



CHAMBER ACTION

the leading advocate for west sonoma county business

265 South Main Street / P.O. Box 178, Sebastopol, CA 95473 / 707-823-3032

Business/Community

LIVE ON THE PLAZA WITH THE BLUE MOON BAND MIXING BUSINESS AND MUSIC

September 27th the Town Plaza will rock with music and business networking at its finest! The Sebastopol Chamber and KJZY Jazzy After Work Concerts will host over 50 businesses and organizations disseminating information and materials to the beat of *The Blue Moon Band*. The annual business table top fair will provide opportunities for the public to learn more about their local businesses and the businesses to share their products and services with those who attend. The event will run from 5pm to 8pm on Thursday, September 27th in the Town Plaza. In addition to the networking opportunities, the entertainment and the no-host beer and wine bar, the event will hold several raffles including the culmination of the Chamber's Wine Raffle. Attendance is *free* to the public. Sponsorships for the event are available for \$300, which also includes a 10 x 10 booth space. Spaces fill quickly and are limited so to reserve your booth space see the inserted registration form. Last year the event attracted over 300 people. Live on the Plaza will also serve as the monthly Business After Five!



Business/Community

CHAMBER BOARD PLANNING SESSION A BIG SPLASH!

Although the Chamber Board planning retreat was held poolside, the only splash was the progress made during the days session! Too bad because it was a really hot afternoon. Thanks to our gracious host, Board Member Martha Lindt, the Board was able to accomplish a lot in a short amount of time on a really hot day. The 2012-2013 Board took to the challenge of program and policy development.

As the policy making body of the Chamber, the Board discussed their roles and responsibilities in more depth, they reviewed the mission and vision and discussed the values that they believe the Chamber should stand for. Much was accomplished in the area of an action plan and brainstorming was abundant. Some of what was discussed included an emphasis on: membership development; member orientations, a 2012-13 membership survey; a published action plan; and marketing our members and the town to mention a few. The Board is looking at new creative sources of revenue, new approaches to current activities or elimination of some and of course the Chamber's baby, the Apple Blossom Festival! More information will follow as the months progress. The Board currently has two seats open, a one year seat recently vacated by Buffie Harris, Design Orbit and a two-year vacancy not filled in this last election. If you or someone you know has an interest in possibly serving in one of these appointed spots, contact Chamber President Gio Balistreri or Executive Director, Teresa Ramondo. For the roles and responsibilities of a Board member contact Ramondo at the office, 823-3032 or chamber@sebastopol.org. To serve as a Board member you must be a Chamber member in good standing. In addition to Staff, Board members are available to answer any questions or concerns and listen to any ideas you would like to share. Thanks, again to the Board for a great start to the coming year!



Board members, (l-r) Immediate Past Pres. Christine Nelson, Vice Pres. Linda Collins, Pres. Gio Balistreri, Martha Lindt, Lu Frazier, Treas. Doug McCorkle and Nate Sutter strike a pose and tempting as it was no one went in the pool. Sue Ungewitter and Ian Kalember were in attendance but missed the photo.

SEPTEMBER/OCTOBER, 2012

Business/Community/Advocacy



LEAGUE OF WOMEN VOTERS AND SEBASTOPOL CHAMBER TO HOST COUNCIL CANDIDATE FORUM

The November ballot will include five individuals who have qualified to run for two available seats for the Sebastopol City Council. Candidates who will be vying for the seats are (in alphabetical order): **Kathy Austin, John Eder, Colleen Shea Fernald, Robert Jacob and Kathleen Shaffer**. Shaffer is the only incumbent as Guy Wilson opted not to run again.

The Sebastopol Chamber is a non-partisan organization and does not endorse individual candidates, however; the Board recognizes the importance of the issues facing the community and believes in providing educational public forums. From their website: "The League of Women Voters is a nonpartisan political organization encouraging the informed and active participation of citizens in government. It influences public policy through education and advocacy. We never support or oppose any political party or candidate."

The candidate forum is scheduled for Thursday, October 4th from 7-8:30 at the Sebastopol Community Cultural Center, 390 Morris St. **Sonoma West Times and News** will co-sponsor the event with the League and the Chamber. Candidates will be asked some pre-arranged questions by the League and time allowing, the public will be able to submit additional questions on cards for consideration. The League will MC and also provide a time keeper.



Business/Community

CVS/CHASE FINAL APPROVAL - WITH CONDITIONS

After yet another night of deliberations, the City Council voted (at 12:40 am) to approve Armstrong Developments appeal request for the CVS/Chase project—with some conditions. Most notably, the Council conditioned its approval on Armstrong providing an entrance at the corner of the building at Petaluma and Sebastopol Avenues, they must convert an in-only driveway into a fire lane and add more architectural detailing to the bank building. Bill McDermott, Armstrong's representative, said the company would bring back the redesigns in late September or early October.

P.O. Box 178
Sebastopol, CA. 95473



BUSINESS AFTER FIVE

... mixing business with pleasure!

Thursday, October 25, 2012

5:30 — 7 p.m.

Hosted by



6800 Palm Ave. Sebastopol

Bring your smiles for some fun networking, refreshments and business card drawing.

PRESIDENT'S CIRCLE

Thank you to the following enhanced membership sponsors.



We represent only one side... your side.





EXECUTIVE DIRECT MEMBERS

Teresa Ramondo
Executive Director/CEO

Who needs reality TV when it appears that Sebastopol has had it's own "reality show" being played out on Tuesday evenings. As "entertaining" as all the latest CVS/Chase hearings have been, unlike real TV it's been difficult to just turn off the switch to all the deliberations. Much like reality TV we've all been glued to the set, sometimes way into the early morning hours! Even though there is a final approval on the appeal (with conditions), we will more than likely face reruns of some of the same and previews of coming attractions.

Regardless of what side you land on, the jury is still out on the toll this may have taken on the community as a whole. The name calling, the finger pointing, the rude accusations, the lies and the fantasies play out like bad programming. Neighbors pitted against neighbors, business against business, politics, mayhem and emotions run the gamut. If we placed a mirror up to our own behavior, would these be Sebastopol's finest hours?

As I've observed these deliberations and read the editorializing on them in the weeks and days following it's certainly clear we can't be accused of a lack of deliberation on the issues! Who is right, who is wrong? When is enough, enough? Is it totally impossible for all these view points to co-exist civilly? I'm just saying maybe it's time to move on, change the channel. We've been at this crossroads before with other projects and we'll no doubt face this again as we evolve as a town. No one said it would be easy to evolve.

My town as I remember it, (no the roads were not still dirt!) was a special place to be because of the people who helped build it. Yes, I said build. My community has evolved from 2,000 people to 7,800 (no actually 30,000+). There are no more tracks down Main St. Turley's Bakery, Ott's Stationary and Robert's Café are gone. The streets are one way and there are still two state highways that intersect. Amazingly we're still here! We're not a "Leave it to Beaver" community anymore, maybe we never were and maybe some would find fault with that scenario. But we are a community that continues to evolve. Isn't that the way it's suppose to be?

As we get wrapped up in the varied opinions of design styles, shopping choices, traffic volume and community (or National) politics maybe we should ask ourselves what we really value. Do we treat one another with respect? Do we make a positive contribution to the community as a whole? Can we compromise or do we always have to be right? Do we look for solutions or do we just want a platform for our own theatre?

I hope we can concentrate on positive steps forward- one foot in front of the other!

— "ED"

CHAMBER CLOSSES OUT THE



SUMMER PLAZA SERIES This past summer the Chamber hosted the Summer Plaza Performance Series. The series consisted of 7 consecutive Thursdays of music in the town square from rock to country to blue grass and more. The series is traditionally hosted by the Center for the Arts but they have been busy making plans to move their operations to the Veterans Memorial Building. The event is always enjoyed by the locals especially Jesse and Diana Robel, pictured above. They attended every Thursday and also noted they ate out at a different local restaurant each week as well. **Now that's dedication and it was fun!** Thanks to all of our sponsors, everyone who performed and everyone who attended. Special thanks to the Center for the opportunity to help out.

2012-13 TO INCLUDES PLANS TO SPRUCE UP CHAMBER/ VISITOR CENTER OFFICE

Enough already! The front yard weeds are taking over- literally. It's time to tackle the problem and spruce up the front and back of the building. The Chamber will be setting aside a weekend to work on the outside landscaping and you're all invited to join us! We'll also be doing a few inside projects: paint, counter tops, maybe some flooring and new brochure racks outdoors . Oh yes, then there's the attic, the extra office, the conference room If you would like to assist us please give the office, 823-3032 a call and we'll make sure you are contacted.



CALENDAR

SEPTEMBER

- 3 OFFICE CLOSED LABOR DAY
- 10 Marketing Mtg ~ Noon at the Chamber
- 11 Exec/Finance Mtg.
- 11 Business Outreach, City Hall 11am
- 19 Seminar with Mickey Griffith, Referrals, 5:30- 6:30 pm, Center for the Arts, 6780 Depot St.
- 20 Board Meeting Noon, Chamber
- 27 LIVE ON THE PLAZA TABLE TOP FAIR & KJZY JAZZY AFTER WORK CONCERTS
- 29 Sebastopol Walks ~ The Grand Walkabout

OCTOBER

- 4 Constant Contact workshop, 9am-noon, at the Rohnert Park Community Center
- 4 Candidate's Forum for City Council
- 8 Marketing Mtg ~ Noon at the Chamber
- 9 Exec/Finance
- 9 Business Outreach, City Hall 11am
- 12 & 13 Sebastopol Walks ~ 10th Annual Cemetery Tour
- 18 Board Meeting Noon, Chamber
- 25 BUSINESS AFTER 5, Dr Charlene Chan 6800 Palm Avenue 5:30—7pm

SEBASTOPOL WALKS *iWALK sebastopol* Schedule for 2012

Our 5th Year!
Some of these local walks and others can be found in the guidebook, *Sebastopol Walks, Second Edition*, by author Richard Nichols. Buy it at Copperfield's Books and at the Saturday walk starts. \$5.00

Street Smart Walkers, January 2012

SEPTEMBER 13th The Last Dinner Walk sebastopolwalks.org	OCTOBER 12 & 13 Friday & Saturday Nights 10th Annual Cemetery Tour www.wschsrgrf.org	WALK INFORMATION • Walks are lead at either an "easy" or "brisk" pace and are mostly flat on good surfaces, with a few mild climbs. Please consult with your doctor before starting a new exercise regimen. • Walks may be modified by the leader. Walkers may leave the group at any time after notifying the walk leader. • NOTE: Plaza Parking is limited to two hours. Rain cancels. • Information: (707) 823-3032 info@sebastopol.org
SEPTEMBER 29 Saturday, 9:00 a.m. The Grand Walkabout Miles 7 to 9, Brisk Pace. Leaders: Richard Nichols & Sarah Gurney	OCTOBER 20 & 27 Art@the Source Art Walk sebastopolwalks.org	THANK YOU SPONSORS: The City of Sebastopol Sebastopol Area Senior Center The Sebastopol Area Chamber of Commerce

Street Smart Walkers, January 2012

Request monthly email updates: r.nichols@sonic.net

SEBASTOPOL
Local Flavor. Global Vision.

Sebastopol Area Chamber of Commerce Volunteer Board Directors and Staff

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Teresa Ramondo, Executive Director/CEO/Editor
Karla Eastham, Admin. Assistant/Visitor Services

MISSION: The Sebastopol Area Chamber of Commerce is a membership organization supporting community and economic vitality through opportunities to connect, learn and engage.

VISION: Be the hub of the Sebastopol Area Business Community

CHAMBER ACTION is published by Sebastopol Area Chamber of Commerce & Visitors Center 265 So. Main St. - P.O. Box 178 Sebastopol, CA. 95473
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Submission deadline is the 20th of the month preceding publication date. Articles will be printed at Editor's discretion and space availability. Circulated to over 400 businesses and individuals in Sonoma County.

Advertising in this publication is a benefit of Chamber Membership!

Dreaming Up the Ideal Retirement Is Your Job. Helping You Get There Is Ours.

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WORKSHOPS AND NETWORKING OPPORTUNITIES

REFERRAL INSTITUTE



Looking for more referrals and tips on how to get them, then this workshop is for you! On **Wednesday, September 19th from 5:30-6:30 at the Sebastopol Center for the Arts Library, 6780 Depot St., Sebastopol** the Sebastopol Area Chamber of Commerce will host a workshop on how to get and keep referrals!

Mickey Griffith

Guest speaker will be Cotati resident **Mickey Griffith. Mickey Griffith is the Franchise Owner of the Referral Institute for Marin & Sonoma counties** with his partner Dawn Lyons. Mickey's specialty is teaching Entrepreneurs how to light a fire under their referral marketing strategies. Mickey is known for delivering high value content and has been featured on blogs across the world as far reaching as Dubai. Mickey explains the real value of networking and how to gain increased results from your efforts. He introduces the **VCP Process®** & demonstrates how to use this knowledge to connect with your network and target market.

- * How business networking really works
- * What is the VCP Process® and how to use it
- * Tactics to make fast connections at networking events
- * Relationships & Connection = Sales

Mickey will also speak to the topic of: **Referrals For Life® - The 3 Core Competencies to Receive A Steady Stream of Referred Business** Mickey shares the secrets to creating a strong Referral Network that will bring you a consistent and predictable stream of referred business. Your ideal clients will be calling you and saying I have to work with you! You will learn:

- * How to craft a powerful message for your business
- * Tips to compel your network to refer you
- * The 5 Essential Steps to giving and receiving referrals
- * The RISE2 Process that will up your referral game to stealth mode!

Mickey's specialty is teaching Entrepreneurs how to light a fire under their referral marketing strategies. Mickey is known for delivering high value content and has been featured on blogs across the world as far reaching as Dubai.

There is no charge for the workshop but due to limited space we ask that you RSVP to 823-3032 or chamber@sebastopol.org so we know how many to expect. Please contact us by September 17th. We look forward to sharing this information with you and learning more about networking and referrals!

**CHAMBERS COLLABORATE
SAVE THE DATE — OCTOBER 4**



Elyse Tager, West Coast Regional Development Director for Constant Contact will host a workshop for Chamber members of three local Chambers: Cotati, Rohnert Park and Sebastopol. The workshop, **Build Your Business with Email Marketing** will be held on **Thursday, October 4th from 9am to Noon**. The session will also cover **Getting Started with Constant Contact**. The workshop will be held at the **Rohnert Park Community Center, 5401 Snyder Lane, Rohnert Park**. Learn how to build the relationships that are the key to your business success with easy, inexpensive and highly effective email marketing! During this seminar, Elyse will provide tips to increase your email deliverability and open rates, write good headlines and content, and perhaps most importantly, strategies for getting and keeping high quality prospects, customers and members. You will learn how to:

- * Become a trusted email sender in the eyes of your prospects, customers, and members.
- * Build your list! How to find and keep email list subscribers
- * Get your sent emails opened and read.
- * Turn your readers into more frequent buyers/supporters/donators.
- * Incorporate Social Media into your email marketing for the highest success
- * Use email communications to improve customer/member loyalty. Also included in the session:

Getting Started with Constant Contact

More than 450,000 businesses use Constant Contact to help grow their repeat and referral business.

This interactive workshop saves you time by allowing you to quickly and easily master the entire Constant Contact Email Marketing system. We'll provide tips and techniques and guide you through the tools and features of the system. You'll learn how to set up account options, add signup boxes to your website and emails, load a list, build a campaign, and brand your email to match websites and logos. We will also go over text editing and how to work with graphics and colors to give your emails a polished, professional look.

Who Should Attend: Trial Customers, New Users and anyone interested in a hands-on look at Constant Contact.

GRAND CHAMPION PIE BAKER



This year's Grand Champion Apple Pie Baker was Cindy Barker, Sonoma Valley. Helping to present her with her prize are the judges: (l-r) Shelly Kaldunski, SRJC Culinary; Steve Garner, KSRO; Karen Taussig, judge-at-large; and Carolyn Bertoli Bowen, 2011 Grand Champion. The Chamber has been hosting the pie baking contest for 31 years at the annual Gravenstein Apple Fair. This year was the first year a judge was selected from a public drawing! Karen just happened to be a member of a pie club. Congrats, Cindy and thank you judges.



Board Member, Sue Ungewitter helped to staff the Chamber's booth at the annual Gravenstein Apple Fair. The "visitor center" booth handed out a lot of local information in support of our members and the area. Thanks to our volunteers!



Karen Taussig, pie judge, saved the leftovers for her goats in this handy Sonoma Compost bucket! That's one lucky goat!

BUSINESS AFTER FIVE JULY AND AUGUST



Board members are thanked at the August mixer.



Debbie Klein, Lu Frazier and Nancy Wilson enjoy some chat and cheese at the mixer.



Trudy Moss, new member Yarnitudes and her daughter share a laugh during the mixer.



The entertainment at the September mixer at Sebastopol Ballet.



Representatives from the Economic Development Board present ED Ramondo with the internationally recognized "information" sign. All county visitor centers were

NEW MEMBERS

Welcome to these new members! We applaud your decision to join with your fellow members to work to advance your professional growth, your business growth and your community's vitality!

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Sebastopol Auto Parts
Sebastopol Ballet School
Sebastopol Bearing & Hydraulic
Sebastopol Christian Church
Sebastopol Gallery
Sebastopol Independent Charter School
Sebastopol Newcomers Club
Sebastopol P.T. & Pilates Studio
Setterland & Associates, Inc.
Sonoma County Tourism Bureau
Sue's Circuit
Summit State Bank
Sushi Tozai
Taylor Maid Farms
Terra Firma Global Partners Inc
The Guest House On The Farm
The Rental Place
TLC Child And Family Services
Traditional Medicinals, Inc.
United Forest Products, Inc.
West County Health Centers
Western So. Co. Historical Society
Whole Foods Market

MEMBERS in MOTION**A Winter Perennials Panic!**

Occidental Arts and Ecology Center is opening our California Certified Organic nursery to the public for a sale of perennials. The onset of winter ... Panic will be held at our brand-new Greenhouse and Nursery. Starting September 8, our new Nursery will be open every Saturday and Sunday from 10am to 5pm, thru November 4. (Unlike our weekend Plant Sale events, there will be no tours, no tours, no refreshments and minimal staff. Just lots of perennials.)

Blood Centers of the Pacific

Thanks to you all for your support at Sebastopol's Annual Screamin' Mimi's Blood Drive. We had a fantastic turnout with 211 donors giving 162 units of life-saving blood. Those units will help patients in our community. Blood Centers of the Pacific supports 49 hospitals in Northern California including all of the hospitals in Sonoma, Lake and Mendocino Counties. Five donors used 56 pints of life-saving blood. During a whole blood donation, one pint is collected. It can take several donors to save just one patient. Your support is greatly appreciated and needed. Thank you all for helping us achieve our life-saving mission.

— Blood Centers of the Pacific

**Fall Flower show, Oct. 12 & 13
Fabric, Fiber, and Flowers**

"The Graton Community Club will be hosting its annual fall flower show and plant sale on Friday and Saturday, October 12 & 13, 2012, from 9-4 each day. The theme this year is "Fabric, Fiber, and Flowers," and the floral exhibits will feature any or all of these categories. The show will be held at the historic clubhouse in downtown Graton at 8996 Graton Rd., about 3 miles north of Sebastopol. A fabulous lunch will be offered for \$10, including beverage and dessert, but admission to the show is free. A great plant sale is planned, in addition to sales of hand crafted items, unique collectibles, and a raffle. Proceeds benefit the local college scholarship program and the building fund."

10th Annual Cemetery Tour

Sebastopol women's stories come to life along candle-lit paths at this after-dark living history tour of Sebastopol Memorial Lawn. The event includes dinner, cemetery walk with six performances of historical vignettes, and dessert and coffee at the historic Luther Burbank Experiment Farm Cottage adjacent to the cemetery. Tour ticket prices range from \$25 for the 5:30 pm tours, and \$30 for the 6:15 pm, 7:00 pm, and 7:45 pm tours. For reservations or information contact the Western Sonoma County Historical Society: (707) 823-0884, (707) 829-1757, or www.wschsgf.org.



THANK YOU!

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SEND IT TO
info@sebastopol.org
We'll put it here
for FREE!**