



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

MARCH/APRIL 2010

Promotion/Community

## APPLE BLOSSOM PARADE – Saturday, April 24<sup>th</sup>



April is Apple Blossom time in Sebastopol! This year's theme is "Sea of Blossoms". Start your day with a curb-side seat for the popular community parade. The parade starts at 10:00, but come early for the best seats! Grand Marshal this year is **Sue Ungewitter**, the Chamber's Citizen of the Year.

Everything from school marching bands to dachshunds in costume will delight the whole family. Sebastopol comes alive as the flower-adorned floats, high-stepping horses, and five-year-old dancers march proudly down Main Street.

If you would prefer to be in the parade, entry applications are open until March 26. This is high visibility for your business or organization with an eager audience of 8,000 – not to mention fun! "The parade is the best advertisement I get all year!" claims Aleia Coate of Sonoma Bank. And the Chamber always welcomes volunteers to help with the parade! Kids, dogs, and bicycles encouraged.

**Volunteer!** Volunteers are needed for both the parade and the festival. Call Event Coordinator, Karla at 823-3032 to find out where you can plug in.

Promotion/Community

## APPLE BLOSSOM FESTIVAL – April 24 & 25 at Ives Park

Saturday, 10am – 6pm; Sunday 10am – 5pm

The 64<sup>th</sup> Annual Apple Blossom Parade and Festival will burst forth in a Sea of Blossoms on April 24 and 25. After joining the fun for the parade down Main Street, make your way to a day full of fun and refreshment at the two-day Festival at Ives Park and the Sebastopol Veterans Building.

Some of the entertainment on two stages will include: The Mighty Chiplings, Buzzy & the Buzztones, Shannon Rider and Levi Lloyd & the 501 Band. Special new activities for the kids are coming this year too.

Food for all taste buds will include: Willie Bird Turkey, cotton candy and Mom's Apple Pie. Wet your whistle with beer, lemonade, or wine in the shady wine garden. This wonderful community event is made possible by the Sebastopol Chamber and our generous sponsors including: Pacatte Construction, Sonoma Bank, Balletto Vineyards and Redwood Hill Farm and Creamery and others. Sponsorships are still warmly welcomed.



[www.sebastopol.org](http://www.sebastopol.org) for more and up to date information.



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Business/Community

## Sebastopol Saves

The City of Sebastopol Energy Committee wants to help Sebastopol residents save money while making their homes and businesses water and energy efficient. Members of the Sebastopol chapter of the North Bay Association of REALTORS® (NorBAR) will be going door to door in March to give residents and businesses the information they need to do just that!

Businesses and residents might be paying much more than they need to if their home or place of business is not energy efficient. Inadequate insulation, cracks and leaks, single pane windows, low efficiency showerheads and toilets result in high utility bills and don't help the environment.

Walkers will be encouraging residents to spend a little to save a lot by performing an energy audit on their buildings. The audits will itemize the improvements needed to reduce water and energy bills while making buildings water and energy efficient. This will enable residents to do their part to help the environment by reducing greenhouse gas emissions and reducing our dependence on diminishing fossil fuel supplies.

"This is a wonderful contribution to our community by NorBAR and our other partners - PG&E and Solar Sonoma County. Once again, Sebastopol is at the forefront of smart energy action," said Councilman Larry Robinson, co-chair of the City's Energy Committee.

Sebastopol residents should expect a knock at their door during the second or third weekend of March. Packets of information and coupons will be left at each home and business.

The Sebastopol Area Chamber of Commerce dedicated to:

- Building a Strong Local Economy
- Providing Networking and Business Education Opportunities
- Promoting Our Community
- Representing the interests of Business to Government



**SEBASTOPOL**  
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Business Networking/Promotion



## Bamboo Sourcing Nursery and Gardens Receives Business Environmental Alliance Award

Bamboo Sourcing Nursery and Gardens was the Sebastopol Chamber's nominee for the BEA award this year. Owner Jennifer York attended the breakfast along with Chamber board members on Feb. 26 at the Hyatt Vineyard Creek.

Bamboo Sourcing has been helping homeowners and landscape professionals to successfully use bamboo for over 25 years. The family farm has over 300 species of bamboo, including clumpers, runners, giant timbers, ornamental specimens, ground covers and excellent screening plants. They offer extensive demonstration gardens and expert advice.

In April of 2005 they installed an 80 kW PV solar system which powers the sizable irrigation systems and 3 residences on the property. To date they have saved more than \$34,000 (in 4 ½ years) and expect pay off on the system in less than 2 more years. They also time their irrigation pumping during non-peak energy use times, thereby maximizing their dollar savings.

They recycle everything: office paper, broken nursery pots, electronic equipment, etc. They rarely if ever buy new nursery pots. Instead they scavenge or buy used pots from local landscapers, and continue to re-use them as long as possible, keeping them out of the waste stream.

In addition to all of the above, their primary product, bamboo plants, help reverse global warming. They produce 35% more oxygen and consume 4 times more carbon dioxide than a forest of young trees. Bamboo plants are also very effective at removing nitrogen, metals and other toxic substances from soils and water. [BambooSourcing.com](http://BambooSourcing.com) or 707-823-5866

The Chamber congratulates Bamboo Sourcing for their excellent efforts to improve our environment!



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Sebastopol, CA. 95473  
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Return Service Requested

## BUSINESS AFTER HOURS

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

**EDWARD JONES INVESTMENTS and PAM NACHTIGALL, CPA**  
7182 Healdsburg Ave.

**EXECUTIVE DIRECT MEMBERS**



Teresa Ramondo  
Executive Director

Each day Mother Nature teases us with hints of Spring everywhere. The daffodils are in bloom, the air is crisp and at the end of the work day its not as dark out as the month before. Then the cold March wind picks up and you're back in a raincoat. The tulip tree at the Post Office is in full bloom and flowering pear trees line the streets of downtown with the optimism that only spring can bring. Ahhhhhh! So what's the problem —

March means another birthday and this one's a big one. Just yesterday I enjoyed bunny cakes or Mom's homemade angel food. There were double surprise parties (my best friend and I were 3 days apart.) Sixty puts you in a sort of limbo, not quite old enough to collect social security or receive Medicare. Although not ready to retire you dream of cross country trips or just sitting around in sweats all day. It's only a number, right?

On the plus side, some places actually give you the senior discount. I'm told, by some that have turned before me, that when you arrive at 60 there is more freedom to *really* speak your mind (and get away with it), as if there is a right of passage. Actually, I think that "right" must come later with retirement!

At 60, although we try to keep pace with new and innovative ideas we don't have the minds of 25 year olds. When I worried about being forgetful, my mom would always say, "You can't remember things because you're carrying too much around in your head." I admit it, I can't keep up with facebook, twitter, blogging or the like. (Please don't be offended if I don't accept you as my friend.) At this stage in our careers you'd think we would have time to coast a little, smell the daffodils, smile and nod, no stresses, but quite frankly, we're working harder and longer then ever.

These past few years have been tough for so many. People are loosing their homes and their jobs. Health insurance is on the rise, making us more sick with each premium. Moods are testy—tempers are short. And that's not just the 60+ crowd!

We'd all like to think we are wiser and more enlightened as the years catch up with us. Hopefully we're having a positive impact on the world through our daily actions. At the end of the day, it's really the right attitude that keeps us in the game.

When I celebrate my birthday, (with or without a bunny cake), I'm going to remind myself of the optimism that Spring brings forth. We have ribbon cuttings of newly opened businesses; expansions of established business; people with opposing views pulling together (on occasion) and many successful projects. And let's not forget the personal challenges and lessons we continue to learn each and every day no matter what age. Some days we should pat one another on the back just for making it through the day.

Yes, 60 is gaining on me but really it's not so bad. Now where did I put those ~~damn~~ glasses -- see attitude *is* everything.

Thanks for indulging me, Happy Spring, "ED"



(l-r) Doug McCorkle, Helen Pachynski, Gio Balistreri, Buffie Harris, Kurt Whiting, Mike Drown, Chris Brokate and front row Board Liaison Sue Ungewitter have stepped up to serve as Chamber Ambassadors for this next year.

**AMBASSADORS ARE BACK!**

The Chamber now has a new line of leaders emerging from the membership— Chamber Ambassadors! Chamber Ambassadors, a volunteer group of members that want to assist with membership development, retention and recruitment will serve in a liaison capacity between the Chamber Board and Staff and community. It's been several years since we have had an active group of Ambassadors and we are delighted to have this group step forward. Ambassadors will be assisting with ribbon cuttings, mixers, reminder calls, new member orientations and membership drives. It's a great opportunity for members to network with other businesses and learn more about the Chamber and help spread the message to others. The Ambassadors will be meeting monthly on the first Tuesday of each month at noon. Some of their new activities will include a marketing table at the Sunday Farmer's Market, new and prospective member potlucks and networking ideas for mixers. If you have an interest in information on being a Chamber Ambassador please contact the office at 823-3032. Be sure to look for Chamber Ambassadors at events and activities.

**GET THE MOST FROM YOUR CHAMBER MEMBERSHIP**

Attend a  
**Member Orientation!**

**Tuesday, April 6th**  
**Noon — 1:00**  
**Brown Bag Lunch**  
**Chamber Conference Rm.**  
**(unless we exceed capacity!)**

**Come meet our Ambassadors.**  
**Please RSVP to 823-3032**



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Advertising in this publication is a benefit of Chamber Membership!

Contributing writer and photography:  
Marty Roberts,  
Marty Roberts Productions

**CALENDAR**

**MARCH**  
9 Finance meeting  
9 Business Outreach Committee, 11am, City Hall  
10 Dine Out—Martha's Old Mexico  
17 Dine Out—Henweigh Cafe  
18 Board Mtg., 3:30 p.m., Conference Rm.  
24 Dine Out— Pizza Vino 707  
25 Business After Hours—Edwards Jones and Pam Nachtigall, CPA  
27 Sebastopol Walks  
31 Dine Out—Peter Lowell's

**APRIL**  
3 Super Saturday  
6 Ambassadors /Orientation  
7 Dine Out—Sushi Tozai  
13 Finance mtg.  
13 Business Outreach Committee, 11am, City Hall  
14 Dine Out—French Garden  
15 Board Mtg., 3:30 p.m., Conference Rm.  
17 Sebastopol Walks  
21 Dine Out—Pasta Bella  
24& 25 Apple Blossom Festival  
28 Dine Out—Restaurant P 30

**DINE OUT SEBASTOPOL!**

World-class chefs,  
Locally grown radicchio...  
Pizza with panache,  
Surprise taste treats...

Wednesday's are the nights to eat out with friends and colleagues. Check out the host for each Wednesday and the restaurant where they'll be dining and then JOIN THEM! For details  
[www.sebastopol.org](http://www.sebastopol.org)

**SUPER SATURDAY IN SEBASTOPOL**

**FIRST SATURDAY MONTHLY**

Participate in the Super Saturdays. Call 823-3032 today!  
Next month April 3rd.

**Sebastopol Dollar\$**

What are they? How do we get them?  
You can purchase Sebastopol Dollars from the Chamber. It's "money" to be used for purchases at local businesses. Check it out at  
[www.sebastopol.org](http://www.sebastopol.org)

**Sebastopol Area Chamber of Commerce Volunteer Board and Staff**

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