

**May 2012**



**Bike Home Celebration on Bike to Work Day May 10<sup>th</sup>**

May 10<sup>th</sup> is Sonoma County Bike to Work Day. Volunteers will be in the Downtown Plaza from 6-9 am to greet you. We will be providing juice, muffins and fresh fruit. We will also be giving away canvas "Bike to Work Day" Bike bags, and Dave Reynolds from Cloverdale Cyclery will display some exciting new bicycles.

Something new this year is the **Bike Home Celebration** sponsored by Keely and Michael Burd at the Railroad Station Bar & Grill. They will be extending their Happy Hour food menu and prices all day for those who bike to work. They also will be offering a special pasta meal that evening for bicyclists. Thank you for reaching into the community, Michael and Keely!

**The Art of Public Speaking**

CAA is pleased to welcome Cloverdale Toastmasters to the First Street Gallery for a 4-week class on public speaking. Have fun and learn to:

- Improve your interpersonal skills
- Speak with authority
- Respond with Poise and Impact
- Present with confidence
- Relate to your audience and build trust

Speaking skills will improve your life, regardless of where you use them. Interpersonal communication is just as important as public speaking, the art of public speaking relates to both.

Learn how to communicate with skill in a friendly, supportive and fun environment.

4 Mondays, April 30-May 21, 2012 6:00-7:30pm

First St Gallery, 105 E First St, Cloverdale.

\$35 fee covers all 4 sessions and materials.

RSVP James Oglesby, 838-4059



**Summer's Big Time Kick Off!**

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

Saturday, June 2<sup>nd</sup> is a full day of fun...The 2<sup>nd</sup> Annual Wine Country Senior Games 5K/10K starts on 2<sup>nd</sup>/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 10<sup>th</sup> 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 Grawl 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.

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## Business Briefs – April 2012

By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

**Mary Jo Winter**, owner of **Management Connections** for the past 21 years, has announced that she has moved her office to 129 N. Cloverdale Blvd. Suite 9 in the "Courtyard," located next to the historic WestAmerica Bank building. She started the business, which specializes in executive and temporary placements, in 1991 just a few doors down, in Suite 6, where **Karen Harrison's Massage Studio** is located today. During the move-in process, call her 894-4400 or email [maryjo@norcaljobs.com](mailto:maryjo@norcaljobs.com) to set up an appointment to stop by.

• If you rarely travel north of Cloverdale on Old Redwood Hwy., you've probably missed **Oat Valley Vintage**, a collection of antiques and collectibles, located at 31750 N. Redwood Hwy. north of the Hwy. 128 turn-off. Local women **Sandi Crayford**, **Patty Mills** and **Sherri Moore** opened just about a month ago. They buy and consign and have vendor spaces available. The store features two levels filled with vintage furniture, glass, Americana pottery, and much, much more. **Oat Valley Vintage** is open Thursday through Monday from 10 a.m. to 5 p.m. For more information, call 894-4814 or email [oatvalleyvintage@gmail.com](mailto:oatvalleyvintage@gmail.com).

• Congratulations to **Braulio Medina**, owner of **Powerhouse Gym** in Cloverdale, on the seventh anniversary, officially in early March. The fitness center which is open seven days a week, 24 hours a day, has a wide array of cardio equipment, strength training machines and free weights. For more information or to find out about memberships, call 894-0700 or visit [powerhousegym/cloverdale](http://powerhousegym/cloverdale).

• Congratulations to **Antiques & Uniques** on their 13th anniversary on Monday, April 16. To celebrate that milestone and to thank their loyal customers, cake and punch were served on Monday, April 16. Owner **Sydney Sciaini** commented, "Of course, we've seen plenty of changes in Cloverdale and within our business over the years and we keep reinventing ourselves to accommodate for those changes and meet the needs of our customers. We continue to attract quality antiques dealers and vendors and we are proud to have had a part in incubating other businesses with our walls: **The Finishing Touches**, **Underground Coffee & Cafe**, and **Nest**." She went on to remark, "**Antiques & Uniques** has become a respected and trusted retail establishment working to meet the needs of our community and setting the standard of excellence in design and decorative products to meet both the décor and giftware needs of today's consumer." Thank you for giving visitors and locals an interesting place to browse and shop for the past 13 years. You set the standard! **Antiques & Uniques** is conveniently located on downtown Cloverdale at 124 S. Cloverdale Blvd. You can call 894-4080 or visit [www.gocloverdale.com](http://www.gocloverdale.com).

For more information call 894-3524. Business Briefs submissions may be Emailed: [chamberadmin@cloverdale.com](mailto: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.

• **Jim "The Barber" Wirt**, a Cloverdale resident since 1962, is back in Cloverdale. For the past 15 years, he has been plying his trade in Healdsburg. But before that he owned Eagles Sportsworld in Cloverdale for 12 years and also was a barber here for 18 years. Starting April 17, he will be at the Barber Shop located at 118 E. First St. between 9 a.m. and 5 p.m. Drop in or call 894-5884.

• **Railroad Station Bar & Grill** participated in a Dine & Donate on behalf of the Boys & Girls Club in Cloverdale on Tuesday, May 1 from 5 to 9 p.m. It is part of the 2012 Human Race Restaurant Week. **Redwood Credit Union's** Cloverdale branch has organized this fundraiser for the club. Twenty percent of **Railroad Station Bar & Grill's** proceeds during that evening will be contributed. **Railroad Station Bar & Grill** is located at 114 Railroad Ave. Their telephone number is 894-4779.

• **Diana Schraner**, owner of **Earthcolors Painting**, had a "hands-on" furniture refinishing workshop from Monday, April 23 through Friday, April 27. "The purpose of the workshop was to reclaim your stuff, make it new, upcycle picture frames, side tables, coffee tables, dressers, chairs, desks, outdoor patio furniture (even metal or wicker)," she commented. For questions or to check on future workshops call 707-799-1257 or email [diana@earthcolors.com](mailto:diana@earthcolors.com). **Earthcolors Painting** is located in the Reuser Industrial Park, at 70 Commerce Ln. Unit D.

• The Cloverdale **Goodwill Store** is moving to 543 N. Cloverdale Blvd. at the corner of N. Cloverdale Blvd. and Champlain. They are having a Grand Opening on Thursday, May 3 at 10 a.m. The public is invited to stop by and see the new store. **Goodwill** hours are Monday through Saturday from 10 a.m. to 8 p.m. and 10 a.m. to 7 p.m. on Sundays.

• **Loretta Bersamina**, formerly of **Precision 6**, is now working at **A Cut Above**, located at 109 E. First St. She has been in Cloverdale for two years and before that she was a stylist in Pacifica for 22 years. Loretta enjoys working with color, highlights and any type of style. "Hair has always been my passion," she adds. She is currently offering a "Spring into Summer" discount until September. You will get a free haircut when you book a highlight and color. To make an appointment, call 894-0600.

• Congratulations to **Mei Jung Shih and Ming Cheng Kuo** on the fifth anniversary of the opening of their restaurant, **Tian Yuen**. Located in the Penny Fair Plaza at 421 S. Cloverdale Blvd. **Tian Yuen** continues to serve southeast Asian cuisine, Chinese, Thai and Vietnamese dishes featuring the freshest ingredients prepared to order. Mondays are always "senior day" with 20 percent off. **Tian Yuen** is open seven days a week from 11 a.m. to 9 a.m. Stop by to congratulate them or call 894-5697.

• **The Hamburger Ranch & BBQ** was prominently featured in the May-June issue of *Via*, the AAA magazine's *Readers' Favorites Roadside Eateries*. "Easy access from Highways 101 and 128," says Susanne Ireland of Willits, CA. "The atmosphere is casual, the food is great, and there's a beautiful patio outdoors. Plenty of parking, too." Congratulations to owners **Bob and Joanne Krucker** for once again putting Cloverdale "on the map." Thank you!

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## 2012 Sonoma County Fair Entry Guidebooks Available May 1

### Several “Cruise on In” Theme-Related Classes Added This Year

The Sonoma County Fair has announced that it will release 2012 Guidebooks on Tuesday, May 1, so Fair lovers of all ages can start gearing up for their entries! Guidebooks are free and will be available at local Chambers of Commerce, Sonoma County Library branches and at the Fair Entry Office at 1350 Bennett Valley Road in Santa Rosa. The 2012 Fair runs Wednesday, July 25 through Sunday, August 12. The Fair is closed on Mondays.

This year’s theme is “Cruise on In”, and exhibitors will find a variety of theme-related opportunities among the hundreds of categories offered. To celebrate the nautical theme, Fair organizers have added such offerings as a Table Setting Competition, a Design Your Own Burgee Flag Contest and a Cruise Ship Photo Contest. Do you have a souvenir photo from your last cruise? If so, you can enter it in the Fair this year and possibly win a prize!

Plant and flower fans will want to take note of two new classes in the floriculture department, both of which reflect current popular trends: Terrariums and Gift Planters. And in the Adult Home Arts Department, the Beadwork & Jewelry, Crocheting and Fiberwork Divisions have been revised, with new classes added as well as prizes that include award money and gift certificates from

Entering the Fair is easy. Exhibitors can either fill out the entry form in the Guidebook or go to the Fair’s website and register online. Paper entry forms must be received at the Fair Entry Office or postmarked no later than 5 pm on Friday, June 8. Online entries continue through Friday, June 22. Most items must be delivered to the Fairgrounds in early to mid-July.

As a reminder, entry fees are nominal, and all exhibitors who deliver their exhibits will receive a complimentary single day pass to the Fair.

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The Sonoma County Fair will bring 17 days of fun, including live horse racing, a huge carnival, the spectacular Hall of Flowers, tons of free entertainment and much, much more. For details, go to [www.sonomacountyfair.com](http://www.sonomacountyfair.com) or call (707)545-4200. You can also find “Sonoma County Fairgrounds” on Facebook

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A private Sneak Peek for Chamber Members was held at Plank Coffee on April 19. The shop should be opening soon.



Chelsea Judith on her bike at Plank Coffee. It will be great to see lots of bicycles and cyclists outside of Plank Coffee.

## May Mixer Announced

“A Toast to Summer” Business After Hours on Thursday, May 24 from 5:30 to 7 p.m. Hosted by Ken Knight in celebration of the store’s first anniversary. Bring your business cards. Stephanie Domenichelli from Domenichelli Wines will pour the red wine and the pourer for whites is TBA.



Community Events

**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](http://www.cloverdaleartsalliance.org)
- 5 **Airport Open House** Free Fun for all. 9 am – 3 pm
- 10 **Bike to Work Day**-Bike to work and on your way stop by the Cloverdale Energizer Station at the Plaza – 6-9am.
- 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](mailto:lambhill@wildblue.com)
- 13 **11<sup>th</sup> 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**
- 28&29 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410

**JUNE**  
**2012**

- 1 **Cloverdale Certified Farmers Market**-begins its season. 6:30 pm on Cloverdale Blvd
- 1 **Friday Night Life** Kicks off with Eric Lindel in concert. 7 pm. The Plaza.
- 2 **Sonoma Wine Country Senior Games 5K and 10K** 9 am-runners will take off from downtown Cloverdale
- 2 **Cloverdale Chamber of Commerce Heritage Day Antique & Collectibles Fair.** 9 am – 5 pm downtown Cloverdale, free.
- 2 **Cloverdale 10<sup>th</sup> Annual Sculpture Exhibit** 4 pm – 6pm Downtown Plaza. Opening reception follows at the First Street Gallery, 105 E. First St Presented by the Cloverdale Arts Alliance 894-4410

**The Sustainable Enterprise Conference** returns to Sonoma Mountain Village on May 11, 2012.

What you'll get when you attend:

- #1 Compelling case studies featuring bottom-line results
- #2 The latest in green economic development trends and opportunities within the North Bay.
- #3 Organizational management workshops to help you implement innovative sustainability strategies and grow your company.
- #4 Networking with North Bay business leaders who are committed to social, economic and environmental responsibility.
- #5 Over 30 North Bay Speakers and Panelists.

For more information and to register go to: [www.sustainableenterpriseconference.com](http://www.sustainableenterpriseconference.com)

**Mystery Diner Program at the Small Business Development Center**

The SBDC at SRJC provides technical assistance for existing and potential businesses. From 1-on-1 workshops and seminars to customized programs.

As a restaurant, you serve customers, and you know their feedback is important to your business. While some guests may sing your praises and recommend you to friends, others may quietly never return. The SBDC offers practical solutions to business challenges. Their Mystery Diners will offer insights on critical areas of your food service business recommendations are specific and relevant.

**How it works:**

An SBDC Business Adviser will dine at your restaurant (usually with friends) on two separate occasions. After each visit, the Business Advisor will complete an online evaluation. Then a restaurant specialist from the SBDC, Betsy Fischer, will compile the results and meet with you to provide feedback.

**Who are the Mystery Diners?**

Mystery Diners are experienced small business advisors with expertise in the following areas: Marketing, operations management or technology. While visiting as customers, they will lend their valuable business expertise.

**What do they evaluate?**

Customer Service, Product Presentation and Quality, Perception of Value, Cleanliness and Overall Impressions

**The Cost**

Your cost is determined by the two meal periods you request our mystery diner to evaluate. Breakfast visits are \$40; Lunch \$75; Dinner \$100 (includes a \$10 administration fee).

As an example, the cost of two breakfast visits is \$80 the cost of a lunch and dinner visit is \$175. The Mystery Diner may be accompanied by several guests, so the dollars they spend on their meals will exceed the fee you pay for the Mystery Diner Program.

For more information about this and other business success programs visit [www.santarosadbdc.org](http://www.santarosadbdc.org)



## “Catch the Spirit”



The Co-Op artists of the First Street Gallery cordially invite you to visit the Gallery to view their current show, Catch the Spirit, which runs through July 1st. The show features the works of guest artist, Marian Murphy, and Co- Op artist, Sher’ Morris-Tice. An Opening Reception for the show was held Saturday, April 28th from 5 to 7 pm. Food and light refreshments were served.

First Street Gallery is open from 11 am to 5 pm Thursday through Sunday for regular viewing. Additional information on the gallery, the artists, and the other programs of the Cloverdale Arts Alliance is available at our website [www.cloverdaleartsalliance.org](http://www.cloverdaleartsalliance.org) or you may call 707-894-4410.

## 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

### OFFICE STAFF

Robin Wilkerson, Admin Assistant.....894-4470

## CHAMBER CALENDAR OF EVENTS

### May 2012

18 Board of Directors 9:30a.m.

### June 2012

15 Board of Directors 9:30a.m.

Meeting Location: Nixon Financial

140 B South Cloverdale Blvd., Cloverdale, CA 95425

## Renewing Members April 2012

Asti Cellar No. 8  
Cloverdale Regional Library  
Healdsburg Sotheby's Int'l Realty  
James DeMartini Law Offices  
KFC  
The Mail Center, Etc.  
Pacific Gas & Electric Co.  
Parkside Christian Chapel  
Pick's Drive-In  
Redwood Empire Disposal  
Tian Yuen Mei Jung Shih  
Vintage Towers Bed & Breakfast  
Inn  
Sonoma County Tourism Bureau  
Soroptimist Int'l of Cloverdale  
Wine Country Publishing  
Yogurtdale Blvd

## New Members April 2012

### Cloverdale Certified Farmers Market

Loretta Baker  
302 N. Main Street  
Cloverdale, CA 95425  
(707) 894-9454

### Dames & Dudes

233 N. Main Street  
Cloverdale, CA 95425  
(707) 669-0536



## 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.

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126 N. Cloverdale Blvd, Cloverdale, CA 95425  
(707) 894-4470 [chamberinfo@cloverdale.com](mailto:chamberinfo@cloverdale.com)  
[www.Cloverdale.com](http://www.Cloverdale.com)

## Chamber Members Health & Insurance Services Health Matters

### HEALTH CARE SERVICES

#### ACUPUNCTURE

**Meridian Acupuncture Group** .....(707) 894-9188  
132 N. Cloverdale Blvd., Cloverdale  
Jason Chu, LAc. M.S.

#### CHIROPRACTIC

**Cloverdale Chiropractic** .....(707) 894-3608  
240 N. Cloverdale Blvd. Cloverdale

#### DENTAL

**Alexander Valley Healthcare**  
6 Tarman Drive Cloverdale.....(707) 894-4229  
[www.avrmcorg.org](http://www.avrmcorg.org)

**Kevin Garvin, D.D.S.** .....(707) 894-2514  
118 E. 2<sup>nd</sup>. Street, Cloverdale

**James D. Wood, D.D.S.** .....(707) 894-2464  
102 S. Main Street, Cloverdale

**Richard Nicholls D.D.S.**.....(707) 894-3986  
114 N. Main Street, Cloverdale



#### MASSAGE

**Karen Harrison's Massage Studio**  
.....(707) 894-4355  
129 N. Cloverdale Blvd.,  
Cloverdale



#### OPTOMETRIST

**William Hoyer OD, William**.....(707) 894-3936  
112 W. First St., Cloverdale  
<http://www.williamhoyerod.com>



#### PHARMACY

**Cloverdale Pharmacy**.....(707) 894-4414  
790 S. Cloverdale Blvd., Cloverdale  
[www.cloverdalepharmacy.com](http://www.cloverdalepharmacy.com)



#### MEDICAL FACILITIES

**Alexander Valley Healthcare**  
6 Tarman Drive,  
Cloverdale.....(707) 894-4229  
<http://www.alexandervalleyhealthcare.org/>

**Healdsburg District Hospital**.....(707) 431-6500  
1375 University Avenue, Healdsburg, CA 95448

<http://healdsburgdistricthospital.org/>  
**Cloverdale Health Care Center**.....(707) 894-5201  
300 Cherry Cr. Rd. Cloverdale  
<http://cloverdalehelthcare.com/>

#### RESIDENTIAL CARE FACILITY

**THE Villas Assisted Living**.....(707) 894-3119  
214 W. Third St. Cloverdale  
[www.thevillasatcloverdale.net](http://www.thevillasatcloverdale.net)



#### SENIOR SERVICES

**Cloverdale Multi-Purpose Senior Center**  
.....(707) 894-4826  
311 N. Main Street, PO Box 663, Cloverdale  
[cloverdalesrctr@sbcglobal.net](mailto:cloverdalesrctr@sbcglobal.net)  
[www.cloverdaleseniorcenter.com](http://www.cloverdaleseniorcenter.com)

#### INSURANCE

**Brandt Insurance** .....(800) 434-4436  
250 Healdsburg Ave. 3<sup>rd</sup> Floor, Healdsburg 95448  
[www.brandtinsurance.com](http://www.brandtinsurance.com)

**George Petersen** .....(707) 525-4150  
627 College Ave Santa Rosa CA 95402  
[www.geopetersen.com](http://www.geopetersen.com)

**J.C. Lewis Insurance Services**  
(Medical).....(707) 585-5280  
[customerservice@jclis.com](mailto:customerservice@jclis.com) [justin@jclis.com](mailto:justin@jclis.com)

**State Farm Insurance** .....(707) 894-8800  
124 Broad Street, Cloverdale [www.statefarm.com](http://www.statefarm.com)

Cloverdale Municipal Airport  
OPEN HOUSE

Sponsored by:  
Quality Sport Planes  
Cloverdale Pilots Association  
City of Cloverdale



### *EAA Young Eagles*

Youths age 8-17 get a  
Free Airplane Ride

Parental Permission required and  
parent/legal guardian must  
attend to sign release.

Limited to 50. Pre Registration  
recommended. 707-584-9682  
or SHERyoungeagles@aol.com

# Saturday - May 5, 2012

## 9am—3pm

Free Fun for all — Free Admission  
Meet and talk with pilots and factory reps  
See Airplanes on display

# Airport Open House

BBO at Airport by our own  
Cloverdale Lions Club

*Quality  
Sport  
Planes  
Fly-In !*



2011 Western Regional

Zenith Aircraft Fly-In Hosted by QSP

For More info:

707-894-4084

qspinfo@gmail.com

[www.qualitysportplanes.com](http://www.qualitysportplanes.com)



## NorCal Skydiving

Questions????

Jump Instructors will be on the field !



Cloverdale Municipal  
Airport is located at the  
east end of Chrome Iron  
Road — just a 1/2 Block  
north of the Dutcher Creek  
Hwy 101 exit and Asti Road