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CHAMBER NEWS - March 19, 2018



Thank you
Renewing Member

Risk Management Services

Ken Maiolini
8000 Old Redwood Hwy., Cotati
www.rmscotati.com

Chamber News & Events

2018 Board of Directors

EXECUTIVE DIRECTORS

PRESIDENT - Erin Armstrong, Armstrong Chiropractic
VICE PRESIDENT - Kevin Gingher, Spanky's Bar
SECRETARY - Cherie Chipman, Exchange Bank
TREASURER - Shannon Sundberg, Aromatherapy & Reiki Energy

DIRECTORS

Gisele Rue, Small Biz Help 4 You
Yvonne Van Dyke, Church of the Oaks
Victoria Zemrak, Transformations Hair Salon

Above are the board members for 2018. If you have any suggestions or questions regarding the Cotati Chamber of Commerce please send an email to chamber@cotati.org and it will be sent to the board of directors.

Interested in getting more involved and would like to join them in making decisions please send an email.

Music (Jazz) Festival - Saturday, June 16 Committee Meeting

Tuesday, March 20 at 6 p.m.
Chamber office, 216 East School Street
Interested in being on the planning please attend the meeting.
Questions send an email to [chamber @cotati.org](mailto:chamber@cotati.org)

SPONSORS, VENDORS & VOLUNTEERS

Hey chamber members, get in on the fun and get involved with your chambers local events! It's exciting! It's rewarding! You'll get a warm, fuzzy feeling from knowing you are a part of an awesome community!

Call Us! (707) 795-5508

Email Us! chamber@cotati.org

Visit Us Online! www.cotati.org

Be a Sponsor

Support the Music (Jazz) Festival on Saturday, June 16 and/or the Oktoberfest on Saturday, October 13. Receive advertising and "thank you shout-outs" from the stage on the day of the events. Contact the office by email chamber@cotati.org

Be a Vendor

Set up a booth and sell your products and promote your company at the Music (Jazz) Festival and/or the Oktoberfest. Contact the office by email chamber@cotati.org

Be a Volunteer

There are many opportunities to help, send an email to chamber@cotati.org or call (707) 795-5508.

Not a chamber member but interested in participating contact the chamber.

Hope you will join us!



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.
- Not sure how to segment? Ask!
- Valuable content drives action.
- Answer questions, solve problems.
- Videos are **not** the same on all platforms.
- Use video in email marketing.



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



Presenter
LynAnn King

MARCH MARKETING MADNESS



FREE for chamber members

Wednesday, March 28 9 a.m. - Noon
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Sponsored by



Digital Tools For Marketing Your Business



To attend call the chamber (707) 795-5508
or send an email to chamber@cotati.org

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

Join us!



Know your marketing goal.



Reach new customers

Motivate donors & advocates



Drive repeat business/loyalty

Increase membership/subscriptions



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



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

[March Marketing Madness](#)
Limited seating so sign up today!



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

**RAFFLE
PRIZES!**

R+F

GRAND PRIZE!

*Regimen
OF CHOICE*

**GIFTS INCLUDE
Essentials Package**

Lip Package

LashBoost

Eye Package



YOU'RE INVITED TO



Rohnert Park
Chamber of Commerce

Mixer
HOSTED BY
Gina Pearson
RODAN + FIELDS

ALL ARE WELCOME!

APRIL 18 2018

5:30 to 7pm

SALLY TOMATOES

**AT SOMO VILLAGE EVENT CENTER,
1100 VALLEY HOUSE DRIVE
ROHNERT PARK, CA**

Complimentary Appetizers

**Bring your business cards &
a friend! Hope to see you there.**

Gina Pearson is also a Cotati Chamber member and you are invited to
attend her mixer on Wednesday, April 18 at Sally Tomatoes
5:30 - 7 p.m.

Bring your business cards & a friend!



RE/MAX MARKETPLACE

MIXER & RIBBON CUTTING

Thursday, April 26th, from 5:30–7:00pm

8220 Old Redwood Hwy, Cotati

Ribbon Cutting at 6pm

Complimentary appetizers and refreshments.
Bring a raffle prize & advertise your business!

Open to All & Free to Attend



Benefit of being a member

MEMBERS HELP US PROMOTE YOUR BUSINESS

Send the Chamber your news regarding your business events, specials 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 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](#)

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

Member News & Events



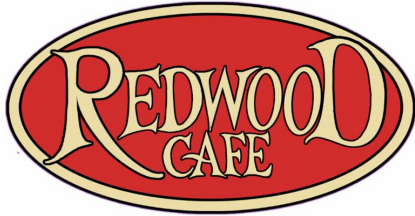
Mar. 14 - 31
Person Theatre

A gender-tangled tale
of love, mischief and
mistaken identity...

Tickets \$5-\$17

web.sonoma.edu/tix

We offer a special promo that allows Chamber members to purchase 2 tickets to any Theatre Arts & Dance production for \$10 each (regularly \$17).
Please contact the chamber to get your code for being a member of the chamber.



For more information on Redwood Cafe
entertainment go to
<https://www.redwoodcafe.com/>
<https://www.facebook.com/redwoodcafe.cotati/>
8240 Old Redwood Hwy., Cotati



For more information and events go to
<http://www.sallytomatoes.com/>
<https://www.facebook.com/sallytomatoesrp/>

1100 Valley House Drive, Rohnert Park



Sally Tomatoes
HAPPY HOUR
 • WED-FRI 6-8PM •

• **FOOD SPECIALS** •

- \$4 BRUSCHETTA
- \$4 TRUFFLE FRIES
- \$4 SWEET POTATO FRIES
- \$4 HOMEMADE POTATO CHIPS W/DIP

• **DRINK SPECIALS** •

- \$1 OFF LAGUNITAS BEER
- \$1 OFF WINE
- \$5 HOUSE MULES
- \$5 HOUSE MARGARITAS

1100 Valley House Dr, Rohnert Park
www.SallyTomatoes.com (707) 665-9472



For more information go to: <http://www.spanckysbar.com/upcoming-events/>

8201 Old Redwood Hwy

8201 Old Redwood Hwy, Cotati, CA 94931

Spanckys Bar is looking for new & exciting bands!

Please call our Booking Manager - Janet Ginger at 707-799-2440 or email her at spanckysbar@hotmail.com. Check out the Calendar for upcoming shows!

Contact Spancky's at 707-664-0169



Open Wednesday - Sunday

11:30 a.m. to CL Last call 8:30

<http://www.gravsouthbrewco.com/welcome>

7950 Redwood Dr., Suite 15, Cotati

(707)753-4198



Ladies Night Out - Tapestry Weaving!

Date: Friday March 23 (5:30-9:30)

Ready for a fun night out with the ladies!? This event is all about the over and under rhythm of

TAPE STRY WEAVING! What makes this class different than our normal offering? We're kicking it up a notch with some special goodies!

For more details and to register visit:

<https://www.fibercirclestudio.com/workshops>

Fiber Art Kids Camp (Spring Break)

Date: M-F April 2 - 6th; 9am - 12pm

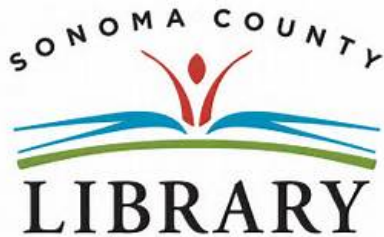


In this **5 day Spring Break camp**, children will get a chance to dip their hands into the world of fiber arts and what it has to offer! They'll experience weaving, dyeing, fiber blending, needle felting and crochet and the connections between each one.

For more details and to register visit:

<https://www.fibercirclestudio.com/workshops>

Fiber Circle Studio * 8099 LaPlaza Suite H * Cotati
(707)242-3400



Read the latest news from the local library.

[March 16 Library news](#)

[Library News](#)

<https://sonomalibrary.org/locations/rohnert-park-cotati-regional-library>



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



Cotati Museum & Historical Society

**10th Annual
Old-Fashioned Chicken BBQ**

Sunday, April 8, 2018

12 Noon - 4:00 pm -- Meals served until 3:00 pm

Cotati Room, Ray Miller Community Center, 216 E. School St.

\$14 in advance, \$17 at the door

Meal includes: One-half BBQ chicken,
beans, coleslaw, roll & drink.
Take-out available.
Beer & Wine for sale

Tickets available at:
Professional Framing Services 795-2791
Cotati Exchange Bank
Cotati Historical Museum 794-0305

LIVE MUSIC



SILENT AUCTION

BAKE SALE

CAR SHOW

All proceeds benefit the Cotati Historical Society

The **Cotati Historical Society's Annual Old-Fashioned Chicken Barbecue** returns Sunday, April 8, 2018, from 12 to 4 p.m. The nonprofit's 10th annual barbecue continues Cotati's century-plus tradition of public events featuring home-style food and entertainment, including:

Live Music & Dancing Vintage Car Show

Silent Auction Local History Exhibits

Bake Sale Fun for All Ages

Meals will be served at the Ray Miller Community Center,

216 East School Street, Cotati, from noon to 3 p.m.

Enjoy chicken barbecued on site, plus fresh coleslaw and beans, a roll, and a drink.

Tickets are \$14 in advance, \$17 at the door.

Take-out available all day.

Beer, wine and locally baked desserts will be available for purchase.

Usually a sell-out, advance tickets are advised and available at the

*** Cotati Museum, 794-0305**

West Sierra Avenue (inside Cotati City Hall)

*** Professional Framing Services, 795-2791**

8172 La Plaza, Cotati

*** Cotati Exchange Bank**

590-A East Cotati Avenue, Cotati (near Oliver's Market)

All event proceeds benefit the Cotati Historical Society,

a non-profit 501 (c)(3) California Corporation.

BBQ VOLUNTEERS

Cashiers

Table Runners

Setup/Takedown

Food Prep & Service

Kitchen & General

Cleanup

Contact Rick Minervini

477-7762 or 792-2468

rm@fiznikrick.com

YOUR SPECIAL BAKED GOODS

Cookies, Bars

Cupcakes

Cakes & Pies

Whole & Single

Servings

Call Judy Gustafson

707-665-5993

SILENT AUCTION DONATIONS

New Merchandise

Art, Kids' Stuff

Gift Baskets

Services, Crafts

Gift Certificates

Call Bobbie Veronda

707-795-4545

Museum Location and Hours

Our museum, located in the west end of Cotati City Hall (201 West Sierra Avenue), is open on Saturdays from 1 p.m. to 4 p.m. and also on the second Tuesday of each month from 5 p.m. to 7 p.m. For more information go to <http://cotatihistoricalsociety.org/>

Rohnert Park-Cotati Rotary Club

Presents 5th Annual

Salute to Community!

Keynote Speaker – Matt Martin, Redwood Credit Union

**Friday, April 20th,
2018**

**Event Center at SOMO Village
1100 Valley House Drive, Rohnert Park**

5:30pm-8:30pm

**Recognition and celebration of individuals, education,
businesses and public safety officers**

No host bar, appetizers and buffet dinner

Rotary





May 04, 4:00 PM - 10:30 PM
SOMO Event Center, 1100 Valley House Drive
[Register Here](#)

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.



Coming to SOMO Concerts
Wednesday, July 25
Doors 5:00pm, Show 6:00pm

Tickets On-Sale 3.16.18
Early Bird: \$41 Includes Free Parking
Advance: \$46 Includes Free Parking

<https://somopsychedelicrofurs.eventbrite.com>

All Ages

Chamber & City Events



Upcoming Chamber & City Events

Chamber Events

March

Committee meeting for the Music (Jazz) Festival

Tuesday, March 20 6 p.m.

Chamber office

March Marketing Madness

Wednesday, March 28 9 a.m. - Noon

Chamber office

Limited seating, RSVP today!

April

Mixer hosted by Gina Pearson Rodan + Fields

Wednesday, April 18 * 5:30 - 7 p.m.

Sally Tomatoes 1100 Valley House Dr.

Ribbon Cutting



8220 Old Redwood Hwy.

Thursday, April 26

5:30-7 p.m.

May

Chamber Luncheon

Tuesday, May 15 12-1:30 p.m.

\$15 in advance and \$20 at the door

June

Music Festival

Saturday, June 16

La Plaza Park



Interested in volunteering or being a sponsor or vendor please contact the chamber
(707) 795-5508 or chamber@cotati.org

October

Oktoberfest

Saturday, October 13



Interested in volunteering or being a sponsor or vendor please contact the chamber
(707) 795-5508 or chamber@cotati.org

December

Holiday Cheer

Thursday in December
Come join us as we stroll Cotati!

City Events

Parents Night Out

Ages 5-12

Thursday, March 23

5:00-10:00pm

\$35 first child, \$30 each additional child

Thomas Page Room of Ray Miller Community Center, 216 East School Street



Need to do some shopping or just need a little rest and relaxation without the children? Maybe even a night out? While you enjoy an evening out or in, your child(ren) will have dinner, play games, make arts & crafts, and see a movie. All activities are provided by trained and experienced City Staff. Sibling discounts available.



NEW! Bunny Brunch & Egg Hunt

Sunday, March 25, 2018 * 10:00-12:00pm

\$12 per person over 2 (Children 2 and under are free)

Cotati Room, 216 East School Street, behind City Hall

Come join everyone's favorite bunny for a delicious brunch! Each child will have the

opportunity to visit the Bunny, make memorable arts and crafts, take pictures in the photo booth, and finish the morning off with an egg hunt! Hop into Spring with this new and fun event! Everyone over 2 must be registered to enter.



Let your children experience the magic of **Camp Cotati!**

Each day will include different theme based games, crafts, and outdoor play (weather permitting). Please send your child with a lunch and snacks each day.

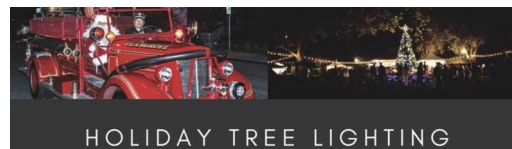
For ages 5-12

April 2-6, M-F 7:30am-6:00pm

\$125/week, \$35/day drop in

Location: Thomas Page Room of Ray Miller Community Center, 216 East School Street (behind City Hall)

Register online at <https://cotati.recdesk.com/Community/Program/Detail?programId=61>, over the phone by calling 707-665-4222 or visit us in person at City Hall, 201 West Sierra Avenue, Cotati, CA.



Friday, December 7

Time: 4pm-8pm

Fee: FREE!

La Plaza Park

Come join us for our Annual Holiday Tree Lighting in La Plaza Park! This year, we will also be adding food and craft vendors, starting at 4:00pm. The night will be full of music, free coffee, hot cocoa, and cookies, and more! There will be crafts for the children, story time, entertainment, and "special" guests! Come join us for a fun filled, magical holiday evening!

We are also accepting craft and food vendor applications for the event through November 15. For more information on the event or to become a vendor, please call

707-665-4222 or

email awilson@cotaticity.org.



Saturday, December 15

9:00am & 10:30am

\$12 per person over age 2 (Children 2 and under are free)

Cotati Room (next to Police Department)

Come join Santa and his elves for a yummy breakfast of eggs, sausage, & pancakes! Finish it off with delicious coffee and hot cocoa. Each child will also have the opportunity to do arts & crafts, and will receive a gift from the Mr. Claus before they leave.

This is sure to be a fun family event and a great way to celebrate the holiday season. This year, we will be offering two breakfast times. Please indicate which time you'd like to attend when you register. Choose which time you would like to have breakfast and then use the rest of the time to visit with Santa and make crafts with the elves.

Free Summer Movies in the Park
June-Sept. 2018

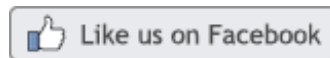


National Night Out
Tuesday, August 7
For more Cotati Events [visit their Facebook page](#)

Cotati Chamber of Commerce

216 East 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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