



Currents

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LOCAL MEETINGS

Chamber Meetings:

March 2nd — Chamber Business Expo, 6:00pm @ Buck's Restaurant

March 16th — Board Meeting, 4:30pm @ Ferngrove Ctgs

March 22nd — Up With Downtown Guerneville, 1:00pm @ Chamber Office

Community Meetings:

March 9th — RR Fire District Meeting, 7pm @ Guerneville Fire Station

March 8th — Russian River Historical Society Meeting, 6:30pm @ Monte Rio Community Center

March 17th — RRROC Meeting 6:00pm @ Guerneville Vet's Hall

Every Tuesday — RR Rotary, 6:30pm @ Highland Dell

MARCH | 2011

PRESIDENT'S MESSAGE

Are we ready for Spring? Absolutely! Winter? Still with us, a slower pace but still much to do, not only preparation for a busy season but also time to reflect on why visitors came to this area year round. Even if we do flood occasionally, yes, listen up media! We do not flood every year, a foot or so of water on vineyards close to the river does not constitute a flood and panic. Visitors in the winter months remind us that many States have all sorts of weather horrors and folks love our winter weather. Visitors come for a variety of reasons and we are fortunate to have so much to offer regardless of the time of the year.

Your Chamber is looking forward to the results of the efforts of GDS regarding a logo and tag line for this area. There has been much input and, yes, differences of opinion. This shows that many people have a real interest in this major effort to rebrand and market our area to encourage more visitors in the less busy season. It goes without saying that more visitors is good for the econo-

my, increases business viability and more job security. Your Chamber is working hard with others to encourage businesses to come to the River.

During the next few weeks, there are several Chamber-sponsored or supported events. Please check for details in this newsletter regarding the following: March 2nd Business Expo; March 10th Merchandising Seminar with John De Gaetano; April 6th Fund Raising for Guerneville Fireworks- Dinner at Applewood

Third Annual
CHAMBER BUSINESS EXPO

MERCHANDISING SEMINAR

3rd Annual Community Dinner Fundraiser

A Benefit for the 2011 Independence Day Celebration!

NEWS FROM THE BOARD

PRESIDENT'S MESSAGE, CONT.,

CONCIERGE SHOW
April 12th, 2011
San Francisco, Ca

Your Chamber has a booth at this very important show. It is a worthwhile, but intense, afternoon of promotion for our area. Please get your rack cards etc to the Chamber office by the end of March. There is a small fee of \$20 per business to offset our costs. Please pay at the time of dropping off the information. Three Chamber Board members will run the booth and we are delighted to let you know that Eric Edenfield, who used to organize the Concierge event will run our booth along with Art Severe and Valerie Hausmann.

COMMUNITY DINNER 6TH
APRIL @ APPLEWOOD
We are seeking auction items and raffle prizes for this event. Why not dig out some unwanted gifts, wine from your cellar, weekend at a condo, etc etc.
Please contact the Chamber office if you can help with any donation .

BOARD VACANCY

Currently, we have a Board vacancy. Applicants can send a letter of interest to the Chamber Office by March 16th, 2011 at 4pm. The appointee will hold this seat on the Board until November 2011 and can run for re- election at that time. For further information contact Chamber President. There is a commitment of one Board meeting a month and to help with a Chamber Committee.

JOB POSITION AVAILABLE:

EXECUTIVE DIRECTOR for Russian River Chamber of Commerce.
Self starter, non profit experience a plus. Position includes additional role of Manager of two Visitor Centers including staffing and training. Budget prep, financial oversight, marketing, membership and fundraising skills required. EOE.
NO PHONE CALLS. Send Resume to:
russianriverchamber@gmail.com

For full job description:
www.russianriver.com.
See "quicklinks."

UP WITH DOWNTOWN GUERNEVILLE



A festive decoration in Downtown Guerneville

Next Meeting:
Tuesday, March 22
1 pm at the Chamber Office/
Plaza - bring your concerns-
input -ideas -comments

Next Town Clean Up:
Saturday March 26
10 am at the Chamber Office
we have pick up sticks and
bags bring a bucket and
community pride

Next Flea Market:
Saturday May 7
9 am to 3 pm at the Plaza
sign up for a table or make a
donation it's a Chamber
Fundraiser!

Russian River Chamber of Commerce Presents...

Community Dinner Fundraiser

*A Benefit for the 2011
Independence Day Celebration!*

Wednesday April 6th, 2011

6:00pm: No Host Bar

6:30pm: 3-Course Dinner

Applewood Inn & Restaurant
13555 Highway 116,
Guerneville, Ca 95446

\$50 per person

Includes tax and gratuity.

Auction & Raffle; great prizes
and getaways!

Live music!

***Please make all reservations
through the Chamber.***

Hosted by the Russian River
Chamber of Commerce

For more information:

Phone: 707-869-9000

E-mail: news@russianriver.com



Menu includes a delicious salad,
followed by a meat or vegetarian
main course, topped off with a
delectable desert.

Handcrafted by Chef Bruce
Friseke of Applewood Inn.

Tickets available at the Chamber.



MERCHANDISING SEMINAR

Tuesday, March 10th, 2011
4:00-5:30pm
Guerneville Regional Library

Hosted by the Small Business Development Commission
and the Russian River Chamber of Commerce.

John De Gaetano, certified Business Advisor, will conduct this special session to help you increase your merchandising skills to improve sales. This session will involve working in groups on ideas that benefit your business and its bottom line.

This is an interactive meeting and is FREE!

Open to ALL Businesses of the Russian River
Communities!

RSVP required to the Chamber Office at 707-869-9000
or news@russianriver.com

Disclaimer:

The Small Business Development Center at Santa Rosa Junior College is an affiliate of the Northern California SBDC Program sponsored by: Humboldt State University Foundation, the California Community College's Economic and Workforce Development Programs and the U.S. Small Business Administration. This is a partnership program under the current Cooperative Agreement with the SBA and the Humboldt State University Foundation. Any opinions, findings, conclusions or recommendations expressed are those of the presenter(s)/author(s) and do not necessarily reflect the views of the sponsoring entities. All services are extended to the public on a non-discriminatory basis. Reasonable accommodations for the disabled will be made, if requested in advance.

SMALL BUSINESS 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

NEW PROGRAMS FROM RIVER TO COAST CHILDREN'S SERVICES



WINEMAKER DINNER SERIES

HARTS DESIRE WINERY
Sunday, March 20th, 2011

Wine Tasting of Sonoma County presents the 2011 Dinner with a Winemaker Series.

As always, dinners are held Sundays at the Village Inn in Monte Rio.

The dinners begin at 6:00 and usually end around 8:00 or 9:00.

The price is \$48 (including tax & tip!) Rather than a formal pairing, the dinners include antipasto, your choice of soup or salad and a wide selection of entrées to choose from.

And, of course, great wine.

Email or call us 707-865-0565
wine@winetastingofsonoma.com
www.winetastingofsonoma.com

Ongoing Children's Activities from River to Coast Children's Services:

Children's Activities:

NEW PROGRAM: River to Coast Children's Services brings Kindergym to Forestville on Wednesday 9:30 AM to 12:30 PM starting Wednesday February 2, 2011. Held at the Forestville United Methodist Church, 6550 Covey Road in downtown Forestville. A bilingual program, features activities for children 0 to 5 years (accompanied by their care givers), underwritten by First 5 Sonoma County. FREE, but donations are accepted, Call 707.869.3613 for current schedule or check the current RCCS newsletter online at www.rccservices.org

River to Coast Children's Services offers Kindergym Monday and Tuesday mornings 9:45 AM to 12:20 PM in Guerneville at the Guerneville Vets' Hall, located on the corner of 1st and Church Streets in downtown Guerneville. Features activities for

children 0 to 6 years (accompanied by their care givers). FREE, but donations are accepted! Call 707.869.3613 for current schedule or check the current RCCS newsletter online at www.rccservices.org

Community Resources:

You've Been Working Hard, Get the Credit You Deserve!
Free Tax preparation assistance for families. You could qualify for tax credits, whether or not you owe Income Tax. If you work and have children you could qualify for money BACK. RCCS is a site where parents can have their taxes prepared FREE and receive assistance applying for their Earned Income Tax Credit. Parents should call for an appointment: 707.869.3613. Saturday appointments available starting Feb 5, 2011. FREE



RCCS is located in downtown Guerneville at 16300 1st St.
Call 707.869.3613 or email info@rccservices.org
Read our monthly newsletter online at www.rccservices.org

NEWS FROM THE MEMBERS

ART EXHIBIT @ QUICKSILVER MINE CO.

ONGOING DROP-IN CONVERSATIONAL CLASSES

Ongoing Drop-in Conversational Classes

Brush up on your Spanish Every Wednesday; 11:30-1 and 6:30-8pm. This class is for Native Spanish speakers who want to practice English and Native English speakers who want to practice their Spanish. Drop-in fee: \$7.00 per session. Don't be shy, all levels welcome!

Sunny Side Up is Guerneville's new bilingual education center for adults and kids. We are located just across River Road from Zeigler's Mecanical, 4 blks. walk from town.

Call us at 591-5518 or 394-4055 for details; zannamayo@gmail.com

The Quicksilver Mine Co. presents In Material: Conversations on Qualities of Materiality, an exhibition featuring three artists whose approach to their materials differ but combine to explore the transformative and connective qualities of substance, texture and medium through their shared artistic process. This exhibition opens on Friday, March 4th, and continues in the Gallery through April 10th.

An Artist Reception for In Material: Conversations on Qualities of Materiality will be held on Saturday, March

5th from 4—6pm. Also, join Susan Field, Brooke Holve and Elizabeth Sher for a Gallery Talk and Conversation on Thursday, April 7th beginning at 7pm.

The Quicksilver Mine Co. is located at 6671 Front St./Hwy 116, downtown Forestville. Gallery hours are Thursday—Monday, 11—6 daily. For more information, call (707) 887-0799, or visit the Gallery website at www.quicksilvermineco.com.



The Quicksilver Mine Co.
An art gallery specializing in Sonoma County & Northern California fine art.

NEW MEMBERS

Lifvendahl Fine Art
www.lifvendahl.net



Local artist. Next show is:
Dimensions Galleria
Presents
The Garden Palette
March 1 – April 10, 2011

Artwork by Diana Crain,
Mark Lifvendahl, Jan Schultz

Opening Gala Reception
in conjunction with
Sienna Antiques
March 19, 2011 5PM – 8PM

Dimensions Galleria
115 Petaluma Blvd. N.
Petaluma, CA 94952
707-763-3515

Want to become a Member?

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

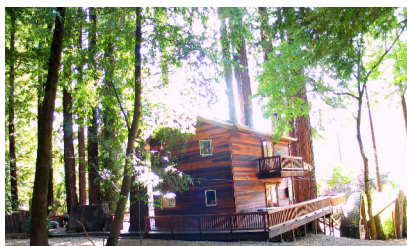
NEED TO RENEW? VISIT OUR NEW WEBSITE, THEN CLICK ON "MEMBERSHIP"

Willowhaven House
(510) 219-4865
info@willowhavenhouse.com
www.willowhavenhouse.com

Beautifully crafted redwood house,
called an "artistic masterpiece";
perfect for a luxurious romantic
getaway. Sleeps 4 with convertible
sofa.

- Huge part sun/part shade deck
with a BBQ and several tables for
outdoor dining
- Spectacular outdoor redwood hot
tub surrounded in cathedral style by
7 large redwoods
- 5 minute walk to the Russian River
with a semiprivate beach
- Fully equipped state of the art
kitchen with granite countertops,
wine cooler, microwave, and
dishwasher
- Huge, beautifully appointed master
suite with king size bed
- High speed wireless internet access
- Entertainment amenities:
television with cable, CD, VHS,
and DVD player in the master suite
radio and CD player downstairs

See Willowhavenhouse.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 - Concieger Consultant
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 March:

- [Business Expo](#)
- [Merchandising Seminar](#)
- [Wine Barrell Tasting](#)

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.