

Billboard : Love it or Leave it?

Well the latest rendition of the Cloverdale billboard sure caused a stir. Maybe that is a good thing, because it's started a dialogue about how we need to promote our community to potential visitors.

The Chamber has "managed" the billboard for many years, so that the visitor serving businesses in the community mostly lodging, camping, and food establishments could rent space to advertise their businesses to passing auto travelers. It has never made any money for the Chamber, in fact, we often lose money when we can't find tenants for the spaces.

When our contract with the billboard company was expiring last year we examined whether we should continue to manage the billboard or just let it go. The fear in letting it go was never getting it back, and what if the new tenant advertised something that drove people outside of Cloverdale? Many newer businesses in town and some people who had participated on the City's "branding committee" felt that the billboard was a significant asset to the community and was being underutilized. It was their feeling that the billboard could become a welcome sign for our community. But who could/should pay for it? A Chamber committee met with representatives from the City Council and City staff suggesting that perhaps bed tax be used to pay for the billboard and promote a warm welcome to the entire Cloverdale community. In this time of shrinking municipal budgets you know how far we got.

Discouraged to say the least, the committee decided to move forward on a lesser scale, creating a catchy message while still involving the advertisers who are after all footing the bill! Elissa Morrash and Ken Knight who are both very familiar with advertising took on the challenge.

The tag line Visit Cloverdale...the Gateway to the Mendocino Coast ...was not developed in a vacuum. We ask every visitor we see and there are plenty, where they are going or coming from. If they are heading south it is usually coming from Mendocino via 128 heading to Healdsburg, if they are going north they are usually on their way to 128 heading to Mendocino. Some of the downtown businesses also ask unfamiliar customers the same questions. Also we are aware of how much good press the wineries in Anderson Valley are receiving, which is really driving the wine tasting traffic up Highway 128.

This is a first attempt at what we hope will be the adoption of a welcome to Cloverdale billboard. If this is to be done without advertisers, we will need to figure out as a community how we will pay for it.

February 2012

Towers Gallery presents "Seasons", an exciting new year show to kick off 2012. January 20 - April 1, 2012. Vote for favorite artist with opportunity to win a thank you prize.

Towers Gallery, a cooperative members gallery, will feature Nancy Burres and Jim Van Deren showing abstracts in acrylic and verre 'eglomise'. *L' Annexe* Towers continues to feature Cloverdale High School art students.

Cloverdale artists Nancy Burres and Jim Van Deren will exhibit "Fire and Ice", "Drips", "Lifting", "After Image", "Riders on the Storm" and "Crossroads". Offering works of all mediums, "Seasons" will be shown in four separate salons within the Gallery depicting the seasons of the year. Gallery guests are invited to cast votes for best "Seasons" artist. Winning artist will receive \$100, be the featured artist for the second quarter show and receive PR. Voting guests' names will be eligible for a gift basket of Gallery local foodie products and other surprises.

Tasteful nudes and black and white works also exhibited. Three dimensional artisans of blown glass, stained glass, turned wood, wood and glass tables, fiber art, ceramics, fired and Raku pottery, exquisite jewelry and vintage collectible sculpture assemblage offered.

Cloverdale High School 11th and 12th grade art students exhibit complementary works throughout the Gallery and in the Towers *L' Annexe* venue located in the first floor suite.

"Seasons" pre-reception on **Friday, February 10 from 7-9pm at *Vino di Amore*, 105 North Cloverdale Boulevard**, featuring pastels by Helene Minelli. Music with Michael Hantman, and the fine wines of Milano Family Winery.

"Seasons" reception on Saturday, **February 11 from 5-9pm**. Wine, hors d' oeuvres, raffle and jazz played by new recording artist, *Nahara*. Meet the artists!

About Towers Gallery - Towers Gallery is a cooperative members gallery featuring two and three dimensional fine art, antiques, Italian leather handbags, wearable art, local food delicacies, and unique gifts for all occasions. Studios are available for rent

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State Energy Program to present at Cloverdale Home Energy Workshop

Saturday, February 25, 1:30 -2:30 p.m.
(Cloverdale Library)

Learn how Sonoma County homeowners are getting \$1,000's in rebates to upgrade their homes for comfort, health, and savings!

SANTA ROSA, Calif. – Would you like your home to save energy and be a more comfortable, safer and healthier place to live? Energy Upgrade California™, a Statewide Program, can help with rebates up to 100% toward your Home Energy Analysis & up to \$4,000 toward your Home Energy Upgrade.

Attend a **FREE Home Energy Workshop** sponsored by **Energy Upgrade California™**, on Saturday, February 25 , 1:30 p.m. to 2:30 p.m. at the Cloverdale Library to take advantage of the special offers available to all Sonoma County homeowners right now! Local energy experts will share information and welcome questions. Enjoy free refreshments, giveaways, and a chance to win a \$100 gift card to **Friedman's Home Improvement**.

Many homes are “leaky” and inefficient, which can create unhealthy indoor air and uncomfortable rooms. Using the **Energy Upgrade** program, homeowners can receive an energy analysis worth hundreds of dollars with up to 100% of the cost rebated. This analysis uses cutting-edge technology to determine where a home is leaking energy and wasting money as well as addressing indoor air quality and health concerns. The analyst assesses all the major energy efficiency features of the home and provides a customized evaluation of the home’s energy use. The analysis identifies specific upgrades the homeowner can make to minimize energy waste and improve comfort.

Energy upgrades, when provided by a Participating Contractor, also qualify for rebates from Pacific Gas and Electric, depending on the needs of your home and the path you take. Completing all the upgrades in the Energy.

Upgrade Basic Path qualifies for a \$1,000 rebate, while tackling larger upgrades in the Advanced Path can qualify you for up to \$4,000 in rebates. The more energy saved, the higher the rebate. Financing options are also discussed including **Sonoma County Energy Independence Program’s** property assessed clean energy financing (PACE) This free, one-hour workshop empowers the Cloverdale homeowner to learn about their home as a system so they can choose the most sensible upgrades for their home.

Both incentive programs are limited-time offers, available on a first-come/first-served basis while funds last. The energy analysis rebate program ends March 31, 2012. To qualify for **Energy Upgrade** rebates, applicants must follow program guidelines. Funding for this program is made available through the American Recovery and Reinvestment Act (ARRA), and delivered locally in partnership with the Regional Climate Protection Authority (RCPA) and Sonoma County Energy Independence Program (SCEIP). For more information on this workshop, other Home Energy Workshops, or the Energy Upgrade program in Sonoma County, call (707) 565-6470 or visit www.sonomacountyenergy.org

Calpine and the Cloverdale Chamber will be hosting free guided tours to The Geysers departing from the Cloverdale Plaza off of Broad Street on February 18th in celebration of The Cloverdale Citrus Fair. A special tour for Cloverdale Chamber members will depart at 11:00 AM; we ask that you arrive 15 minutes early to sign in, wear closed toed shoes and be over the age of 3. There is some walking involved as well as stairs, the tour will take approximately 3 hours. Please RSVP to Jill Gibbs 987-4270 before February 16th with first and last names of each guest and a contact phone number and email address.



Business Briefs – January 2012 By Neena Hanchett

Reprinted with permission from the Cloverdale Reveille

- **Gardenworks Inc.** is pleased to announce that **Duane Faloni** has joined their team as Landscape Maintenance Manager. Duane has over 15 years of experience managing commercial and residential landscapes and gardens. Coupled with field experience, Duane is certified as a/an: Arborist (ISA), Landscape Irrigation Auditor (IA), Water Conservation Manager (CLCA), Landscape Industry Certified-Manager (PLANET), Landscape Industry Certified- Technician (PLANET), Qualified Bay Friendly Landscape Maintenance Professional, Qualified Water Efficient Landscaper and Certified Irrigation Contractor (IA). He also holds a Qualified Applicators License (CA DPR). **Gardenworks Inc.** has been providing commercial and residential landscape design/architecture, installation, maintenance, and water management services, for over 34 years. **Gardenworks, Inc.** serves Sonoma, Napa and Mendocino Counties. For more information visit www.gardenworks-inc.com or call 857-2050.
- **Anne Baker, Realtor®** Specializes in Helping Clients Avoid Foreclosure. After watching her daughter Rebecca move into a dorm in Segundo at UC Davis, **Anne Baker** relocated from Lakeport where Rebecca had been thriving, to Cloverdale where she is now living with her son Matt and within minutes of her other son Mark. "Having a split family is tough and I'm thrilled to be close to my sons here in beautiful Cloverdale where the boys have been doing well." Baker will continue helping homeowners respond to their upside-down home values with an alternative to foreclosure known as short sales. Though not short in length of time, these transactions actually refer to the short payoff to the bank in exchange for freedom to the homeowner. "Short sales were a natural for me. I have empathy for struggling homeowners, patience and skill in negotiating with the banks and determination to close these often difficult, hyper-emotional transactions." As a top Realtor® and listing agent for **Timothy Toye & Associates**, Baker takes her pre-foreclosure specialization seriously having earned CDPE (Certified Distressed Property Expert) designation. She's proficient in HAFA, Co-op and standard short sales. If you have questions about short sales contact Anne Baker at 707-245-6090 or ambakes@gmail.com or visit <http://hosted.cdpe.com/148937>. Licensed DRE#01165299.
- Language Specialist **Marquis Briggs** moved to Cloverdale in the spring of 2011, starting his **Center For Language Learning** here. He helps children who are challenged with language, learning, listening and speaking abilities. Briggs also works parents providing support and consulting. "I love every moment of bign in Cloverdale. It reminds me of my hometown, Waldo, AR, away from the hustle and bustle of larger cities. My goal here is to provide speech and language coaching and mentoring. I am eager to work with the families and youth of this community." For more information, call 707-228-0154 or email him at mdbriggs1@yahoo.com.
- **Blue Shield of California Foundation (BSCF)** announced that it was awarding **Alexander Valley Healthcare (AVH)** \$35,000 in general operating support to help provide needed care to uninsured Cloverdale and Geyserville residents. The grant is part of the Foundation's efforts aimed at strengthening the statewide network of community clinics and health centers and helping them provide high quality health care to millions of vulnerable Californians. "Alexander Valley Healthcare is a vital part of California's safety net," said Peter Long, Ph.D, president and CEO of **BCCF**. "The

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.

struggling economy and cuts to key public services have made community clinics more important than ever before." **AVH CEO Deborah Howell** adds, "AVH provides a true 'safety net' in Northern Sonoma County with no federal, state, county or healthcare district tax dollars. To have **Blue Shield Foundation of California** recognize the important role of AVH in providing quality health care to everyone in Cloverdale and Geyserville is a huge tribute to our staff." First as Copper Towers and now in the expanded role as **Alexander Valley Healthcare**, the experienced staff provides exceptional care to more than 6000 people from all walks of life. New patients are welcome, including private insurance, self-insured, Medicare and Medi-Cal. Call 894-4229 for an appointment.

Mary's Pizza Shack Family Completes Purchase of Cloverdale Location

The owners of Mary's Pizza Shack have completed the purchase of the Cloverdale location from the Brenk family. Over the past few months, the two families have worked together to ensure a seamless transition, and the Mary's Pizza Shack family has met with community leaders to keep them informed of the planned change.

"We have enjoyed working with Ken, Marilyn and Michelle over the years and we want to thank them for carrying on my grandmother's traditions of homemade food and friendly service. When they decided to sell the restaurant, we welcomed the opportunity to bring the location back into our family," said Vince Albano, CEO of Mary's Pizza Shack and grandson of company founder Mary Fazio. "With the purchase of the Cloverdale location, all 19 Mary's Pizza Shack locations are owned by Mary's family."

A new general manager for the restaurant started a few weeks ago, as part of the gradual transition. Ross Donahue is an experienced Mary's manager, and has been part of the Mary's Pizza Shack crew for 13 years. "Ross has already proven himself to be a great fit for this location," said Vince Albano. "He has a great connection with the crew and our guests, and as a new Cloverdale resident, he's developing an understanding of the community and its needs."

As part of the transition, the new management team is looking at ways to increase Mary's Pizza Shack's involvement with the Cloverdale community. "We're looking forward to continuing and expanding our participation in community events. With the additional experience and resources we have available, we will be able to be even more active in the community," said Ty Marestein, Director of Operations for Mary's Pizza Shack.

Mary's Pizza Shack in Cloverdale is located at 1143 S. Cloverdale Blvd. The phone number is 894-8977.



Community Events

FEBRUARY 2012

- 9 **The Jazz Club** Presented by the Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 \$7 CAA Members \$10 nonmembers
www.cloverdaleartsalliance.org
- 13&14 **Real Flicks Independent Film Series**
- 27&28 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410
- 16 **Citrus Fair Pre Fair Concert & Dance!** Citrus Fair Drive 7-10pm Cost \$15 includes dance and appetizers music by "Andre Thierry & Zydeco Magic" 894-3992
- 17-20 **120th Cloverdale Citrus Fair** 2/18 & 2/19 open 10 am -8 pm 2/20 open 10am-5pm Citrus Fairgrounds-894-3992
www.cloverdalecitrusfair.org
- 18 **Citrus Fair Parade** 11am Downtown Cloverdale
- 18&19 **"Murder At Mardi Gras"** Murder Mystery Dinner Theater Cloverdale Citrus Fair 1 Citrus Fair Dr. \$40 per person 894-3992
- 24&25 **Private Lives** Presented by the Cloverdale Performing Arts Center 8PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 26 **Private Lives** Presented by the Cloverdale Performing Arts Center 2PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 22 **Ponytail Softball Early Bird Sign Ups** 5-7:30 pm Ray's Food Place 1139 S. Cloverdale Blvd. Contact: Cherna Alliston 894-2466

MARCH 2012

- 2&3 **Private Lives** Presented by the Cloverdale Performing Arts Center 8PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 4 **Private Lives** Presented by the Cloverdale Performing Arts Center 2PM \$15 Adults Theatre located 209 N. Cloverdale, 894-2214
www.cloverdaleperformingarts.com
- 8 **The Jazz Club** Presented by the Cloverdale Center for the Arts 105 E. First St., Cloverdale, CA 95425 894-4410 7:30 -10 pm \$7 CAA Members \$10 non- members
www.cloverdaleartsalliance.org
- 12&13 **Real Flicks**
- 26&27 **Independent Film Series** 7 p.m. Clover Cinemas, Presented by the Cloverdale Arts Alliance 894-4410



Renewing Members January 2012

- Antiques & Uniques
- Barnes Lumber Company
- Century 21 - Les Ryan
- Cloverdale Auto Parts
- Cloverdale Cabinet Inc.
- Country Clippers Dog Grooming
- Furber Development
- Goodwill Industries of the Redwood Empire
- Grace Lutheran Church
- Hoyer OD, William
- Dick & Nancy Lammerding
- J.C. Lewis Insurance Services
- New World Manufacturing
- Old Crocker Inn
- Silveira Pontiac, Buick, GMC Truck
- James Wood, DDS

New Member January 2012

Arlo Miller
Associate Member
P.O. Box 1549
Rohnert Park, CA 94927
(707) 888-5236
amiller518@aol.com

Plank Coffee Shop
Mike & Marnie Morissette
227 N. Cloverdale Blvd.
Cloverdale, CA 95425
info@plankcoffee.com
www.plankcoffee.com

Earth Colors Painting
Diana Schraner
P.O. Box 1034
70 Commerce Lane
Cloverdale, CA 95425
707-799-1257
Diana@earthcolors.com
www.earthcolors.com

THE CLOVERDALE HISTORICAL SOCIETY

PRESENTS

SPRING 2012 SPEAKER SERIES

TIMBERrrrrr!!

A HISTORY OF THE LUMBER INDUSTRY IN CLOVERDALE

Stories from the lumber mills, logging sites, and roads well-traveled of days gone by.

Join us on Tuesday, Feb., 21 from 7 to 9PM at the Cloverdale Library. The library is located at 401 No. Cloverdale Blvd., Cloverdale, CA.

A panel of lumbermen; Bruce Reuser, Allen Gummer, Jim Laier and our mystery panelist will tell their stories from an industry that made Cloverdale a thriving community and an economic hub during the heyday of timber.

Light refreshments will be served. A \$5.00 donation is suggested. Open seating.

The Cloverdale Historical Society is a 503C3 non-profit organization. All proceeds go towards exhibit & education programs. For further information call 894-2067 or email office@cloverdalehistory.org



Have You Tried Breakfast for Champions?

Sounds like a commercial for a cereal product...right? Wrong! It's a commercial for our monthly Chamber Breakfast and speaker series. We meet the third Thursday of the month at 8:00am at Zini's Diner for a delicious buffet breakfast with eggs, sausages, bacon, Swedish pancakes, muffins, fresh fruit, coffee and juice, networking and a speaker. The cost \$11.00 and a little of your time.

We try to provide a speaker whose information is relevant to business. Occasionally we might throw in a local politico, Supervisor Mike McGuire spoke to us this fall. Our speakers in January were from the HealthAction Network and the iWORKwell project talking about the iWALK healthy cities challenge. They also provided an overview of resources available for free to employers in Sonoma County, to help them in their efforts toward employee wellness.

Our next breakfast is February 16. Our speaker will be Eileen Allen from California Human Development Department speaking about the advantages of hiring people with disabilities.

A form for the breakfast is attached with your newsletter. We do ask that you RSVP so that we can let Chris know how many eggs to scramble.

"Chamber Breakfast for Champions"
8:00 am – 9:30 am
Zini's Diner
796 S. Cloverdale Blvd. Cloverdale



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

February 16

Eileen Allen
California Human Development Department - Sonoma County Mayors Committee
Speaking on the Employment of People with Disabilities

March 15

Nicholas Noyer
Speaking on the countywide building efficiency program "Energy Upgrade California"

April 19

Elaine Holtz
Norton & Holtz Business Solutions
Speaking on Identity Fraud Prevention

Reservation required along with payment prior to this event.

Please call to reserve your seat TODAY!
Cloverdale Chamber of Commerce
707-894-4470

CHAMBER BOARD OF DIRECTORS

BOARD CHAIR PERSON

TBA

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

February 2012

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

March 2012

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



MISSION STATEMENT

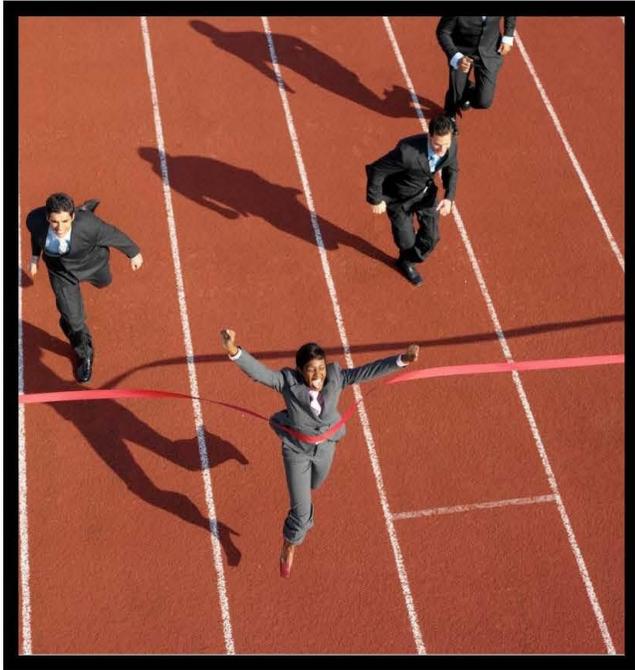
Cloverdale Chamber of Commerce works to be a progressive and successful chamber of commerce providing the momentum for the Business Community to succeed and prosper in Cloverdale. This will be accomplished through emphasis on proactive member satisfaction, a strong and persuasive voice for business, useful networking opportunities for our members, a positive relationship with government and supporting community economic vitality.

126 N. Cloverdale Blvd
Cloverdale, CA 95425
(707) 894-4470

chamberinfo@cloverdale.com

www.Cloverdale.com

Cloverdale Chamber of Commerce



Breakfast for Champions™
Zini's Diner
796 S. Cloverdale Blvd. Cloverdale
Thursday, February 16^h
8:00 am – 9:30 am

Guest Speaker:
Eileen Allen
California Human Development Department
Sonoma County Mayors Committee
Speaking on the Employment
of People with Disabilities

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

Cloverdale Chamber of Commerce
“Breakfast for Champions”
Zini's Diner 796 S. Cloverdale Blvd. Cloverdale
Thursday, February 16th 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.)

Cash~Check~Mastercard & Visa accepted

Credit Card No. _____ Exp. _____

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



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High-speed, low-dose, imaging.
Our new Toshiba Aquilion™ CFX scanner expands our capabilities and allows us to provide your doctor with superior diagnostic images.

You've never looked better.

Superior, high resolution, low-dose radiation CT images for a more accurate diagnosis.

In diagnostic medicine, better images can lead to better outcomes. To provide your doctor with clear, accurate images, our new state-of-the-art multi-slice CT scanner produces high resolution, low-dose images of any part of the body – in just seconds.

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We'll see you better.



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Ranked Among The Nation's Top 10% for Joint Replacement for 3 Years in a Row (2009-2011)



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HEALDSBURG, GEYSERVILLE,
CLOVERDALE AND THE REGION



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Our Commitment to You

Healdsburg District Hospital is proud to offer our community this incredible new diagnostic ability. It is yet another innovative initiative that demonstrates the commitment that HDH has to providing the best health care possible for the Northern Sonoma County region.

Highest Quality Images and Low-Dose Technology

Although CT scans do emit X-rays, Aquilion CT scanners are built on the latest advances in low-dose technology in order to reduce each patient's exposure to radiation. This low-dose technology, along with low contrast imaging procedures, ensures your physician receives the highest quality images for diagnosis while minimizing your exposure to radiation and contrast during the exam.

Healdsburg District Hospital
1375 University Avenue
Healdsburg, CA 95448

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

Cabaret Players present:



"Murder at Mardi Gras"

Two Performances

Saturday, February 18 &
Sunday, February 19
6:30 p.m.

Appetizers, Dinner & Dessert
Catered by Hamburger Ranch
Full Bar Available, featuring
Hurricanes

\$40. per person, Pre-sale only

Tickets available at the
Citrus Fair Office

Call 707-894-3992 for
further information

PROGRAM SPONSOR

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2012 FAIR SPONSORS

COUNTY OF SONOMA

**RAY'S FOOD PLACE
CLOVERDALE ROTARY**

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REDWOOD CREDIT UNION
PAPA'S PIZZA
BARNES LUMBER
MANAGEMENT CONNECTIONS
CLOVERDALE FOOD CENTER,
Norm & Linda Pardini
SOROPTOMISTS
CHARLES BARBONI
CLOVERDALE ANIMAL HOSPITAL
CLOVERDALE REVELLE
COURTYARD FINANCIAL
JAMES WOOD DDS
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ANTIQUES & UNIQUES
SANZ SHOP & NURSERY
CLOVERDALE AUTO PARTS
SINK LAW OFFICE
CLOVERDALE AUTOMOTIVE
CLOVERDALE DRUIDS
CLOVERDALE AUTO PARTS
JIM DEMARTINI, ATTY. AT LAW**

SCHEDULE
OF EVENTS



February 17 - 20, 2012

General Admission \$7.00

Ages 6-12, 62+ 5.00

Children 5 and Under FREE

BUTLER AMUSEMENTS CARNIVAL

PRESALE BOOKS: \$20.00

PRESALE PAY-ONE-PRICE \$20.00

GOOD ANY DAY

\$25.00 PAY-ONE-PRICE ONCE FAIR OPENS

Friday, February 17

SENIORS' DAY

Sponsor: County of Sonoma
Day Sponsor: Cloverdale Health Care Center
Queen Scholarship: Ray's Food Place
Gourmet Chefs Sponsor: Cellar 8
Queen Pageant: Cal-Pine
Family Fun Zone: Redwood Credit Union

Noon Ribbon Cutting.....Front Entrance
Family Fun Zone.....Exhibit Hall
Gypsy Time Travelers Grounds
12:30 Bingo..... Auditorium
2:00 Gourmet Chef ShowTea Room
High Tea, Margaret Levy, Baker,
Rays' Food Place
Senior Day Contests Auditorium
4:00 Mardi Gras Parade.....Family Fun Zone
5:30 Lily Lemon & Oran Orange..... Auditorium
7:30 Cloverdale Citrus Fair Queen Program
10:00 All Buildings close for evening

Saturday, February 18

PARADE DAY

Sponsor: County of Sonoma
Parade Sponsor: Reuser, Inc.
Day Sponsor: Cal-Pine
Gourmet Chefs Sponsor: Cellar 8
Family Fun Zone: Redwood Credit Union
9:30 Poultry Judging Burnside Hall
10:00 Pygmy Goat Show Pole Barn
10:00 All Buildings Open
Safari Sadie Grounds
Gypsy Time Travelers Grounds
Friendly Farm by Soroptimists..... Lean To
11:00 PARADE.....Downtown
12:00 Family Fun Zone.....Exhibit Hall
12:30 Diaper Derby Auditorium
1:00 Award Winning Wine tasting from the SF
Chronicle competition & Local Wineries
1:00 Gourmet Chef Show Tea Room, David
Legro of "Dave's Seafood", Santa Rosa
Tiny & Jr. Talent Show..... Auditorium
Orange Surprise Judging.....Exhibit Hall

Saturday, cont'd

..... Safari Sadie
2:00 Teen & Adult Talent Show Auditorium
Gourmet Chef ShowTea Room, Judy
Cook, Brannan's Cottage Inn, Calistoga
Carnival of ChaosOutdoor Stage
2:30 Orange Juicing Contest Exhibit Hall
Sponsored by Cloverdale Food Center
3:00 Gourmet Chef Show Tea Room
Farmer's Market Special
Safari SadieOutdoor Stage
4:00 Carnival of Chaos.....Outdoor Stage
Mardi Gras Parade..... Family Fun Zone
4:30 Orange Juicing Contest Exhibit Hall
Sponsored by Cloverdale Food Center

6:30 "Murder at Mardi Gras" Dinner Theater
(Pre-sale ticket) Auditorium

8:00 Buildings close for evening

Sunday, February 19

FAMILY DAY

Sponsor: County of Sonoma
Day Sponsor: Exchange Bank
Gourmet Chefs Sponsor: Cellar 8
Family Fun Zone: Redwood Credit Union
Outdoor Stage: Eagle Distributing
8:30 Rabbit & Cavy Show Burnside Hall
9:00 Pygmy Goat Show Pole Barn
10:00 All Buildings Open
Gypsy Time Travelers..... Grounds
Safari Sadie Grounds
Friendly Farm by Rotary Lean To
11:00 Safari SadieOutdoor Stage
Noon Family Fun Zone..... Exhibit Hall
Carnival of ChaosOutdoor Stage
1:00 Award Winning Wine tasting from the SF
Chronicle competition & Local Wineries
1:00 Lemon Delight Judging..... Exhibit Hall
Gourmet Chef Show Tea Room, Jim Burn,
Specialty Mustards, "Mustard Seed", Santa Rosa
Los Caporales de Santa Rosa Outdoor Stage
Kodiak Jack Dance Team..... Auditorium
2:00 GATOR BEAT Auditorium
Gourmet Chef Show Tea Room

Sunday, cont'd

Outdoor Stage
2:30 Orange Juicing Contest Exhibit Hall
Sponsored by Cloverdale Food Center
Carnival of Chaos..... Outdoor Stage
Gourmet Chef Show Tea Room, Rudy
Maximono, "Lumpia King", Santa Rosa
3:00 Los Caporales de Santa Rosa Outdoor Stage
Orange Juicing Contest..... Exhibit Hall
Sponsored by Cloverdale Food Center
Kodiak Jack Dance Team Auditorium
4:00 Mardi Gras Parade..... Family Fun Zone
Safari Sadie..... Outdoor Stage
4:30 GATOR BEAT Auditorium

6:30 "Murder at Mardi Gras" Dinner Theater
(Pre-sale ticket)..... Auditorium

8:00 Buildings close for evening

Monday, February 20

KIDS' DAY

Day Sponsor: Exchange Bank
Family Fun Zone: Redwood Credit Union
Outdoor Stage: Eagle Distributing
KIDS 12 & UNDER FREE ADMITTANCE
8:30 Dog Show Pole Barn
10:00 All Buildings Open
Gypsy Time Travelers Grounds
Safari Sadie..... Grounds
Noon Talent Show Winners Auditorium
Family Fun Zone Exhibit Hall
Safari Sadie..... Outdoor Stage
12:30 Kodiak Jack Dance Team Auditorium
Carnival of Chaos..... Outdoor Stage
1:00 Orange Juicing Contest..... Exhibit Hall
Sponsored by Cloverdale Food Center
Small Animal Round Robin Pole Barn
1:30 LINDA FERRO BAND Auditorium
Society's Child Outdoor Stage
3:00 JUICE OFF Exhibit Hall
Sponsored by Cloverdale Food Center
3:30 Carnival of Chaos..... Outdoor Stage
4:30 Safari Sadie..... Outdoor Stage
Mardi Gras Parade..... Family Fun Zone
5:00 Citrus Fair closes.....thanks for coming!