



Currents

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LOCAL

MEETINGS

Chamber Meetings:

- January 5th — Chamber Mixer, 6:00pm @ Coffee Bazaar
- January 19th — Board Meeting, 4:30pm @ Ferngrove Cottages
- January 26th — Up With Downtown Guerneville, 2:30pm @ Johnson's Beach

Community Meetings:

- January 12th — RR Fire District Meeting, 7pm @ Guerneville Fire Station
- January 11th — Russian River Historical Society Meeting, 6:30pm @ Mont Rio Community Center
- January 27th — RRROC Meeting 6:00pm @ Monte Rio Community Center
- Every Tuesday — RR Rotary, 6:30pm @ Highland Dell

PRESIDENT'S MESSAGE

JANUARY | 2011

Here we are again- the start of another year and the greeting is heartfelt. We wish everyone a very Prosperous and Healthy 2011. Healthy in mind, body and business, of course. This area is not alone in facing challenges in dealing with the country-wide economic situation. However, every decade or so, this area seems to reinvent itself and visitors still come to enjoy the many benefits of the County and the famous Russian River, Armstrong Redwoods and the unspoiled Coastline. We are fortunate in this aspect of our chosen area as the beauties of nature are a valuable asset and will ensure that we remain a great place for people to visit, relax, have an adventure and discover some great wine. The County Redevelopment

are working hard to bring improvement to our little towns. Sometimes progress seems slow but with any local government the wheels turn at a slower pace than our excitement and needs, so a little patience is sometimes needed to put into the mix! No matter, along our main streets, we will see some façade improvements, so keep watching!

Great Destination Solutions (GDS) is working hard and listening to many suggestions regarding rebranding of the area and a marketing plan. Once again, this is through Redevelopment funding. Please, be part of any meetings when GDS are in the area. We will keep you informed and can assure you that the time is well spent.

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NEWS FROM THE BOARD

UP WITH DOWNTOWN GUERNEVILLE



A festive decoration in Downtown Guerneville

Please join us if you would like to make positive changes in downtown Guerneville. Meetings are currently on the 4th Wednesday of the month at the Chamber office at 2:30 pm. If this time and/or day does not work for you, please contact Laura Wilson at jbeach@sonic.net. Our next meeting will be on January 26. Looking forward to 2011!

PRESIDENT'S MESSAGE, CONT.

I have just begun my fifth year as President of Russian River Chamber and would like to thank everyone for the support for the Chambers efforts over the past few years. I was especially proud to accept a Spirit of Sonoma County Award last month. I was delighted that Russian River Chamber had a good turn out at the awards lunch and I can tell you that I consider the award to be for the entire community. Thank you for the nice messages and cards, it is appreciated.

Speaking of my five year stint, it is now time to bring in a part time Executive Director to help lighten the work load of the Chamber President and Board. This is a great feeling, to be able to make that announcement! The Chamber has been successful in its efforts to bring financial stability and also member services to the community. We will continue to bring business seminars etc. However, success brings some problems! It means that more time needs to be spent on more projects, business and visitor services. This next step can only be achieved by bringing someone into the

Chamber office to handle the growing work load. Not a bad problem to have!

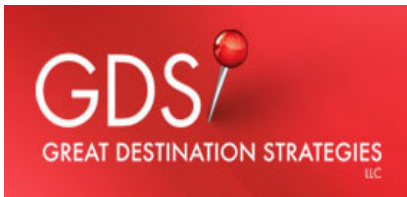
I am asking that during 2011, please make some time to become involved with your Chamber. Attend a mixer and network, well worth it! Attend an Up With Downtown Guerneville Meeting and give some constructive input. This committee is very interested in working with others to help solve issues in Guerneville which affect everyone- eg Homeless, Vandalism, Garbage, general beautification

One last thing! If there are any concerns, ideas, observations etc, please contact me by leaving a message at the Chamber office. I will return your call as soon as possible.

STAY INVOLVED WITH YOUR COMMUNITY AND CHAMBER – IT IS AN INVESTMENT FOR ALL.

Sincerely,
Margaret Kennett

GDS BRANDING PROJECT



The Redevelopment-hired GDS, has conducted research, and presented a Marketing Plan and possible Rebranding of our area in recent meetings. The process started several months ago and public meetings have been held to keep us up to date with the findings and recommendations of the GDS Team.

GDS have now come up with their recommendations regarding Rebranding the area and the document is now available to view. We encourage everyone to link to the following and read the report. This is your chance to be involved in bringing awareness to attract year round business to our community. Please plan to come to future meetings and give input into this exciting and REAL progress.

Visit:
<http://www.greatds.com/rr-webpage>

CHAMBER TO HOST BOOTH AT 2011 BAY AREA TRAVEL SHOW

As read in previous newsletters and emails, the Russian River Chamber of Commerce will have a booth at the 2011 Bay Area Travel & Adventure Show in Santa Clara. This is a wonderful opportunity to promote OUR beautiful area to the 10s of thousands of travel show patrons. What we'd like to feature at our booth this year are the Winter Specials from the Resorts, Spas and Restaurants. There's still time to put together a special "Travel Show Package" to be featured at our booth. However, we want to give all our members the opportunity to take full advantage of this travel show. The deadline to bring us your specials and brochures is Monday, January 10th.



SMALL BIZ ASSISTANCE

John De Gaetano would like to hear from you regarding your need for advice and help for your business!

This program is all about opportunities to grow and prosper.

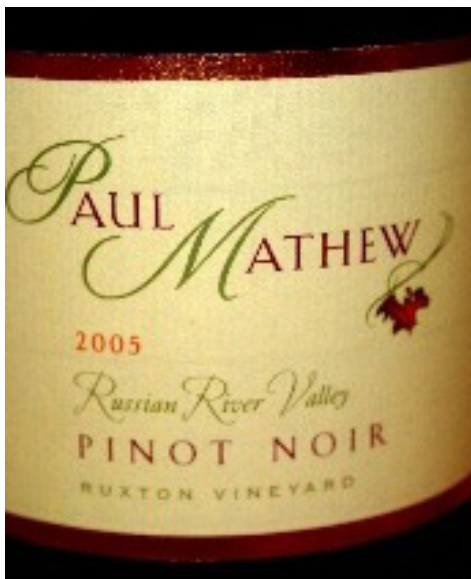
The Small Business Development program can help with business planning, marketing, record keeping, accounting, cash flow and many other business needs. Please contact the Chamber office to make an appointment at 707-860-9000 or check out the SBDC website at www.sbdcsantarosa.org or call 707-524 1770.



NEWS FROM THE MEMBERS

EXHIBIT @ QUICKSILVER MINE CO.

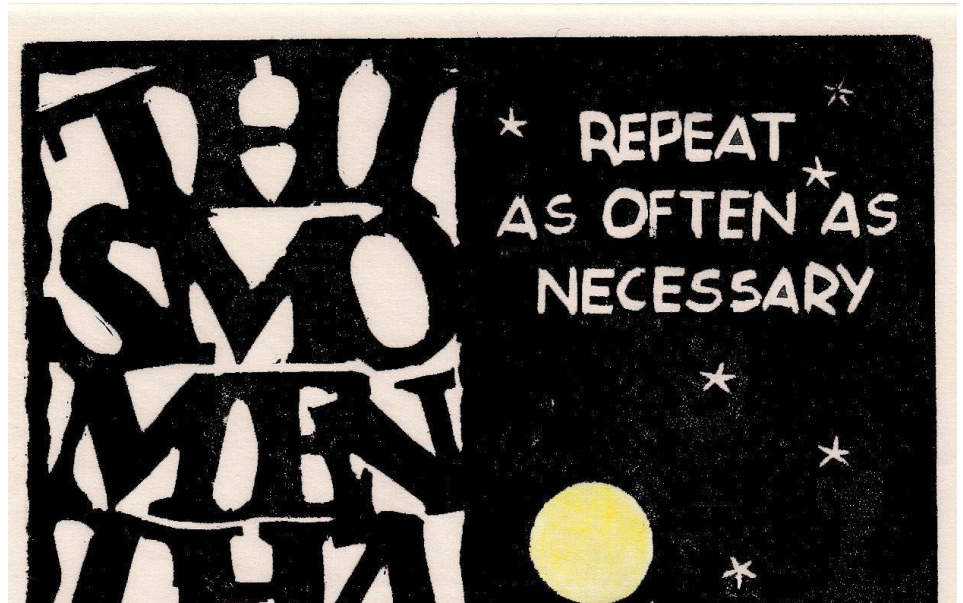
OPEN HOUSE @
PAUL MATHEW
VINEYARDS



We will be pouring all new
release Pinot Noirs
Come meet the winemaker &
enjoy some food nibbles

January 15/16 2011
11-4 at West Sonoma Inn & Spa
14100 Brookside Lane
Guerneville, CA 95446

Barb Gustafson
Paul Mathew Vineyards
707 865 2505
www.paulmathewvineyards.com



"The Moment" Blockprint by Pat Nolan

The Quicksilver Mine Company presents Bakers Dozen 2011, the Forestville Gallery's annual group exhibition featuring the work of 13 northern California artists beginning January 21st. An artist reception will be held on Saturday January 22nd from 4—6pm; Bakers Dozen 2011 continues through February 27th.

This year's show features artists working in a variety of media offering the viewer a broad-based exploration of

literary expression through both contemporary and traditional visual art.

The Quicksilver Mine Co. is located at 6671 Front Street/ Highway 116 in downtown Forestville. Gallery hours are 11—6 Thursday through Monday; the Gallery is closed on Tuesdays and Wednesdays. For more information, call (707) 887-0799, or visit the Gallery website at www.quicksilvermineco.com.

New this year is a special literary event, Art Words, held in conjunction with Bakers Dozen. Beginning at 7pm on Thursday, February 24th at 7pm, artist Loreen Barry, artist book-maker Jack Carter, author Elizabeth Herron, writer/artist Brian Howlett, and poets Eric Johnson (owner of Iota Press in Sebastopol) and Pat Nolan will talk and read from their work in the gallery.

NEW MEMBER

DeSalvio Designs
Graphic designer, journalist,
writer; has promoted the
Russian River and its
events since 1980 through
magazines, maps, posters,
brochures, flyers, display
ads, and feature stories in
local newspapers.

1600 N San Fernando Blvd
Apt #122
Burbank, CA 91504
Tel: 818-562-7704
Email: desalvio@sonic.net



Want to become a Member?

Log onto
www.russianriver.com then
click on "Membership"

RENEWED MEMBERS

Community First Credit Union

BUSINESS HIGHLIGHT

Sophie's Cellars

The Sonoma Wine and
Cheese Market. An
outstanding collection of
limited production Sonoma
wines, specializing in Pinot
Noir, Zinfandel, Champagne
and Sparkling Wines. A huge
selection of artisan cheeses,
bottle conditioned ales, fresh
baked breads and pies, oils
and vinegars. Store hours
11am - 7pm, closed Wed.

20293 Hwy 116
Monte Rio, CA 95462
Tel: 707-865-1122
www.sophiescellars.com



NEW WEBSITE

Recently launched, the
Russian River Chamber of
Commerce's website can now
offer more benefits to your
business.

Spotlight: Full web page at
Russian River.com with up to
10 photos & 1,000 words. A
link will be displayed with your
regular listing as well as a
Rotation on the Home Page.
Click [Here](#) for an example.

**Banner - Leaderboard, Top
Banner** on Page 728px x
90px. This will be displayed
at the top of the appropriate
section page (ie. Wineries,
etc.)

Banner - Skyscraper
Skyscraper Banner on Page
120px x 600px. This will be
displayed on the Right side,
running vertically on the
appropriate section page.

Banner - Small Vertical
Vertical Banner (small) on
Page 120px x 160px

For prices, please visit the
Chamber's Membership
Payment Page.

Board of Directors:

President - Margaret Kennett - Ferngrove Cottages

Vice President - Richard Lester - Coffee Bazaar

Vice President - Eric Edenfield - Personal Membership

Treasurer - Laura Wilson - Johnson's Beach

Secretary - Beth Rudometkin - Community First Credit Union

Board Member - Art Severe - 101 Things To Do Magazine

Board Member - Valerie Hausmann - Center for Sacred Studies

Board Member - Mike Volpatt - Volpat Inc.

Board Member - Kayte Gugliemino - Gene Gaffney Insurance

Staff:

Opal Pullaro - Office Manager

Valerie Munthe - Greeter/Web Administration/Newsletter

Shirley Degerlund - Greeter

Susie Markell - Greeter (Korbel)

Julie Thompson - Greeter (Korbel)

Events in January:

[Bay Area Travel Show](#)

[Winter Wineland, 2011](#)

For regular and ongoing events, please visit our

[Calendar](#)

Want to Volunteer?
Visit our [Volunteer Page](#)
or drop by the Chamber
Office for a Form.