

Sonoma County Lodging Association

November 2017

Hospitality supports the community during the 2017 Bay Area fires

The recent fires have greatly impacted all of us as individuals lost homes and personal possessions that encapsulated a lifetime, business were destroyed or damaged and the entire community felt the stress and drain of the unknown and the near threat of devastation. Yet, we did what we do best! The lodging and hospitality industry, who was on the leading edge of the disaster, providing shelter, food, comfort and in many cases, clothing and supplies for tens of thousands of Sonoma County residents.

We all know of at least one family who lost everything. So many contacted us with offers of shelter - both short and long term. There is still a great need for mid to long term housing. If you have a second home, granny unit or a non-conventional housing unit, please list it on the websites we recommend through the www.sonomacountylodging.org.

Who's New In Sonoma County Hospitality



From left to right: Thomas Schwarting, Brian Gibson, Claudia Vecchio, Tim Zahner and Goran Ljubicinovic

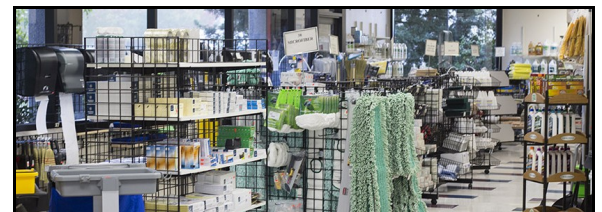
Brian Montanez was promoted to Hotel Manager at El Dorado Hotel, Thomas Schwarting joined the Farmhouse Inn as Hotel Manager, Brian Gibson joined the Farmhouse Inn as Director of Sales & Marketing Claudia Vecchio joined Sonoma County Tourism as Chief Executive Officer, Tim Zahner was promote to Chief Operating Officer at Sonoma County Tourism, Shiva Emdadian joined the Courtyard by Marriott Santa Rosa as General Manager, Thomas Romero joined the Motel 6 Petaluma as General Manager, Goran Ljubicinovic joined the Holiday Inn Windsor Wine Country as General Manager

Associate Member Spotlight: Fishman Supply Company

For fifty years, Fishman Supply Company has been providing customers with top quality maintenance, packaging and office supply products. As a business still family owned in beautiful Sonoma County, California, they are proud to be part of our community, and proud to contribute to its strength and quality of life. While competitors consolidate with mega merchants, Fishman Supply Company sees a bountiful opportunity to serve a growing number of customers who still value old fashioned service and reliability.

The Fishman Supply Company difference:

- A single source for all of your office and cleaning supplies.
- Competitively priced with quantity discounts.
- Experienced employees who come to your site for problem solving and training.
- Locally owned and operated providing personalized service you expect.



For questions regarding cleaning and maintenance or to order supplies, contact Fishman Supply Company at (707) 763-8161 or visit the website at www.fishmansupply.com.

Free seminar offered for disaster assistance

Sonoma County Tourism is offering a disaster assistance seminar twice next week. It will be led by William Koontz, public information officer at the U.S. Small Business Administration. The sessions will be held at the SCT offices, 400 Aviation Blvd., Ste. 500, Santa Rosa. Learn more about low-interest disaster loans for businesses of all sizes, homeowners, and renters affected by the recent wildfires. If you have physical property damage or loss, or loss of business (economic injury) due to the fires, you may be eligible for a low-interest loan through the SBA. This is free of charge, but registration is required.

Monday, Nov. 6, 2017, from 10 to 11:30 a.m. & Tuesday, Nov. 7, 2017, from 3 to 4:30 p.m.

Both sessions will also available via conference call on GoTo Meeting and both will be recorded. To sign up for a GoTo Meeting call, please email bsnow@sonomacounty.com. For more information on SBA disaster assistance, please visit their website at <https://disasterloan.sba.gov/ela/Information/Index>. To register or for more information on the seminar, please contact nbradin@sonomacounty.com

Sonoma Canopy Tours announces a new program!

Sonoma Canopy Tours can assign your hotel, B&B, or vacation rental a **special code** that allows you to book your guests immediately on a Sonoma Canopy Tour flight and provide them with a **15% discount!** Call or email Debbie Klein at 707-604-7834 or [email](mailto:debbie@sonomacounty.com) and she'll get you set up with a code and training information for your team.

*Guests must pay in full at the time they are booking the tour. Children must be 10 years of age and weigh at least 70 pounds, the maximum weight is 250 pounds, and pregnant women are not allowed. **Please do not shared this information on your website or in emails.***