

Sometimes There Are Silver Linings!

Sometimes there are silver linings, and I found one during our move from the Wine and Visitors Center. You might remember the glass cases that lined the walls in the Wine Center. They were filled with memorabilia from some of the oldest wineries in the area. When we were emptying out the cases I realized that much of the memorabilia was real... real first place medals, real antique photographs, blue ribbons, prized bottles of wine. These were treasures from wineries that are still operating in our area and have been for many years. Returning these small items was a rewarding job. Each recipient was so grateful when the items were returned.

Ann Vercelli whose father Joe Vercelli had been the "Little Ol Winemaker" at Italian Swiss Colony, hugged me and teared up when I produced a box filled with photos of her dad in his heyday. Small bottles and wine openers represented childhood remembrances for her of her now deceased father.

At Seghesio Winery I was led formally into the Archive Room to deposit my box of family photos and gold medals.

The folks at Parducci Winery in Ukiah were thrilled to have the jeraboam from their winery's 50th Anniversary in 1980 returned, still in its wooden box.

For the three years that I have been working in the Wine Center I walked by the cases daily, rarely giving them a glance. They filled a space... visitors looked at them and commented, sometimes asking questions. Mostly, they were just there. As the items are returned, it's nice to know that we were guardians of these treasures for a short time.

Carla Howell, Chamber CEO

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July 2011

IN THE PIPELINE

The state legislators finally passed a budget; on time, but without bi-partisan support, and without legislation requiring a public vote on tax extensions.

The budget deal is a compilation of as many as ten bills and dozens of compromises and promises. How it will affect Cloverdale remains to be seen, since some of the cuts are headed to a court challenge.

Redevelopment agencies as we have known them, are eliminated in this budget. How will this affect Cloverdale? If the money from the Cloverdale Redevelopment Agency needs to be "realigned", it could mean downsizing the new Police station, the building of fewer affordable housing units and fewer dollars being directed toward eliminating blighted areas in the downtown. It could mean fewer dollars spent on promoting Cloverdale as a destination, and support for such popular events as Friday Night Live.

How this will affect the Cloverdale Chamber of Commerce remains to be seen. The elimination of redevelopment agencies will be challenged in court. In the past, the Chamber has received support for its visitor services from the Cloverdale Redevelopment Agency, as well as a portion of my salary, when my time is directed toward economic development tasks. Additionally, the Redevelopment Agency has given financial support to such Chamber sponsored events as the Street Celebration Car and Motorcycle Show in the fall.

This is a time of great uncertainty, and many financial challenges, for everyone. I will continue to keep everyone informed, as I know more, you will know as well.

Carla

GENUINELY CLOVERDALE



Thank you to our June Chamber Business After Hours host Roxanne Kolbe & Emily Smith owners of Auberge on the Vineyard

Photos by Neena Hanchett



Kandi Ward of Bob Dog Wines, Carla Howell from Hudson Street Winery and Karnig Beylikjian in the background



Mary Stuart – Owner of Vintage Towers Inn Al and Mary McClintock- Owners of Healdsburg Floor Covering



Sue Jackson – Chamber Director, Jennifer Jordan, Sharon Gallagher and Lori Kneeland- owner of Mail Center Etc.

**Business Briefs –June 2011
By Neena Hanchett**

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- The public tasting room at **Cellar No. 8 at Asti Winery** is now closed to the public so that the company can tailor the site more to special events, such as weddings, private parties, corporate events and such. **Cellar No. 8** will continue to make wines at the site under both the **Cellar No. 8** and **Souverain** labels.
- **Bosworth & Son Hardware** in downtown Geyserville celebrates its centennial on Saturday, July 16 with a BBQ and a live band. Customers and friends are invited to help **Harry Bosworth** and his wife, **Karen Bosworth** celebrate the milestone anniversary. The old fashioned dry goods store carries clothing, feed, seeds, garden supplies, work boots, and much, much more. Visit **Bosworth & Son** on Geyserville Ave. in downtown Geyserville or visit the website at www.bosworthandson.com. For more information call 857-3463.
- **Jeannie Griffiths**, owner of **The Finishing Touches Interior Design Studio**, earned a trip for she and her husband, Joel to Telum in Cancun, Mexico from Hunter Douglas window coverings. In order to meet all of the criteria, she had to attend training seminars, sell a variety of products across the product spectrum, participate in all sale promotions and in general, be a well-rounded dealer. **The Finishing Touches**, located downtown at 115 N. Cloverdale Blvd., features the full line of Hunter Douglas products including the Elite Alustra Collection. The studio carries everything from a basic mini blind to wood shutters, everything custom made for customers. Measuring and consultation is included in the price of all window treatments. The store also carries a wide variety of gifts, home decor items, baby gifts, linens, and much more. • The public tasting room at **Cellar No. 8 at Asti Winery** is now closed to the public so that the company can tailor the site more to special events, such as weddings, private parties, corporate events and such. **Cellar No. 8** will continue to make wines at the site under both the **Cellar No. 8** and **Souverain** labels.
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Susan Montes – Sonoma County Tourism Bureau., Dolph Green-Edward Jones Investments, Dave Holt- Chamber Director & Owner of Agri-Comm Appraisal Elizabeth & Ken Allen



Community Events

JULY 2011

- 1, 8, 15 **Friday Night Live** 7:00 -9:30 pm Cloverdale Plaza Cloverdale
- 22&29 Arts Alliance 894-4410 www.cloverdaleartsalliance.org
- 1,8,15 **Cloverdale Certified Farmer's Market**
- 22&29 Friday...5:30pm to dusk Downtown 1st St. to 2nd St. Contact Loretta Baker 894-9454
- 4 **Lions Club Fireworks Display**-Dusk-CHS Football Field-Lions Club
- 12 **Family Movie Nights on First** Starts 5 minutes after dusk on First. In Downtown Clvd. - "Back to the Future" Free Contact City of Cloverdale 894-2521 www.cloverdale.com
- 16 **"Death By Chocolate"** Kiwanis Fundraiser Cost and details to follow
- 18 **Joe Pardini Youth Football Sign Ups** Cloverdale High School Football Field 9am-1pm Contact Barb 494-4450
- 26 **Family Movie Nights on First** Starts 5 minutes after dusk on First. In Downtown Clvd. "Gulliver's Travels" Free Contact City of Cloverdale 894-2521 www.cloverdale.com
- 29-31 **Ponytail Softball Tournaments** 12 & under; 18 & under Tournaments- 8 AM - City Park Cherna Alliston 894-2466

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
- 19&20 **Wait Until Dark** 2 pm Sunday for more information Call 894-2214
- 14 **Friday Night Live** 7:00 -9:30 pm Cloverdale Plaza Cloverdale Arts Alliance 894-4410
- 5, 12 **Friday Night Live** 7:00 -9:30 pm Cloverdale Plaza Cloverdale Arts Alliance 894-4410
- 19&26 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
- 27

Renewing Members June 2011

- Auberge on the Vineyard
- Cloverdale Arts Alliance
- Cloverdale Health Care Center
- Cloverdale Lions Club
- Cloverdale Reveille
- Francis Ford Coppola Winery
- Healthcare Foundation Northern Sonoma County
- Management Connections
- Meridian Acupuncture Group
- Mike McGuire
- Wine Country Publishing
- World Famous Hamburger Ranch & BBQ

New Members June 2011

- Francisco International Forwarding**
- ileana Baylor**
- Cloverdale, CA 95425- (707) 718-0167
- Fax (707) 736-7177
- ileana_Frnfwd@comcast.net
- Towers Gallery**
- Cathy Thomas**
- 240 N. Cloverdale Blvd. Ste.2N. Cloverdale, CA 95425 (707) 894-4331
- towersgallery@sonic.net

Car & Motorcycle Show 2011

The 18th Annual Car and Motorcycle Show takes place on September 10th.

With the addition of help from the Cloverdale Road Runners Car Club we are expecting the number of entrants to increase to over 200 participants. This is always a very popular event, made more so, by the Sock Hop and Cruise which takes place the night before on September 9 from 7-10 pm. By popular request we've booked Johnny B and the Speed Shifters once again. This great band which has been playing together since their high school days in the 1960's, presents a combination of 50's-60's rock and roll tunes enlivened by colorful costumes and quirky skits.

On Saturday along with the car show there will be "Gasoline Alley" featuring some showy local race cars and a swap meet for people who are interested in buying and selling auto parts and equipment, a chili cook-off at Cloverdale Auto Parts, and an array of food vendors. An added classification this year is "Sports Cars", so if you are the owner of one of these beauties please bring it down to show.

This show draws area wide. We have entrants from all over Sonoma and Mendocino counties, as well as the Bay Area and parts of the East Bay. It's a great time for you to think about sponsorship and getting your business name seen by the many folks who will be in town for the weekend events.

Other traditional events happening along with the car and motorcycle show are the Saturday morning pancake breakfast at the Senior Center from 8:00 to 11:00 am, and the Fireman's Barbecue and Dance at the Citrus Fair on Saturday night.



New Chamber Office Hours
Monday through Friday from 9am - 5pm
Closed Saturday and Sunday

New address
126 N. Cloverdale Blvd.

Business Briefs –June 2011 continued from Page 2

- Congratulations to the **Bear Republic Brewing Co.** on their 15 year anniversary. Originally operating a small brewpub in downtown Healdsburg, **Bear Republic** has expanded with a manufacturing brewery in Cloverdale and has climbed to 43rd brewery in the U.S., according to Clay Grosskopf. To celebrate events are being planned monthly. Check www.bearrepublic.com for upcoming event information.
- **Jeannie Griffiths**, owner of **The Finishing Touches Interior Design Studio**, earned a trip for she and her husband, Joel to Telum in Cancun, Mexico from Hunter Douglas window coverings. In order to meet all of the criteria, she had to attend training seminars, sell a variety of products across the product spectrum, participate in all sale promotions and in general, be a well-rounded dealer. **The Finishing Touches**, located downtown at 115 N. Cloverdale Blvd., features the full line of Hunter Douglas products including the Elite Alustra Collection. The studio carries everything from a basic mini blind to wood shutters, everything custom made for customers. Measuring and consultation is included in the price of all window treatments. The store also carries a wide variety of gifts, home decor items, baby gifts, linens, and much more.

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.

July Business After Hours Mixer

Our Host:

James Luchini
Francis Ford Coppola Winery
Tuesday July 26, 2011
5pm to 7 pm

This mixer is being planned for the following chambers:

- Cloverdale • Geyserville • Windsor
- Healdsburg •

This will be a great opportunity for regional chamber members to get together and network in a beautiful northern Sonoma County venue.

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

July 2011

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

August 2011

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



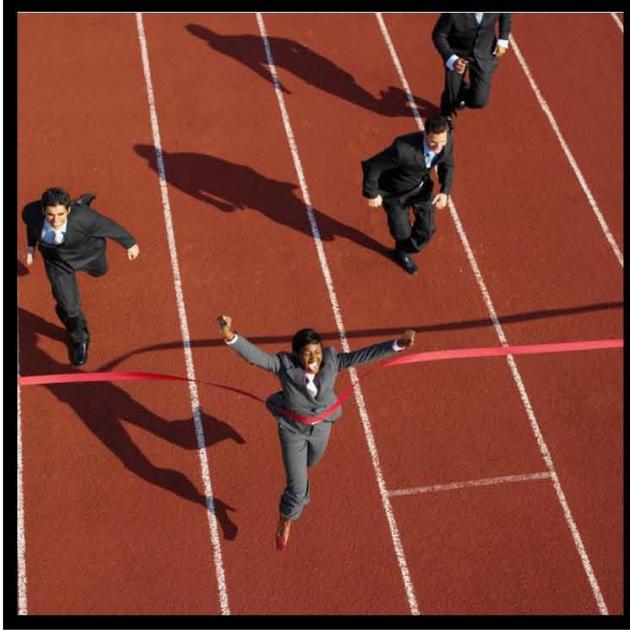
MISSION STATEMENT

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

WWW.CLOVERDALE.COM

Cloverdale Chamber of Commerce



“Breakfast for Champions”

Zini’s Diner

796 S. Cloverdale Blvd.

Cloverdale

Thursday, September 15

8:00 am – 9:30 am

Guest Speaker:

Speaker Name TBA

With time provided for your questions.

☆ **Business Networking!**

☆ **Great Speakers!**

☆ **Movers & Shakers!**

Cloverdale Chamber of Commerce

“Breakfast for Champions”

Zini’s Diner 796 S. Cloverdale Blvd. Cloverdale

Thursday, September 15th 8:00 am – 9:30 am

Name: _____

Address: _____

Email _____ Phone _____

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

Reservation

\$11.00 Per Person - Number in Party _____ = \$ _____ Total Enclosed

(Price includes tax and gratuity.)

Credit Card No. _____ Exp. _____

Cash~Check~Mastercard & Visa accepted

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

Business cards ☆ Advertising Fliers ☆ Handouts

CLOVERDALE
CHAMBER OF COMMERCE
& INFORMATION CENTER

*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**



18TH ANNUAL CAR & MOTORCYCLE SHOW 2011 SPONSOR PROGRAM

Event Program Sponsors

- \$25.00** ¼ Page Business Card ad (+ coupon if desired)
\$50.00 ½ Page Ad –your design (+ coupon if desired)
\$75.00 Full Page Ad–your design (+ coupon if desired)
- \$125.00** Sponsor an **Award Trophy** Recognition at the awards presentation. Sponsor recognition in the Reveille and Chamber Newsletter
- \$150.00** Sponsor an **Award Trophy** Above award trophy benefits plus ½ page program ad
- \$300.00** **T-Shirt Sponsors** - Co-sponsor the '11 **Event Commemorative** with your company name or logo listed on it. Sponsor recognition in the Reveille and Chamber Newsletter
- \$500.00** **Commercial Sponsors**...Includes display for 2 vehicles & booth (10'X20') Name listed on event T-shirt. Sponsor recognition in the Reveille and Chamber Newsletter.
- \$1,500.00** **Event Sponsors** This includes equal billing with Chamber, and other event sponsors as recognized in all print advertising including all press releases, posters, t-shirt, plus event banner. Sponsor recognition in the Reveille and Chamber Newsletter.

Please note:

Deadline to secure a sponsorship and ensure inclusion in all associated benefits is 8/1/11

126 Cloverdale Blvd., Cloverdale CA 95425

chamberadmin@cloverdale.com

www.Cloverdale.com

707.894.4470

**18th ANNUAL
2011 CAR & MOTORCYCLE
SPONSOR OPPORTUNITY**

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

I WANT TO BE A SPONSOR AT THE LEVEL INDICATED BELOW:

- \$1500.00 Event Sponsor**
- \$ 500.00 Commercial Sponsors**
- \$ 300.00 '11 Event Commemorative T-shirt**
- \$ 150.00 Award Trophy (plus ½ page program ad)**
- \$ 125.00 Award Trophy**
- \$ 75.00 full page program ad**
- \$ 50.00 ½ page program ad**
- \$ 25.00 ¼ page program ad**

THIS SPONSORSHIP IS AUTHORIZED BY:

Name _____
Title _____
Address _____
Phone _____
Email _____
Signature _____ Date _____

PLEASE REPRESENT MY COMPANY NAME IN PROMOTIONAL
MATERIALS AS FOLLOWS:

Contact person for your logo, if we need it, is:

Name _____
Phone _____
Email _____

MY CHECK IS ENCLOSED

Please make checks payable to Cloverdale Chamber of
Commerce and 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 _____

Card Number _____

Expiration Date _____

THANK YOU FOR YOUR SUPPORT

CLOVERDALE CITRUS FAIR PRESENTS

Death is a Cabernet, Ol' Chum

Use your sleuthing skills to investigate the death of Cabernet vintner Malcom Melee.



**SATURDAY
AUGUST 27**
CITRUS FAIR
AUDITORIUM
DOORS OPEN
6:30 P.M.
\$35.00 PER PERSON

An Interactive Murder Mystery set in the "Nippy Valley"
Buffet dinner, wine on the table, and a no-host bar.
Clues will be provided to help you solve the murder. An evening of fun, intrigue, good company and good food.