pass up. The Dreilings have a 12-year old son, Richard. The **David Dreiling Insurance Agency** is a family business. **Juanita** helps with marketing and **Richard** helps with office chores. Dave commented, "My goals for this office are to make it a welcoming and comfortable environment for existing and new customers to come to. My agency prides itself on Customer Service. We strive to be professional, attentive to customer's needs, quick to respond to inquiries and claims, and available to explain how insurance works to protect what you have worked so hard for." He adds, "I look forward to ingraining myself in the Cloverdale community and partnering wherever and whenever I can. I am especially interested in helping parents when adding their children to their auto insurance policies by providing a Youth Essential Safety program that can be an added benefit to their licensing process. I also look forward to helping families organize their information in preparation for an emergency, but most importantly, I look forward to protecting that which is most important to families and being a trusted advisor. **David Dreiling Insurance Agency** provides insurance services for Life, Home, Commercial, Umbrella, Motorcycles, Boats, Specialty Property and Casualty Products. The office is located at 555 S. Cloverdale Blvd., Suite 1. The phone number 894-3315.



Customers, city leaders and fellow chamber members and the 2012 Cloverdale Citrus Fair Queen, Beth Marrone, joined in for the Grand Opening and ceremonial ribbon cutting at Cloverdale's newest restaurant, Railroad Station Station Bar & Grill last Friday, March 30.

- **S&S Windows & Doors**, owned by **Steve** and **Susie Nurse**, has been named a new distributor for **Hurd Windows & Doors**. They will be the distributor of record for the North Bay Area. The Cloverdale company will represent **Hurd's** full line of residential and light commercial products and services to builders and architects throughout the area. **S&S** president **Steve Nurse** commented, "We are thrilled to be able to provide Hurd's products and services to the North Bay area. Hurd has a reputation for custom-crafted, premium -quality wood windows and doors-at affordable price points-for more than 90 years. We are honored to be part of that rich history." **S&S Windows & Doors** is located in downtown Cloverdale at 128 N. Cloverdale Blvd. For more information call 707-220-8740 or visit www.SandSwindows.net.
- **Fitness Boot Camp**, taught by **Tanya Alexander**, a certified martial arts instructor, is now at **Evolve Fitness Studio**. "Fitness Boot Camp is a great way to get in shape or cross train," she commented. It is a 45 minute workout that alternates between core, flexibility training, cardio and strength training. The classes are just \$10 each and take place Wednesday and Friday at 5:15 a.m. for early birds and at noon on Wednesdays. For information call 332-9296 or email tanya.alexander@comcast.net. **Evolve Fitness Studio** is located at 124 S. Cloverdale Blvd. above **Antiques & Uniques**.
- **Yave Guzman** has been elected to the Board of Directors at **Alexander Valley Healthcare (AVH)**, a Rural Health Center serving 7,000 patients in Cloverdale and Geyserville. Guzman is a graduate and completed advanced studies in Theater Arts at U.C. Santa Cruz. He does set and lighting design at the Cloverdale Performing Arts Center. At his alma mater, Cloverdale High School, Guzman coaches track and cross country. He continues to compete in cross country and track meets around the Bay Area.

For more information call 894-3524. Business Briefs submissions may be Emailed: chamberadmin@cloverdale.com or faxed to 894-9568. Please mention "Business Briefs in your subject line. They will be included and edited on a space-available basis.

Community Events

APRIL 2012

- 3 **Historical Society Speaker Series** Discussion early baseball days in Cloverdale. Panel includes Ed Bowen, Gino Gianoli & others about their days playing ball in 1950's & 1960's Cloverdale "City League" 7 pm Cloverdale Performing Arts Theater \$5.00 donation Refreshment 894-2067 info@cloverdalehistoricalsociety.org
- 4 & 18 **Discovering Art series, titled "How to Appreciate Great Art"** 7 pm to 8:30 pm Cloverdale Center for the Arts -105 E. First St., Each evening will feature two sessions via DVD. (\$3 per evening for CAA members \$5 for non-members). Seating is limited 40 participants. 894-4410 www.cloverdaleartsalliance.org
- 7 **Annual Lions Club Easter Egg Hunt- Easter Bunny** - Contact: Warren Larson 894-5107 <http://cloverdalelionsclub.com/egghunt/>
- 12 **Live Jazz in Cloverdale** - Presented by the **Cloverdale Arts Alliance** 105 E. 1st. St. 7:30 -10 pm \$10 limited seating arrive early Members discount price \$7.00 894-4410
- 14 **10th Annual Shrimp Feed** - Xi Delta Epsilon Fundraiser 6:30 - 9:30 pm- Citrus Fair All you can eat Shrimp, salad, garlic bread with a no host bar contact Pam Smith 707-894-2636 or email - xideltaepsilon@yahoo.com
- 14 **Spring Literary Luncheon "Making Your Mind Magnificent Flourishing at any Age"** by Steven Campbell 1-3 pm \$24/Members ~ \$30/others Limited Seating 894.4826 Cloverdale Senior Center 311 N. Main St. 894-4826
- 9&10 **Real Flicks Independent**
- 23&24 **Film Series** 7 p.m. Clover Cinemas, Presented by Cloverdale Arts Alliance 894-4410
- 20&21 **Bullshot Crummond** Presented by the Cloverdale Performing Arts Center 8PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214 www.cloverdaleperformingarts.com
- 22&29 **Bullshot Crummond** Presented by the Cloverdale Performing Arts Center 2PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214
- 28 **Rotary BBQ** at the Cloverdale Plaza Contact phone 707-894-4165 www.cloverdalerotary.org
- 28 **Ponytail Softball Try Outs** City Park 9AM Cherna Alliston 894-2466
- 28 **Green Thumb Garden Club - Plant Sale** 9am-2pm Pacific Auto Parking Lot Corner of Cloverdale Blvd. & First Street Sue Parkin 894-5018

MAY 2012

- 2 & 16 **DISCOVERING ART series, titled "How to Appreciate Great Art."** 7 pm to 8:30 pm Cloverdale Center for the Arts -105 E. First St., (\$3 per evening for CAA members, \$5 for non-members) will be requested. Seating is limited to the first 40 participants. Call 894-4410 www.cloverdaleartsalliance.org
- 12 **Cloverdale Ram Sale-Citrus Fair-** 11:30 am \$15.00 BBQ - Auction - 1 pm Rams and Ewes Sale - Free Entry- Marie or Jim Hill- 894-5541 lambhill@wildblue.com
- 13 **11th Annual Mother's Day Breakfast** 8am-11:30 am Kiwanis-High School East Gym Cafeteria Prices TBA 894-2466
- 14&15 **Real Flicks Independent Film Series** 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410

**Wild About Wildflowers
A Wildflower Photo Exhibit**
By
Reny Parker
Award Winning
Cloverdale Photo Artist
Now Until May 7, 2012

Reny's large scale photos of the wildflowers of Sonoma County & the North Bay are full color images of the native plants of this area. The familiar as well as rare.

**WILDFLOWER TALK BY
Liz Parsons, wildflower expert and Fellow of the California Native Plant Society.**

**Saturday, April 21
3:00 - 5:00 PM
\$5.00 suggested donation.
Light refreshments served.**

Both events held at the Cloverdale History Center 215 No. Cloverdale Blvd. Cloverdale, CA.

Junior Gardeners Invited to Showcase Creativity and Win Cash Prizes

Youth groups and individuals are invited to participate in the Sonoma County Fair Junior Garden Contest which highlights the 2012 Fair theme, "Cruise on In." Local youth have the opportunity to experience the challenge and excitement of designing their own 8' x 10' gardening exhibit with a cruise theme. These exhibits will be showcased for the entire run of the Sonoma County Fair, hosting an expected 340,000 visitors for 17 days of fun.

Not only is this a great team building experience for youth groups and individuals, there's an opportunity to win big bucks, too. Cash prizes are \$475 for first place and \$450 for second. Multiple winners will be announced at each level. Entrants will also have the opportunity to sell their plant and landscape materials at the end of the Fair to raise additional income.

This year's Hall of Flowers theme is "Ports of Call" with a list of celebrated destinations on tap as garden inspirations. Magnificent floral displays will capture the beauty of twenty cities including Lisbon, Cabo San Lucas, Singapore and Buenos Aires.

The challenge of designing and creating a small garden is a stepping stone for young designers. "In the years I have been here, I have seen an amazing improvement in the quality of our junior gardeners." Says Greg Duncan, Hall of Flowers Designer, "Most of them now take blue ribbons, and several gardeners have moved into the amateur and even professional ranks as they have grown up."

Participants must be between the ages of 9 to 19 years old as of January 1, 2012. All work must be done by the exhibitors. No leader or parent assistance will be permitted, although other junior exhibitors may help. Entrants will be judged on appearance, design, plant materials and accessories.

The deadline to enter is Friday, April 13 at 5:00 pm. On-site work takes place July 14-22, and all gardens must be completed by 8:00 pm on Sunday, July 22. The Sonoma County Fair opens Wednesday, July 25 and runs through Sunday, August 12. The Fair is closed Mondays.

Spaces are filling up quickly for this popular competition. To enter the Junior Garden competition, contact the Sonoma County Fair's Entry Office at (707) 545-4200 x103, or visit them at 1350 Bennett Valley Road in Santa Rosa. To find out more about the 2012 Sonoma County Fair, visit www.sonomacountyfair.com.



"Cloverdale, Where the Vineyards Meet the Redwoods"

April 6 - June 24

Gallery Reception **Saturday, April 21** from 5 - 9 PM

Featured artists, Henry White - landscapes & still lifes in oil and Alex Murray - scratchboard animals



Clockwise from top left - "Spellbound" Alex Murray, "Cloudscape" Henry White, "Snow Leopard" Alex Murray, "Oak & the Girl" Henry White, "Grizzled" Alex Murray, "Down, Zabriskie Point" Henry White

In honor of community, Towers Gallery presents "Cloverdale" Where the Vineyards Meet the Redwoods, from April 6 through June 24, 2012. Local garden lover, Anne Styles, offers Dried Flowers with Silica workshop.

Towers Gallery, a cooperative members gallery, will feature Alex Murray and Henry White. L' Annexe Towers continues to feature Cloverdale High School art students, mentored by Ralph Duell.

Ukiah scratchboard artist Alex Murray presents amazingly beautiful realistic animals. Henry White of Petaluma will exhibit his vibrant California landscapes in oil. Offering works of all mediums, the forty-five artisans of Towers Gallery will show art depicting "Cloverdale" with three dimensional artisans of blown glass, turned wood, fine hand carved wood tables, fiber art, ceramics, fired and Raku pottery, exquisite jewelry and vintage collectible sculpture assemblage offered.

Cloverdale High School 11th and 12th grade art students exhibit complementary works throughout the Gallery and in the Towers L' Annexe venue located in the first floor suite.

Anne Styles presents a workshop *Introduction to Dried Flowers with Silica* on Saturday, May 5, 2012 from 11am-noon. Workshop sign up with advance \$15.00 fee, including supplies, is required. Sign up at Gallery.

"Cloverdale" reception on Saturday, April 21 from 5-9pm. Luscious Zinfandel wine graciously poured by *Wine Guerrilla*, hors d' oeuvres, raffle and '60-'80's pop music played by local Cloverdale musician Oscar Calderon on guitar with vocals. Meet the artists!

CHAMBER BOARD OF DIRECTORS

BOARD CHAIR PERSON

Dave Holt, Agri-Comm Appraisal Services.....894-9576

CHAIRMAN ELECT

Gail Pardini-Plass, CA. Senior Legislature.....894-3315

SECRETARY/TREASURER

Mike Nixon, Owner Nixon Financial.....894-9882

CHIEF EXECUTIVE OFFICER

Carla Howell, Chamber of Commerce.....894-0125

DIRECTORS

Kurt Kelder, Owner Kelder Engineering.....894-0862

Cort Munselle, Owner DVC Group.....280-0474

Bill Lambert, Cloverdale Arts Alliance.....894-4410

Neena Hanchett, Owner Cloverdale Reveille.....894-3339

Sue Jackson, Chamber Member.....894-2429

Patti Mannatt, Exchange Bank Manager.....894-5109

Ken Knight, Owner Ken Knight.....894-2520

Patty Norton, Owner Eagles Nest Deli & Grill.....894-9290

Dawn Leandro, Redwood Credit Union Manager.894-0244

OFFICE STAFF

Vickie Hegarty, Administrative Assistant.....894-4470

CHAMBER CALENDAR OF EVENTS

April 2012

20 Board of Directors 9:30 a.m.

May 2012

18 Board of Directors 9:30a.m.

Meeting Location: Nixon Financial

140 B South Cloverdale Blvd., Cloverdale, CA

Renewing Members

March 2012

William Adler

Agri-Comm Appraisal
Clover Springs Community
Assoc.

Cloverdale Citrus Fair
Cloverdale Food Center
Cloverdale Multi-Purpose Senior
Center

Farmyard Feed
First Baptist Church
Jean M. Herschede & Mark
Thayer

Healdsburg Property
Management

Jefferson School PTA
Mail Center Etc.
Rotary Club of Cloverdale
The Loft

New Member

March 2012

**Bella Moda Hair
Studio**

Anna Bellegarde
131 N. Main Street
Cloverdale, CA 95425
(707) 894-5546

**Railroad Station Bar
& Grill**

114 Railroad Avenue
Cloverdale, CA 95425
(707) 894-4779

**Ruth McGowan's
Brewpub**

**Michael & Mary Ann
Brigham**
131 E. First. Street
Cloverdale, CA 95425
(707) 894-9610



MISSION STATEMENT

Cloverdale Chamber of Commerce works to be a progressive and successful chamber of commerce providing the momentum for the Business Community to succeed and prosper in Cloverdale. This will be accomplished through emphasis on proactive member satisfaction, a strong and persuasive voice for business, useful networking opportunities for our members, a positive relationship with government and supporting community economic vitality.

**126 N. Cloverdale Blvd, Cloverdale, CA 95425
(707) 894-4470**

chamberinfo@cloverdale.com
www.Cloverdale.com

Chamber Members Financial & Legal Services Investing and Protecting Your Assets

ATTORNEYS

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115 W First Street
Cloverdale, CA 95425
Fax 707-894-3127
jim@cloverdalelaw.com
www.cloverdalelaw.com



Sink Law Office.....(707) 894-3941
Tom & Mary Sink
144 S. Cloverdale Blvd.
Cloverdale, CA 95425-
Fax 707-894-7776
sinkl@saber.net
www.sinkl@office.com



ACCOUNTANTS

Charles F. Reichel, CPA.....(707) 433-3316
1201 Vine Street Ste. 103
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info@reichelcpa.com
www.reichelcpa.com



Garry L. Witty, CPA.....(707) 894-5241
538 N. Cloverdale Blvd.
Cloverdale, CA 95425
Fax 707-894-9110
garrywitty@yahoo.com

FINANCIAL SERVICES

Edward Jones Investments.....(707) 894-0277
Dolph Green, CFP
PO Box 127
231 N. Cloverdale Blvd
Cloverdale CA 95425-
Fax 866-411-6565
dolph.green@edwardjones.com
www.edwardjones.com



FINANCIAL SERVICES

Nixon Financial.....(707) 894-9882
Mike Nixon
140 B South Cloverdale Blvd
Cloverdale, CA 95425-
Fax (866) 214-1674
michael@nixonfinancial.com
www.nixonfinancial.com



BANKS

Redwood Credit Union.....(800) 894-0244
Dawn Leandro, Bank Manager
1129 South Cloverdale Blvd., Suite A
Cloverdale, CA 95425
dleandro@redwoodcu.org
www.redwoodcu.org



Chase Bank Cloverdale.....(707) 894-8841
103 S. Cloverdale Blvd.
Cloverdale, CA 95425
Fax (707) 894-8844
www.chase.com

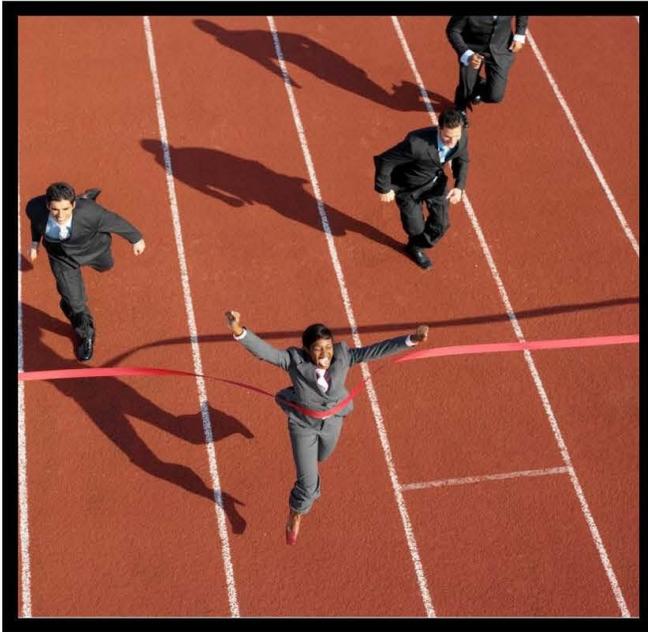
Exchange Bank.....(707) 894-5109
Patti Mannatt, Bank Manager
116 South Cloverdale Blvd
Cloverdale, CA 95425
Fax (707) 894-2336
mannattp@exchangebank.com
www.exchangebank.com



NOTARY SERVICE

Linda Welch, Notary.....(707) 328-4592
lnd.welch@gmail.com
www.notary.net/websites/lindawelch/
Fax (707) 894-2927

Cloverdale Chamber of Commerce



Breakfast for Champions™
Zini's Diner
796 S. Cloverdale Blvd. Cloverdale
Thursday, April 19th
8:00 am – 9:30 am

Guest Speaker:

Elaine Holtz
Norton & Holtz Business Solutions
Speaking on Identity
Fraud Prevention

☆ **Business Networking!** ☆ **Great Speakers!** ☆ **Movers & Shakers!**

Cloverdale Chamber of Commerce
"Breakfast for Champions"
Zini's Diner 796 S. Cloverdale Blvd. Cloverdale
Thursday, April 19th 8:00 am – 9:30 am

Name: _____

Address: _____

Email _____ Phone _____

Full Buffet Breakfast (eggs, pancakes, sausage, coffee, juice)

Reservation required along with payment prior to this event.

\$11.00 Per Person - Number in Party _____ = \$ _____ Total Enclosed
(Price includes tax and gratuity.)

Cash~Check~Mastercard & Visa accepted

Credit Card No. _____ Exp. _____

Please bring information that promotes the products and services your business provides.

Business cards ☆ Advertising Fliers ☆ Handouts

*Register by phone or print & mail or fax this form to the Chamber office.
Please call to reserve your seat TODAY.*



126 N. Cloverdale Blvd.
Cloverdale, CA 95425
Phone: 707-894-4470
Fax: 707-894-9568



126 N. Cloverdale Blvd.
Cloverdale, CA 95425
Phone: (707) 894-4470

April 1, 2012

Dear Chamber Member:

The city of Cloverdale and the Cloverdale Chamber of Commerce are pleased to be supporting the Wine Country Senior Games and the Sonoma County Council on Aging on June 2, 2012 when their 5K, 10K, and 5K walk / run comes to Cloverdale. For two days Cloverdale will be opening its doors wide and entertaining the hundreds of senior athletes who will be coming from all over the world to participate in the games.

On Friday June 1, 2012 Friday Night Live will kick off its season with Eric Lindell in concert in the downtown Plaza at 7:00 pm.

June 2, 2012 at 9:00 am runners, all over age 55, will take off from downtown Cloverdale to complete the 5k, 10k, and 5k walk/run events for the Wine Country Senior Games.

Also at 9:00 am on June 2, the Cloverdale Heritage Day Antiques and Collectibles Street Fair opens on E. First St. Sponsored by the Cloverdale Chamber of Commerce this free event which runs until 5:00 p.m., attracts antiques and collectibles dealers from all around Northern California. There also will be live music, food, and beer and wine available.

At 4:00 pm June 2 the 10th Annual Arts Alliance Sculpture Exhibit opens in the Downtown Plaza, followed by an opening at the First Street Gallery.

We will be advertising this weekend of events with ads placed in the Cloverdale Reveille, the Healdsburg Tribune and Windsor Times and the Santa Rosa Press Democrat.

This will be an opportunity for you to join us as a sponsor and have your business name and logo included on all advertising for this wonderful weekend of events.

Please see the attached sponsor information.

Sincerely,

Carla Howell, President/ CEO
Cloverdale Chamber of Commerce
ChamberCEO@Cloverdale.com

GENUINELY CLOVERDALE

**HERITAGE DAY
ANTIQUES & COLLECTIBLES
2012 STREET FAIR
SPONSOR OPPORTUNITY**

YES, I WANT TO BE A SPONSOR

_____ **\$200**

MY WINERY WILL DONATE:

_____ **CASE/CASES**

MY BREWERY WILL DONATE:

_____ **KEG/KEGS**

THIS SPONSORSHIP IS AUTHORIZED BY:

Name _____

Title _____

Address _____

Phone _____

Email _____

Signature _____ Date _____

**PLEASE REPRESENT MY COMPANY NAME IN
PROMOTIONAL MATERIALS AS FOLLOWS:**

Please make checks payable to:

Cloverdale Chamber of Commerce
Mail to the following:

Cloverdale Chamber of Commerce
126 N. Cloverdale Blvd.
Cloverdale, CA 95425
(707) 894-4470

I WANT TO PAY BY CREDIT CARD

MasterCard Visa

Expiration Date _____

Card Number _____

PLEASE FILL OUT AND RETURN THIS SPONSOR
ACCEPTANCE FORM AND RETURN WITH YOUR
CHECK OR MASTERCARD/VISA INFORMATION

THANK YOU FOR YOUR SUPPORT!