

my just a reminder that you're receiving our emails because you have expressed an interest in Cotati Chamber of Commerce. Don't forget to add chamber@cotati.org to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

CHAMBER NEWS - March 5, 2018



Chamber News & Events



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



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Digital Tools For Marketing Your Business



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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



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.



Ribbon Cutting

Thursday, April 26

5:30-7 p.m.

8220 Old Redwood Hwy, Cotati

www.sonomacountyhub.com

Please join us to volunteer on Friday, April 20 at [KRCB](#) Travel/Wine Auction to answer phones, check bids, etc. Dinner will be served at 6 p.m. and there will be snacks and drinks all evening. The auction is always a lot of fun and great exposure for your chamber. Click here to [Volunteer to help at the auction.](#)



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



Do You Walk or Bike in Cotati?

WE NEED YOUR HELP!!

Cotati is embarking on development of a wayfinding signage system! This new system will help people find their way and encourage visitors to discover our little city.

- ❖ Where do walkers and bikers want to go?
- ❖ What is the best path to get there?
- ❖ What do you think makes Cotati unique and different?
- ❖ What icons and images help define Cotati?
- ❖ What wayfinding obstacles do visitors have?

Please join us at our first public meeting to learn about the project and help design the system!

If you have questions, or would like additional information, please call the City of Cotati Community Development Department at 665-3637.

Meeting to be held:

Tuesday, March 6
7:00 pm
Council Chambers
Cotati City Hall
201 West Sierra Avenue



Mar. 14 - 31
Person Theatre

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

Tickets \$5-\$17

web.sonoma.edu/tix



**BEAR
REPUBLIC BREWING CO.**
INDEPENDENT FAMILY BREWERS

@BearRepublic
BEARREPUBLIC.COM

LAKE SIDE BREWPUB BREWER'S DINNER

Tuesday, March 20th, 6:30-9p

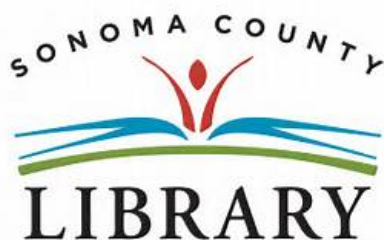
This intimate gathering in the Tiki room of our Rohnert Park Lakeside brewpub, will feature a delightful four course, beer and spirits paired menu, with discussions led by a member of our brew team.

\$75 PER PERSON
ONLY 25 SEATS AVAILABLE!

TICKETS
ONLINE ONLY

www.bearrepublic.com/beer-dinner

<https://bearrepublic.com/beer-dinner/>



Read the latest news from the local library.

[Library News](#)

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



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



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 Gingham 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 - Spa Night!



Date: Thursday March 15th (6:30-8:30)

Sit back, relax and enjoy the benefits of self-care of the mind, body and spirit through the use of pure, therapeutic grade essential oils.

Take the evening to enjoy a:

Hot foot soak, Hand Massage, Mini Facial Treatment

Home-baked treat enhanced with an oil!

For more details and to register visit:

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

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 TAPESTRY 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



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,

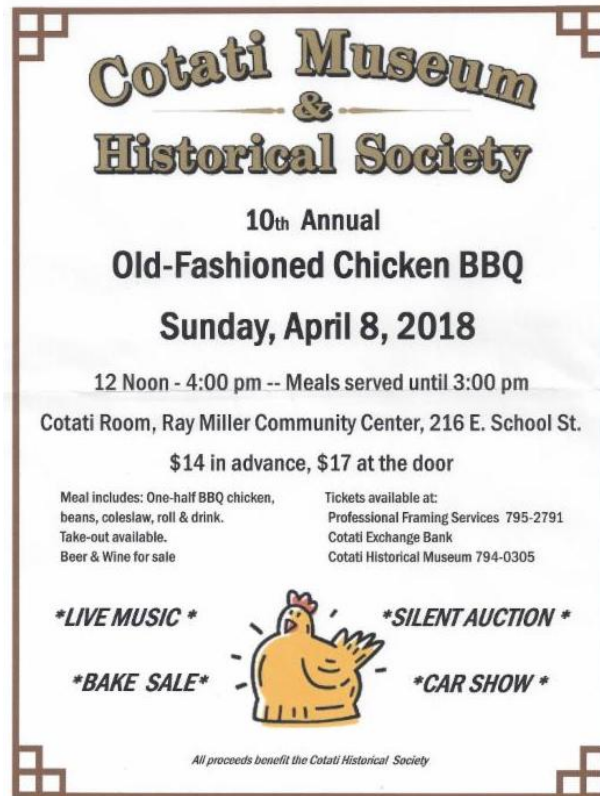
Reserve your seat today!

Register online: www.rotaryrpc.org



Annual Chicken Barbecue

Sunday, April 8th Noon to 4 p.m.
Ray Miller Community Center, 216 E School St, Cotati
Food will be served until 3 p.m.



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/>

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.

Sonoma Clean Power's Board Appoints Rohnert Park Youth to Community Advisory Committee

Kai Guthrie of Sebastopol is a freshman at Credo High School in Rohnert Park. After expressing an interest in volunteering with SCP, Guthrie was appointed to SCP's Community Advisory Committee by the Agency's Board of Directors. Kai brings a unique perspective as the first-ever youth member.

[Read Online](#)



We want your thoughts about Sonoma County!

Are you a resident of Sonoma County?

Please help inform our branding and marketing efforts for Sonoma County as a tourism destination by completing this quick anonymous survey:

<https://www.research.net/r/PWRBSJ6>.

Thank you in advance for your time and insights.

**COTATI
COMMUNITY
ACUPUNCTURE**

Affordable, natural wellness for everyone!



"I'd like to humbly extend greetings to you, the patients of Cotati Community Acupuncture. I've been honored to

know Marc for the past 13 years. He was one of the first people I met when I first arrived at acupuncture school. In school he constantly raised the bar by diving deeper into the medicine than most of us could go. He has since evolved and grown to be exemplary of what a great practitioner should be. A successful practitioner of this medicine (and art) requires knowledge and heart in equal and plentiful parts. To quote one his lovely patients, Marc has both "in spades".



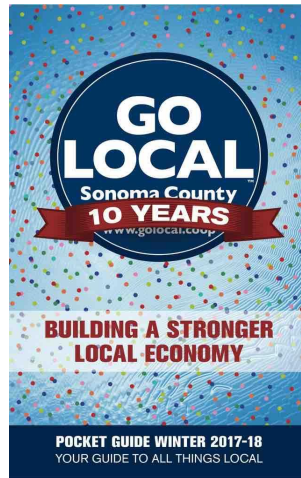
Read more online [here](#)

A 20% discount for current Chamber members will be extended until the end of March.
Call to schedule an appointment today! 707-242-6812
Or book conveniently online at <http://cca.appointy.com>



[What is Go Local?](#)

[Want more information on the Pocket Guide?](#)



Being in the GO LOCAL Pocket Guide is an easy way to reach people who have an affinity

for local businesses. Like all GO LOCAL media opportunities, it reaches a qualified customer. There's no waste, just highly receptive folks picking up the guide who support local businesses and nonprofits.

Pocket Guides are picked up by local shoppers

Sonoma County Restaurant Week



Sonoma County Restaurant Week
March 2-11, 2018

Two-course Lunch
\$10 / \$15
Three-course Dinner
\$19 / \$29 / \$39

Come enjoy the North Bay's finest annual culinary experience! During the 9th annual Sonoma County Restaurant Week, chefs will prepare unique, prix-fixe menus showcasing Sonoma County's freshest ingredients.

Food lovers can dine out at as many participating restaurants as they would like during Sonoma County Restaurant Week, explore new dining opportunities, or enjoy old favorites. Reservations are strongly recommended!

Enter to win the daily giveaways throughout the week by posting your dining adventures to Facebook or tag on Instagram

. Also share your favorite meal pictures using the hashtags #DineSoCo and #SCRW2018

[Check Out Participating Restaurants](#)

Chamber member [Sally Tomatoes](#) is participating in Restaurant Week so please stop by!
You can call too 665-9472 or email info@sallytomatoes.com
<https://www.sonomacounty.com/restaurant-week/sally-tomatoes>



Daylight Saving Time 2018
begins at
2 a.m.
on Sunday, March 11

Chamber & City Events



Upcoming Chamber & City Events

Chamber Events

March

March Marketing Madness

Wednesday, March 28 9 a.m. - Noon

Chamber office

Limited seating, RSVP today!

April

Ribbon Cutting



8220 Old Redwood Hwy.

Thursday, April 26

5:30-7 p.m.

May

Luncheon

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

June

38th Annual 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

La Plaza Park



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

December

Holiday Cheer

Thursday

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.

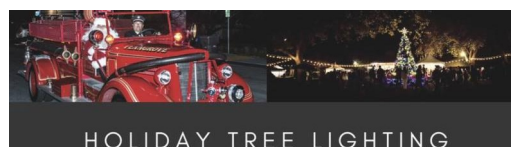
For ages 5-12

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.



BREAKFAST WITH SANTA

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



26TH ANNUAL KIDS DAY PARADE AND FESTIVAL

July 14th, 2018



National Night Out Day
www.NationalDayCalendar.com

First Tuesday
in August

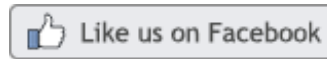
National Night Out

Tuesday, August 7

For more Cotati Events [visit their Facebook page](#)

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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