



COTATI Chamber of Commerce

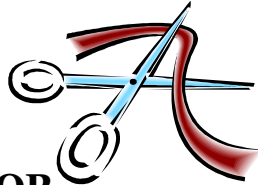
216 E. School Street
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Email: chamber@cotati.org

P.O. Box 592, Cotati, CA 94931
FAX: (707) 795-5868
Web Site: www.cotati.org

Promoting the Business Interests of Our Community

November 2006

Grand Opening Ribbon Cutting



COTATI BARBER SHOP

Fri. Nov. 17, 5:30 p.m.
8099 La Plaza, Suite J, Cotati
(across from La Plaza Park)

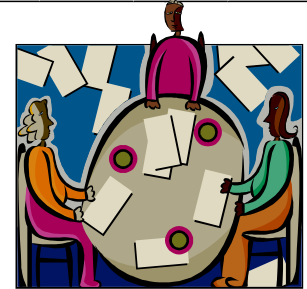
Nominations for Chamber Board & Citizen of the Year!

The Cotati Chamber Board of Directors is looking for Chamber members interested in serving on the *2007 Board of Directors*. The Board meets once a month and each member also assumes committee work in areas like the Cotati Farmers Market, Economic Development, Luncheons & Workshops, Cotati Jazz Festival, and Merchandise Committees. If you're interested, please fill out the enclosed nomination form (yes, it's okay to nominate yourself!). The deadline for nominations is Friday, November 17.

The Board is also requesting nominations for the *Cotati Citizen of the Year 2006*. If you know a citizen of Cotati that has shown exemplary involvement in the community and deserves to be recognized, nominate them for Citizen of the Year. Recent honorees have been Councilmember Janet Kurvers, School Board Member Ed Gilardi, former Councilmember John Dell'Osso and Carl's Body Shop owner Carl Schollmann. The award will be presented at the Chamber's Annual Installation and Awards Dinner in January 2007. The nomination form is enclosed and the deadline to return it is Friday, November 17.

NOVEMBER LUNCHEON MEETING

THURS. NOV. 9
12:00 - 1:30 p.m.



*Cotati Room
in the Ray Miller Community Center,
216 E. School St. (behind Cotati City Hall)*

Catered by Soul Buzz Café

Cost is \$15 and includes lunch with your choice of sandwich, plus chips, cookie and a drink. Sandwich choices are:

- Vegetarian with Jack Cheese
- Roast Beef with Provolone Cheese
- Turkey with Pepper Jack

TOPIC: Business Marketing Roundtable

Have you ever wanted to talk with other small businesses about their marketing efforts? If two heads are better than one... then 20 heads are *MUCH* better than one.

Come join us for an open dialogue regarding ideas to increase your business inexpensively. Feel free to share your ideas and walk away with concrete methods to get your business in front of the public. We will also discuss the possibility of starting a new networking group.

The discussion will be moderated by **Andre' Morrow, Cotati Agent with State Farm Insurance.**

Please RSVP with sandwich choice
by Nov. 6 to 795-5508



Don't Be Silent on Election Day
Vote on Tuesday, November 7!

WELCOME NEW MEMBERS

Blood Bank of the Redwoods

2324 Bethards Dr., Santa Rosa 95405
Phone: (707) 545-1222
Andrea Casson & Nancy Tomaro
Nonprofit Organization

New Member Profiles

Blood Bank of the Redwoods is a full-service blood center that has been serving North Bay communities for over 55 years. We rely 100% on the local community to provide hospitals with life-saving blood.

For more information on how you can support your community blood bank including upcoming blood drives, please visit www.bbr.org or call 707-545-1222, x.165.

Cotati Coffee

8225 Old Redwood Hwy.
Phone: (707) 566-9775

Cotati Coffee, (formerly Java Town) family owned and operated, is located in the heart of downtown Cotati on the south side of Old Redwood Hwy. There has been a coffee shop at this location for the past 16 years; we are the new kid on the block learning as we go.

We feel the coffee connoisseur has a lot of choices out there and our goal is to make *Cotati Coffee* your destination place for a great cup of coffee. We are proud to be offering Big River brand coffee and our customers say it's "The Best Coffee in Town." 90% of the green coffee they buy is shade grown without the use of pesticides, herbicides or chemical fertilizers and because of the shade grown growing methods these coffees are also superior in flavor, aroma and body. They use the Swiss Water Processing method for decaffeinating their coffees, making it 100% chemical free.

Our **Regular Espresso** and **Decaffeinated Espresso** are both organic. Our fresh brewed coffees are:

- **Organic French Roast** - a wonderful blend of Vienna Roast coffees from the island of Indonesia; pungent, spicy, yet with a clean mellow finish.
- **Organic Coffeehouse Blend** - a medium blend and staple in the world's best coffee houses! This exacting combination of French and Classic Light Sumatra brings out the best in our shade grown beans.
- **French Komodo SWP Organic** - a classic Dark Roast with a wonderful blend of Indonesian shade grown coffee, very smooth and famous for its

THANKS TO OUR RENEWING MEMBERS

Barlow Printing
Carl's Body Shop
Century 21 Classic Properties-Catharine
Bramkamp
Cotati-Rohnert Park Co-op Nursery School
Edward Jones - Ken Weise
Global Materials Recovery Services, Inc.
Greg LeDoux & Associates, Inc.
Hahn's Window Center
Klassic Key Properties
Kristina Swan, D.C.
La Plaza Veterinary Clinic
Paul Lichtman
Redwood Reliance Sales Co.
Sally Tomatoes
T. E. Borton & Associates

richness and magnificently heavy body.

- **Rapid Transit Blend** - a high caffeine and gourmet coffee blend of Arabica and Robusta, the two most widely used species of coffee beans. The Arabica has twice the flavor and the Robusta has twice the caffeine, giving you caffeine with great flavor.
- **Hazelnut** - our flavored coffee gets its taste by adding the flavorings to the whole bean while it is still warm from roasting, consequently locking the flavor in once cooled.

Due to our very limited indoor seating, our emphasis is on "take out" items. Our coffee and teas are self-serve. We offer a few hot breakfast choices to help get your morning started and to be enjoyed with your coffee. We can microwave them for you or take them with you and warm them up later. We also offer some yummy pastries and cookies for the sweet tooth.

So for all of you looking for a friendly place to get a great cup of coffee on your way to wherever, or want to sit outside and enjoy the morning sun or afternoon shade at our outdoor seating area either myself (Sue), my son Kimo, my granddaughter Leylany, or my grandson Glen will be ready and looking forward to serving you.

Currently our hours are Monday - Friday 6 a.m. - 3 p.m., Saturday 7 a.m. - 5 p.m., and Sunday 8 a.m. - 5 p.m.

Seven Steps to a Personal Touch

A positive customer experience can be viewed as a simple approach. This happens when business owners, managers and staff do what they do best - passing along the passion and vision of the business through service to their customers. To ensure a positive customer experience, here are seven steps to the 'personal touch' process:

1. Offer only proven and high quality products and services.
2. Demonstrate customer appreciation.
3. Provide responsive and pro-active customer service.
4. Give instruction on how to get the most use from products and services.
5. Share customer testimonials with other existing and potential customers.
6. Educate the customer about the industry or market and about the value of the business.
7. Invite customer opinions and feedback on products and services.

Businesses can deliver a positive customer experience by making use of all the channels of communication: staff, letters, telephone calls (inbound and outbound), Website, e-mail, and event attendances. The customer experience begins during the sales process. Marketing and selling the products or services must also sell the expectation of a positive experience. This is where so many businesses undersell themselves and the value they offer: why should the customer buy from you instead of a competitor? And after the sale, it is critical to meet - and even exceed - the expected experience. Service must never deviate from the promise put across by the marketing message. Customers should feel that they got their money's worth and more.

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bwold@ix.netcom.com

ADVERTISE

in the Chamber Newsletter!

*Business-Card-Size Ad: \$25 per issue
Special - 6 iss. @ \$110 or 12 iss. @ \$180*

*Flyer Inserts: \$50 per issue -
deliver 250 flyers to the Chamber Office
by the last day of the month*

Call 795-5508 for more info!

News Briefs

❖ SHOP COTATI WEEKEND NOV. 18 & 19

We want our local residents to bring their Christmas shopping lists to their local stores in Cotati the weekend of November 18 & 19th. Let's all join together to encourage shopping this important weekend prior to Thanksgiving. Downtown merchants are doing a special advertising insert in the Press Democrat, so take advantage of the shoppers coming to Cotati. Let your customers know that something special is happening in Cotati and in your business. Make signs or put up balloons to let shoppers know you want their business. Have an open house and serve refreshments, hold a special weekend sale or a sidewalk sale, offer a free gift with purchase, buy one/get one free...be creative and make it fun!

❖ RUMMAGE SALE

Church of the Oaks will be holding a Rummage Sale on Sat. Nov. 11 from 8 a.m. to 2 p.m. and Sun. Nov. 12 from 12:30 p.m. to 2 p.m. The church is located at the corner of W. Sierra and Page Streets. Turn your unused and unwanted items (no shoes or clothes) into cash for the Church of the Oaks as they surge into 2007, celebrating their 100th year of serving Cotati. Coffee, water and baked goods will be available at the sale. For more information, contact Carol Kelly at 795-6080.

❖ RESTORE REOPENS

Habitat for Humanity of Sonoma County has opened a 3,000 square foot ReStore conveniently located in the historic Railroad Square area to sell new surplus and salvaged building materials.

High-end materials such as brand-name light fixtures and tile is donated by local home improvement stores, manufacturers, retailers and homeowners. Some of the material is used on Habitat's home building projects, while most of the material is sold at the store. The store is staffed by supervised volunteers and by partner families that contribute "sweat equity" towards their Habitat home building projects.

ReStore not only helps keep materials out of the landfill, but it makes good building materials more affordable by selling items at 50% to 70% below retail prices. Proceeds from sales help make the store self-sufficient and benefits Habitat for Humanity's mission of providing decent affordable housing to local eligible families.

Habitat ReStore is located at 24 Tenth St. at Cleveland Ave. in Santa Rosa, phone 568-3228, and is open Fridays and Saturdays 9 a.m.—5 p.m.



UPCOMING MEETINGS & EVENTS CALENDAR

COTATI CITY COUNCIL MEETINGS

Wed. Nov. 8 & Tues. Nov. 21, 7 p.m.
Cotati City Hall

COTATI CHAMBER LUNCHEON MEETING

Thurs. Nov. 9, 12 noon - 1:30 p.m.
Cotati Room - \$15 per person
Topic: Marketing Roundtable

CHAMBER OFFICE CLOSED

Fri. Nov. 10 - Veterans Day
Thurs. Nov. 23 & Fri. Nov. 24 - Thanksgiving

GRAND OPENING RIBBON CUTTING

Fri. Nov. 17, 5:30 p.m.
Cotati Barber Shop, 8099 La Plaza., Suite J

COTATI CHAMBER BOARD MEETING

Wed. Nov. 15, 7:30 a.m.
Chamber Office

ECONOMIC DEVELOPMENT TASK FORCE MEETING

Mon. Nov. 13, 5:30 p.m.
Chamber Office

NOMINATIONS DEADLINE FOR BOARD OF DIRECTORS & CITIZEN OF THE YEAR

Fri. Nov. 17, 5 p.m.
Cotati Chamber Office

SHOP COTATI WEEKEND

Sat. Nov. 18 & Sun. Nov. 19
All merchants & restaurants invited to participate!
See inside newsletter for details!

COTATI HOLIDAY DECORATION CONTEST

Fri. Dec. 1 - Fri. Dec. 22
See flyer inside newsletter for details!

COTATI CHAMBER OF COMMERCE **Board of Directors**

PRESIDENT

Andrew Hutchins (800) 325-3399
Golden Gate Financial

VICE PRESIDENT

André Morrow 794-8100
State Farm Insurance

SECRETARY

Nadine Wolford 795-5481
Exchange Bank - Cotati Branch

TREASURER

Tom Scott 795-9501
Oliver's Market

DIRECTORS

Vicki Dougan 664-0900
Sales Promotion

Jaffie Foley 664-0169
Spancky's Bar

Cynthia Larsen 769-4876
Coldwell Banker

Rich Lucchesi - Past President 664-9803
Individual Member

Cheryl Nixon 792-9847
Friar Tuck's Pub

Whitney Diver 664-2815
Associated Students SSU

Executive Director & Newsletter Editor

Suzanne Whipple 795-5508

Membership Sales Associate

Joyce 794-9319

Farmers Market Manager

Karen Silva 769-1830



ANDREW HUTCHINS, MORTGAGE CONSULTANT
GOLDEN GATE FINANCIAL

**I TURN RENTERS INTO HOMEOWNERS
& HOMEOWNERS INTO INVESTORS**

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2006 President — Cotati Chamber of Commerce



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Cotati, California

SE HABLA ESPANOL

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Cotati Chamber of Commerce

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ADDRESS SERVICE REQUESTED

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