



SEBASTOPOL
AREA CHAMBER OF COMMERCE
Local Flavor. Global Vision.

CHAMBER ACTION

the leading advocate for west sonoma county business

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

www.sebastopol.org

JANUARY/FEBRUARY 2010

Promotion/Community

UNGEWITTER RECEIVES TOP AWARD FOR COMMUNITY EVENT

Photo by Sonoma West Times & News



An entourage of Chamber Board members arrived at Curves to surprise fellow Board member, **Sue Ungewitter** with the Citizen of the Year award. Ungewitter was totally taken by surprise, which is just the way we like it. Sue, a long time Sebastopudlian, has been very active in the community not only as a business owner, but as a board member with Sebastopol Chamber, Sebastopol Area Senior Center, Rotary Club of Sebastopol Sunrise, team member of Relay for Life and other local activities. She and others were honored at the annual Community Awards. Other important awards and recipients were: Silk Moon, Business of the Year; Ann Hancock, Environmental Consciousness; Community Matters, Service to Youth; Sebastopol Area Senior Center Volunteers, Staff and Programs, Service to Seniors; Alan Wolf, Volunteer of the Year; Rae Swanson, "Skip Gehrett" Humanitarian of the Year; Larry Robinson, Outstanding Public Service; John Spillane, Hall of Fame; Mitch Lamb, Fireman of the Year; Jim Hawkins, Police Employee of the Year; Main Street Deli, Excellent New Business; Gary Graham, Beautification of a Visible Site and Ron Puccinelli, Longevity of Service.

Committee Chair Vicki Johnston, Wells Fargo Bank, organized this year's event with Christine Nelson, Prudential Realty and other volunteers. Light refreshments were provided by Chamber member businesses. It's a special opportunity to celebrate our local flavor—people and food!



Terry Kelley, Vicki Johnston, Teresa Ramondo, Lu Frazier, Geni Houston and Christine Nelson really surprised Sue Ungewitter!

Happy New Year! We welcome 2010 and thank you for your support!

Promotion/Community

MORE BRANDING TOOLS AVAILABLE FOR MEMBERS USE

The community brand continues to pop up in lots of new places, new shapes and configurations. The latest in a series of new conceptions in brand use is the new design at right. In a similar message as the town street light banners, the logo and message at right can be used for websites and print. We encourage you to promote our local message of shopping, dining, staying and playing in our community. You can use this on your own website or somewhere within any print ads that your business or organization might do. The more places it is used, the broader the outreach. Tag it in your signature with your e-mails so when you reach a broader audience we are sending the same message. For information on how to receive the file contact Teresa, chamber@sebastopol.org or buffie@designorbit.com. We ask that you keep to the standards that are outlined through the design and usage information so the brand retains its integrity. We have more uses coming your way and if you have a creative idea for its use please contact us! Thanks for your continued support as we move *forward* in 2010! As a member of the Chamber you have an automatic link to your sites, we encourage you to use our Chamber logo with a link to our Sebastopol website. For address and info on "how to" contact buffie@designorbit.com.



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CHAMBER NOMINATES BAMBOO SOURCERY FOR BEST PRACTICES

Join us for the BEA Business Leaders' Breakfast Feb 26, 7:00-9:30 a.m., Hyatt Vineyard Creek Santa Rosa

The 9th Annual Breakfast provides a focus for climate change as a business issue rather than an environmental one alone. **Bamboo Sourcing**, owned by Jennifer York has been nominated by the Sebastopol Area Chamber and is one of 20 businesses with an exemplary bottom line focus on sustainability that will receive the BEA Best Practices Award this year. Andy Hoffman, this year's Keynote and Professor of Sustainable Enterprise at the University of Michigan, speaks about the emerging issues for business at all levels of our fossil-fuel based economy, and most importantly why it matters for your business strategy today. The Breakfast will also play host to a panel of leading local executives in Sonoma County who can speak from experience about the practical strategies and financial decision making common to any sustainable initiative: know-how that you can use to grow your bottom line and stay competitive, while reducing your impact on the environment. Registration is available online at www.sonomabea.org/events.

RSVP Deadline is February 19, 5:00 p.m. Check out the Sonoma County Business Environmental Alliance online (www.sonomabea.org) to see how else the BEA can support your business.

Promotion/Community



SEBASTOPOL CHAMBER SUPPORTS COUNTY EFFORTS AND LOCAL RESTAURANTS

The Sonoma County Economic Development Board is pleased to announce that the Restaurant Week website is officially live! The website can be found at www.SonomaCountyRestaurantWeek.org. At this site, you will find the restaurant list, sponsor information, event details, and more. As of this print date, the following *Chamber Members* are participating: **Henweigh Café, Peter Lowell's, French Garden, GTO's Seafood House, Corks's at Russian River Vineyard and Hopmonk Tavern.**

Also related to food! The Sebastopol Chamber and the City will begin hosting our Dine Out program for 2010 in mid-February. Contact the Chamber office, 823-3032 for more information. Bon appetite to all!

Promotion/Community

2 NEW PROGRAMS TO PROMOTE SEBASTOPOL!

There have been a lot of efforts in this past year to create ways to promote the community and give business owners opportunities to promote themselves. In addition to the many print and radio opportunities during the holiday campaign 1 new program and a rebirth of another have emerged: **SUPER SATURDAY IN SEBASTOPOL AND SEBASTOPOL DOLLARS**. On the first Saturday of each month businesses in the Sebastopol community will be participating in a Super Saturday City-Wide. Local businesses will be offering specials each month in the form of products or services. The next Super Saturday is **Saturday, February 6, 2010**. Look for the road signs and watch for the store front signs of participating businesses to announce the First Saturday event. For a complete list of which businesses are participating and what they are offering go to the Chamber website: www.sebastopol.org and click on the Super Saturday link. For more questions or to participate contact chamber@sebastopol.org.



Also, why not gift someone with **Sebastopol Dollars** so they can use them on Super Saturdays. You can purchase *Sebastopol Dollars* through the Chamber of Commerce. *Sebastopol Dollars* are "checks" that have a set value, and are accepted at any Sebastopol business that accepts checks. The Dollars are to encourage local buying to help foster economic vitality and benefit local businesses, the City and the residents. The Sebastopol Dollars can only be purchased through the Sebastopol Chamber office or on-line at www.sebastopol.org. There is a small fee to help sustain the program and at least 48 hours is needed to complete your order. For more information on *Sebastopol Dollars* contact the Chamber 707-823-3032; chamber@sebastopol.org or the website www.sebastopol.org. Give the gift that keeps on giving – Sebastopol Dollars! Remember to buy local, especially on Super Saturdays in Sebastopol for extra savings!

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SEBASTOPOL
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Return Service Requested

BUSINESS AFTER HOURS

Thursday, February 25, 2010
5:30 p.m. — 7:00 p.m.

BOBLITT FAMILY BUILDING

130 Petaluma Ave. (New building on corner of Burnett and Petaluma Ave.)

EXECUTIVE DIRECT MEMBERS



Teresa Ramondo
Executive Director

35 years of Community Awards, another wonderful evening under our belts! A big thank you to everyone who attended, sponsored or contributed in other ways. Thanks to all for a very special evening in Sebastopol — a reminder of who we are and why we're here!

Economics – as a follow up on another topic, the **Economic Development Specialist** position at the Chamber is still vacant. The city's Community Development Agency (4 Council members and one member at large) has been discussing the position's future since it was vacated **last October**. After a 4 hour goal setting session, no final determination has been made. The discussion has been whether or not the position should continue; should it be full time rather than part time, should it be housed at the Chamber or City and what will the job description entail.

The original position was a partnership/contract between the City and the Chamber, a common arrangement in many communities. The City contract provided funds to support a salary for a 20 hour a week position; the person was a Chamber employee overseen as such; and the position had a job description created originally between the City Staff, Chamber and Business Outreach Committee. There was always collaboration between City and Chamber staff on the direction and priorities the position would concentrate on. There was reporting back to the BOC, Chamber Board and Council. In the 8 years and 4 employees, the position has evolved and continues to do so.

So where do we go from here? The good news is that it appears that the CDA continues to see the *value* in having such a position in Sebastopol. They are even considering making the position *full* time. Much of what was discussed in the way of the job description and priorities was much of what has always been the role. There lies the challenge.

It matters not whether the position is part time or full time or even at the Chamber, if there is no clarity of purpose, focus and direction, the position will be twisting in the wind. As we stated to the CDA, we believe that a partnership between the City and Chamber is still a good move for some of the obvious reasons. An Economic Development Specialist (or whatever is most appropriate to call it) is a liaison between government and business, a buffer that can be more helpful than not when dealing with bureaucracies, (perceived or otherwise). The Chamber is in the business of economic development and creating business opportunities. The Chamber provides resources and access to programs that can assist government. The position was valuable at the Chamber because for many it is their first call when opening a business and many people have been served over the years.

There is a sense that the CDA is leaning towards hiring the position as either an employee of the City or an independent contractor. What will the future hold for this position? What is the city's plan for

future economic development? How aggressive can an EDS be in recruiting new business to Sebastopol? Will politics get in the way of what types of needed businesses will be "allowed"? How much independence will be given to such a role? Should the Chamber continue to partner with the City, either as a collaborator or landlord/tenant? When can we expect a decision.

"Maybe it doesn't matter where the Economic Development position ends up only that there is one with clarity of purpose."

Regardless, the Chamber will continue the important role we play in the community as economic development leaders. We have been good team players. Forged working relationships with City officials regardless of individual politics. It is our desire to continue relationships within the community that build collaboration **but** we too will be looking at our goals and objectives; clarity of purpose; and opportunities to move Sebastopol forward in a positive and productive way.

Your local Chamber is 350 business members strong, representing over 1,750 employees. We serve the public by answering Sebastopol's phone while providing a visitor center (*with no assistance outside of our members*). We receive **\$5,250. a year** in funds from the City to promote the TOWN and coordinate co-op advertising for the businesses. We assist the Downtown Association with administrative services. We do things that most people think just happens or things that they don't want to do themselves! We do all of this and more with a Board of 12 volunteers and a staff of 2. Wow!

We are here to help in good times and bad times.

As a member, please tell us what you think on the topic of Economic Development Specialist. Do you think the City should continue funding the position? Do you think the position should continue to be a partnership at the Chamber? What do you think should be the priorities of an Econ position? Your comments and thoughts will be appreciated and should be sent to chamber@sebastopol.org.

— Teresa Ramondo, ED

CHAMBER SEEKING MEMBERS TO SERVE ON 2010-2012 BOARD

Sebastopol Chamber Board elections will be coming up in March. The nominating committee will be taking names and recommending nominees of qualified people to serve on the Board of Directors. The Board is the policy making body of the Chamber. Candidates must be Sebastopol Chamber Members in good standing, able to commit to the 2 year term,

attend regular monthly meetings, support programs, events and the Chamber mission. If you or someone you know would like to serve contact the Executive Director for details at 823-3032 x101 or chamber@sebastopol.org Deadline to submit names is February 17th.

Sebastopol Area Chamber of Commerce Volunteer Board and Staff

OFFICERS

President - Lu Frazier, Iron Horse Vineyards
Vice President - Majid Zeinal, Vibrant Life
Chiropractic and Family Wellness Center
Treasurer - Carla Swartz, Westamerica Bank

DIRECTORS

Aleia Coate, Sonoma Bank
Dan Davis, Daniel O. Davis
Geni Houston, Elephant Ear Systems
Vicki Johnston, Wells Fargo Bank
Chris Nelson, Prudential Ca. Realty
Terry Kelley, Sebastopol Area Senior Center
Ken Strunk, Redwood Hill Farm
Sue Ungewitter, Curves

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CHAMBER ACTION

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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!

APPLE BLOSSOM FESTIVAL ASKS: PLEASE WON'T YOU BE OUR FRIEND?



The Sebastopol Area Chamber of Commerce invites you to become a **Friend of the Festival**; all it takes is a love of the Festival, a desire to see the Apple Blossom Festival tradition continue and a \$100. contribution to sponsor it. Join the growing list of **Friends of the Festival** on the Apple Blossom Festival website and be sure to look for your name in the official festival program in the Sonoma West Times and News in April. "Friends" will also receive a "Friend of the Festival" booster button, copy of the 2010 "A Sea of Blossoms" poster signed by the artist, Buffie Harris and two entrance tickets to the April event.

The Chamber is host and organizer for the Apple Blossom Festival and Parade and this year celebrates the 64th season. The Festival takes a year to organize and more than 200 volunteers to staff. Thanks to the support of our community and businesses, we have been able to continue this tradition for generations.

Sponsorship packages range from \$100. to \$2,000. Sponsorships keep the Festival solvent. It's a great venue for businesses and non-profits to promote themselves. The festival supports a Youth Scholarship Fund, Chamber programs and the Visitor Center services.

April 24 & 25, 2010 are the dates set for the 64th Annual Apple Blossom Festival & Parade. This year's theme is "A Sea of Blossoms." New this year: **Two day festival tickets are available for \$15.** These tickets will also be available pre-sale at the Chamber office, on-line and at some business locations. General admission \$10, seniors and students (11-17) \$5, under 10 are free. You can go to the Sebastopol Chamber of Commerce website, www.sebastopol.org for more information and to download a sponsor form.

The Sebastopol Area Chamber of Commerce is not only looking for "Friends" but we are looking for our **MEMBERS** to step up and volunteer for the weekend activities. "We encourage our members to find out first hand what this important event contributes to economic opportunities for the town and for future Chamber programs and services. It's a great opportunity to network with fellow members, support one of the main fundraising arms of their local Chamber of Commerce, and **HAVE FUN!**", stated Executive Director Teresa Ramondo. **CALL TODAY, 823-3032.**



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