

CHAMBER & MEMBER NEWS & EVENTS
February 26, 2018



Chamber Events

Luncheon Thursday, February 22
**State of the City Luncheon with Mayor Mark Landman
and
Ken Hamik, Humboldt Green and 1 Degree Consulting
on
Cannabis in Cotati Then, Now, the Future**



Thank you to our members who donated:



GREEN MUSIC CENTER
AT SONOMA STATE UNIVERSITY





Wednesday, March 28 9 a.m. - Noon
Held at the chamber office
Limited Seating!

MARCH MARKETING MADNESS



Digital Tools For Marketing Your Business



Presenter
LynAnn King



FREE for chamber members

\$10 for Non Members

To attend call the chamber

(707) 795-5508

or send an email to chamber@cotati.org

Digital & Email Marketing Trends in 2018 For small businesses and non-profits

Part 1 9:00 – 10:30 a.m.

Digital marketing is changing thanks to widespread ownership of smartphones, ever-increasing data and video streaming, combined with a cultural desire for digestible and personalized content. Do you know which trends will impact YOUR organization in 2018? How can you jump on some of these trends to get an edge on your competition? You're about to find out...

By the end of this session, you'll have a cutting edge on:

- Marketing Automation Tools - Planning ahead to convert & keep
- Content Marketing, including Email Marketing Trends
- Video Tips to engage your target audience
- Mobile Tips for great looking emails
- Big Data – Using insights to make informed marketing decisions

Join us as we explore the top trends in digital marketing that we believe small businesses should be paying attention to in 2018. We'll explore each trend and provide some simple ideas for incorporating them into your overall marketing strategy.

Email Marketing Trends for 2018

Today's consumers expect businesses to provide experiences tailored to their needs, interests, and habits. If your marketing messages aren't relevant and easily read on mobile devices, you can expect consumers to move on. It's now more critical than ever to get the right message to the right person at the right time.

Join us as we explore the top email marketing trends for small businesses and simple ideas to incorporate them into your marketing plans, including:

- How to use data to make smarter marketing decisions
 - How to create a more personalized email messages
 - How to do more business and save time with simple automation
-
- Targeted messages engagement.
 - Valuable content drives action.
 - Videos are **not** the same on all platforms.
 - Not sure how to segment? Ask!
 - Answer questions, solve problems.
 - Use video in email marketing.



Cotati Chamber of Commerce 216 East School Street, Cotati (707) 795-5508 email: chamber@cotati.org www.cotati.org



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Automate Your Marketing! Planning ahead to convert & keep

Part 2 – 10:30 a.m. -12:00 Noon

Do you send the same information over and over? Do you ever forget to follow up with new subscribers, customer anniversaries and birthdays? How do you share your great case studies, success stories and customer testimonials? Or introduce customers to your diverse product or service offerings? And do you wish you had a way to reward new subscribers & inspire them to take action right NOW, when their interest is HOT?

Autoreponder campaigns do what YOU wish you had the time to do! Use them to follow up, inform, entertain, & provide incentives for action & engagement - they work automatically while you focus on your business. This seminar will help you:

- Learn the difference between automated messages and autoreponder campaigns
- Decide where autoreponders can help you do better marketing communications
- Understand key actions that trigger emails to be sent
- Identify what steps to take to design effective autoreponder campaigns
- Design the "evergreen content" that works best for your audiences
- We'll also cover dos and don'ts, show a sample autoreponder calendar, share real case studies of success with autoreponder campaigns.

Join us!



Know your marketing goal.



About the Presenter ~ LynAnn King, KingSings PR Constant Contact Certified Solution Provider

LynAnn is a marketing and publicity expert who educates people on how to use email marketing, social media, event marketing and publicity. She is a trained publicist and helps her clients deliver compelling marketing messages, launch events and land media coverage. Landing coverage helps to establish credibility, enhance reputation, and drive awareness.

All these types of marketing channels help an organization to position themselves as experts, sell more products and services, and/or promote a favorite cause or issue.

LynAnn King is an Certified Solution Provider with Constant Contact® using online marketing tools to assist businesses in getting their message out to prospects, customers and the public.

Contact Speaker: lynannking@kingsingspr.com | Phone: 650-550-0090



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[March Marketing Madness](#)

Limited seating so sign up today



or by sending an email to chamber@cotati.org or call (707) 795-5508.

Benefit of being a member

MEMBERS - HELP US PROMOTE YOUR BUSINESS

Send the Chamber your news regarding your business including news, events and/or anniversaries

including photos! We love to spread YOUR news, but you have to send it to us at chamber@cotati.org. Emails will be sent out on the 1st and 3rd Monday of each month and your submission should be received at the chamber by Monday of the previous week to be sure to be included in the email. Interested in having a Ribbon Cutting or hosting a Business After Hours? Click here: [Ribbon Cutting & Business After Hours](#)

Not a chamber member but interested in receiving information? Contact the chamber chamber@cotati.org

Be sure to like the Cotati Chamber of Commerce [Facebook](#) page so your business can be shared there also.

Member News & Events

Make your reservation today! Can't attend check out the Oscar raffle!

You are cordially invited to the Rotary 4th Annual

OSCARS.

Viewing Party

MARCH 4, 2018

Mountain Mikes Pizza

6314 Commerce Blvd, Rohnert Park

Doors open at 4:45 p.m.



\$25 PER PERSON

No Host Bar * Appetizers * Pizza * Salad

OSCAR RAFFLE

1st Prize—One Year FREE Movie Tickets*

2nd Prize—Wine Refrigerator & 25 Bottles of Wine

3rd Prize—Movie Theater Basket

Tickets \$20 each or 6 for \$100

*2 tickets per week for 52 weeks—Reading Cinemas, Rohnert Park

TO PURCHASE EVENT TICKETS OR RAFFLE TICKETS CONTACT

Shari Lorenz at lorenzfam@comcast.net or Kristine Redko at kshoya@aol.com



SHARE THE GREEN

32nd Annual Sharing of the Green



Saturday, March 17, 2018
5:30-10:30
Double Tree, Rohnert Park, CA

Featuring the Band Stage Frite
and
Aaron Johnson our Emcee



Visit our website: www.efcrp.org to purchase your tickets



Hop on over to the Burton Recreation Center
for the Spring 2018

Bunco Tournament

It'll be sure to put a spring in your step!

Hosted by the



Club of
Rohnert Park-Cotati

Grand Prize \$200

- ◆ Snacks,
- ◆ Beverages,
- ◆ No-Host Bar
- ◆ Raffle Prizes

Proceeds benefit
Community, Youth and
Humanitarian Programs

Friday, March 23rd, 2018

7421 Burton Ave., Rohnert Park

Registration 5:15 PM, Game Time 6:15 PM

Entry Fee: \$25,

Reserve your seat today!

Register online: www.rotaryrpc.org

Take the Stage

Down Home Day – May 19th 2018

Artful Arrangements.org

is looking for family-friendly entertainers!

Down Home Day is *always* so much fun! Games, music, food, prizes – and **now**, you can TAKE THE STAGE.

We invite classrooms, your group of friends, dance classes, family groups, or parent-and-child to step right up, perform and entertain!



It's our free, 4th annual Down Home Day, from 11am to 4pm, on the grounds of a 1915 homestead, 205 Orchard Lane, Penngrove. Lots of free parking in the field. Mark your calendar. Call Diane, 664-8656, for full details or to volunteer to help. Artful Arrangements is a 501(c)(3) nonprofit finding ways for parents (or grandparents) and children to play together that are affordable & fun.

Cotati Chamber of Commerce

216 E. School Street
Cotati, CA 94931
(707) 795-5508
chamber@cotati.org
www.cotati.org

Office hours

Monday -Wednesday and Friday
9 a.m. to 1 p.m.



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