

August 2012

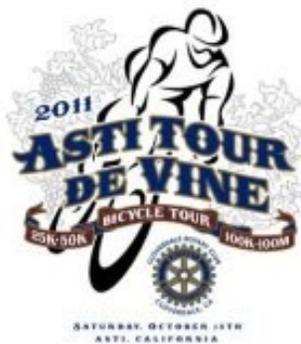
## Summer is Winding Down But Cloverdale Isn't

August may begin the wind down for summer activities in Cloverdale, but events don't seem to be letting up this fall. There are a number of events scheduled which will bring visitors to our community to participate, stay and shop!

Friday Night Live draws to a close on August 31 but the plaza will be jumping the following weekend when the Car & Motorcycle Show comes to town on September 7th and 8th. Following a cruise through town by the vintage car entrants, Big Sandy and His Fly-Rite Boys will preform Friday evening 7:15 - 10:00 pm. The car show takes place the following day and they expect over 200 entrants and an estimated 2,000 attendees. The United Church of Cloverdale will once again host Oktoberfest on September 29th, gracing the Plaza with German music, food and fun.

October brings two popular athletic events: the Asti Tour de Vine and the Cloverdale Harvest Marathon. The Tour de Vine is in its 4th year and has upward of 350 riders, the majority traveling from out of the area. Entering its sophomore year, the Harvest Marathon which had 400 entrants last year, is only looking to grow in runners.

The Car Show, Tour de Vine and the Marathon are all excellent draws, bringing people into Cloverdale and each provide sponsorship, advertising and participation opportunities.



## PG&E's Time-of-use Rates Affect Businesses

As part of a plan mandated by the California Public Utilities Commission many small and medium businesses' flat electric rates will be replaced by time-of-use rates beginning in November 2012. Under the time-of-use structure, rates will be higher during summer weekday afternoons when electricity demand is higher, typically noon to 6 pm, May through October. In return you'll pay lower rates at all other times. As a result, when you use energy will become just as important as how much you use. However, PG&E is working with the state regulators to develop an option for those customers who prefer not to move to time-of-use rates.

Learn more about the developing "opt-out" option by going to [www.pge.com/TOU](http://www.pge.com/TOU)

# Business Briefs - June 2012

## By Neena Hanchett

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For more information call 894-3524. Business Briefs submissions may be emailed chamberamin@cloverdale.com or faxed to 894-9568.

**Towers Gallery** held their first anniversary with a gallery reception on Saturday, July 2. Wine was poured by **Deanna and Ted Starr's Hopland Milano Family Vineyards**, and **Vino di Amore** of Cloverdale. Guests enjoyed edible delights, artist raffle and music with song writer and recording artist, **Nahara**, performed on guitar with vocals. The show featured Santa Rosa photographer, **Frank Oravetz** and Cloverdale's watercolorist, **Melissa Cox**. The gallery is located at 240 N. Cloverdale Blvd., suite 2 (upstairs). For more information visit [www.towersgallery.com](http://www.towersgallery.com) or call 894-4331.

**Local Folkal**, located at 117 N. Cloverdale Blvd. in downtown Cloverdale, will be staying open late on Friday evenings in conjunction with Friday Night Live. While you're downtown enjoying the music, stop by their Sidewalk Sale. You'll save up to 30% on selected items.

**Lone Oak Estate Winery** held its first public barrel tasting on Saturday, July 7. There was food, music, a raffle and tours. The winery is located at 36050 Hwy 128 just beyond the Mendocino County line. For more information call 894-9260.

**Powerhouse Gym**, owned by **Braulio Medina**, has announced that when his facility moves to its new location at 421 S. Cloverdale Blvd., in the Penny Fair Center, it will be **Anytime Fitness**. According to Medina, the club should be opening around Oct. 1 but that date depends on when the interior improvements are completed. As an introduction to **Anytime Fitness**, there are limited time offers available.

As an **Anytime Fitness** member, you have access to more than 1800 clubs worldwide, free virtual training, personal and group training programs and customized activity and diet tracing apps. For more information, call 707-484-7004. There are limited time specials being offered.



*Joy and Braulio Medina, owners of Anytime Fitness*



*Cosmetology intern Jessica Chavez, esthetician Wendy Green and Owner Anna Bellegarde greet mixer attendees.*

**Bella Moda Salon/Main Street Spa**, 131 N. Main Street, held a grand opening/Cloverdale Chamber of Commerce Mixer on Monday, July 23 from 5:30 to 8 p.m. Guests saw the redecorated interior, met the staff and learned about the new spa, facial, hair and nail services that are now being offered. Chef **Roger Praplan** of **La Gare Restaurant** in Santa Rosa's Railroad Square catered the event. For more information, stop by 131 N. Main Street or call 894-5546.



*Chamber Board President Dave Holt, Chris Andersen from State Farm Insurance and chef Roger Praplan.*

The **Cloverdale Chamber of Commerce** has announced their new summers hours. They will be open Monday - Friday noon until 4:00 pm and 11:00 am to 4:00 pm on the weekends.

## Welcome Two New Chamber Members



### Eagle Creek Productions

Owned and operated by Brian Elliott, Eagle Creek Productions provides “sound reinforcement” basically all the sound equipment and engineering needed to support a musical or theatrical performance. Brian, a life long musician, got into the sound business full time after completing a 40-year career with the Santa Rosa and Cloverdale Fire Departments. You will see Brian all around town whether operating the sound board at Friday Night Live or the Performing Arts Center (where he also acts as their Event Director) or performing with the popular Linda Ferro band. If you are interested in Eagle Creek Productions and the services provided, Brian can be reached at 707-480-1239 or [fesc@comcast.net](mailto:fesc@comcast.net).

### Benbow Inn

Benbow Inn is more than the historic North Coast hotel. The facility also boasts the nine-hole Benbow Valley Golf Course (with an option to play 18) , the award-winning Benbow RV Resort (with more than 100 pull-through and back-in RV sites), 3 spacious rental cottages, and fine dining with their new executive chef Bryan Hopper.

They are currently offering their Summer Jazz at Benbow! Stay, Dine and Music Packages. Packages include lodging, concert passes and dining credits. It runs throughout August.

For more information check the Benbow Inn out at [www.benbowinn.com](http://www.benbowinn.com) or call 800-355-3301.



### California Small Business Development Center Announces Business Start-up Seminars

There are still seats available in their popular business start up seminars scheduled this month in Santa Rosa. The 3-part series provides small business start-up information to people who have developed a business concept and have initiated the planning process to start their business. Upon finishing all 3 modules, the new client checklist and completing a simple business plan outline provided by the Small Business Development Center, you may begin working individually with a business advisor at no cost to you.

- Module I- Planning & Legal Structure, Tuesday 8/14/2012 5:30 - 8:30 pm
- Module II- Marketing & Financing, Wednesday 8/15/2012 5:30 - 8:30 pm
- Module III- Business Plan, Thursday 8/16/2012 5:30 - 8:30 pm

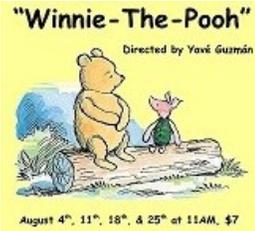
The Cost is \$75.00. Location is Santa Rosa SBDC. To register or for more information go to [www.Incecenterdirect.com](http://www.Incecenterdirect.com) .

# August

**Farmer's Market & Friday Night Live.** Every Friday 5:30 until the music ends at 10:00 pm. For more information go to [www.cloverdaleartsalliance.org](http://www.cloverdaleartsalliance.org)

The "Art on First Street" show at the First Street Gallery will run from July 5th through September 2nd.

**4th** The Cloverdale Performing Arts Center presents **Winnie-The-Pooh**. Pooh and all of his friends return in Kristen Sergel's adaptation of A.A. Milne's classic tale. The performance runs every Saturday in August, 11:00 AM. Buy tickets online or in person at The Mail Center. \$7.



**12th** **Tour d'Organics** bike tour which starts in Sebastopol with 4 different lengths of rides the longest being 100 miles which brings you to Cloverdale via Dutcher Creek Road. [Website](#).

**16th** Cloverdale **Chamber Mixer** at the Arts Alliance First Street Gallery. 5:30 pm.

**17th** Opening night of **Our Town** by Thornton Wilder, performed at the Cloverdale Performing Arts Center. The American classic will run in August for four evening and two matinee performances. For more information go to their website [cloverdaleperformingarts.com](http://cloverdaleperformingarts.com).

**28th** The Cloverdale Historical Society presents **Prohibition Returns**. A panel discussion on the impact of Prohibition on Cloverdale. Panel: Bruno Buti, Ann Gillis, Frank Pastori and a mystery guest. 7:00 PM at the Performing Arts Center.

# September

## Cloverdale Car & Motorcycle Show

**7th** **Car show**  
**Cruise** followed by **music and dancing** to Big Sandy and His Fly-Rite Boys practitioners of American roots music, western, rockabilly and traditional country. At the Plaza.



**8th** **19th Annual Car & Motorcycle Show**  
Over 200 entrants will line the streets of Cloverdale. There will be food, craft and commercial vendors. Music will be provided Court n' Disaster. KidZone activities. 10 - 3:00 pm free admission.

**8th** **Pancake Breakfast** at the Cloverdale Senior Center 8 - 11:00 am.

**8th** **Cloverdale Volunteer Firefighters Association Annual BBQ & Dance.** Famous marinated BBQ Tri Tip Dinner, full bar, wine and dancing to The Bell Brothers. 6:00 pm at the Citrus Fair. Tickets available at the firehouse or call 894-3545.

**11th** The Cloverdale Historical Society presents **The Russians are Coming** celebrating the 200th anniversary of the establishment of Fort Ross. Speaker Eric Ross. 7:00 PM at the Performing Arts Center.

**14th** **Chamber Mixer** Details to be announced.

**29th** **Oktoberfest.** Traditional German food served with live German music, silent auction and children's activities. Plaza 3 - 8:00 pm. Call 894-2039 for tickets.

## August Chamber Mixer



Thursday, Aug. 16 5:30 to 7 p.m. Hosted by the Cloverdale Arts Alliance at their First Street Gallery, 105 E. First St. Wine will be provided by William Gordon Winery, Grey Creek/Lindeloff and Icaria Creek Winery. Bring your business cards and any of your business promotional materials to share with other business owners and managers. If you would like to host an upcoming mixer contact the Cloverdale Chamber of Commerce, 894-4470.

## Chamber Board of Directors

### Board Chairman

Dave Holt, Agri-Comm Appraisal Services 894-9576

### Chairman Elect

Gail Pardini-Pass, CA. Senior Legislative 894-3315

### Secretary/Treasurer

Position Open

### Office Staff

Robin Wilkerson, Chamber of Commerce 894-4470

### Directors

Kurt Kelder, Kelder Engineering 894-0862

Cort Munselle, DVC Group 280-0474

Bill Lambert, Cloverdale Arts Alliance 894-4410

Sue Jackson, Chamber Member 894-2429

Patti Mannatt, Exchange Bank 894-5109

Ken Knight, Ken Knight Design 894-2520

### Visitor's Center

Matt Hetrick and Isaac Kreger 894-4470

## Renewing Members July 2012

Ace Hardware

Auberge on the Vineyard

Charles F. Reichel, CPA

Francisco International Forwarding

Garrett Hardware

George Petersen Insurance Agency

Karen Harrison Massage

Mary's Pizza Shack

United Church of Cloverdale

Volvo Construction Equipment Rentals

Wine Country Realty - Debbie Adler



## 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 progressive 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

For the YWCA's October Domestic Violence Awareness Month, our Third Annual CHANGING

# HURT TO HOPE



WRITERS  
SPEAK  
OUT  
AGAINST  
DOMESTIC  
VIOLENCE

## A Call for Submissions

Poetry, Flash Fiction & Memoir

A series of three nights of author readings, to be held in Sebastopol, Cloverdale and Santa Rosa, in October.

For writers guidelines, to submit entries, or for more information, contact Michelle Wing at wingpoet@gmail.com or (707) 478-1460 or Donata Bohanec, YWCA volunteer coordinator, at (707) 303-8401.

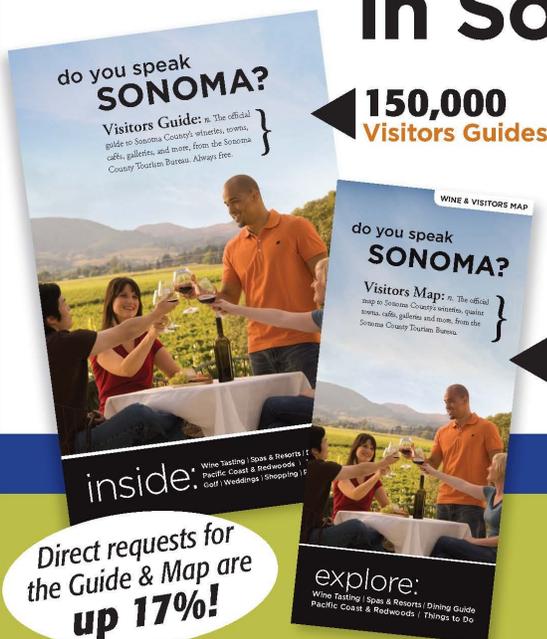
The deadline for submissions is Sept. 15, 2012.

**LOVE. RESPECT.**  
*It's that simple*

As the date nears, you will be able to go to the YWCA website at [www.ywca.org/sonomacounty](http://www.ywca.org/sonomacounty) and click on the "Domestic Violence Awareness Month" link for information on other activities.

eliminating racism  
empowering women  
**ywca**

# Are you getting your share of the \$1.36 billion tourism industry in Sonoma County?



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Visitors Guides

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1/2 page Display Ad	.....	\$2,320
Full page Display Ad	.....	\$4,045

Direct requests for the Guide & Map are up 17%!

**DEADLINE - SEPTEMBER 28, 2012**

Connie Bowen at (707) 887-1609 or email [connie@studiompublishing.com](mailto:connie@studiompublishing.com)



**“I thank Healdsburg District Hospital every day for granting me more time with my wonderful husband.” ~ Debbie Peters**

Don Peters and his wife, Debbie, recently celebrated their 22nd wedding anniversary. On January 12th, 2012, Don suffered a heart attack while volunteering his time at his church in Healdsburg. Within minutes, Healdsburg District Hospital's (HDH) Emergency Department physicians began treatment that immediately saved Don's life.

Debbie Peters explains her reaction to her husband's heart attack, "My world was turned upside down in the many days Don was in a coma, during which the doctor's and nurse's attentive care was nothing short of miraculous. Thank God, the nearest hospital was HDH. The doctors didn't give up on Don. If not for HDH's expert ED doctors, the quick-response medical team, and the Intensive Care team, my husband would not be here with me today. The whole team's heroic efforts paid off and Don pulled through! When I first heard Don's voice again, tears of joy streamed down my face."

Don recalls a surreal conversation after waking up. "My doctor explained to me the type of heart attack I had is gloomily referred to as the 'widow maker' — as only about 10% of people survive it. I'm truly blessed to have arrived at HDH, where the quality of care enabled me to overcome the odds and make a full recovery."

*When Every Second Counts, We're Here For You*



**Wetzel Family Emergency Department**

- State-of-the-art Facility, Open 24/7 and Close to Home
- Only Fully Equipped, Licensed Emergency Department Located Between Santa Rosa and Ukiah
- Average Wait Time to See a Doctor is 20 Minutes or Less  
(Average Wait Time in California is 4 Hours\*) (\*Source: California Watch)
- On Call Specialists: Stroke, Pulmonary, Orthopedic, General Surgery, Anesthesia and other Specialists
- Serving 10,000 Emergency Patients Each Year

1375 University Avenue | Healdsburg | (707) 431-6500 | [healdsburgdistricthospital.org](http://healdsburgdistricthospital.org)

SERVING THE COMMUNITIES OF WINDSOR, HEALDSBURG, GEYSERVILLE, CLOVERDALE AND THE REGION