

Delta Dispatch

The Official Journal of the California Delta Chambers & Visitor's Bureau

Phone: 916-777-4041 Korth's Pirates Lair, 169 Brannan Island Road, Isleton, Ca 95641 www.californiadelta.org

email: info@californiadelta.org PO Box 1118 Rio Vista, Ca 94571

Volume 16 Issue 3

Summer 2011

A message from our President

We have just completed the 2011 "Taste of the Delta" event showcasing local wineries, restaurants, and artists. This is our main annual fund raising event and also an opportunity for Delta businesses to gain new customers and let visitors sample their wonderful products. I am happy to report this, the tenth annual Taste was our most successful with nearly 500 attendees and a lot of positive feedback.

The *San Francisco Examiner* newspaper is printing a special Delta supplement in August and is offering editorial space to those that purchase a minimum sized ad. This is a good opportunity to attract affluent visitors to our area, the *Examiner* has a large circulation and as you know the bay area is only an hour drive from the Delta. I hope you will consider taking advantage of this opportunity. You can find more details elsewhere in this newsletter.

Every year R.J. Lorenzi of Westmar Insurance along with Don Abbott & Ty Mellott of *Bay & Delta Yachtsman* magazine get together with the previous years recipient to pick a winner for the annual Hal Schell award. This award is given in the memory of Hal Schell our beloved "Delta Dawdler" who worked so tirelessly to promote the California Delta. The winner is a person that has contributed to bettering the Delta. This year I am happy to report it was awarded to Chris Lauritzen of Lauritzen Yacht Harbor. Chris was a personal friend of Hal and the Lauritzen family has owned Delta businesses for over 100 years. Their current yacht harbor recently celebrated it's 50th anniversary. Chris volunteers frequently to help chamber events and boat shows. He will tackle any job, from security to working in a booth offering Delta information to potential visitors. He has been doing the fish report on our website for countless years and is always willing to help a wayward traveler or fisherman. Congratulations Chris.

We are very pleased that we are attracting many new members. The Delta Chamber continues to be one of the best deals around to help promote your business with our world class website and phone and email answering 7 days a week offering quality information to visitors. We also welcome and appreciate our booster members that support our activities with their time and funds.

If you have any suggestions or questions regarding your chamber please call me at 209-948-6995 or our Executive Director Bill Wells at 916-777-4041.

Dave Theis

President

California Delta Chambers & Visitor 's Bureau Board of Directors

PRESIDENT

Dave Theis: Email: dave@windmillcove.com

VICE PRESIDENT

Heather Ingram - Delta Discovery Cruises (Email: deltacruises@gmail.com)

IMMEDIATE PAST PRESIDENT

Ty Mellott - Bay & Delta Yachtsman Magazine (Email: tymellott@yachtsmanmagazine.com)

TREASURER

Kim Korth - Korth's Pirates Lair Marina (Email: kim.korth@yahoo.com)

DIRECTORS

Lynn Hahn - Hahn Tractor (Email:lynnhahn@comcast.net)

Blair Hake - Ameriprise: (Email: blairhake@hotmail.com)

Kelli Pearson - MapCo Marketing (Email: kelli@mapcomarketing.com)

Trisha Meagher—Windmill Cove Restaurant & Bar (Email: alohatm@aol.com)

Colleen Kamerer - California Waste Recovery Systems

(email: colleenkamerer@cal-waste.com)

Margot Ray - Citadel Broadcasting Company (Email: margot.ray@citcomm.com)

WEBMASTER

Suzanne Black - Delta Webs (Email: info@deltawebs.com)

EXECUTIVE DIRECTOR

Bill Wells - Classic Yacht Association (Email: commodorewells@msn.com)

NEW IMAGE
Sign Co.

VINCE ROSATO
PATRI GULICK

INTERIOR AND EXTERIOR SIGNS

Quality work, competitive prices, excellent service...guaranteed.

website: www.newimagesigncompany.com

email: newimagesigns@aol.net

(209) 931-6594 • Fax (209) 931-6584

4059 CHEROKEE ROAD • STOCKTON, CA 95215



Joe & Kim Felix at Moore's Riverboat



Vince & Patti at the Taste of the Delta



Sea Scouts assisting with boat docking at the Taste of the Delta (Windmill Cove)



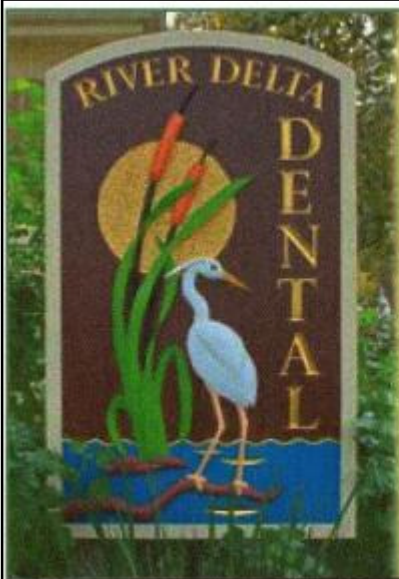
Peter & Jean at the Moore's Riverboat mixer



Relaxing at the Stockton Yacht Club



A crew of seafarers departing Windmill Cove



Serving the Entire Delta
NORMAN SPALDING, DDS
GENTLE DENTAL CARE

Cosmetic and General Dentistry
Emergency and New Patients Welcome
Saturday Appointments Available

Market Street & Brown's Alley • Walnut Grove
Call for a Free Consultation with Dr. Spalding
916-776-1235
Visit us at www.RiverDeltaDental.com

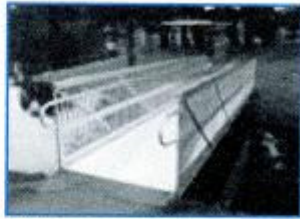


Isleton Cajun Festival



ACS
MARINE

Manufacturer of
Aluminum Gangways
and *Boat Docks*



- Offering a complete line of stock and custom aluminum waterfront products
- Wholesale to the public
- Commercial / Residential
- Leader in quality and design

ACS Marine Inc.
1414 W. Fremont St. • Stockton, CA 95203
(209) 465-1700 • www.acsmarine.com

Please join us in welcoming these new members that have recently joined.

Karen Nickols Massage Therapy

1906 Pacific Ave.
Stockton, CA 95204
(209)479-9987

Diablo Boat Works

2616 Taylor Road
Bethel Island, CA 94511
925-684-3344

Westerly Marine

Randy Trudeau - Owner
P.O. Box 249
Orinda, CA 94563
925-323-2441 /

Design Imagery Engraving

Gretchen Dunning
4137 Sangamon Street
Carmichael, CA 95608
916-747-0227 /

Herman and Helens Marina

15135 W. Eight Mile Road
Stockton, CA 95219
209-951-4634 /

Hannah Nicole Vineyards, Inc

Neil and Glenda Cohn
6700 Balfour Road
Brentwood, CA 94513
925-240-9463 /

Peter's Steak House

203 Second Street
Isleton, CA 95641
916-777-6004



2011 Taste of the Delta
July 16 at Windmill Cove



Roberta and Steffani
admire a 57' Chevy



Advantages of Being a Delta Chamber Member

Our website gets about 380,000 unique visitors per year. We believe our site to be the most visited recreation-oriented website in the greater Delta region. Some members who are linked to us claim they get 80 percent of their business traffic referred to them from this site.

CHAMBER OFFICE: The Chamber currently rents office space located at Korths Pirate's Lair Marina on the Delta Loop. Chamber staff members respond to phone and email messages. Member brochures are available free and visitors can purchase maps and guides to the Delta. We try to answer the phone in person seven days a week and return all emails on a timely basis. We mail out hundreds of pieces of literature to people interested in the Delta.

WEBSITE LISTINGS: Each member receives a listing on the Website, which usually includes business name, address and telephone number. We try to list the members in the most appropriate spot in the Website. Some may get listed on more than one page, if appropriate.

WEBSITE LINK: Each member gets a website (or e-mail) link. This includes one link on the Member Directory and other links wherever their web address is mentioned (new members, events, etc.).

ADVERTISING: The Delta Chambers purchases a booth at selected travel and boat shows. Member brochures are placed in the booth and distributed to attendees of the show. Volunteers work in the booths and answer questions from the public. We publish a Delta visitor guide periodically and all business members are included. Members can purchase additional advertising space if they desire.

WEBSITE AERIAL PHOTO: If the member can provide us with an aerial photograph of their establishment, we will run a second listing of it with photograph on our Aerial Photos page.

EVENTS: Member events open to the public are listed FREE on our events page, if the member provides the event information.

SYNDICATED EVENTS: We encourage all members with Websites to do their share to help us promote Delta events by placing our Syndicated Delta Events Calendar on their site.

CHAMBER MIXERS: We have a Membership Mixer the second Wednesday of every month at various member facilities around the Delta area. These are a great way to meet people and promote your business.

You can join online at www.californiadelta.org. The business dues are \$150.00 per year. If you are a fan of the Delta but not a business person you can join as an individual booster member (no business listing) for \$35.00 per year.

TWIN RIVERS
MARINE INSURANCE
AGENCY, INC.
"Your Boat Insurance Specialists"
 7 Marina Plaza • Antioch, CA 94509
 Located at the Antioch Marina

REPRESENTING

TRAVELERS Insurance. In a great way. **AIG** Global Marine and Energy **ZURICH** Marine Specialty

AMERICAN MODERN INSURANCE GROUP **FOREMOST** INSURANCE GROUP **LLOYD'S**

MARKEL INSURANCE COMPANY **Safeco** Insurance

ace seguros **ace recreational** **CHUBB** PERSONAL INSURANCE
 marine insurance

For All Your Boat Insurance Needs
www.BoatInsuranceOnly.com • (800) 259-5701

Member Profile

In each issue of the news letter we try to include a business profile of one of our members. This lets other members know what products and services they offer and generally provides a history of a unique resource.

If you would like to have a one page profile of your business included in a future issue of the Delta Dispatch please email the chamber office at: info@californiadelta.org and we will get it scheduled. There is no extra charge for this service.

Nibral / Bronze / Stainless Steel / Inboard Specialists
108 Inch Diameter Capacity / ISO Certified Trained Technicians

No Vibration, Higher Speed, Use Less Fuel
 All Work Is Documented • Free Initial Measurement
 Repair, Performance Tuning, Re-Pitching
 Engine RPM Synchronization, New Sales
 Repower Specialists

Thomas Marine Propeller

TMP has 3 Prop Scan Machines for Fast Service.

Pick-Up and Delivery Available • (916) 852-8548
www.ThomasMarinePropeller.com

Advertise in the Delta Dispatch

We have a limited amount of space available for advertising in the Delta Dispatch. Our newsletter is delivered by the U.S. Mail four times per year to around 300 hardcore Del-taphiles. If you are interested in placing an ad please give us a call at 916/777-4041 or email to info@californiadelta.org.



TIKI LAGUN RESORT & MARINA
 12988 W. McDonald Rd.
 Stockton, CA 95206
 209-464-2980

R.V Park, Tent Camping, Boat Launch
 Store & Gas

Covered Slip's available in 28' - 60' ft lengths
Give us a call! Ask about a free months rent!
"It's always noon at TIKI LAGUN"

Promotional Opportunity

The *San Francisco Examiner* newspaper has invited us to be part of their California Delta Travel Section. It will publish Sunday, August 21st and will focus on our local destination: The California Delta. All types of businesses including hotels, restaurants, bed & breakfasts, museums, wineries, events, retail locations, and more have all participated in prior sections, and the paper will strive to portray an overall view of tourism in the area. Delta Chamber Members get to have an article written about their business (free of charge with the purchase of an eighth page ad and up).

This section goes out to over 275,000 readers in the Bay Area with each edition. The San Francisco Examiner is the largest circulated newspaper in both San Francisco and San Mateo Counties. Each day, the targeted single-copy and home-delivery systems reach on-the-go professionals and families with high household incomes. On weekdays, they have street promoters handing out papers to the professionals in the Financial District and commuters from Marin County and the East Bay. Their audience ranges from the young, working professional, to the more mature demographic, and I feel this would be a perfect fit to increase travel and tourism in our area.

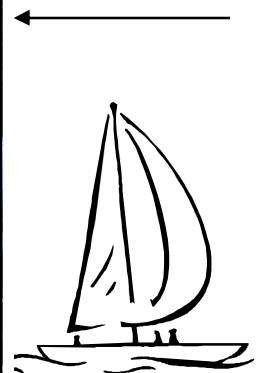
Friendly representatives of the San Francisco Examiner will be calling our members to see if they would like to participate. Members can also contact Molly Corson at mcorson@sfoxaminer.com or 415-359-2702. There is no obligation, but the size of the section will be determined by the number of participants.

We feel this is a good cost effective opportunity to bring more visitors to enjoy the Delta as the tourist season begins to taper off.

Bill



**Ox Bow Marina
Harbor Party**



California Delta Chambers
PO Box 1118
Rio Vista, CA
94571

www.californiadelta.org

Scene on the Delta



Chris Lauritzen co-owner of Lauritzen Yacht Harbor is awarded the 2011 Hal Schell Award by Ty Mellott of *Bay & Delta Yachtsman* magazine.

Host a Mixer!

Our monthly mixers are a good way to get recognition for your business. Typically between 50 and 75 chamber members and guests attend the mixers. You don't have to be a restaurant or bar, we have had many great mixers at other types of businesses. You could consider having a joint mixer combining two businesses. Give us a call at (916) 777-4041 if you want to schedule a mixer!

August Mixer

Willow Berm Marina

Wednesday August 10, 2011

6:00PM to 7:30PM

140 Brannan Island Drive
Isleton, Ca 95641

If you get lost call 916-777-6313

Willow Berm Marina is one of the garden spots of the Delta and the staff goes all out to provide an enjoyable experience!
Eat, Drink, make contacts, have fun!