

JUNE 2012

Chamber Update - The Board of Directors for the Cloverdale Chamber of Commerce (CCOC) has approved two new local business promotion projects that will increase Cloverdale businesses' visibility to potential customers.

First, the CCOC has started insuring that local businesses are registered with Google Maps. Doing this makes sure that when a potential customer uses a pda mapping application to search for something a Cloverdale business will show up.

For instance, Google knows that Cloverdale has a bike shop, Cloverdale Cyclery. Unfortunately, because of the way Google gathers information, Google did not know that Cloverdale Cyclery also offers bike rentals. Thanks to the new CCOC program Google now knows. Soon, when a potential customer in the area searches for "bike rental" on a pda the Cloverdale Cyclery will show up and Dave Reynolds will have the opportunity to turn that potential customer into a buyer.

The second project involves the CCOC moving it's website from the City of Cloverdale location to a stand-alone site. This will serve our customers better due to being able to edit and maintain content without constraints. In addition, the CCOC will be able to provide online billing and receive payments for those who desire to streamline processes.

These two changes will increase Cloverdale businesses' visibility to a large number of potential customers in a matter of weeks and are part of a larger, long-term project to promote Cloverdale. This long-term project includes the process of improving Cloverdale's ranking in on-line searches related to what we have to offer.

Watch for an opportunity soon to become involved and to update your business listings in this new Internet-based outreach project. Easy-to-use forms for providing basic information will guide you through the process and link your business to Cloverdale visitors and citizens.



PACIFIC COAST AIR MUSEUM

Chamberee 2012

Eleven Sonoma County Chambers of Commerce invite you to the Annual Chamberee, which takes place Thursday, June 7 from 4-7pm at the Pacific Coast Air Museum at the Sonoma County Airport. Bodega Bay, Cloverdale, Cotati, Geyserville, Mark West, Rohnert Park, Russian River Sebastopol and Windsor chambers along with the Hispanic Chamber and the North Bay Black Chamber will be there to greet you. If you've never been to the Pacific Coast Air Museum, this is a wonderful opportunity to take a look at the display of aircraft while you enjoy delicious food and wine from each of the chambers. See the 9/11 "First Responder" historic display and the "First Responder" F-15 Eagle. There will be prizes, entertainment and NETWORKING. Admission is \$5. All funds raised are a donation to the Pacific Air Museum and their programs. Please RSVP to Chamberee.org

If you do decide to attend, please think about carpooling.

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Business Briefs – May 2012

By Neena Hanchett

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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.

- **Antiques & Uniques** recently drew their *Lucky 13* winner in celebration of their recent 13th anniversary. Owner **Sydney Sciaini** placed 13 items in a bag and gave customers 30 seconds to look inside the bag and then write down as many items as they could remember. The first one to be chosen with all the correct items was the winner. The prize was a gift basket worth \$300. It was won by **Elizabeth Hayes**.
- **Redwood Credit Union's** Cloverdale Branch is hosting a *Real Estate Q&A* on Friday, June 1 from 2:30 to 4 p.m. **Joe Henderson** of **Heritage Realty** will be on hand to answer your questions. No appointment is necessary, just stop by the branch located at 1129 S. Cloverdale Blvd. in the **Furber Ranch Plaza**.
- **Jennifer Wilson** is a new stylist at **A Cut Above Salon**. Licensed for 10 years, she is offering a special \$10 haircuts for students and \$10 off any color service. This will last only until school starts in the Fall. To make an appointment call 894-0600. **A Cut Above** is located at 109 E. First Street.
- **Tina Styles** announced at the Chamber Mixer that she and three other local lodging rentals have joined forces to promote and market their properties. They offer four unique properties to fit individual's needs, styles and budgets. They are **Domenichelli Farmhouse**, **The Loft**, **The Main Street House** and **Tina's Green Acres**. Check out their website at www.agreathomeaway.com.



Laurie Kneeland, Mail Center, Etc.; Host Ken Knight, Dolph Green, Brian Elliott, Eagle Creek Productions; Marshall Kelly, Keegan & Coppin Real Estate and Elvia Osnya.

May Chamber Mixer: A Toast to Summer



Dolph Green, Edward Jones; Bethany Bilyeu, Boys & Girls Club - Director; Patti Mannatt, Exchange Bank, V.P. and chamber board member; Ken Knight, host and owner of Ken Knight, also a chamber board member having a good time.



Claudia Clow pouring Farmhouse Red wine made by Domenichelli Wines, host Ken Knight and Dave Holt, president of the chamber board, pouring Ramazzotti Chardonnay. Both wines were donated for the event.



Greg Carter, Cloverdale Computers and his son Greg



**JUNE
2012**

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- 1, 8, 15 Friday Night Live 7:00 9:30 pm Cloverdale
22&29 Plaza Cloverdale Arts Alliance 894-4410
www.cloverdaleartsalliance.org
- 1, 8, 15 Cloverdale Certified Farmer's Market
22&29 Friday...6:30 pm to dusk Downtown
Contact Loretta Baker 894-9454
- 1 Towers Gallery FNL Re-opening music with
Nahara, hors d'oeuvres and wine tastes. 9:30
- 11:30 pm.
- 2 Heritage Day Antiques & Collectibles Street
Fair 9 am - 5 pm Downtown Cloverdale -
Cloverdale Chamber of Commerce 894-4470
chamberinfo@cloverdale.com
- 2 Pancake Breakfast Cloverdale Senior
Center - 8 am to 11 am Price \$6.00 - -311 N.
Main St. - Contact Brooke Greene
894-4826
- 2 Wine Country Senior Games hosted by the
Sonoma County Council on Aging
www.winecountrygames.com707-525-0143 x
146
- 2 Opening Reception, 10th Annual Cloverdale
Sculpture Exhibit Cloverdale Plaza - 4:30
pm to 7 pm Cost Free (Judging, Wine,
Music, celebration) Contact: Cloverdale
Arts Alliance 894-4410
www.cloverdaleartsalliance.org
- 9 "Cloverdale: Through the Lens" opening
reception Cloverdale History Center. 4:00 -
6:00 pm.
- 10 "An Afternoon at Asti Ranch" a fundraising
event for the Cloverdale Performing Arts
Center. 2:00-5:00 pm
www.cloverdaleperformingarts.com
- 16 Cloverdale School of Dance 24th Annual
Spring Performance, the Fabulous 50's. 6:30
pm Citrus Fair Auditorium. Tickets at the
door, presale or information call 894-4057.
- 17 Lion's Father's Day Breakfast-8am-11am
City Park-Club Contact Sam Beeson 894-
2165
- 23 2nd Annual Cloverdale Beerfest. Live music
and 12+ breweries. 5-9:00pm. A benefit for
the Cloverdale Performing Arts Center.
www.cloverdaleperformingarts.com
- 29&30 Deathtrap Presented by the Cloverdale
Performing Arts Center 8PM \$15 Adults
Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- NOW Joe Pardini Youth Football Sign up Packets
Available Cloverdale Food Center Barb 494-
4450

**JULY
2012**

- 4 Lions Club Fireworks Display-Dusk-CHS
Football Field-Lions Club
- 6&7 Deathtrap Presented by the Cloverdale
Performing Arts Center 8PM \$15 Adults
Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 1&8 Deathtrap Presented by the Cloverdale
Performing Arts Center 2PM \$15 Adults
Theatre located 209 N. Clov Blvd 894-2214
- 6, 13 Friday Night Live 7:00 -9:30 pm
Cloverdale Plaza. Cloverdale Arts Alliance
20&27 www.cloverdaleartsalliance.org
- 6, 13 Cloverdale Certified Farmer's Market
20&27 Friday...6:30pm to dusk Downtown 1st St to
2nd St. Contact Loretta Baker 894-9454
- 14 Relay for Life Walk-CHS Football Field
Benefits American Cancer Society- Team
Registration Fee - 10 am to 10 am Contact:
707-546-6720 [Relay for Life Website Link](#)
- 15 St. Peter's 58th Annual BBQ 11 am - 4 pm
hosted by: Saint Peter's Church 491 So.
Franklin St., Cloverdale Office 894-2535
- 27&28 Ponytail Softball Tournaments 12 & under;
18 & 29 & underTourn- ments- Location
TBA Cherna Alliston 894-2466

Car Show Planning Underway

The 18th annual Cloverdale Car and Motorcycle Show planning is underway. Al Delsid has once again agreed to chair the committee. He is planning a number of changes for this year, including streamlining the classifications, using a team of professionals to make sure that classifications are correct, adding a "People's Choice" category and encouraging greater competition from car clubs by adding a cash prize for the club most well represented at the show. There are other additions too. This year there will be a category for vintage travel trailers with a trophy sponsored by Yogurtdale Boulevard, a display of antique bicycles sponsored by Dave Reynolds at Cloverdale Cyclery, and an expanded version of the eighteen wheeler category sponsored by John Reuser. As usual the weekend will kick off with the free Friday Night Sock Hop in the Plaza. This year the band is Big Sandy and His Fly-rite Boys, playing American roots music; western swing, rockabilly and traditional country. Mark your calendar for September 7 & 8 for a bigger better Cloverdale Street Celebration. For additional information, application forms and photos from last year's show visit www.cloverdalecarshow.com



Edward Jones Named #1 Full-service Broker By SmartMoney Magazine

Receives high marks for customer satisfaction, trust and stock-picking

The financial services firm Edward Jones was named the #1 full-service brokerage firm in the June edition of SmartMoney magazine's Annual Broker Survey. "Edward Jones bounds back into the top spot in our survey, in no small part because of its stock picking in 2011."

The magazine lauded Edward Jones for receiving high marks for client satisfaction and trust in independent studies, such as a recent J.D. Power and Associates study. The firm ranked highest in investor satisfaction, according to J.D. Power and Associates 2012 Full Service Investor Satisfaction Study.

"We are once again honored to receive this recognition," said Dolph Green, the financial advisor in Cloverdale. "We consistently have maintained our focus on meeting our clients' long-term financial goals, and we believe that is best done through a focus on quality investments in a well-balanced portfolio."

SmartMoney magazine also mentions that Edward Jones has begun to dive into social media "posting videos about investing strategy to its You Tube channel and tweeting daily on Twitter."

In January 2012, for the 13th year, Edward Jones was named one of the best companies to work for by FORTUNE Magazine in its annual listing.

Edward Jones is headquartered in St. Louis. The Edward Jones website is located at www.edwardjones.com, and its recruiting website is www.careers.edwardjones.com. Member SIPC. You can reach your Cloverdale financial advisor Dolph Green at 894-0277.

Renewing Members May 2012

Alexander Valley Regional Medical Center
Classic Mill Cabinet
Cloverdale Chiropractic Center
Cloverdale Garden Apts.
Cloverdale Health Care Center
Cloverdale Lions Club
Coldwell Banker – Giovannoni & Cooper, Inc.
Francis Ford Coppola Winery

Gardenworks, Inc.
Healthcare Foundation of Northern Sonoma County
Ken Knight, Inc.
MGM Brakes
Rancho De Amigos HOA
State Farm Insurance – Chris Andersen

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

POSITION OPEN

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
Sue Jackson, Chamber Member.....894-2429
Patti Mannatt, Exchange Bank Manager.....894-5109
Ken Knight, Owner Ken Knight.....894-2520
Patti Norton Eagle's Nest Deli.....894-9290

OFFICE STAFF

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

CHAMBER CALENDAR OF EVENTS

June 2012

15 Board of Directors 9:30a.m.

Meeting Location:

Cloverdale, CA 95425



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