

September 2011

**Chamber to Sponsor
The First Annual
Art & Antique Faire
October 1st**

The Chamber is sponsoring the First Annual Art and Antique Faire on October 1 on Cloverdale Blvd. from 9:00-5:00. Look for fine art, vintage collectibles, antiques and seasonal decorations. Specialty dealers will be showing Bakelite, Western antiques, Asian Art and Collectibles, and Sport Memorabilia. Artists will be showing fine art painting, pottery, handmade quilts and jewelry.

There also will be street performers, an array of foods available and beer and wine.

Sonoma Wine Country Senior Games Coming Back to Cloverdale

The Senior Olympics are coming back to Sonoma County. Aply called the Sonoma County Wine Country Games, competition begins in June 2012, and anyone 50 years old or older may participate.

The SWCSG will be a qualifying event for the Senior Olympics which began in the U.S. in 1987. Now, all 50 states and 61 countries have Senior Games.

Over 10,000 people competed in the Senior Games in 2009. Last year over 150 people competed in the 5K and 10K runs and 3K walk that took place at Asti Winery.

This year Cloverdale will once again host the running events, and this time they'll be run on City streets. Since there will be so many people coming to Cloverdale to participate in the Sr. Games, we will be moving our annual Heritage Day Celebration (Wild West Day) to Saturday June 2, 2012 to offer entertainment for both locals and our visitors.

If you are interested in participating on the Sr. Games committee to plan the race, the Heritage Day events, or to participate as a runner/walker, let us know and we'll add your name to the list.

**Cloverdale Chamber of Commerce
Business Tradeshow**

The Cloverdale Chamber of Commerce Business Trade Show will take place on October 22, from 5-7pm at the Citrus Fairgrounds.

We will be participating along with the Cloverdale Kiwanis Club Harvest Marathon Spaghetti Feed. Booth Space is \$85 for Chamber members and \$125 for non-members, and includes one 8 foot rectangular table and two folding chairs (electricity is available on a first come first served basis)

We are encouraging all Cloverdale businesses to participate, including restaurants, wineries, service businesses and retailers.

There will be a large number of local residents attending the spaghetti feed along with lots of folks who are running in the marathon the next day. This is a perfect opportunity to introduce yourself to the community if you're a new business, or reintroduce yourself if you've been around for a while!

Remember people attending Trade Shows love giveaways, so you can call more attention to your business if you have interesting items for them to take home; think pens, pads, key chains, playing cards, refrigerator magnets, etc. For restaurants this is a great time to sample your dishes, offer coupons or do drawings for free meals.

Please register for the Trade Show by Monday, October 17, to assure a space.

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New Workshops



Small Business
Development Center
at Santa Rosa Junior College

**So You Want To Start
A Business... Santa Rosa**

This 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 9/13/11

Module II- Marketing & Financing, Wednesday 9/14/11

Module III- Business Plan, Thursday 9/15/11

Instructor- Janet Wentworth

Date & time: **Tue, 09/13/2011 - 5:30pm - Thu, 09/15/2011 - 8:30pm**

Location: 1808 Albany Dr. Santa Rosa, 95401

Fee: \$45 [Register for this event](#)

Contact: awilmarth@santarosa.edu

**SPACE AVAILABLE FOR RENT
ON THE CLOVERDALE
BILLBOARD
ON HIGHWAY 101**

For further information call
Carla 894-0125

**From Kitchen To
Market... Santa Rosa**

How To Successfully Bring Your Specialty Food Products To Market. Get the tools you need to honestly assess your risk and opportunity in entering the fresh food industry. Learn the current trends as well as tips on setting up your business. Capitalizing it, and marketing your products in the highly competitive but reliable specialty foods business. Those already in the market will find some ideas on expansion. The insider information packed into this 3-hour workshop has saved countless hours of research and resources for its participants.

PRESENTED BY ANNI MINUZZO:

Anni Minuzzo works as an SBDC-based advisor as well as in her own private counseling and coaching services. With an over 30-year career in the food and beverage industry; Anni Minuzzo shares her experience in this "From Kitchen To Market" workshop. Minuzzo owned a wholesale baking company for the past 20 years and regularly works with Bay Area clients in all sectors of the marketplace.

Date & time: Tue, 11/15/2011 - 2:30pm - 5:30pm

Location: 1808 Albany Drive, Santa Rosa, CA 95401

Contact: awilmarth@santarosa.edu

Fee: \$45 [Register for this event](#)

Business After Hours Mixer

Our Host:

La Reva Myles

Sky Ranch Productions & Investments

Sky Ranch Culinary Events

Cloverdale Performing Arts Center

209 N. Cloverdale Blvd.

Cloverdale, CA 95425

Thursday, September 22, 2011

5:30pm to 7pm

Featured Wine Pourer

Pedroncelli Winery

This will be a great opportunity for chamber members to learn more about the services Sky Ranch Productions & Investments brings to Cloverdale and Sonoma County on the 12 year anniversary of this Country and Western themed Event Planning, Entertainment, Catering, and Real Estate Company.



Edward Jones Financial Advisor Hosts "How to Raise a Money-smart Child" Seminar

Dolph Green, Edward Jones financial advisor in Cloverdale, will host an educational seminar titled "How to Raise a Money-smart Child" at 6pm on Thursday, September 15th at Mary's Pizza Shack in Cloverdale-1143 S. Cloverdale Blvd..

Dolph said the seminar is a great way to provide parents and grandparents the tools to teach children the basics of handling money, an essential lifetime skill that will become more important as they get older.

This seminar is free, but space is limited. To make a reservation, call Dolph or Kristin at 707-894-0277.

Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 12,000-plus financial advisors work directly with nearly 7 million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today.

Edward Jones, which ranked No. 11 on *FORTUNE* magazine's "100 Best Companies to Work For" in 2011, is headquartered in St. Louis. The Edward Jones web site is located at www.edwardjones.com, and its recruiting web site is www.careers.edwardjones.com. Member SIPC.



Schedule for September 9 & 10

Friday, September 9

- 6:00-9:00pm Cloverdale Performing Arts Beer Fest Broad St. at the Plaza \$35
- 7:00pm Cruise leaves from Zini's Diner up the Boulevard to Hamburger Ranch
- 7:00-10:00pm Sock Hop in the Plaza with Johnny B and the Speed Shifters

Saturday, September 10

- 8:00 -11:00am Sr. Center Breakfast
- 8:00am Auto Parts Swap Meet West 2nd Street
- 10:00am Museum Yard Sale at History Center
- 11:00am Car Show starts
- 11:00am Tours to Geysers leave from Plaza at Broad St.
- 3:00pm Car Show Awards Ceremony
- 5:00pm Firemen's BBQ and Dance at Citrus Fair

Calpine Offering Free Tours to The Geysers

Saturday September 10th, Calpine will be offering free bus tours to the Geysers where you can tour a geothermal power plant.

Buses will leave from the Cloverdale Plaza; reservations are required and can be made at www.geysers.com.

For more information please call 707-987-4270 or email CGVC@calpine.com.



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**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 **Cldv. Volunteer Firefighters Assoc. BBQ & Dance**-6 pm to 12am - Cloverdale Citrus Fair Contact: Javier Lopez 894-3545
- 10 **SIDEWALK SALE AT THE HISTORY CENTER**
10:00 AM - 4:00 PM History Center 215 N. Cloverdale Blvd. Contact:707-894-2067
office@cloverdalehistory.org
www.cloverdalehistory.org/
- 17 **2nd Annual Jack Howell Founders Awards Event**
4:30 PM - 7:30PM \$35. 215 N. Cloverdale Blvd. 894-2067
- 18 **Cloverdale Youth Soccer League Picture Day** Monique 889-0848

**Renewing Members
August 2011**

- Best Western - Cloverdale Inn
- Better Homes & Gardens Real Estate - Debbie Adler
- Exchange Bank
- Family Wineries of Dry Creek
- Garvin, DDS, Kevin J.
- Kiwanis Club of Cloverdale
- La Hacienda Restaurant
- McConnell Chevrolet, CJD, Inc.
- Reichel, Charles F. - CPA
- Rental Solutions, LLC
- Tyris Corporation

**OCTOBER
2011**

- 1 **Art, Antiques & Collectibles Street Fair** 9 am - 5 pm
Downtown Cloverdale - Cloverdale Chamber of Commerce 894-4470
chamberinfo@cloverdale.com
- 6 **Book Sales Friends of the Cloverdale Library** Shirley Black 894-5954
www.sonomalibrary.org
- 7&14 **Glass Menagerie** 8pm each evening on the dates listed Cloverdale Performing Arts 894-2214 for more information or go to Cloverdaleperformingarts.com
- 8&9 **Glass Menagerie** 2pm on the dates listed Cloverdale Performing Arts Call 894-2214
- 15 **Friends of the Library Book Sale** 10:00 AM
4:00 PM Cloverdale Library 401 N. Cloverdale Blvd. Contact:894-5271
- 8 **Oktoberfest** -Cloverdale Plaza Live German Music Silent Auction and Children's activities United Church of Cloverdale 3 to 8 pm - Contact Laurie Kneeland 894-3222
- 11 **Prohibition Speaker Series** continues with author Vivienne Sosnowski who will give a talk about Prohibition in Sonoma County and about her book "When the Rivers Ran Red" 7PM History Center 215 N. Cloverdale Blvd. 894-2067
office@cloverdalehistory.org
- 15 **Asti Tour de Vine Bicycle Tour** - 25km,50km,100km or 100mi. in beautiful Sonoma County. contact 707.894.7848 or www.astitourdevine.com
- 21 **Cloverdale Performing Arts Center New Season Party** Times to be announced. 894-2214 for more information or go to info@cloverdaleperformingarts.org
- 23 **Kiwanis Harvest Marathon** Citrus Fair Grounds For cost and times 707-893-RUN1
www.runthewinecountry.org
- 25 **Prohibition Speaker Series** continues with a panel of local characters discussing their memories of Prohibition in Sonoma County. 7:00PM History Center 215 N. Cloverdale Blvd. 894-2067
- 29 **Haunting Talk with Susan Bennett** Discover old secrets and fun stories of paranormal activity in and around Cloverdale. TBA History Center 215 N. Cloverdale Blvd. 894-2067
- 30 **Cemetery Walk** - Cloverdale Historical Society Riverside Cemetery \$5.00 Donation 3:00PM Call 894-2067

**New Members
August 2011**

Citrus Gardens H.O.A.
Carol Melendez
6600 Hunter Dr.
Rohnert Park, CA 94928
(707) 584-5189
Fax (707) 584-5124
carolmelendez@ebm.com

Chase Bank Cloverdale
Erica Nilsson
103 S Cloverdale Blvd.
Cloverdale, CA 95425
(707) 894-8841
Fax (707) 894-8844
erica.nilsson@chase.com

Dolorosa Candles
Harry Martin
104 N. Cloverdale Blvd.
Cloverdale, CA 95425
(707) 894-9340
harrymartin@doloroscandles.net

Flowers By Request
Melinda Tubbs
427 Healdsburg Avenue
Cloverdale, CA 95425
(707) 849-2582
fourtubbs@sbcglobal.net

Sky Ranch Productions & Investments
Sky Ranch Culinary Events
P.O. Box 325
Cloverdale, CA 95425
(707) 894-2606
Cell (510) 847-6304
skyranchproductions.com
larena7@ix.netcom.com



Step Into Success!



Petaluma Area Chamber of Commerce Women in Business

Friday, September 16 • 8:30 am-5 pm

Sheraton Sonoma County-Petaluma

745 Baywood Drive, Petaluma, CA 94954

\$75 chamber members/\$85 non-members

All tickets \$10 more at the door

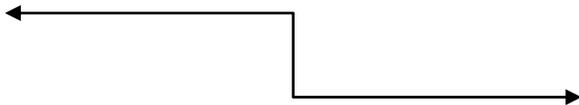
Full-table prices available on request

Call 707-762-2785 to register or

[Click here to register](#)

[Click here for more information](#)

This all-day conference promotes the economic, emotional, and physical well-being of North Bay women. Enjoy a day of networking, breakout sessions, resources, fashion, wine tasting, and nutritious/delicious food to nourish your confidence & success!



Labor and Employment Law Update

The Sonoma County Employer Advisory Council, the Employment Development Department, and Sonoma County Job Link invite you to attend the 2011 Annual Labor and Employment Law Update.

October 5, 2011

7:30am -12:00pm

Double Tree Hotel

Rohnert Park

The seminar will focus on new developments in employment law. Attorney Greg Walsh along with guest speakers will present the following topics: Recent court decisions by California and Federal courts, Case Law updates, Legislative update.

The fee is \$99 and includes a full breakfast, parking and seminar materials. Space is limited and reservations need to be made by **September 28, 2011.** For registration information or to answer further questions please call **Valerie Nagle at (707) 576-2015.** Fees for this seminar may be tax deductible.

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

September 2011

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

October 2011

19 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 Saw & Mower
Cloverdale Reveille
Antiques & Uniques
Yogurtdale Blvd.
Cloverdale Automotive & Tires
Ray's Custom Woodworking

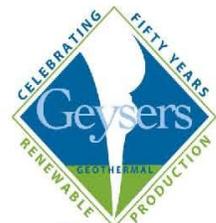
Cloverdale Auto Parts
Cloverdale Collision Center
Towers Gallery

Jane & Ron Pavelka—
Wine Country Group Realtors
North County Property Management
Cloverdale Roadrunners Car Club
Management Connections
Pick's Drive In Farm Yard Feed
Eagle's Nest Deli & Grill
Papa's Pizza Café

Cloverdale Citrus Fair
Cloverdale Lions Club
Sanitation Services, Inc.
Cal Fire Reusers, Inc.



Redwood Credit Union



CLOVERDALE
CHAMBER OF COMMERCE & INFORMATION CENTER

126 N. CLOVERDALE BLVD., CLOVERDALE, CA 95425
707.894.4470 WWW.CLOVERDALE.COM
CHAMBERINFO@CLOVERDALE.COM

ART, ANTIQUES & COLLECTIBLES STREET FAIR

IN HISTORIC DOWNTOWN CLOVERDALE



SATURDAY

OCTOBER 1, 2011

9 AM- 5 PM

**Free
Admission**

- Vintage Collectibles • Fine Art •
- Entertainment • food • beer • wine

CL  **VERDALE**
CHAMBER OF COMMERCE
& INFORMATION CENTER



**HEALDSBURG
DISTRICT HOSPITAL**
Exceeding Expectations



CEO'S CORNER

Evan J. Rayner

Welcome again to HDH News.

We're delighted to share with you some of the incredible developments that HDH has recently accomplished, as well as vital initiatives we are working on that will help improve the future of healthcare in the North Sonoma County Healthcare District.

In this issue, you'll discover several components of HDH's commitment to healthcare that exceed your expectations, such as our innovative Wound Care Center and Pulmonary program—both of which provide advanced and innovative, evidence-based treatments. You'll also find how HDH continues to recruit outstanding physicians to expand our services and accessibility. Our Senior Live Well educational events have also become a reputable resource event in the community and our Orthopaedic & Total Joint Replacement Program has recently been ranked among the top 10% of hospitals nationwide for joint replacement care.

At Healdsburg District Hospital, we're fortunate to have a staff of extremely competent and caring individuals who are committed to meeting your healthcare needs. We hope you'll enjoy this issue of HDH News.

Evan J. Rayner
Chief Executive Officer
Healdsburg District Hospital
North Sonoma County Healthcare District



NORTH SONOMA COUNTY HEALTHCARE DISTRICT

To view the full Healdsburg District Hospital newsletter,
please visit our brand new website!

www.healdsburgdistricthospital.org

HDH NEWS

SUMMER 2011



Healdsburg District Hospital Is Among Top 10% Of Hospitals Nationwide For Joint Replacement Care

The Orthopaedic & Total Joint Replacement Program at Healdsburg District Hospital (HDH), one of HDH's Centers of Excellence, is among the top 10% of hospitals nationwide for Joint Replacement care.

HealthGrades® annual study recently released rated Joint Replacement care at HDH among the top 10% of hospitals nationwide for the third consecutive year. HealthGrades®, the nation's leading independent ratings organization, evaluates patient outcomes for 5,000 hospitals. This research is the only comprehensive analysis based solely on patient mortality and complication rates.

In addition to the Specialty Excellence Award™, HDH is the top rated hospital for Joint Replacement in Sonoma County in 2011. HDH has also had 5-star or better than expected outcomes for Total Knee Replacement since 2007 and 5-star outcomes for Total Hip Replacement since 2009.

HDH's Orthopaedic & Total Joint Replacement Program specializes in diagnosing, treating, and

preventing disorders of the bones, joints, muscles, tendons, and ligaments. HDH's nationally ranked orthopaedic surgeons are recognized among the finest in the region, using leading-edge technologies so patients can regain movement and freedom from discomfort.

The program, led by **John Tomasin, MD**, also includes other orthopaedic surgeons on staff, including:

- Tom Miles, MD
- Steven Smith, MD
- Briant Smith, MD
- Kevin Howe, MD
- Steve Gunther, MD

For more information, please call 707/431-6502.

HDH's award-winning patient satisfaction and care, matched with a tradition of excellence in total joint replacement surgery and medicine, makes HDH's Orthopaedic & Total Joint Replacement Program the clear choice in orthopaedic and total joint care in Northern California and across the nation.



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

www.healdsburgdistricthospital.org



TRADE SHOW BOOTH REGISTRATION FORM

Business Trade Show Saturday October 22, 2011 5-7p.m.

Cloverdale Citrus Fairgrounds

Business _____

Contact _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Website _____

Booth Selection: Booth spaces are 8 feet wide by 6 feet deep. One 8 foot table and two folding chairs are provided with your registration. Electricity is available on a first come first served basis.

Booth Fee Chamber member \$85 _____ Non-member \$125 _____

Check enclosed _____

VISA or MC # _____

Exp. Date _____

3-digit V-code _____
(on back of card)

Your payment must accompany form to secure a booth space.

126 N. CLOVERDALE BLVD., CLOVERDALE CA 95425
707-894-4470

CHAMBERINFO@CLOVERDALE.COM

WWW.CLOVERDALE.COM

Give the Gift of Reading!

Books open up a world of imagination and learning



Dolly Parton's Imagination Library is coming to Cloverdale!

Help us as we join this international program, building literacy by giving free books to Cloverdale children from birth through age 5.

Join the Cause!

- Join us **Sunday, October 23** for the First Annual **Cloverdale 5K Fun Run / Walk**, or go for the Half or Full Marathon.
- **Volunteer at the event.** We'll need lots of help, and it'll be fun!
- **Sponsor a child** for a year with a \$25 tax deductible contribution.

Get Involved Today!

Visit www.RunTheWineCountry.org

Email Info@RunTheWineCountry.org

Call the hotline at **(707) 893-RUN1**

CLOVERDALE HARVEST MARATHON
HALF & 5K



All proceeds benefit the Cloverdale chapter of Dolly Parton's Imagination Library, a project of the Kiwanis Club of Cloverdale Foundation, a 501(c)(3) non-profit organization. Contributions are tax-deductible as permitted by law.

