

Artist: Joe Cotruvo



Local Resources • Events • People

Cloverdale Connect

Bringing our community together December 2020



It's the holiday shopping season and ok, I get it - it's easy to push that "Buy It Now" button on Amazon.com however let me ask you this: Do you know anyone who works at Amazon?" I don't.

I do know Ashley at Cloverdale Nursery, Erin at Erin Mavis Clothing, and Heart City, and I know Will and Sam at ACE Hardware, and Frances at Dahlia & Sage, among others. I know that when I do my holiday shopping with them, I am helping support their families and my Cloverdale community. So, this holiday season let's remember what a rough year it's been for our neighbors and support our local businesses, please.

And while we may not get to gather together for caroling or company parties or church services or big extended family celebrations, let's keep this in mind: Be nice. Act nice. Speak nice. Send holiday cards out, call someone on the phone instead of texting, Facetime like crazy – do whatever you like to do to make sure the people you love know that you do. Not just during the holiday season, but all year around.

I'll see you around town!

Dana



Santa Claus is checking *Cloverdale Connect* to see who has been naughty and who has been nice - so you better be nice!



Cloverdale Giving Season

Our local non-profit organizations could certainly use your help this holiday season. Each organization gives back to the community in countless ways. Please consider them for your seasonal giving this year.

- | | |
|---|-------------------------|
| Cloverdale Arts Alliance | Cloverdale Kiwanis Club |
| Cloverdale Historical Society | Cloverdale Lions Club |
| Cloverdale Sculpture Trail | Cloverdale Rotary Club |
| Cloverdale Food Pantry | C.A.R.E. Foundation |
| Cloverdale Volunteer Firefighters Association | |
| Cloverdale Performing Arts Center | |
| Cloverdale Senior Multi-Purpose Center | |



Front Page Photo Contest Winner

Jacinda Wright

Congratulations!

She wins a \$10 Gift Card from **Rockin' A**



Seasons Greetings
from us to everyone.



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Look
Inside!

Cloverdale Connect PO Box 404, Cloverdale, CA 95425
Holiday Happenings, Cakes & Creations,
Town Talk, and more!

Kelley & Young

La Hacienda

Wolf House

R Salon

Next Door Comics

Cloverdale Nursery

Creative Notions

Pick's Drive-in

Flavor Fiesta

Erin Mavis

Trading Post

Bolt Fabric

Kō Studio Art

The Outpost

Plank Coffee

KS Tian Yuen

El Paloma Bakery

Tranquility Massage

Estate Retail Therapy

Rockin' A Adventure Café

Bella Moda Hair Studio

VSV (Voss Signature Vintage)

Heart City

MoE's Eagles Nest Deli

Clover Dog Pet Supply and Wash

Dahlia & Sage Community Market

Name:

Phone number:

HOLIDAY

HOP

Earn Your Stripes!

Shop these local businesses
Nov. 27 thru' Dec. 24—at
least one per stripe. When
you are finished, bring
this to the Chamber
for a chance to win
a Grand Prize
valued at \$650.

CLOVERDALE

CHAMBER OF COMMERCE

Cloverdale Chamber Holiday Happenings

Keeping Covid precautions in mind, the Cloverdale Chamber of Commerce put together three holiday events which we hope will bring smiles to local faces, and customers into our shops and restaurants. The first event, Santa's Neighborhood Sleigh Ride already took place on Friday evening, Dec. 4th. Candy canes and reindeer food were handed out to kids and their families. And yes, smiles were aplenty!

City of Cloverdale Public Works crews will be putting up holiday lights on the light standards downtown the week of Nov. 29th. The traditional downtown holiday tree in the plaza will also be lit, although there won't be a gathering or an event to commemorate it this year. Downtown shops and restaurants will be decorated with garlands donated this year by Cloverdale Ace Hardware. So, put on your masks, scarves and warm clothing and spend the holidays at home, right here in Cloverdale.

“Holiday Hop” shopping promotion:

Over 30 Cloverdale shops and restaurants are participating in “Holiday Hop.” They are all listed on a candy cane flyer and when a purchase is made there, your candy cane will be signed off. Once each stripe is signed by at least one merchant, then the flyer can be dropped off at the chamber for a chance to win a gift basket filled with gift cards and gift certificates from participating shops and restaurants, an over \$600 value! The flyers can be downloaded from the chamber's website: www.cloverdalechamber.com. Go to Upcoming Chamber Events, scroll to Winter Festival and scroll down to Holiday Hop Locations. Printed copies are also in a blue folder in the kiosk in front of the chamber office at 126 N. Cloverdale Blvd.

“Holiday Hop” starts the day after Thanksgiving and ends on Dec. 24th.

Outdoor Holiday Lights Display Contest

The third event is the outdoor Holiday Lights Display Contest. There are so many homes that are decked out for the holidays. If you submit yours, you could win a prize for your efforts. Go to the chamber's website: www.cloverdalechamber.com. Go to Upcoming Chamber Events, scroll down to Winter Festival and submit your address by Sunday, Dec. 20th, and we'll compile a list of participating addresses for people to check out this holiday season.

If you have questions about any of the events, please contact the Cloverdale Chamber of Commerce at 707-894-4470, or email neena@cloverdalechamber.com

We wish you and yours a very happy holiday season and we thank you in advance for your support of our shops and restaurants as we turn the page on 2020, and look forward to a brighter and healthier 2021!

HOLIDAY

LIGHT

DISPLAY

CONTEST

Submit your home on the Chamber's
website by December 20 to be
entered to win a prize.

Submission to be entered at
[cloverdalechamber.com/
Chamber Events/
Winter Festival](http://cloverdalechamber.com/Chamber%20Events/Winter%20Festival)

CLOVERDALE

CHAMBER OF COMMERCE

CLOVERDALE

CHAMBER OF COMMERCE

HOLIDAY

HOP

Shop local businesses for a chance
to win a Grand Prize!

Cloverdale Connect

Published monthly, direct mail distribution 5813, and at participating merchants

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707.322.3403 • info@cloverdaleconnect.com • adsales@cloverdaleconnect.com •

production@cloverdaleconnect.com • billing@cloverdaleconnect.com • <https://cloverdaleconnect.com>

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Holiday Greetings



Every Letter to Santa
Received by Dec. 20
Will be answered

ESTATE RETAIL THERAPY
OPEN Wed - Sun 12-4 pm



happy holidays
Thank you for five years!
Cloverdale Nursery



Happy Holidays
from Evelyn at
Vine Ridge

Senior Living, Assisted Living,
& Memory Care



Happy Holidays
from
Mountain Mike's Pizza
COMING SOON



Happy Holidays
Cloverdale Connect

Holiday Cookie Book



This year The **Villas Assisted Living** is excited to make their first ever Holiday Cookie Book! Since it's so enjoyable, they are inviting the community to join in the fun!

Do you have a recipe that you love and would be willing to share? They are accepting recipe submissions now through December 15th, 2020.

All submissions will be entered into their **COOKIE BOOK!**

In addition, **The Villas** residents will make and pick one recipe that is their favorite and will be featured in **Cloverdale Connect** in January!

How to enter:

On or before DEC 15th: Email your recipe to:
thevillascloverdale@gmail.com

Subject: COOKIE BOOK

Include a photo and any special notes about the recipe (EX: This is a family cookie recipe passed down from Grandma.) Please include your name, and phone number and mailing address. The cookbooks will be \$10 each and proceeds will go to Redwood Empire Food Bank.

Happy Baking and Many Blessings from everyone
at The **Villas Assisted Living**



FROM OUR FAMILY TO YOURS

HAPPY HOLIDAYS!

FROM ALL OF US AT W REAL ESTATE

Charles, Debbie, Elsie, Elissa, Maria, Michael, Russ, Sandra, and Tedi



114 LAKE ST ~ CLOVERDALE ~ CA ~ 95425 ~ (707)669-2444

Airline Ticket Information By Craig Clark

Most tickets are non-refundable with restrictions. However, most US airlines will now allow a change at no charge and allow the use of the ticket value to be used through 2021. If your flight is canceled you are entitled to a full refund back to your original form of payment for the unused portion of your itinerary. You may also qualify for a refund due to a significant schedule change.

Ticket types:

Basic Fare: Lowest priced ticket, often heavily restricted such as no changes, no pre-assigned seat, no cabin baggage.

Coach fare: Also called main cabin or economy with many variations with changes allowed (some with a fee), some fares are refundable. **Premium Economy:** More spacious seating, additional food and beverage choices, early boarding and other perks.

First class/ Business class: There are variations with some discounted but non-refundable while the most expensive are refundable. The cost difference between coach and first can be as much as 4 X. **Senior fares:** Generally these 10% discounts are available on international flights and the age requirement can begin at 60.

Child fares: Children from 2 to 11 and are usually discounted about 10% **Infant fares:** Lap babies up to 2 years old, generally the only charge is for taxes. Infants with assigned seats pay the child fare.

You may well save time, money, and aggravation by using a travel agent to book your tickets. Allow plenty of time between connections if you do not have a direct or non-stop flight to your destination. A 45 min. connection is not enough. Give yourself at least 2 hrs. Returning to the US, allow 3 hrs. for your connecting flight as you will have to clear immigration, then customs, then re-check your bags and proceed again through security.

ID required: Beginning Oct 1, 2021 a Real ID or equivalent is required to fly. A valid passport is an easy alternative.

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Enter to Win!

See the *Cloverdale Connect* Facebook page for
details on how to win a gift basket in our
“Happier New Year” contest.
Winner will be chosen on New Year’s Day.

Cloverdale Lions’ Christmas Tree Lot



The Cloverdale Lions Club Christmas Tree lot by
ACE Hardware is now open! 12 noon to 5 pm every day.
Trees are 7 to 8 footers this year, the larger trees go fast.



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SOON!**

NOW HIRING

Send resumes to info@chandihospitality.com

Shift Lead | Cashier | Pizza Maker | Delivery Driver



Going...

Going...



Gone!



Corner of First &
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Holiday Showcase

Elf on the Shelf
at
ESTATE
RETAIL THERAPY
Saturday, Dec 12th
1-3 pm
Gifts for Children & Adults
Free Photos with Elf on a Shelf
219 S. Cloverdale Blvd
Open Wed - Sun 12-4pm

Let us Help You
Reconnect with Nature
This Holiday Season
Cloverdale Nursery
Inspire • Grow • Enjoy
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Cloverdale, CA

Cloverdale Volunteer Firefighter Association
TOY ROUND UP 2020
The Cloverdale Volunteer Firefighters are collecting donations for toys for our annual toy round up event. New toys or monetary donations can be dropped off or mailed to Cloverdale Fire house before Sunday, December 20th 2020. Donations can be dropped off daily from 9:00am to 5:00pm.
451 South Cloverdale Blvd. Cloverdale, California 95425

Thank You to our 2020-21 Key Sponsors:
Bruce & Darlene Reuser, MoE's Eagles Nest Deli, Valley Pacific Petroleum, Ace Hardware of Cloverdale, Lions Club, Rotary Club, Cloverdale Connect, Richard Siciliano, Cecile Peters, Jenness Brewer & Jonni Conway
SUPPORT OUR SCHOOLS
DONATE AT
www.cusdcare.org
CARE FOUNDATION

PAPA'S PIZZA Cafe
Happy Holidays!
We will be closed on the following days so our staff can enjoy the holidays with family.
HOLIDAY SCHEDULE
DEC. 24TH - CLOSED
DEC. 25TH - CLOSED
DEC. 31ST - CLOSED
JAN. 1ST - CLOSED

BREWERY PROVIDED REFRESHMENT FOR BOTH MAN AND BEAST

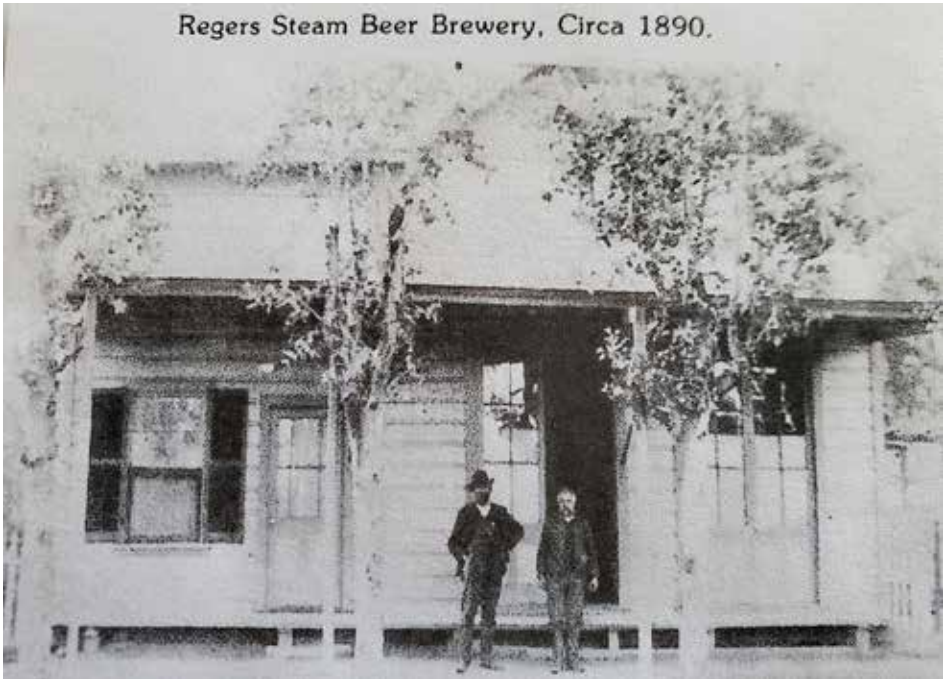
By Mary Jo Winter

A century ago, long before there was the Bear Republic, Ruth McGowan's, Cloverdale Ale or Wolf House Brewing, there was the Reger Steam Beer Brewery, owned by German immigrant Vital Reger.

The Brewery, which operated from 1884 to 1908, was located at 122 E. 2nd St., between N. Main Street and what is now N. Cloverdale Blvd. Reger and his wife Josephine also owned the property on each side, which is where they made their home and brought up their children.

Inside, steam beer was made and sold by the drink and in bulk. At the curb out front was a watering trough for horses. The Brewery also had the first pool table in town. Reger said steam beer was different than lager because it had to lie longer to mature, it had much more foam, and it had a higher alcohol content. Steam beer, he said, had about nine percent alcohol while lager only had about three percent.

An important part of the Brewery's business was selling steam beer in small barrels. According to Reger, farmers were good



customers for these. Barrels contained either 5 or 10 gallons, with the 5-gallon barrels selling for \$1.50.

It took a great deal of skill to get the beer into the barrel successfully. After the barrel had been filled, a brass spigot was hammered into the side of the keg with a wooden mallet. If the operation did not go off correctly, the steam beer was likely to blow out like a geyser leaving nothing inside the barrel except air.

Advanced age finally made him give up the business since none of his sons wanted to continue it. When the old building was torn down in 1914, part of the lumber went into a new house built on the site. The house was occupied by one of their sons, Antone, who served as both police chief and fire chief in town at various times.

Reger died suddenly at home in April of 1911, three weeks shy of his 71st birthday. He and Josephine, along with several of their children, are buried at Cloverdale's Riverside Cemetery.



Whisker Talk:

News, advice, and observations on life with pets by Brigid Wasson

The covid-19 pandemic has changed the lives of everyone. Many people are out of work while others work from home. Small businesses suffer under an ever-changing array of restrictions. Few people travel, fearing exposure to the virus. No one is unaffected, including our dogs.



As a pet care professional of over 25 years, I notice trends in animal behavior related to environment. One thing I see is the social behavior of city dogs versus the unsocial behavior of country dogs. City dogs are taken out and walked a lot, so they are exposed to many different people and situations. Country dogs are sometimes not walked at all, spending their entire lives on one property. This lack of exposure can lead to unsocial behavior, especially with strangers. I'm generalizing, but you get the idea.

Lately, I have heard stories from owners of their dogs behaving fearfully when a visitor comes to the house, or aggressively towards an unknown dog outside. These dogs didn't show this behavior before the covid lockdown. The isolation could be bringing out the worst.

With proper precautions, try to get your dog out of the house every day. The exercise and fresh air will be good for both of you.

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The Creative Corner
by Christy Latchford



As 2020 finally draws to a close I am reminded of my favorite Cherokee tale told by the elder to the young of *The Tale of Two Wolves*. He said there is a battle between two wolves inside all of us. One is evil, anger, envy, jealousy, sorrow and ego. The other is good, joy, peace, love, generosity, empathy, truth, compassion and faith. The youngster thought about it for a minute and then asked the elder: “Which wolf wins?” The elder simply replied: “The one that you feed.”

I imagine this has been a year when we reflect and can more than relate. Between the Covid pandemic, an election and everything that came with it, we have all been put to the test of which wolf to feed. This year I am encouraging all who could benefit to find or build a little box that makes you smile and then to find a cardboard one as well. For the rest of December the challenge is to put notes in the pretty box of things that were good this year, from the trivial to the truly surprising or awesome. In the cardboard box write out notes of all the frustrations you can think of. They can be private, no one has to see them, but the whole family can participate and it is a wonderful opportunity to be honest.

On January 1st place the pretty box somewhere that you can access with ease in case you need to remember. The cardboard one? Throw it in recycling or burn in a fire pit and let it go. 2021 is a new year that, I have a feeling, might just have tons of potential for new and beautiful things, if only we clear out the space where the negative is no longer needed and make room.



Masks

Lynn Calza and her group of helpers is still making and offering free cloth masks (adult, teen and child). She can be contacted through Facebook at <https://www.facebook.com/lynn.calza.1>, if you do not have Facebook her masks can also be located at Bolt Fabric here in town, Kate has them waiting for you!

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**Cloverdale
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Center**

Presents

“ Still Home...For The Holidays”

An Online Holiday Album
Featuring CPAC Guest Artists &
The Cloverdale Community.

Tickets are \$20 & Available From
Nov. 24th Thru Dec. 31st

Cakes & Creations



Grace and Alyse

Alyse and Grace met in Kindergarten at Jefferson Elementary and have been best friends ever since. They are now 7th graders at Washington Middle School.

They are also involved in sports and both played basketball through CYO. Grace plays soccer through Cloverdale Soccer League and Alyse plays softball through the Ponytail Softball League.

Alyse and Grace have a passion for baking and wanted to get a job to start saving money for their future. They initially wanted to have a bake sale, but due to the Corona-virus Pandemic they decided to do a bakery delivery instead.

“Cakes & Creations” – freshly baked goods delivered to your door. The Cloverdale community has been very receptive to the girls’ baked goods, so this is their 3rd round of baking for the community.

Pavelka’s Puns

Police were summoned to a daycare center where a three-year-old was resisting a rest



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*"At Healdsburg Senior Living we don't rock your chair,
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Curbside service is expanding!



New hours
Starting
November 9

Monday & Tuesday
12:00 – 7:00pm

Wednesday to Saturday
10:00am – 5:00pm

Sunday at Central Santa Rosa only
1:00 – 5:00pm



Town Talk

by Nancy Borges



Hey you guys! You know me, **Nancy** from the **Estate Retail Therapy**, or, I know you! For the last several months I've been talking to friends, family, neighbors, and customers about the importance of shopping locally, and this is what they have to say:

Kellie M: "Shopping locally is important to all of us. By shopping locally, it ensures that local shops remain and enables us to be independent." **Pat A:** from **CREATIVE NOTIONS** says to do as she does. She advises everyone to read **CLOVERDALE CONNECT**, or at least the ads! **Jen B:** "**ZINI'S** is doing everything possible to comply and keep the restaurant as comfortable as possible for the customer. All of the personnel at **ZINI'S** are committed to the health and welfare of their customers." Jen does almost all of her shopping locally, and believes it to be imperative for the financial health of Cloverdale. **Mary P,** owner of **PIACERE**, feels that buying locally is crucial for small towns like Cloverdale.

Cassidy L, a regular at the **ESTATE** thinks that one should always buy locally whenever able, it is even more important during a pandemic. **Cathi F,** owner of the **ESTATE RETAIL THERAPY** just thanks everyone for shopping locally and supporting local businesses.

New shops that opened just before the pandemic are: **THE OUTPOST, THE BEAUTY BAR,** and **WOLF HOUSE.** Cloverdale restaurants **ZINI'S** and **EI MILAGRO** are open and conforming.

And check this out! The bravery and faith these women have in themselves and Cloverdale is incredible! **Fanisha** and **Bobbie** have even opened, during the pandemic, a new hair salon on Main St., **STUDIO ONE ELEVEN.** They so want to be available to clients that they are using personal cellphones: Fanesia 592-8022, Bobbie 477-2793 I guess it's clear that they believe in local shopping! Fanesia says "we're like a family, and that's what families do"

Remember, too, all the other new businesses that want to serve our community: **FIESTA FLAVOR** and **MOUNTAIN MIKE'S PIZZA.**

All of these people are made of the right stuff! Bravo to the brave! They are why we are and will continue to be survivors!

Cloverdale Library News

Tis the season to be shopping. The holidays are around the corner. Not sure what to buy? The Cloverdale library has the resources to help you find that perfect gift. Try Consumer Reports online. Consumer Reports is a nonprofit organization dedicated to unbiased product testing, consumer oriented research and public education. Search and read product reviews, testing and comparisons for appliances, cars, electronics, and more.

Another resource you might find useful could be RbDigital. There are more than 1,900 magazines to explore. Perhaps you are interested in purchasing a good book. The December issue of The New York Review of Books offers ideas of classics for all ages. Maybe you are more interested in electronics. Try reading Best Tech Gear, or PCWorld.

All of the library's databases are available for free 24/7. All you need is a library card. Don't have one yet? No problem, apply for an eCard at sonomalibrary.org. Do not hesitate to call the library at 707 894-5271 if you need help. They are available from 12-7 Mondays and Tuesdays and from 10-5 Wednesday through Saturday.

Christmas Rocks & Fairies



Marcy Baker



Glenda Bailey



Debbie Charkins Handy



Mary Neustadt



Cloverdale Memories

Row Glosser

At the end of Clark, there use to be a rope swing we would swing on out across the creek. There was also a tree that you could walk across and get to Lile Lane, passing by a Hobo camp. Yes, back in those days the train went through and you could see the Hobos riding.

Johanna Goodman Stockham

When we were kids, every Saturday they had a skating rink in the exhibit hall at the citrus fair. On Halloween we used to gather at the stop light at Johnson's gas station (the parking lot next to Papa's Pizza) and Montoya's gas station (Chase Bank) and have the best water balloon fights EVER.



Gary N. Murray

My name is Gary N. Murray and I'm 70 years young. And a 70 year resident of Cloverdale. My Family roots go way back to the 1850's here in Cloverdale and Anderson Valley.

My Great Great Grandparents were among the first settlers in Boonville/Anderson Valley. Anderson Valley was named after them, the Andersons, coming from upstate New York.

I grew upon Lile Lane and wanted to be a California Division of Forestry FireFighter when I GREW UP. Cloverdale Blvd used to be our Hwy 101. Unknown to my Mom I would crawl into the underground culvert and go over and watch the crews all day long. My wish came true from 1969 thru 1973. I was a FF there. Enjoyed my time there.

The old photo is of me in the summer of 1970 next to Engine 1483. The engine number 1483 is still there at the Forestry station.



CARE Book Tree

The CARE (Cloverdale Adds Resources for Education) Foundation is bringing back our holiday book tree to help update the Cloverdale Unified School District's library collections! You can find the tree covered in bright red paper ornaments at Dalia and Sage Community Market. Stop in to peruse the book requests listed on the ornaments and pick out a couple that you would love to share with Cloverdale students. The librarians and teachers from each school requested specific titles that are developmentally appropriate and span a variety of subjects.

A key effort of CARE is to help stock school libraries with more and newer books. This particular project is unique because it provides a way for community members to provide something tangible to the schools and students rather than money. People are encouraged to pick out a book title from the tree that means something to them and they are excited for the students to enjoy. Then, purchase the book and drop it back off at Dalia and Sage in the book box. CARE board members will make sure the books get delivered to the correct school library!

The CARE Foundation will continue to support our students with help from this generous community, pandemic or no pandemic! For more information about CARE, check out our website at www.cusdcare.org and follow us on Facebook to see the various projects we are funding.

Vine Ridge

SENIOR LIVING AT ITS FINEST

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we are
open!**

Assisted Living & Memory Care

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(707) 791-4787 info@vineridge.com

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CYNTHIA'S DOG GROOMING
121 W. 1st St Cloverdale 894-7300
Presents:
Penny
Dog of the Month

Cloverdale History Museum

The History Museum will remain closed until given the okay to reopen by the County. The garden is open to the public, and you are invited to walk through the garden and sit for a while. The History Museum hopes to welcome you back soon.

Here are just a few things that you can look forward to :

An exciting new exhibit on the Pomo. Stay tuned for details to come.

The turn of the last century player piano donated by the Kleiser Family is completely restored thanks to generous donations from History Museum members.

Wait until you see the house! It has been cleaned, shined and made even more beautiful and fun to visit.

Please help us by lending your financial support.
(707) 894-2067 or office@cloverdalehistory.org
215 N. Cloverdale Blvd., Cloverdale, CA 95425



Thank you
Cloverdale Lions

for the beautiful new protected deck in the front yard of the Cloverdale Senior Multipurpose Center
Thank you, Cloverdale Lions, for ALL you do for the community.

Self-Guided Audio Tour of the Cloverdale Sculpture Trail

The Cloverdale Sculpture Trail, established in 2003 is a year-round public art exhibit with sculptures changing every 12 months with the exception of 2021 due to the COVID-19. The Trail is designed to enhance the Cloverdale public environment and promote an understanding and enjoyment of public art and sculptures for Cloverdale residents and visitors.

Download the free Otocast audio guide app through Google Play or App Store which includes the Cloverdale Sculpture Trail.

The current sculptures are displayed on a map with directions to the locations. The tour includes sculptor information, an image of each sculpture and best of all, the audio comes from the actual artists describing his or her sculpture you are viewing. You can select to hear the artists' audio in English or Spanish.

Visit their website www.cloverdalesculpturetrail.org. and vote for your favorite to win the People's Choice Award.

Cloverdale's Premiere Cannabis Dispensary

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Come help us celebrate the
25 Days of Christmas 2020
December 1st – 24th
For every \$50 spent you will receive a raffle ticket
You choose what stocking to drop ticket in
Flower - Topicals/Tinctures/Edibles - Concentrates
we will announce winners Facebook live December 26th



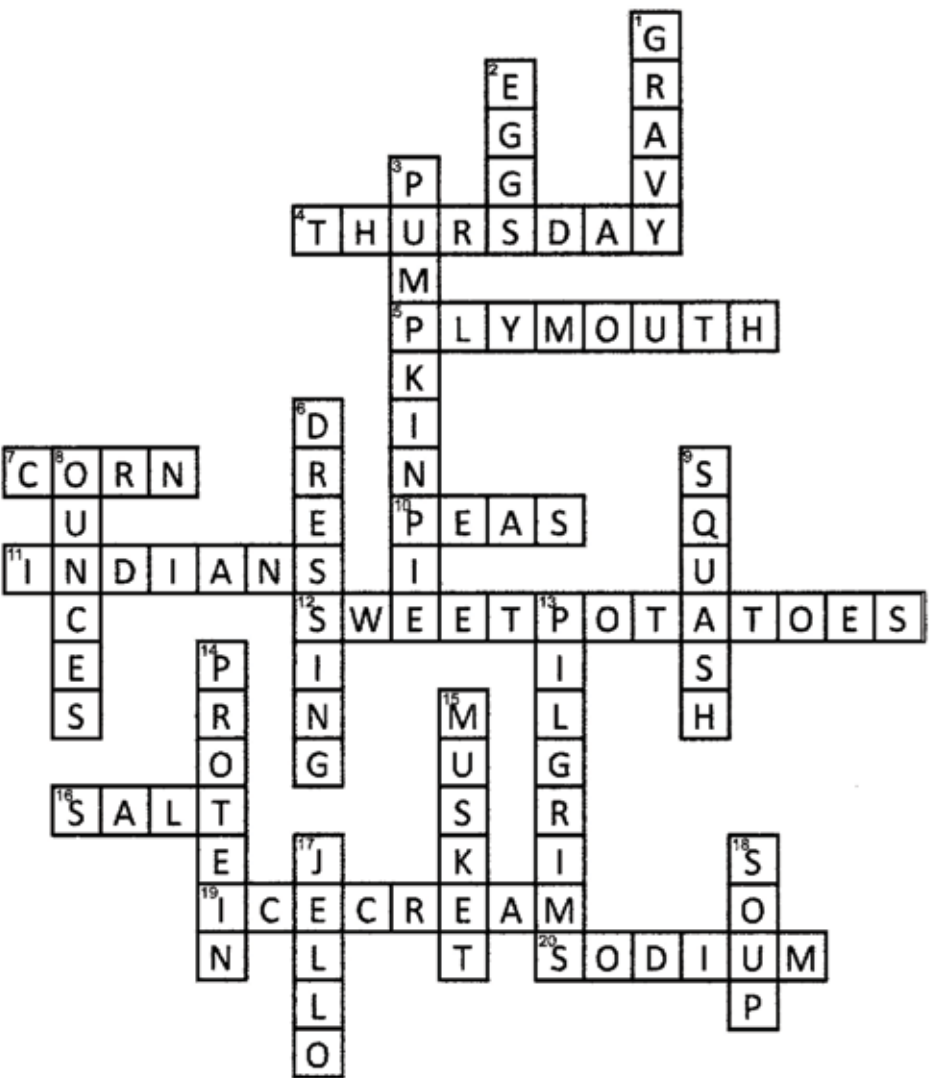
CHS Project Grad Spare Change Coin Drive



Cloverdale Project Grad is fundraising in the hopes of offering the CHS Class OF 2021 graduates something special in commemoration of their accomplishment. The coin drive is a new fundraising event this year since the committee has had to brainstorm new ways to raise money.

No donation is too small and all support for our graduating seniors is greatly appreciated.

November Puzzle Solution





Mushroom Hunting *by Ron Pavelka*

The food gathering virtues of our ancestors abound in these still “wild” outdoors of northern California. For those who are squeamish in their quest for food and would rather not partake “in the hunt” for their own personal reasons, fear not, as you are about to journey into a realm of adventure and see the quilted patchwork of the forest floor in a way that can be as wild as your imagination.

As we venture into our forests, we continue to be overwhelmed by the sheer vastness of the space, the visuals of the largest trees in the world towering above us and the raw beauty of the sun light filtering through the canopy. The harmonious sounds of birds singing, calling and flying abound in this rich environment.

“Hunting” mushrooms is not deadly and in fact I do not know of anyone who has died from a poisonous mushroom by simply looking at it or by being in the same place as one. Mushrooms are ALL around us no matter what our passion or reasons for being in hills and forests. What can be most rewarding is to simply change ones focus from the grandeur of the larger flora and fauna, to that which litters the forest floors, one of which is mushrooms.

You don't need to become a fungophile or have a degree in mycology to appreciate the well over 2000 species of mushrooms found throughout North America. Just as with bird watching, identifying, cataloging and photographing the plethora of fungi found throughout our area can be very satisfying. Of course, so can collecting and eating them. And yes there are poisonous mushrooms - of the thousands of species there are only 5 or 6 that are truly deadly. Our fear of mushrooms can be traced back to an English gent, William Delisle Hays from the 1800's who often wrote disparaging words regarding mushrooms. This continues today with many media outlets focusing on the very few cases of those who perish from ingesting a deadly mushroom. One of the most dangerous aspects of mushroom hunting can be the drive in your automobile to the location which you decide to spend the day.

Sonoma County Animal Services Love Me, Fix Me

This program offers low-cost spay/neuter vouchers for qualifying low-income pet owners. This program aims to remove barriers to spaying and neutering pets and ensure that all Sonoma County residents have access to affordable spay/neuter services.

A LMFM voucher for your dog or cat includes:

- Spay or neuter surgery
- Microchip (if needed)
- Vaccinations (if needed)

Love Me, Fix Me qualification is income-based. There are two ways to qualify:

1. You or another person in your household is participating in one of these assistance programs:

- | | |
|---------------------------|---------------|
| CalFresh/Food Stamps | AT&T Lifeline |
| Medi-CA | PG&E CARE |
| Free or Reduced Lunch | WIC |
| SonomaWorks/CalWorks/TANF | |

Proof of participation will be requested with your application.

2. The combined income of all household members cannot exceed the “very low income” limitations by household size. Proof of income is required with your application.

For dog owners, if you live in one of their jurisdictions, a current license is required to receive a voucher.

Co-pay Fees Per Voucher

Cat spay/neuter surgery: \$40

Dog spay/neuter surgery: \$50 + \$27 license fee (if applicable) due to Sonoma County Animal Services before vouchers are issued

Co-pays are due at the time of surgery.

(707) 565-7100 email theanimalshelter@sonoma-county.org.

N

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4 MYTHS ABOUT SELLING A HOME RIGHT NOW

- Myth: Buyers are waiting to enter the market.**
- Record-low mortgage rates mean it's a great time to purchase a home, and buyers are actively engaging in the market.
- Myth: Wrong season to sell.**
- You've probably heard that it's better to list in the spring or summer. But right NOW is a seller's market — and a highly active one at that.
- Myth: Home prices are decreasing.**
- Nearly every metro region saw price growth this year, with trends outpacing expectations. In fact, historically low mortgage rates could allow people to afford higher-priced homes, encouraging them to buy now.
- Myth: You won't be able to show your home.**
- You can show your home safely by following the recommended precautions. Virtual home tours and private showings are also options.

If you're curious about what else is happening in real estate, especially our local market, reach out today!

W

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Holiday Happenings!

The **Kiwanis Club of Cloverdale** is selling See's candies Just in time for the Holidays. You can purchase See's candy at the Cloverdale Chamber or call Laurie at 328-2147.

Christmas Wish Program
Pick up date and location
117 E. First Street on December 16

Cloverdale Lions Christmas Tree Lot opens, corner of Hillcrest Drive & South Cloverdale Blvd, on the hill by ACE Hardware.

Now through December 20, Sunday, **Cloverdale Chamber Holiday Lights Display** – email info@cloverdalechamber.com your address to be included on the Holiday Lights list – enter to win a prize!

Now through Dec. 24th, **Cloverdale Chamber Holiday Hop**. Follow Candy Cane lane & visit local merchants – earn your stripes/shop local – enter to win a prize.

Christmas Wish Tree Program

Thank you to all who took part in this year's Christmas Wish Tree program. The trees were set up at the following participating merchants:

- ACE Hardware
- Bella Moda Salon
- Dahlia and Sage
- Del Webb
- Exchange Bank
- Heart City
- Erin Mavis Clothing
- Starbucks
- United Church



Cloverdale families in need were eligible to sign up for Christmas gifts from 10/30-11/6. This program is for children 10 years and younger only and for residents of Cloverdale. Gift pick-up is December 16th, 4pm-6pm, 117 E. First Street. Bring ID showing residency when arriving at pick-up location. Masks and social distancing required.

Happy Holidays Puzzle

E
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| CANDY CANE | GREETING CARDS |
| CHRISTMAS TREE | HANUKKAH |
| DREIDEL | LIGHTS |
| PRESENTS | STOCKINGS |
| SANTA CLAUS | SHOPLOCAL |
| | SLEIGH RIDE |



Happier New Year Contest

Cloverdale Connect is celebrating the end of 2020! We have a fun contest to bring in 2021 with wishes for a **“Happier New Year”!** Winner will be randomly selected on New Year's Day and will receive a **fun-filled gift basket** courtesy of **Cloverdale Connect** and our participating sponsors. Everyone (including advertisers, sponsors & columnists) is welcome to enter because we ALL need good wishes for 2021! Only one entry per person. Good luck!

To Enter:

- “Like” Cloverdale Connect Facebook page
 - “Like” the post about the contest
 - On that same post, write ONE thing that you wish for in 2021.
 - Then share the post on Facebook
- Contest runs through December 31, 2020 and the winner will be randomly chosen on New Year's Day

Participating Sponsors:

- Snake River Stamped Jewelry
- Cloverdale Cottage Garden soaps
- Porterfield Creek body scrubs
- Erin Mavis Clothing
- Papa's Pizza
- Rockin' A Adventures Cafe
- Clover Dog Pet Supply
- Heart City
- Estate Retail Therapy
- R Salon
- Animal Hospital of Cloverdale

CELEBRATIONS OF LIFE

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Retirements • Anniversaries
Birth Announcements**

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at cloverdaleconnect.com*



Marketing Tips For Your Business

Your branding image

Choose an image for your business – a logo, a “look”, a color, a theme and stick with it in your advertising, your letterhead & business card, your signage

Be consistent with you branding image – use a similar lay-out in every ad, reinforcing your “look”, your brand

Be consistent with your media choices – don’t hop around different media each week or month. Keep steady messaging – most prospective customers need to see your message FIVE times before they react

Be wary of coupons

Using coupons tells your prospective customers and current customers that what you normally charge isn't worth the price they are normally paying

Unless you are willing to offer a new car as your coupon reward, don't judge your advertising media by your coupon offer. People will not likely remember to ask for their 10% off, however they will be sure to ask for their FREE CAR.

The reason a coupon doesn't work is not due to the media you are using but it is due to the strength of your offer.

Your ad quality

Make sure your photos are clear, there are no spelling or grammar errors and your ad is clean and easy to read and consistent with your branding image (see above)

Make sure that the most important point you are trying to make is the most prominent message seen when someone sees your ad. Is it price? Hours that you are open? A particular item or service?

When FREE ad design is available, take advantage of the offer unless you possess extraordinary graphic design skills.

Customer management

Keep a database of your customers with name, address, email – it can be simple as having a notebook on the counter.

Communicate using your database with your customers about special events, sales, new merchandise, special offers. You can use email, postcards, letters, phone calls – vary your method of contact.

Take the time to thank your customers – first at the time of the transaction and then send an appreciation note in the mail.



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Cloverdale Volunteer Fire Toy Round Up 2020

Help Sparky spread the holiday cheer to our Cloverdale families in need this holiday season. Unwrapped toys or gift cards can be dropped off at the fire house daily from 9:00am to 5:00pm.

Collecting Toys until: Sunday, December 20th, 2020
Please call Cloverdale Fire Auxiliary at: 707-478-6100



Cloverdale High School Gym Improvement

Fitzgerald Decorating & Painting and Todd Lands Construction teamed up recently to paint the CHS gym with some in kind service to the CUSD and Cloverdale High school. Workers included Pat and Margaret Fitzgerald, Todd, Greg and Summer Lands, Hailey Donahoo and Bernie Collins. The gym floor also was redone, stripped and then repainted lines. A fantastic facelift for the CHS gym. Thank you Fitzgerald Decorating & Painting and Todd Lands!

Cloverdale Cares

Sponsored by



Jane & Ron Pavelka



Cloverdale Lions



Alexander Valley Health Care

A Guide to Local Service Clubs & Non-Profit Organizations

Alexander Valley Film Society

121 East 1st Street
Cloverdale 95425
707.893.7151
kathryn@avfilmsociety.org

American Legion

P.O. Box 535
Cloverdale 95425
707.894.0712
fermel@comcast.net

Boys & Girls Club of Sonoma County/Marin

1400 N. Dutton Avenue
Santa Rosa 95401
707.528-7977
jweymouth@bgcsonoma-marin.org

C.A.R.E. Foundation

P.O. Box 770
Cloverdale 95425
cusdcare@gmail.com

Cloverdale Arts Alliance

204 N. Cloverdale Blvd.
Cloverdale 95425
707.894.4410
info@cloverdaleartsalliance.org

Cloverdale Chamber of Commerce

126 North Cloverdale Blvd.
Cloverdale 95425
707.894.4770
info@cloverdalechamber.com

Cloverdale Citrus Fair

1 Citrus Fair Drive
Cloverdale 95425
707.894.3992
info@cloverdalecitrusfair.org

Cloverdale Food Pantry

202 Commercial St
Cloverdale
707-328-2147
Open Fridays 12-3pm

Cloverdale Historical Society

215 N. Cloverdale Blvd.
Cloverdale 95425
707.894.2067 office@cloverdalehistory.org

Cloverdale Lions Club

P.O. Box 763
Cloverdale 95425
www.cloverdalelionsclub.com

Cloverdale Performing Arts Center

209 N. Cloverdale Blvd.
Cloverdale 95424
707.894.2214
tickets@cloverdaleperformingarts.com

Cloverdale Ponytail League

111 Brookside Drive
Cloverdale 95425
707.321.1917

Cloverdale Roadrunners Car Club

<https://www.facebook.com/CloverdaleRoadrunnersCarClub/>

Cloverdale Senior Multipurpose Center

311 Main St
Cloverdale 95425
707.894.4826
melanie@cloverdaleseniorcenter.com

Cloverdale Toastmasters

949-228-3932
garrett254@yahoo.com

Cloverdale Volunteer Firefighters Assoc.

707.894.3545
black@cloverdalefire.org

Courtney's Pumpkin Patch

529 Venezia Way
Cloverdale 95425
707.894-2038
courneyspumpkinpatch@comcast.net

Feline Rescue

707 494 5544
wesavecats@gmail.com

Friends of the Cloverdale Library

401 N. Cloverdale Blvd.
Cloverdale 95425
707.894.5271
friendscloverdalelibrary@gmail.com

Green Thumb Garden Club

1123 South Cloverdale Blvd. #E106
Cloverdale 95425
894-4767

Jefferson Elementary PTA

315 North St
Cloverdale 95425
angela.jeffersonpta@gmail.com

Kiwanis Club of Cloverdale

P.O. Box 367
Cloverdale 95425
707.548.8706
julie@juliecarter.org

Knights Of Columbus

P.O. Box 762
Cloverdale 95425
707.894.2514
kofc@msn.com

Rotary Club of Cloverdale

P.O. Box 388
Cloverdale 95425
707.894.5789
markthayer411@yahoo.com

Shoes 4 Kidz

In the Spring of 2015, Myriah Volk started a fundraiser to raise money for athletic shoes for kids in the community who needed them. Seeing the positive enthusiasm, she created the non-profit organization Shoes 4 Kidz that summer.

Through contacts in school districts, youth organizations and the community, Shoes 4 Kidz determines which children are in need of a new pair of athletic shoes. Their contact person or Shoes 4 Kidz team member will size the child and ask for any special color request. Shoes 4 Kidz purchases the shoes and hand delivers them to the school and often directly to the child. They provide shoes for school-aged children up to 18 years of age.

Shoes 4 Kidz' mission is to provide one good pair of athletic shoes for EVERY child who needs them. A proper pair of athletic shoes is not only important for the growing body, but for the mind as well. When exchanging a pair of worn-down shoes for a nice, new pair, it's also exchanging shame and embarrassment for confidence and pride - so every kid can get in the game!

Myriah Volk, Founder, is a Sonoma County native. She was inducted into the Healdsburg High School Hall of Fame in 2013 for Excellence in Athletics & Service to Community. Myriah lives in Sebastopol with her two sons and is active in the local community. In addition to being the Founder and

Executive Director of Shoes 4 Kidz, Myriah serves as a Trustee on The Sebastopol Union School District Board & is the Creator/ Host of local podcast People Doing Good with former NFL star & Shoes 4 Kidz President, Jerry Robinson. "If I can help change lives for the better, that is my PURPOSE. To give a kid a moment of HAPPINESS and HOPE- that's what it's all about!"

– Jerry Robinson

Serving on the Board of Directors are:

Joseph Passalacqua, Healdsburg attorney
Chips Castleberry, Sebastopol native, former Athletic Director.

Elizabeth Arntz, Sonoma County Office of Education
Jennifer Roventini, Sebastopol native, active member of the Peloton Community

Gianni Colombana, Superintendent of Dome Construction



Founding Shoes 4 Kidz Board Members:

Steve Dutton, President Dutton Ranch

Kim Rothstein, Former San Francisco Marketing Professional

Anna Guzman, Assistant Superintendent Santa Rosa City Schools

David Brown, Executive Director of YMCA

For more information: shoes4kidz123@gmail.com, 707-484-7504, and on Facebook



Russian River Watershed

Facilitate partnerships across political boundaries that promote stewardship of the Russian River watershed resources

The Russian River watershed is a rich and diverse region of nearly 1,500 square miles of forests, agricultural lands and urban lands in Mendocino and Sonoma Counties. The main stem of the Russian River flows 110 miles from its headwaters near Redwood Valley and Potter Valley to the Pacific Ocean near Jenner. The watershed is home to approximately 360,000 people, 238 streams and creeks, and 63 species of fish – three of which are listed as threatened or endangered: Chinook salmon, Coho salmon and Steelhead trout.

A watershed is all of the land that drains to a single water body. Watersheds are often named after the water body that they drain into, and the Russian River watershed is named after the Russian River. Watersheds are divided from each other by elevated land features such as hills and mountain ridges. Watersheds vary in shape, size, climate, vegetation, and many other physical characteristics, making each one a unique hydrologic system that stores and conveys water.

The Russian River Watershed Association (RRWA) is a coalition of eleven cities, (Cloverdale, Cotati, Healdsburg, Rohnert Park, Santa Rosa, Sebastopol, Ukiah, Windsor) counties (Sonoma, Mendocino), the Sonoma County Water Agency and special districts in the Russian River watershed that have come together to coordinate regional programs for clean water, habitat restoration, and watershed enhancement. RRWA was formed in 2003 to create opportunities for our member agencies to expand their stewardship role in the watershed.

The RRWA Board of Directors are elected officials from each of the eleven Member Agencies. This governing and decision making group provides direction and oversight for RRWA according to the provisions outlined in the Memorandum of Understanding.

Development and implementation of RRWA projects is supported by the RRWA Technical Working Group (TWG). Expertise on the TWG includes engineering, agriculture, conservation, watershed planning and management, infrastructure, Low Impact Development (LID), and education and outreach.

Please contact RRWA staff at (707) 508-3670 or email info@rrwatershed.org, RRWA Publications are available for download at www.rrwatershed.org

New Deadline Calendar for

Cloverdale Connect

Advertising, Articles, Press Releases

Effective December 2020 For the January 2021 Issue

(This change allows the paper to be distributed earlier in the month)

January 2021 Issue	Friday December 18th
February 2021 Issue	Friday January 22nd
March 2021 Issue	Friday February 19th
April 2021 Issue	Friday March 19th
May 2021 Issue	Friday April 23rd
June 2021 Issue	Friday May 21st
July 2021 Issue	Friday June 18th
August 2021 Issue	Friday July 23rd
September 2021 Issue	Friday August 20th
October 2021 Issue	Friday September 17th
November 2021 Issue	Friday October 22nd
December 2021 Issue	Friday November 19th



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