

August 2011

**Performing Arts Center
Makes an Addition to the
18th Annual Car and Motorcycle Show**

During the Sock Hop and Cruise on Saturday, September 9, The Cloverdale Performing Arts Center will be presenting a Beer Festival with numerous Northern California micro breweries participating. Attendees will be given a logo mug which entitles you to taste from the various entries. Hours of the tasting are 6-9pm, and the cost is \$45 per person. Small tastes of different foods will be provided as well.

Mary Ann Brigham co-owner of Ruth McGowan’s Brew Pub and a member of the Cloverdale Performing Arts Board of Directors is organizing the Beer Fest and inviting many of her favorite breweries to participate.

All funds raised from the Beer Fest will go to supporting the work of the Cloverdale Performing Arts Center.

*Thank you to our July 2011
Chamber Business After
Hours host
Francis Ford Coppola Winery*

Photos by Neena Hanchett



Coppola Winery hosted July’s Chamber mixer. Chamber of Commerce members from Windsor, Healdsburg, Geyserville and Cloverdale were invited.

More Changes at Chamber Office

In the past the City has contracted with the Chamber to provide Visitor Center operations on the weekends. This funding was paid through the City’s Redevelopment Agency. Earlier this year the determination was made by the City attorney’s office that redevelopment funds could not be spent for promotion of tourism, and we were told that the \$6000 contract would expire June 31. Since this time Redevelopment Agencies were discontinued by the State legislature as part of budget negotiations. Unfortunately, discontinuing the funding for the Visitors Center has forced us to close our doors on the weekends and eliminate the part time positions in the Visitors Center.

Current operations at the Chamber are Monday through Friday 9am to 5pm. Thank you for your patience through this difficult time.



Francis Ford Coppola Winery’s James Luchini, Manager, Events & Performing Arts and Alexandra O’Gorman, Director of Guest Experience at the July 26 mixer. Luchini and O’Gorman both are residents of Cloverdale

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Helping You Keep Your Home

Helping You Keep Your Home is a program of CalHFA Mortgage Assistance Corporation and is available to California residents who are experiencing financial setbacks due to unemployment, illness or death of a spouse and are having trouble maintaining their mortgage payments. There are a variety of programs available including these.

Unemployment Mortgage Assistance Program (UMA) – Intended to assist homeowners who have experienced involuntary job loss. UMA will provide temporary financial assistance in the form of a mortgage payment subsidy of varying size and term to unemployed homeowners who wish to remain in their homes but are in imminent danger of foreclosure due to short-term financial problems. These funds can provide up to six months of benefits with a monthly benefit of up to \$3,000 or 100% of the existing total monthly mortgage, whichever is less.

Mortgage Reinstatement Assistance Program (MRAP) – Intended to assist homeowners who have fallen behind on their mortgage payments due to a temporary change in a household circumstance. MRAP will provide limited financial assistance in the form of funds to reinstate mortgage loans that are in arrears in order to prevent potential foreclosures. These funds can provide benefits of up to \$15,000 per household.

Principal Reduction Program (PRP) – Intended to assist homeowners at risk of default because of an economic hardship coupled with a severe decline in the home's value. PRP will provide capital to reduce outstanding principal balances of qualifying borrowers with negative equity. Principal balances will be reduced in an effort to prevent avoidable foreclosures and promote sustainable homeownership. The principal reduction program will most likely be a prelude to loan modification. (Servicers that contribute through matching funds increase the benefit for homeowners).

Transition Assistance Program (TAP) – Intended to promote community stabilization by providing homeowners with relocation assistance when it is determined that they can no longer afford their home. TAP will be used in conjunction with a servicer-approved short sale or deed-in-lieu of foreclosure program in order to help homeowners transition into stable and affordable housing. Homeowners will be responsible to occupy and maintain the property until the home is sold or returned to the servicer as negotiated. Funds will be available on a one-time only basis.

For further information you can go to www.KeepYourHomeCalifornia.org



Small Business
Development Center
at Santa Rosa Junior College

**August 9, 10 & 11
5:30 to 8:30 P.M.**

So, You Want To Start A Business!

**Fire Station Training Room
630 Second Street
West Sonoma, CA 95476**

Are you ready to start a business? Is there a market for your business? How do you plan to finance?

This 3-part series gives you the answers to these questions and more! So, You Want To Start A Business is for small business start-ups who have a business concept and have started the planning process, but are not currently operating a business.

Cost: \$45 for series

RESERVE YOUR PLACE!
Call 707.524.1770

Or REGISTER ONLINE at:
www.sbdcantarosa.org [READ MORE ABOUT IT!!](#)

MORE AUGUST WORKSHOPS

**August 10
Web Site Tools**

How does your web site look? What are you doing to ensure your site works as well as you think it does?

[READ MORE ABOUT IT!](#) [REGISTER NOW!](#)

**August 16, 17 & 18
So, You Want To Start A Business...Marin**
Are you ready to start a business?

[READ MORE ABOUT IT!](#) [REGISTER NOW!](#)

**August 24
Putting Your Business On The Map**
Have you done all you can to be seen in Local Search?

[READ MORE ABOUT IT!](#) [REGISTER NOW!](#)



Business Briefs –July 2011

By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

- Cloverdale Red**, a soft Cabernet Sauvignon blend of 95% Hidden Hawk Ranch Cabernet, 3% Petit Verdot, 2% Petite Sirah was just released by **Milano Family Winery** on Friday, July 1. It boasts a fruity flavor with a hint of vanilla, no harsh tannins and easily goes with any food,” said winemaker **Deanna Starr**. “Ten percent of the sales price of this premium-quality, special-label wine will be donated to the Cloverdale Arts Alliance to support its popular Friday Night Live outdoor summer concert series,” adds **Deanna Starr**. The Arts Alliance offers many events and educational programs that stimulate creative expression, elevate artistic awareness and enrich the Cloverdale community. Once **Vino di Amore** in downtown Cloverdale is open, **Cloverdale Red** will be sold there. Please call the winery at (800) 564-2582 or visit the website at www.milanowinery.com for more information. This wine is currently available at: **Bali Liquor and Food, Cloverdale Food Center, Eagles Nest Deli and Grill, Hamburger Ranch, La Hacienda Restaurant, Papa’s Pizza Cafe, Piacere, Quick Pick Liquors and Zini’s Diner.**
- Dolorosa Candles** is now open for business at the corner of E. First St. and N. Cloverdale Blvd. In addition to candles, the store will carry homemade soaps and honey from local beekeeper **Bob Burres’ Cloverdale Honeybee. Harry Martin**, the owner of **Dolorosa Candles**, will be purchasing most of his amber beeswax from Burres, as well. The new shop also has a selection of honey candies and distinctive candle sticks and holders. For more information visit dolorosacandles.net, call 894-9340 or visit the shop at 104 N. Cloverdale Blvd.
- Cloverdale resident **Melinda Tubbs**, owner of **Flowers by Request**, has had an exciting year. It started with the Ruybal daughter’s wedding and then the Sedona, AZ wedding of Michelle Elton and David Johns where she brought the flowers with her. “When I called a local florist in Sedona, I found out that they get their flowers from California, so I was able to hand pick the best flowers and not accept what was available. Next, she took Best of Show at the Harvest Fair in the Amateur Division and the Peoples’ Choice Award for Best Table Setting. She was then determined to move up to the “Professional Division” which she did and took Best of Show at this year’s Citrus Fair. But, her most recent accomplishment was receiving five ribbons and two plaques at the recent Sonoma-Marin Fair. In May, she became an “official” florist having earned her certificate at SRJC. You can see **Melinda Tubbs** and her **Flowers by Request** at Friday Night Live where she sells flowers by the stem and takes orders for future arrangements.
- July’s **Chamber of Commerce** mixer will be hosted by James Luchini of **Francis Ford Coppola Winery** next Tuesday, July 26 from 5 to 7 p.m. Chamber members from Cloverdale, Geyserville, Healdsburg and Windsor are invited to attend. Regional chamber members can get together and network in a beautiful northern Sonoma County venue.
- Speaking of chamber mixers, there will be no mixer held in August, but they will resume in September. There will also be no **Breakfast for Champions** until Sept. 15 from 8 to 9 a.m. at **Zini’s Restaurant** in the Ace Hardware Shopping Center. Tickets are \$11 for a full breakfast which includes eggs, pancakes, sausage, coffee and juice. Reserve your seat now by calling the **Cloverdale Chamber of Commerce** at 894-4470.

- Towers Gallery**, located at 240 N. Cloverdale Blvd. Suite 2 will be open late on Fridays after Friday Night Live. The gallery re-opens at 9:30 to 10:30 so you have a place to go after the music ends. On the way to the gallery, stop by **Yogurtdale Boulevard** for a yogurt treat. For those people with mobility restrictions, there is elevator access to the second floor gallery. Normal hours for **Towers Gallery** are Friday and Saturday from 11 a.m. to 8 p.m. and Sundays from 11 a.m. to 7 p.m.
- Redwood Credit Union (RCU)** has named **Mark Chapman** as their new Assistant Vice President of Marketing & Communications. Mr. Chapman will manage the department staff and daily operations of the Credit Union’s marketing, public relations, nonprofit community relations, brand management, online marketing, and communications programs. **Mark Chapman** has more than 25 years’ experience in the financial service industry, serving most recently as SVP/Director of Marketing & Corporate Communications for Tamalpais Bank. Prior to joining Tamalpais Bank in 2007, Chapman was a Group Director for Visa, Inc. and also held senior management positions with Bank of America, and Fair, Isaac & Company. He holds a Bachelor’s degree from the University of San Diego and an MBA from Golden Gate University. He serves on the Board of Trustees for the Native Sons of the Golden West, and is a third-generation Marin County resident. “RCU is excited to welcome Mark—his strong background in strategic marketing will support our efforts to communicate our commitment to financial well-being for consumers and businesses in the North Bay and San Francisco,” said **Robin McKenzie**, RCU’s Senior Vice President of Marketing & Communications. “Mark will also be instrumental in our online marketing efforts, and expansion in Marin and other key markets,” McKenzie added. “As a North Bay native, I value the strong connection Redwood has with its Members and communities, and I look forward to helping advance awareness of RCU’s brand and message of financial wellness,” said Chapman.
- Last Thursday, July 28, **Mei Jung Shih**, from **Tian Yuen Restaurant** hosted an open house for customers and friends celebrating the return of her husband **Ming Kuo**, who recently returned home after a two year stay in Taiwan. His plan originally was to go to Taiwan just for a visit and an immigration problem surfaced requiring two years to remedy. The party was also a birthday party for long time supporter, customer and friend, Cloverdale resident **Marilyn Burns**.
- Another **Redwood Credit Union** item: **RCU** will be presenting a “community shred” event on Saturday, Aug. 13 at their headquarters at 3033 Cleveland Ave. in Santa Rosa, from 8 to 1 p.m. The event will include shredding services provided by **Shred-It** and **Integrity Shred**, as well as e-waste recycling by **Computer Recycling Center**. There will also be a free educational seminar on preventing identity theft and fraud, “Protect Your Future: New Trends in Identity Theft” at 10:30 a.m. The seminar will be in English but bilingual resources will be available to Spanish speaking attendees. You can bring up to three banker-sized boxes of documents for shredding. Acceptable items for e-waste recycling include CPUs, monitors, printers, copiers and fax machines, cell phones, CD and DVD players, televisions and more. Visit the **RCU** website at www.redwoodcu.org for a complete list.

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

**AUGUST
2011**

- 12&13 **Wait Until Dark** 8 pm each evening on the dates listed Call 894-2214 for more information or go to www.Cloverdaleperformingarts.com
- 14 **Wait Until Dark** 2 pm Sunday for more information Call 894-2214
- 5, 12 **Friday Night Live** 7:00 - 9:30 pm Cloverdale Plaza Cloverdale Arts Alliance 894-4410 www.cloverdaleartsalliance.org
- 5, 12 **Cloverdale Certified Farmer's Market** Friday 5:30pm to dusk Downtown 1st St. to 2nd St. Contact Loretta Baker 894-9454
- 19&26 **Cloverdale Dog Park Golf Tournament** 8 am Healdsburg Golf Course \$80 per golfer Contact Kassie Wall 894-3022 info@cloverdalecitydogpark.org www.cloverdalecitydogpark.org
- 20 **Murder Mystery Dinner** - Citrus Fair - 7:00 pm \$35.00 per person location: Cloverdale Citrus Fair Contact Bonnie 894-3492

**SEPTEMBER
2011**

- 2 **Friday Night Live** 7:00-9:30pm Cloverdale Plaza Cloverdale Arts Alliance 894-4410 www.cloverdaleartsalliance.org
- 2 **Cloverdale Certified Farmer's Market** Friday...5:30pm to dusk Downtown 1st St. to 2nd St. Contact Loretta Baker 894-9454
- 9 & 10 **18th Annual Street Celebration Car & Motorcycle Show-Friday Evening Downtown Cruise** 5 pm - 7 pm and Sock Hop in the Plaza 7 pm - 10 pm Saturday 10 am to 5 pm Cloverdale Chamber of Commerce- 894-4470
- 10 **Pancake Breakfast** - Cloverdale Senior Center time 8 -11 am Cost \$5.00 Contact: Brooke Green 311 N. Main St. 707-894-4826
- 10 **Cld. Volunteer Firefighters Assoc. BBQ & Dance**-6 pm to 12am - Cloverdale Citrus Fair Contact: Javier Lopez 894-3545
- 18 **Cloverdale Youth Soccer League Picture Day** Monique 889-0848
- 24 **Spaghetti Dinner & Dance benefits for Wallace House** hosted by St. Peter's 6:30-11:30 pm Gloria 894-7558

**New Members
July 2011**

**Towers Gallery
Cathy Thomas**
240 N. Cloverdale Blvd. Ste.2
Cloverdale, CA 95425
Phone (707) 894-4331
towersgallery@sonic.net

**Renewing Members
July 2011**

- Ace Hardware
- Aladdin Cleaners
- Calpine Corporation
- Feline Rescue of Northern CA, Inc.
- Garrett Hardware
- George Petersen Insurance Agency
- Hydro Pacific Garden Supply
- Karen Harrison's Massage Studio
- Lampson Tractor & Equipment Co., Inc
- Linda Welch, Notary
- North County Property Management
- Pacific Gas & Electric
- Redwood Empire Disposal

We Need Your Support for SMART!

The next meeting of the SMART Board is:

August 17, 2011

1:30-3:30pm

San Rafael City Council Chambers

1400 5th Street

San Rafael

Cloverdale has always been an unwavering supporter of the SMART train, and we need to continue to add our voices to the discussion about how and when the train ultimately arrives in Cloverdale. This meeting will be an opportunity for us to voice our support for the bus bridge that will allow us to participate in this two-county transportation resource until the actual train pulls into our station.

Cloverdale, you need to be there!

We will be forming carpools to attend this meeting.

Please let us know if you will attend.

894-4470 or chamberceo@cloverdale.com



Mendocino Stories presents the First Annual Tall Tales Contest

With Paul Bunyan Days celebrations in mind, Mendocino Stories is sponsoring a Tall Tales Contest. Winners will be announced during the First Friday kick-off street party on Laurel Street in Fort Bragg. The two best storytellers will be invited to read or recite their tall tales on September 2, at 6:45PM.

All ages are encouraged to enter. There are two categories for judging – 12 and under, and over 12. Each tall tale must be 725 words or less, which is approximately two pages double-spaced with one inch margins. All submissions over the word limit will be returned. Each story will be read and rated by three judges, who will judge on content first and quality of writing second.

Three prizes will be awarded in each category. First place winners will have their stories published on the Mendocino Stories website and receive two tickets on the Skunk Train. Second place winners will receive a gift certificate to Cheshire Books. Third place winners will be awarded two tickets to the Paul Bunyan Days Logging Show.

These are the specific guidelines that must be followed:

- 1) The main character has a regular job but has a larger-than-life or superhuman ability.
- 2) The character has a problem or problems that he or she solves in a funny way.
- 3) Details in the story are exaggerated beyond belief.
- 4) The characters use everyday language and are like common people in behavior.

Entry deadline is midnight on Friday, August 26 for email submissions (which is preferred) and Monday, August 22 for handwritten submissions. No entry fee required. Contact Pattie DeMatteo for entry forms and specific rules that apply to this contest. Call 937-1732 or email pattie@mendocinostories.com.

CHAMBER BOARD OF DIRECTORS

BOARD CHAIR PERSON

Elissa Morrash, Partner/Realtor
Better Homes & Gardens Real Estate.....894-4466

CHAIRMAN ELECT

TBA

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
Gail Pardini-Plass, CA. Senior Legislature.....894-3315
Neena Hanchett, Owner Cloverdale Reveille....894-3339
Dave Holt, Agri-Comm Appraisal Services.....894-9576
Sue Jackson, Chamber Member.....894-2429
Patti Mannatt, Exchange Bank Manager.....894-5109

OFFICE STAFF

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

CHAMBER CALENDAR OF EVENTS

August 2011

17 Board of Directors, Chamber, 7 a.m.

September 2011

21 Board of Directors, Chamber, 7 a.m.



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

18th Annual
CLOVERDALE



Car & Motorcycle Show

September 10th, 2011

SEPTEMBER 10TH
11 AM—4:00 PM
CAR & MOTORCYCLE SHOW
KID ZONE
GREAT FOOD
BEER & WINE
AUTO PARTS
SWAP MEET



8 A.M. SENIOR CENTER
PANCAKE BREAKFAST

VINTAGE TRAVEL TRAILERS & VINTAGE MOTORCYCLES



FRIDAY
SEPTEMBER 9TH
BOULEVARD CRUISE
& SOCK HOP IN THE
PLAZA 7-10 PM
BEER FEST 6-9PM



SPONSORS



CITY OF CLOVERDALE

Cloverdale Auto Parts
Cloverdale Collision Center

Jane & Ron Pavelka—

Wine Country Group Realtors
 North County Property Management
 Cloverdale Roadrunners Car Club
 Management Connections
 Pick's Drive In
 Eagle's Nest Deli & Grill



Cloverdale Saw & Mower
Cloverdale Reveille
Antiques & Uniques
 Yogurtdale Blvd.

CLOVERDALE
 CHAMBER OF COMMERCE
 & INFORMATION CENTER

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