

December 2011

IN THE PIPELINE

Thank You Elissa



Elissa Morrash has served on the Chamber Board for four years, the past year as President. She will be leaving the Board after the December meeting.

Serving on any board is a commitment of time and energy, and the Chamber Board is no exception. As a strategic thinker, Elissa is focused on business success, particularly success for the businesses here in

Cloverdale. It is through her leadership that we initiated our Business Trade Show.

Elissa, the Cloverdale Chamber Board of Directors appreciates your vision and commitment to helping us make Cloverdale a place where we can all build our business successes. Thank you for your guidance and expertise. We look forward to seeing your name on many properties SOLD through The Wine Country Group.

Photo Submitted by Neena Hanchett



Bethany Bilyeu, left, director of the Boys & Girls Club in Cloverdale was the featured speaker at November's Breakfast For Champions, a monthly breakfast meeting presented by the Cloverdale Chamber of Commerce. Bilyeu talked about current, new and expanded programs provided by the club for Cloverdale middle school and high school students.

Is There a Need in Cloverdale for an Artist/Artisan Incubator Project?

The City of Cloverdale has received a Community Development Block Grant from the Sonoma County Community Development Corporation to start an Artist/Artisan Cooperative or Incubator Project. A business incubator is the term often used to describe a small business support network which can include mentoring, business classes, subsidized workspace and even micro loans.

The vision for the Cloverdale Artisan Incubator Project is a space that will provide a subsidized workplace for artisans while offering a variety of support services, with the goal of creating sustainable jobs and economic development in the community.

The City's adopted vision for Cloverdale is as a "destination for arts and culture", developing a niche market here in Cloverdale for the creative arts. Interestingly one of the business clusters just identified and adopted for Sonoma County is the sale of locally created products... the Sonoma County Brand.

Artist/artisan is a broadly defined term. It can include the literal interpretation of artist, a painter or sculptor, or the artisan in wood, metal, clay, or the hand crafter; quilter, soap maker, weaver or the food artisan salsa maker, cupcake baker.

What will the Cloverdale Artist/Artisan Incubator look like? Who will be our incubatees? In order to help make this determination we are doing a three part Needs Assessment. Part one is a Community Mapping Assessment. This fun, interactive exercise is being conducted by Kelley Rajala from the Share Exchange. It will take place on January 7, from 10am until noon at the Cloverdale Veterans Hall on First St. We will be defining the needs and the assets we see in the community in order to determine the feasibility of the project. The results of this process will be analyzed along with answers developed from a more specific questionnaire and in- person interviews. This data will then be presented to the City Council in February along with recommendations for moving forward.

If you are an artist or an artisan, or have wanted to develop your creativity into full time job, and would like to participate in the Community Mapping Assessment we welcome your participation.

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CHAMBER BUSINESS AFTER HOURS

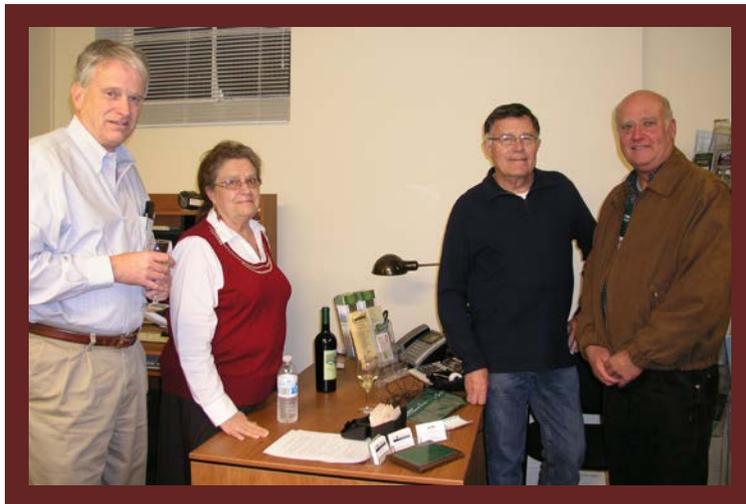
PHOTOS SUBMITTED BY NEENA HANCHETT



Stephanie and Don Krusze announced their new business, Have Hot Dog Will Travel, at November's Chamber of Commerce mixer held on Nov. 17.



Patti Mannatt, Exchange Bank manager in Cloverdale, with Mike Nixon, owner of Papa's Pizza and Nixon Pre-holiday mixer hosted by the Cloverdale Chamber of Commerce.



Marshall Kelly, from Keegan & Coppin, with chamber board member Gail Pardini-Plass, Bob Jackson and Alan Furber, Jr., of Furber Development. Guests enjoyed local wines provided by Fritz Winery, Asti Cellar No. 8 and Bluenose Wines from Hudson Street Wineries in Healdsburg.



La Reva Myles, of Sky Ranch Productions and Investments with Cheryl Magill and Susan Cooper Munger from Nest, located inside of Antiques & Uniques, and Vickie Hegarty of the Cloverdale Chamber.



Business Briefs – November 2011

By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

- Thirty-five years and counting! Congratulations to Chuck and Darren Sibert, owners of Cloverdale Saw and Mower, on the shop's 35th anniversary in Cloverdale. The father and son team services all small engines including chain saws, trimmers, mowers, rototillers, generators and other saws. They are also authorized sales and service technicians for a number of companies, including Briggs & Stratton, McCullough, Homelite, Tanaka and Shindaiwa. In addition to serving the saw and mower needs of the community, both Chuck and Darren are very active in the community. A long time Cloverdale Lions Club member, Chuck has been the chairperson of the traditional 4th of July Fireworks program for many years. Darren has been and continues to be very involved with youth sports in Cloverdale. If you are a professional landscaper, home gardener, or anything in between, bring your motorized tools into Cloverdale Saw & Mower. Chuck and Darren Sibert will keep them working for you year after year. Cloverdale Saw & Mower is located at 1301 S. Cloverdale Blvd. at Sandholm Lane, just south of the Hwy. 101 freeway entrance. For more information call 894-2273.
- Owen Family Farm, located in Hopland, just 15 minutes north of Cloverdale, is now offering a Mendocino Meat and Wine Buyers Club. Owen Family Farm owners Ed and Deborah Owen have partnered with Sip Mendocino to sell ranch raised and dressed meats paired with local wine directly to consumers. Ed Owen has been raising steer and goats since 1987. In 1995 he added bison to the mix. When he married Deborah over five years ago, they added more animals and expanded to include chicken and rabbits. Sustainable and biodynamic, Owen Family Farm, offers an alternative to commercially grown meats. They also sell jerky, salami, animal pelts and compost. Gift and share memberships in the buyers club make a unique and healthy holiday gift idea.
The Owens are a familiar sight in Cloverdale. In years past, they sold their ranch raised meats at the Cloverdale Farmers Market and their children go to Cloverdale schools. To get more information on the buyers club or their locally and sustainably farmed ranch, visit OwenFamilyFarm/eatinglocal meats, email them at owenfamilyfarm@gmail.com or call 707-744-1615.
- Kristin Kurpinsky has been promoted to senior branch office administrator at the Cloverdale branch office of financial-services firm Edward Jones. Kurpinsky has been with Edward Jones the past five and a half years. To be named a senior branch office administrator, an individual must meet specific training requirements, demonstrate exceptional performance when completing office responsibilities, handle the complex tasks associated with running a high-volume office, and typically must have at least five years' experience with the firm.
I am so pleased to receive this promotion," Kurpinsky said. "It's terrific to be rewarded for a job well done. Of course, it can be challenging at times, but it's always educational and I really enjoy my work."
- Marya Grechko recently joined Conklin Bros. Abbey Carpet & Floor in Santa Rosa as a Design Consultant. Ms. Grechko has an extensive sales background, including the past seven years in the flooring industry. She said she enjoys working with homeowners, educating them on the features and benefits of different flooring options. She said this ensures that they're able to make the best choice that matches their home and lifestyle. Ms. Grechko, who has lived in Cloverdale for the past 18 years, is very excited to work at Conklin Bros, which is celebrating its 46th year in downtown Santa Rosa.

- Cosmetologist Miky Olszewski has announced that she will now be offering specialized facials using Bioelements Professional Skin Care products at Main Street Spa. She will create an individual treatment plan targeting complexion concerns and aging skin. Olszewski, a cosmetologist for three years, is offering a \$65 one hour facial special through Dec. 31 at Main Street Spa. Gift certificates are available. To book an appointment, call 894-5546 or stop by the spa at 131 N. Main Street.
- Chase Bank is offering a Chase Premier Plus Checking with direct deposit to active military and veterans. Some of the features of this account are no monthly service fee, interest earned, a free safe deposit box (3x5 or smaller) subject to availability and many other benefits. For more information see personal banker Ross Johnson at the Cloverdale branch located at 103 S. Cloverdale Blvd. or call 894-8841.
- Cloverdale attorney, Jim DeMartini, has been elected to a second two-year term as a member of the Sonoma County Bar Association Board of Directors. Mr. DeMartini sits as the Chair of the Bar's Judicial Evaluation Committee and is a member of the Bar's Rules Committee and its Bench-Bar Committee. In December, Jim DeMartini will celebrate his 35th year of practicing law in Cloverdale. For more information call 894-5000, visit www.cloverdalelaw.com or make an appointment to stop by at 115 W. First Street in downtown Cloverdale.
- Bank Transfer Day, publicized by the Bank Transfer Day movement earlier this month meant that Redwood Credit Union (RCU) opened six times more new accounts than normal. That followed an 83% increase in new accounts in October (over October, 2010). "Because credit unions are not-for-profit, people who switch enjoy more affordable banking with a higher level of personal service, and at the same time, they are helping strengthen the local communities where they live and work," said Brett Martinez, President and CEO of RCU. Redwood Credit Union has 18 full service local branches, one of which is in Cloverdale, located at Furber Ranch Plaza, 1129 S. Cloverdale Blvd. For more information call 800-479-7928 or visit www.redwoodcu.org.
- Bear Republic Brewing Company took home a Bronze medal in a new category at the 30th annual Great American Beer Festival in Denver, CO earlier this month. Up against 73 other entries, the Bear Republic Brew team won a Bronze for their Black Racer IPA™ in the American Style Black Ale category. The Black Racer IPA™ uses a blend of American and English pale and crystal malts and American debittered black malt. "It essentially is an American Indian Pale Ale with additional crystal malts and roasted malts for layered flavors with very little roast character relative to its dark color," commented spokesperson Clay Grosskopf.
- Vino di Amore wine tasting room in downtown Cloverdale is having a holiday party on Saturday, Dec. 10 from 6 to 9 p.m. There is a \$10 cover charge with holiday appetizers and live music by the Linda Ferro Band. In addition to their holiday party, every Monday during football season they are open until the game is over. On Friday nights the tasting room also offers live music until 8 p.m. Visit their website at www.vinodiamore.com for further details and a calendar of featured events. The tasting room is located at 105 N. Cloverdale Blvd.

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.



no

Community Events

**DECEMBER
2011**

- 1-24 **Christmas Tree Sales** supporting the Cloverdale Lions Club thru Dec. 24th Location near Ace Hardware <http://cloverdalelionsclub.com/trees>
- 2 **45th Annual Christmas Tree Lighting** at Cloverdale Plaza 5:00 – 7 pm- sponsored by: Lions Club contact: Chamber of Commerce 894-4470
- 2 **Sonoma County Chamber Singers** presented by the Cloverdale Arts Alliance 7 PM Free location United Church of Cloverdale 439 N. Cloverdale Blvd. 894-4476 Arlene Epting <http://cloverdaleartsalliance.org/>
- 3 **Kiwanis Cold Crab Feed** Cloverdale Citrus Fair Auditorium 6 pm Pre-Sale tickets \$50. NO tickets sold at the event. Contact: Gene Gianoli 894-3124 www.cloverdalekiwanis.org
- 4 **Lion's Club Annual Motorcycle Toy Run** Citrus Fairgrounds: starts 9 am sign up.11 am Toy Run.1 pm BBQ– Toys for Tots Collection Contact: John Norton 744-1856
- 8 **THE Jazz Club Presented** by the Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 \$7 CAA Members \$10 non members www.cloverdaleartsalliance.org
- 9&10 **A Christmas Carol Presented by the Cloverdale Performing Arts Center** 7PM \$15 Adults 12 & Under \$8 Theatre located 209 N. Cloverdale, 894-2214 www.cloverdaleperformingarts.com
- 9 **Healdsburg Community Band** Christmas Concert Citrus Fair Auditorium 7:00 p.m. Contact: Jim DeMartini 894-5000
- 10 **Christmas Tea** – Senior Center 311 N. Main St. 1pm–3pm Contact Brooke Greene 707-894-4826
- 11&12 **A Christmas Carol Presented by the Cloverdale Performing Arts Center** 2PM \$15 Adults 12 & Under \$8 Theatre located 209 N. Cloverdale, 894-2214 www.cloverdaleperformingarts.com
- 12&13 **Real Flicks Independent Film Series** 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410
- 26&27 **History Center Potluck** – Cloverdale Veterans Bldg. 6:00PM Annual meeting, elections, volunteer awards, door prizes, delicious food. office@cloverdalehistory.org 894-2067

**JANUARY
2012**

- 21-22 **Old Time Fiddle Contest- 37th Annual** Citrus Fairgrounds 10am – 6pm Fun for all ages Food & Exhibits Cloverdale Historical Society- 894-2067 office@cloverdalehistory.org
- 9&10 **Real Flicks Independent**
- 23&24 **Film Series** 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410
- 12 **The Jazz Club** Presented by the. Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 \$7 CAA Members \$10 non members www.cloverdaleartsalliance.org

**New Member
November 2011**

Have Hot Dog Will Travel
Stephanie Krusze
Cloverdale, CA 95425
(707) 894-5692

**Renewing Members
November 2011**

- A&M Satellite
- Better Homes & Gardens Realtors - Ron & Jane Pavelka
- Briarwood Park
- Cloverdale Automotive
- Cloverdale Eagle Tech Collision & Towing
- C&K Market- Ray's Food Place
- Coyote Valley Casino
- Main Street Vacation House
- NACO West
- Richard Nicholls D.D.S.
- NorCal Skydiving
- Wattle Creek Winery
- Webdaki Productions
- Garry L Witty, CPA.

SANTA ARRIVES IN CLOVERDALE

*Cameras ready! Santa will arrive in Cloverdale
Friday, December 2 at 5:30 pm.
Rumor has it that the Lions Club will once again be
providing hot cocoa and donuts, and Santa will visit
with youngsters in his Santa House in the Plaza.*



HOLIDAY MIXER
CLOVERDALE AND GEYSERVILLE
CHAMBER MEMBERS
THURSDAY
DECEMBER 15
5-7:30 PM
TRIONE WINERY
19559 GEYSERVILLE AVE.
GEYSERVILLE



Merchant Alert

Several businesses in town have been the unfortunate recipients of counterfeit one hundred dollar bills. There are pens that you can purchase from any office supply store, or you may even get one free from your bank, which when they are used to mark a bill will change color and alert you if it is phony. This busy Holiday shopping season is prime time for retail rip-offs such as this...be aware!

Christmas Gift Idea

Antiques and Uniques is once again well stocked with See's candies for your Holiday gift giving. Boxed chocolates, peanut brittle and toffee assortments in a variety of sizes are available. Funds raised go to the Cloverdale Soroptimist Club and their volunteer projects.

Give Gift Certificates!

This year the Chamber and the Cloverdale Reveille are joining in a project encouraging people to purchase goods and SERVICES here in Cloverdale for their Holiday gift giving. Gift Certificates are a great treat...here are some suggestions:

- ✓ For Teenagers: Gift certificates for an oil change for their car, coupons from McDonald's and Starbucks, movie tickets, gift certificate for Pizza at Papa's.
- ✓ For Mom: Gift certificates for a massage, a manicure, a haircut, tickets to the Cloverdale Performing Arts Center
- ✓ For Dad: Gift certificates to Ace Hardware for tools, or plants, or a gift certificate to Cloverdale Auto Parts, a gift certificate to Ruth McGowan's Brew Pub or Hamburger Ranch
- ✓ For Grandma and Grandpa: Gift certificates to Piacere for dinner, to Yogurtdale for a weekday treat, to Farm Yard Feed for cat or dog food or a gift certificate to spend for groceries at Rays.

Think outside of the big box ...spend your dollars wisely in Cloverdale where they'll go around and around and around!

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
- Ken Knight, Owner Ken Knight.....894-2520

OFFICE STAFF

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

CHAMBER CALENDAR OF EVENTS
December 2011

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

January 2012

18 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

The
Healdsburg Community Band

Holiday Concert



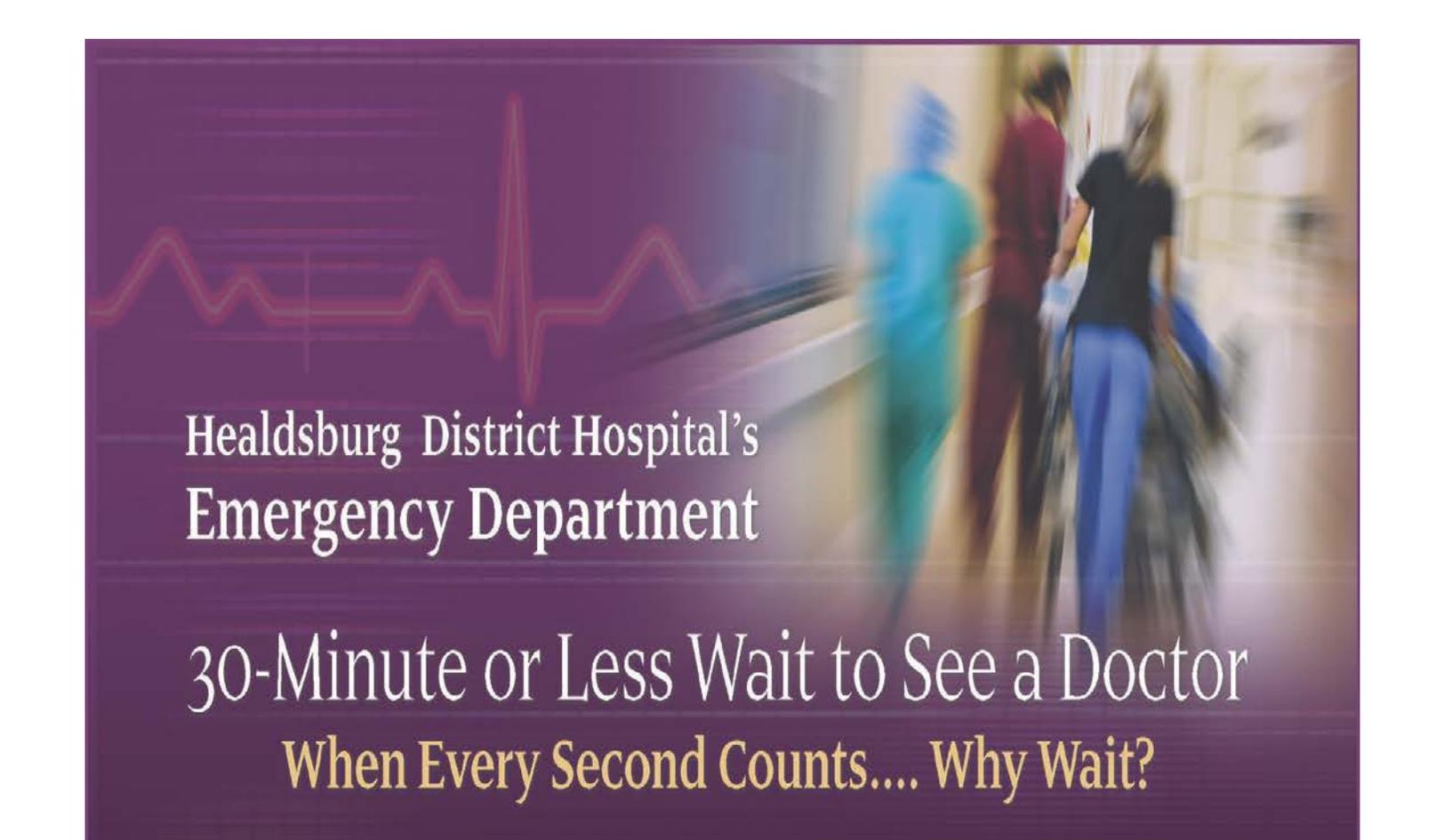
Tuesday, December 6, 2011 at 7 PM
Healdsburg Community Church
1100 University Street, Healdsburg

Friday, December 9, 2011 at 7 PM
Cloverdale Citrus Fairgrounds
Cloverdale

Contributions ~ \$10 Tickets are available from Band Members,
at the Door or at Copperfield Books, 104 Matheson St.

(Children 12 and under - FREE)

For more information call Jim DeMartini at 894-5000



Healdsburg District Hospital's Emergency Department

30-Minute or Less Wait to See a Doctor When Every Second Counts.... Why Wait?

When time really matters for you and your family, there is no need to drive all the way to Santa Rosa or elsewhere for medical treatment.

Not when you have Healdsburg District Hospital's Emergency Department *close to home*.



**HEALDSBURG
DISTRICT HOSPITAL**

Exceeding Expectations

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

- **The Only Fully Equipped, Licensed Emergency Department Located Between Santa Rosa and Ukiah**
- **Average Wait Time to See a Doctor is 30 Minutes or Less (Average Wait Time in California is 4 Hours*)**
- **Average Drive Time from Windsor to Another Emergency Department Approximately 20 Minutes, plus Wait Time**
- **Delivering High Quality Emergency Medical Care and Saving Lives for 10,000+ People Each Year**
- **State-Of-The-Art Facility, Open 24/7 and Close to Home**
- **On Call Specialists: Stroke, Pulmonary, Orthopedic, General Surgery, Anesthesia and other Specialists**
- **COMING SOON – On-Line Scheduled Appointments (No Wait) with InQuicker.com**

(*Source: California Watch)