

**Chamber Board Votes for  
FREE Business Trade Show  
for Chamber Members**

As a benefit of your membership in the Cloverdale Chamber of Commerce, the Board of Directors has agreed that there will be no charge to chamber members to participate in the Business Showcase which takes place at the Citrus Fair Commercial Room on Saturday, October 22 from 5-7 pm. Spaces including an 8ft. table and two chairs will be available on a first come first served basis. The form for entry is attached to this newsletter. Remember to bring lots of giveaways...people love them! The Kiwanis Club will be preparing a Spaghetti Dinner in the Tea Room that evening, for \$7.00 per person, to greet the guests arriving for the 1<sup>st</sup> Annual Cloverdale Marathon and introduce them to our community.

**IN THE  
PIPELINE**

Sonoma County has announced their five “Industry Clusters”, areas where they will concentrate their economic development efforts, and where they see the best chances for growth in employment and development.

**Sonoma Specialty Goods**...locally grown or produced products, branded with the cache of Sonoma County

**Sustainability Industries**...recycling, retrofits, reuse, green energy, technology

**Advanced Manufacturing**...small nimble companies with prime location, agile facilities, talent pool

**Health and Wellness**...destination wellness, aging population needs care, skilled workforce in a well paid industry, cutting edge medical equipment and technology growth

**Professional Services**...creative professionals starting new ventures, thinking globally, hiring locally

**Where are the opportunities?** Health services, tourism emphasizing wellness, green industries, local production and distribution, sustainable practices.

**What will it take to make it happen?** Regulatory simplification, better transportation options, cooperation within the clusters, upgraded workforce with more transferable skills, outside the box thinking, capital investment.

**Can we do it?**

**October 2011**

**Car Show a Roaring Success!**

The 18<sup>th</sup> Annual Cloverdale Car and Motorcycle Show held September 9 and 10 more than met everyone’s expectations. 200+ vehicles, motorcycles (vintage and new), big rigs and vehicular curiosities filled downtown. A very special thank you needs to go out to Al Delsid for organizing the event. His tactical expertise from his days as a fire fighter really showed through. The many volunteers including Randy Hatcher, Ed and Judy Dalbec, Ken Roux, Chris Vine and the other Lions Club members, Cloverdale Road Runners Car Club, Cal Fire, the First Baptist Church Youth Group, Ed Bowen and the Cloverdale High School Key Club, Melanie Delsid and our Chamber of Commerce bar crew all pulled their weight. Thanks especially to Nancy Lucas for building the Cloverdale Car Show website and taking all the photographs and to Jessalee Raymond our Mistress of Ceremonies. Joe Devine you are superlative, visiting all the car clubs in the region and also sponsoring the Mayor’s Cup trophy. Without Vickie Hegarty’s computer and organizational skills we would have really been floundering. Thank you, Vickie.

Picks, Papa’s, Pavelka’s Wine Country Group and Eagle’s Nest sponsored the band for the sock hop...and what fun everyone had bopping to Johnny B and the Speed Shifters who have been playing together since 1968. Thanks to our other show sponsors, Cloverdale Eagle Tech, City of Cloverdale, Cloverdale Collision Center, Redwood Credit Union, Cloverdale Auto Parts, Calpine, Cloverdale Performance Center and all of our program sponsors.

An added attraction this year, the Beer Fest, a fund raising event for the Cloverdale Performing Arts Center, brought a younger crowd to the event and added many more to the dance floor.

The day of the Car Show the weather held, it didn’t rain and it wasn’t too hot. The crowds were huge and I heard from many local merchants and restaurant owners that they were pleasantly busy all day.

The job of the Cloverdale Chamber of Commerce is to promote local businesses and provide visitor services to the community. I think we hit the nail on the head!

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**Program Helps Local Businesses**

**Reduce Energy & Save Money**

Energy Upgrade California™ in Sonoma County is part of a new statewide program that packages rebates, incentives, and financing together into a “one-stop shop” to help local commercial and residential property owners reduce energy use and lower utility bills. The program supports a “whole-building” approach to saving energy because it takes more than switching out light bulbs to achieve maximum efficiency and savings.

Energy Upgrade in Sonoma County guides and assists commercial property owners and building managers through the process of evaluating opportunities for water conservation, energy efficiency, and renewable generation. Approaching your building as a complete system means considering how HVAC, lighting, insulation, cool roof, water, and other systems can work together most effectively to reduce your energy use and help lower your utility bills.

Tax deductions ranging from \$0.60 to \$1.80 per square foot and utility rebates are available right now for owners of both new and existing buildings who upgrade interior lighting, building "envelope," heating, cooling, ventilation, or hot water systems to reduce the building's total energy.

Energy Upgrade also connects you to commercial project financing options, including the Sonoma County Energy Independence Program. SCEIP can finance energy efficiency, water efficiency, and renewable energy improvements through a over time.

SCEIP is a partner in the Energy Upgrade California program in Sonoma County.

**The business case for energy efficiency**

What is the business case for pursuing energy efficiency right now? Consider the following:

- Lower up-front investment – Energy Upgrade lowers the cost of investing in energy efficiency upgrades because rebates and incentives make your improvements more affordable.
- Lower operating costs – Reducing your building energy use can potentially make a big difference in monthly utility bills, savings that ultimately pay back on your investment. Simple energy efficiency improvements to existing buildings, such as insulating window films, yield \$3 in savings on average for every \$1 invested.
- Increased property value – Energy efficient buildings retain higher real estate value, commanding higher rents (6-7%) and maintaining higher occupancy rates than less efficient buildings.
- Reduced carbon footprint – Improving your building's energy efficiency is a key way to green your business and directly reduce greenhouse gas emissions, demonstrating your business' compliance with AB32.
- Building energy rating boost – Turn your compliance with AB1103 (the law that requires nonresidential building owners or operators to disclose Energy Star Portfolio Manager benchmarking data and ratings to prospective buyers, lessees, or lenders, similar to a “miles per gallon” rating) into a business asset.
- Improved indoor air quality – Proper ventilation and non-toxic materials creates a healthier environment for your employees and customers.
- Local economic stimulation – Your energy efficiency project will create jobs and support local businesses!

**Another Opportunity To Green Your Business**

Extend your company's sustainability efforts even further by getting on board with the Energy Upgrade Employee Outreach Program, which offers employers tools to educate your employees about energy efficiency services and benefits for their own homes. Up to \$4,000 in residential rebates are available now for home energy upgrades, providing homeowners with as much as 40 percent in energy savings on their utility bills. As of July 1, 2011, all Sonoma County residents are eligible for up to a 75 percent rebate on the cost of a Home Energy Analysis that includes a California Home Energy Rating System score (known as a HERS II Rating).

Joining the Employee Outreach Program also provides your business with marketing opportunities and community recognition for supporting your employees' participation in the residential Energy Upgrade program.

Best of all, residential energy efficiency projects through Energy Upgrade are performed by contactors who are certified by the Building Performance Institute (BPI), have met all program requirements, and are part of an ongoing quality assurance program to ensure consumer protection. Making energy efficiency improvements to your commercial property and helping your employees upgrade their home energy performance directly benefits our local economy.

**Opportunities To Learn More**

Visit [www.energyupgradesonoma.org](http://www.energyupgradesonoma.org) for more information about upgrade services, participating contractors, available incentives, financing options, and program details.

Contact Kathy Goodacre, Program Marketing Manager, for more information about the Employee Outreach Program, at (707) 537-1979 or [kathygoodacre@sbcglobal.net](mailto:kathygoodacre@sbcglobal.net).

Take the City of Santa Rosa Green Homes Tour on Sunday, October 2, 2011, 10 a.m. to 4 p.m., to see how energy efficient homes look and feel. Visit: [www.srcity.org/SRGreenHomes](http://www.srcity.org/SRGreenHomes).

Look for Energy Upgrade CALIFORNIA in Sonoma County at the Sonoma County Harvest Fair on September 30-October 2, 2011 and the Sonoma County Fall Home Show October 14-16, 2011. Both events will be at the Sonoma County Fairgrounds. For more information, see "events" at [www.sonomacountyfair.com](http://www.sonomacountyfair.com).

Funding for Energy Upgrade California comes from multiple sources, including federal stimulus funds (American Reinvestment and Recovery Act), the U.S. Department of Energy Better Buildings Program, the California Public Utilities Commission, and the California Energy Commission.

Local partners include Regional Climate Protection Authority (RCPA) and the Sonoma County Energy Independence Program (SCEIP) working in coordination locally with the following organizations: Clean Energy Advocates – City of Santa Rosa, Climate Protection Campaign, Solar Sonoma County, Sonoma County Energy Watch, and Efficiency First.



## Business Briefs – September 2011 By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

- The Chamber of Commerce Business After Hours mixer for September was hosted by **LaReva Myles** and her companies **Sky Ranch Productions & Investments** and **Sky Ranch Culinary Events**. The featured wine pourer was **Julie Pedroncelli** from **Pedroncelli Winery**. “This was an opportunity for area business people to learn more about the services **Sky Ranch Production & Investments** brings to Cloverdale and Sonoma County on our 12 year anniversary,” said owner **La Reva Myles**. “**Sky Ranch Productions, Investments** and **Culinary Events** provides event planning, catering and real estate services for the country and western lifestyle,” she added.

*Photo Submitted by Neena Hanchett*



*La Reva Myles gets ready to cut the ribbon celebrating her new businesses-Sky Ranch Productions and Investments and Sky Ranch Culinary Events*

- To celebrate the expansion this spring of **Studio 128's** expansion in Geyserville and their move to a larger location next door, owner **Mia Munselle** hosted a “grand re-opening” last Wednesday, Sept. 7. Munselle, a Cloverdale resident, introduced the expanded **Studio 128** team: Reiki and massage therapist **Dena Tognotti**, also from Cloverdale, esthetician **Sarah Vogensen**; stylists **Vanessa Grosskopf**, of Cloverdale; Julie **Keel**, of Healdsburg and **Megan Hall** of Rohnert Park. **Studio 128** is located at 21057 Geyserville Ave. in Geyserville. Call 857-9886 or an appointment or book on-line at [www.studio-128.com](http://www.studio-128.com).
- **Redwood Credit Union** is presenting a free Home Loan & Home Ownership Seminar on Thursday, Sept. 22 from 7 to 8:30 p.m. at their Cloverdale branch located at 1129 S. Cloverdale Blvd., Suite A in the Furber Ranch Plaza. Topics include: How to find a great home; How to buy “band-owned” or “short sale” properties, Risks and benefits for seasoned and first-time home buyers and much more. To reserve your space call 576-5352. There will be refreshments.
- **Healdsburg District Hospital (HDH)** has recently launched its renovated website, [healdsburgdistricthospital.org](http://healdsburgdistricthospital.org). Designed for patient convenience, the new site includes a Patient Education section, providing physician authored articles and videos, a Find a Doctor section so that patients can learn more about **HDH** physicians and staff, and easy and secure access to on-line billing. **Evan Rayner**, CEO, comments, “We believe this newly designed site will help increase patients’ access to health information about our leading-edge programs, such as the Northern California Wound Care Center and our award-winning Total Joint Replacement Program, as well as learn about ongoing events with our Senior Live Well Seminars.” Patients and others can also sign up on the website for the **HDH** electronic newsletter.
- **Marya Grechko**, 18-year resident of Cloverdale, recently joined **Conklin Bros. Abbey Carpet & Floor** in Santa Rosa as a design consultant with extensive sales background and seven years of experience in the flooring industry. “I really enjoy working with homeowners, educating them on the features and benefits of different flooring options. This ensures that they’re able to make the best choice to match their home and lifestyle,” she commented.
- **River Rock Casino** celebrates California Indian Day from 10 a.m. to 5 p.m. on Saturday, Sept. 25. The cultural celebration honors California’s Native American residents and explores their deep-rooted and unique culture. The day will begin with a Native American blessing and dance performances from various groups. Fry bread, Indian tacos and other traditional foods and crafts will also be showcased. For more information call 857-2777 or visit [www.riverrockcasino.com](http://www.riverrockcasino.com).
- **Redwood Credit Union (RCU)** has been named an SBA Preferred Lender by the U.S. Small Business Administration through its Preferred Lender Program. That designation allows **RCU** to streamline the loan process and provide faster approvals and funding to local small businesses in the North Bay and San Francisco, shaving about two weeks off the loan process, said **Michael Downey**, Senior Vice President of Business Services for **RCU**.
- **Vino di Amore opens to excellent review** In just a few short months, owners Ted and Deanna Starr, who also own Milano Family Winery in Hopland, transformed what was the Cloverdale Chamber of Commerce building in downtown Cloverdale into a beautifully appointed cooperative wine tasting venue with a warm Tuscan feel and look. With an emphasis on hiring local contractors and using local services, **Vino di Amore** represents what will be a downtown draw for locals and visitors. Open last Friday, Sept. 9, for a “sneak peek,” the venue currently offers a broad range of Milano Family wines and soon will offer other wines from northern Sonoma and Mendocino Counties. In what can be described as a country Tuscan lounge and tasting room, **Vino di Amore** also offers a beautiful venue for special events such as winemaker hosted seminars which will be both educational as well as enjoyable. **Vino di Amore** is located at 105 N. Cloverdale Blvd. Stop in, relax and enjoy a glass of wine. You can also visit them at [www.vinodiamore.com](http://www.vinodiamore.com), on Facebook or call 894-6166 for more information.

*For more information call 894-3524. Business Briefs submissions may be Emailed: [chamberadmin@cloverdale.com](mailto: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

OCTOBER 2011

- 1 **Art, Antiques & Collectibles Street Fair** 9 am - 5 pm Downtown Cloverdale – Cloverdale Chamber of Commerce 894-4470 [chamberinfo@cloverdale.com](mailto:chamberinfo@cloverdale.com)
- 6 **Book Sales Friends of the Cloverdale Library** Shirley Black 894-5954 [www.sonomalibrary.org](http://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](http://Cloverdaleperformingarts.com)
- 8&9 **Glass Menagerie** 2pm on the dates listed Cloverdale Performing Arts Call 894-2214
- 7&8 **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](mailto: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](http://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](mailto:info@cloverdaleperformingarts.org)
- 23 **Kiwanis Harvest Marathon** Citrus Fair Grounds For cost and times 707-893-RUN1 [www.runthewinecountry.org](http://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
- 29 **Costume Party** Cloverdale Lions Club Citrus Fair 9pm to midnight \$30 tickets <http://cloverdalelionsclub.com/costumeparty/>
- 30 **Cemetery Walk** - Cloverdale Historical Society Riverside Cemetery \$5.00 Donation 3:00PM Call 894-2067

NOVEMBER 2011

- 4 **Fall Art Exhibit and Reception** Friends of the Cloverdale Library Reception 6-8pm 401 N. Cloverdale Blvd. 894-5271 Exhibit runs from 10-15 to 11-1
- 5 **Holiday Craft Fair** Cloverdale Chapter of Beta Sigma Phi - 9 am – 3 pm location: St. Peter’s Church 491 Franklin St. Cloverdale Contact Neva Goodman 894-5617
- 5 **Cloverdale Art Walk** 2-7 pm Presented by the Cloverdale Arts Alliance/ First Street Gallery and Tower Galleries 894-4410 [www.cloverdaleartsalliance.org](http://www.cloverdaleartsalliance.org)
- 24 **Christmas Tree Sales** supporting the Cloverdale Lions Club thru Dec. 24<sup>th</sup> Location near Ace Hardware <http://cloverdalelionsclub.com/trees/>
- 24 **Lions Share Book** on Sale until Presidents’Day

New Member September 2011

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

**CAFÉ - Cloverdale Alliance for Financial Education & West Company Announce Workshops**

Free workshops on Building a Better Business offered in October. Take one or all.

**Know Your Customers**  
Thursday 10/6 6:00-9:00 pm

**Communications with Customers**  
Thursday 10/13 6:00-9:00pm

**Nuts and Bolts of Business Finance**  
Thursday 10/20 6:00-9:00pm

**Follow Your Money**  
Thursday 10/27 6:00-9:00pm

To register apply online at [www.westcompany.org](http://www.westcompany.org) or call (707)893-7577. Workshop location Cloverdale Chamber of Commerce 126 N. Cloverdale Blvd. 95425

Renewing Members September 2011

- About Town Home Improvement
- Dyna-King, Inc.
- Eagle Pride Booster Club
- Fred Young Funeral Home
- Healdsburg Floor Covering
- Super 8 Cloverdale



Small Business  
Development Center  
at Santa Rosa Junior College

## 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](mailto:awilmarth@santarosa.edu)  
Fee: \$45 [Register for this event](#)



**Business After Hours Mixer**  
**Our Host: Farm Yard Feed**  
**27705 Dutcher Creek Road**  
**Cloverdale**  
**Thursday, October 20<sup>th</sup>**  
**5:30 to 7 p.m.**



Carrying a full line of hay, grains, pet food, pet toys, and country gifts.

Store Hours ♦ Mon-Fri 9-6 ♦ Sat 9-5 ♦ Sun 10-4  
27705 Dutcher Creek Rd., Cloverdale, CA 95425  
707-894-5992 [www.farmyardfeed.com](http://www.farmyardfeed.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 October 2011

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

## November 2011

16 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.

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

[CHAMBERINFO@CLOVERDALE.COM](mailto:CHAMBERINFO@CLOVERDALE.COM)



*Jean Herschede, Amber Cook, Paige Wasniak and Fred Cook*

Thank you to our September Business After Hours Mixer Host: La Reva Myles Sky Ranch Productions & Investments Sky Ranch Culinary Events



*Country singer/ song writer Mike Lounibos*



*La Reva Myles gets ready to cut the ribbon celebrating her new businesses-Sky Ranch Productions and Investments and Sky Ranch Culinary Events*

*Photos Submitted by Neena Hanchett*



*Diana Edwards and Briana Herpst*

*Car & Motorcycle Show Photos by Nancy Lucas*



*Best of Show "Starla Reuser" 1955 Chevrolet Belair*



*Cloverdale Roadrunners Car Club*



*Best of Show "Brack Zollo" 1934 Harley Davidson*



*Vintage Travel Trailers*



*Motorcycles*



*Friday Night Cruise & Sock Hop*



## 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. There are a limited number of booth spaces available. Please notify us by October 12, 2011 if you would like a table.

You are responsible for setting up your booth, table coverings, decoration and clean-up.

**THERE IS NO FEE FOR CLOVERDALE CHAMBER MEMBERS!**

*126 N. CLOVERDALE BLVD., CLOVERDALE CA 95425*  
*707-894-4470*  
[CHAMBERINFO@CLOVERDALE.COM](mailto:CHAMBERINFO@CLOVERDALE.COM)  
[WWW.CLOVERDALE.COM](http://WWW.CLOVERDALE.COM)



## OFFICIAL BALLOT

FOR BOARD OF DIRECTORS

October 1, 2011

CANDIDATES – SUBMIT YOUR VOTE – ONE POSITION AVAILABLE

\_\_\_\_\_ **Ken Knight** is the owner of Ken Knight, 204 N. Cloverdale Blvd.

**Ballots must be received by the Chamber office  
no later than 5 p.m. on Monday, October 20, 2011.**

Dear Member:

**Ken Knight** has submitted his name as a potential Board Member for the Chamber Board. As you will remember, a single slate ballot means we no longer put more names on the ballot than the number to be elected, unless names are added by petition of the membership. If you wish to add a name or names to the ballot, this is your notification of "Right to Petition." Any names to be added to the ballot must 1) be members in good standing, 2) must have agreed to accept the responsibility of a Director if elected, 3) must have obtained the genuine signatures of at least five members in good standing, "The Petition for Nomination," and 4) send to the Cloverdale Chamber of Commerce, 126 N. Cloverdale Blvd., by mail or personal delivery not later than **October 20, 2011**. If you do not wish to add names please vote for a maximum of one candidate. Return this ballot to the Chamber at 126 N. Cloverdale Blvd., Cloverdale CA 95425, or fax to 707-894-9568. All ballots are due not later than 5 p.m., October 20, 2011.

Cloverdale Chamber of Commerce • 126 N. Cloverdale Blvd. • Cloverdale CA 95425  
w w w . C l o v e r d a l e . c o m



BOARD OF DIRECTORS  
PETITION FOR NOMINATION

Name \_\_\_\_\_

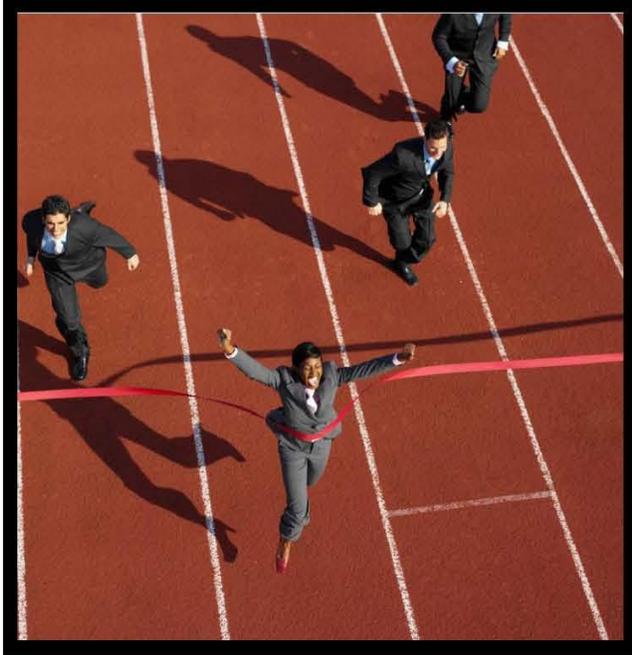
Title \_\_\_\_\_

Company \_\_\_\_\_

**Petitions for candidacy must be signed by at least 5 members in good standing and filed with the Chamber no later than October 20, 2011.**

1. Name \_\_\_\_\_  
Company \_\_\_\_\_
2. Name \_\_\_\_\_  
Company \_\_\_\_\_
3. Name \_\_\_\_\_  
Company \_\_\_\_\_
4. Name \_\_\_\_\_  
Company \_\_\_\_\_
5. Name \_\_\_\_\_  
Company \_\_\_\_\_

# Cloverdale Chamber of Commerce



**“Breakfast for Champions”**

**Zini’s Diner**

**796 S. Cloverdale Blvd.**

**Cloverdale**

**Thursday, October 20**

**8:00 am – 9:30 am**

**Guest Speaker:**

**Representative from Calpine  
discussing proposed new  
projects at the Geysers!**

☆ **Business Networking!** ☆ **Great Speakers!** ☆ **Movers & Shakers!**

Cloverdale Chamber of Commerce

“Breakfast for Champions”

Zini’s Diner 796 S. Cloverdale Blvd. Cloverdale

Thursday, October 20<sup>th</sup> 8:00 am – 9:30 am

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

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

**Reservation required along with payment prior to this event.**

\$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**



*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**



**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](http://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](http://www.healdsburgdistricthospital.org)



Calpine's commitment to environmental excellence in power generation is fundamental to our corporate philosophy and culture. It defines who we are as a company and how we serve our customers. Today, Calpine is one of the largest power generators in the United States, and our fleet of renewable geothermal and low-emitting natural gas power plants is among the cleanest in the nation.

### The Geysers At A Glance

World's Single-Largest Geothermal Resource Developed for Electric Generation

15 Geothermal Plants

725 megawatts of generation capacity

For the last nine years, generated about 6 million MWh per year

Provides 21% of California's Renewable Electric Generation

Provides 41% of U.S. Geothermal Generation

330 Steam Wells  
50 Injection Wells

First Commercial Steam Well Drilled In 1954

345 Calpine Employees

Steamfields Cover More Than 45 Square Miles

80 Miles of Steamlines

[www.geysers.com](http://www.geysers.com)

NYSE:CPN

### North America's Largest Geothermal Operation

Calpine Corporation is the nation's largest renewable geothermal power producer. The company operates 15 geothermal power plants in The Geysers region of Northern California and is capable of generating up to 725 megawatts of green energy around the clock. Calpine uses a natural, clean energy source - heat from the earth's interior - to produce electricity. Because geothermal power plants do not burn fossil fuel, they have an inherent environmental advantage and are helping meet California's clean air goals.

### The Geysers Geothermal Operation

Located about 100 miles north of San Francisco in the Mayacamas Mountains, The Geysers is the single largest geothermal electrical operation in the world. A geothermal resource occurs when water deep below the earth's surface is heated by exposure to hot, porous, and permeable rock resulting in dry steam or hot water. At The Geysers, dry or superheated steam is produced.

Steam production wells, some greater than two miles deep, are drilled to tap this naturally occurring steam. Once the steam reaches the surface, it is piped overland to a network of interconnected power plants where it spins a conventional steam turbine that drives a generator to produce clean, reliable electricity for California.

### Benefitting the Community and the Environment

The Geysers provides substantial long-term support to local economies through wages, purchase of supplies and services, property taxes and royalties. The project also provides support to community improvement projects, supports local 911 services and encourages many volunteer efforts by its employees.

Recognizing the importance of The Geysers, Calpine is expanding and sustaining production from this renewable resource through wastewater recharge projects in which clean, reclaimed wastewater from local municipalities is recycled into the geothermal resource where it is converted into steam for electricity production. This provides an environmentally sound wastewater discharge solution for neighboring cities and increases the long-term productivity of The Geysers resource.

### About Calpine

Calpine Corporation is dedicated to providing customers with clean, reliable and cost-effective electricity. The company's energy centers have received support from regional chapters of the American Lung Association and Sierra Club, the Natural Resources Defense Council and the Environmental Protection Agency. As one of the nation's largest power producers, the company currently is capable of delivering nearly 25,000 megawatts of electricity to customers and communities in 16 states in the United States and Canada.

# bodyMIND

Your Monthly Guide to Good Health

Osteoporosis, which means porous bone, is a disease characterized by low bone mass. It causes bones to become fragile and increasingly susceptible to fractures, particularly of the spine, hip, and wrist. Currently in the United States, an estimated 10 million people suffer from osteoporosis, and nearly 34 million people have low bone mass and are considered to be at increased risk for the disease as a result.

*Of the 44 million Americans affected by osteoporosis, 80 percent are women.*

The National Osteoporosis Foundation reports that approximately one in two women and up to one in four men will have an osteoporosis-related fracture in their remaining lifetime.



## Prevent Osteoporosis

Although approximately 85-90 percent of bone mass is built during childhood and adolescence, there are steps adults can take to help prevent osteoporosis. Consider the following suggestions from the National Osteoporosis Foundation to optimize bone health.

- Get the daily recommended amounts of calcium and vitamin D.
- Engage in regular weight-bearing and muscle-strengthening exercise.
- Avoid smoking and excessive alcohol.
- Talk to your health-care provider about your chance of getting osteoporosis and ask when you should have a bone density test.
- Take osteoporosis medication when appropriate.



## Bone Up -ON- Osteoporosis



## Risk Factors

A person should consult with his or her physician to identify risk factors and to determine a plan to protect bone health. Risk factors for osteoporosis include the following.

- Being female
- Aging
- Menopause
- A family history of osteoporosis
- Low body weight/being small and thin
- Low intake of calcium and/or vitamin D
- Not eating enough fruits and vegetables
- Sedentary lifestyle



## Early Detection

A bone density test can measure bone density in various areas of the body, detect osteoporosis before a fracture occurs, predict the likelihood of future fractures, and determine the rate of bone loss. The National Osteoporosis Foundation recommends bone density testing of the hip and spine by a central DEXA (dual energy x-ray absorptiometry) machine to diagnose osteoporosis.

To determine when bone density testing is right for you, consult a physician.

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## Una Mamografía Podría Salvar la Vida.

Según la Sociedad Americana de Cáncer, las índices de mortalidad de cáncer del pecho han disminuido considerablemente en años recientes, más probable debido al descubrimiento y tratamiento más temprano de la enfermedad. Una manera como se puede descubrir el cáncer del pecho temprano es por una mamografía. El primer síntoma del cáncer es frecuentemente una anomalía que se ve en una mamografía antes de que cualquier cambio pueda estar descubierto por la mujer o su médico.

## A Mammogram Might Save Your Life.

According to the American Cancer Society, death rates from breast cancer have declined significantly in recent years, most likely due to earlier detection and treatment of the disease. One way breast cancer can be caught early is with a mammogram. The first sign of cancer is often an abnormality that shows up on a mammogram before any change in the breast can be felt by the woman or her doctor.

Give yourself the advantage that mammography offers. Call (707) 778-2555 to schedule an appointment today.

Aproveche de lo que la mamografía ofrece. Llame (707) 778-2555 hoy para hacer una cita.

**Santa Rosa Memorial Hospital**  
**Petaluma Valley Hospital**



A Ministry founded by the Sisters of St. Joseph of Orange