

2018



Get to know the Workforce of Willits with Willits Weekly's special booklet

Meet the Merchants and More!



Published by Willits Weekly on Thursday, March 22, 2018

Thank you to all of these businesses for being a part of the "Workforce of Willits"!

Meet the Merchant alphabetical index of 2018 participants

Ace Copy & Shipping	4	Romi's Roadhouse	32
Adventist Health Howard Memorial	22, 23	Roundtree Glass	28
Brown's Corner	27	S&S Auto	17
Celtic Heritage Destinations	34	Savings Bank of Mendocino County	38
Coast Hardware	12	Scoops Frozen Yogurt, Ice Cream & Deli	7
DripWorks	20	Sparetime Garden Center	6
East Hill Veterinary Clinic	19	Summit Signal, Inc.	26
ER Energy Hometown Store, Inc.	25	Willits Animal Hospital	9
Flowers by Annette	13	Willits Chamber of Commerce	41
Harrah Senior Center	21	Willits Charter School	39
J.D. Redhouse & Company	3	Willits Furniture Center	44
Kimberly's Jewelry	31	Willits Garden Supply	33
Les Schwab Tire Center	14	Willits Mini Storage, LLC	18
Little Lake Auto Parts	10	Willits Power & Hardware	37
Little Lake Health Center	35	Willits Redwood Company	36
Mariposa Market	5	Willits Rental Center	11
Marvin's Gardens Tree Service	16	Willits Weekly	29
Mendo Mill & Lumber	30	Yokum's Body Shop, Inc.	8
Monkey Wrench Men's & Women's Wear	15		
Northwest Sporting Goods	24	Special Content: Supporting Local Business	43
Roland's Bakery & Bistro	40	Special Content: Willits Frontier Days Schedule	42

Would you like to be included in our next Meet the Merchants edition? We'd love to have you! Email us at willitsweekly@gmail.com and we'll add you to our contact list for the next edition!

Willits Weekly joins the community in offering our sincere thanks to the hometown heroes of

Little Lake Fire Department & Brooktrails Fire Department



J.D. Redhouse & Company



Business Address: 212 South Main Street, Willits CA 95490

Cross Street: Wood Street

Business Phone: 707-459-1214

Business Days/Hours:

Monday - Friday: 9 am to 6 pm

Saturday: 10 am to 6 pm

Sunday: 10 am to 4 pm

Email: ashtan@jdredhouse.com and jake.redhouse@yahoo.com

Website: www.jdredhouse.com

Facebook: www.facebook.com/jdredhouse

Instagram: [@jd.redhouse.co](https://www.instagram.com/jd.redhouse.co)

Date/year business started: Opened November 2007

Something someone may be surprised you have/carry/do: We have expanded on our men and women's casual clothing. We doubled our clothing department, but kept the livestock supplies, and they can now be found and shopped in our warehouse.

Tell us a little more about your business: Store owner Darlene opened J.D. Redhouse to offer locals quality pet food and livestock feed without having to drive out of town. Little by little, the store filled with clothing for men, women and children as well as a variety of toys and gifts. In the beginning you could find coffee, ice cream and candy in our sweetshop, but we now offer handmade fudge, sandwiches and salads, too!

The business is owned by: Darlene Bixler

How many employees: 19

Biggest selling items/service: Our top-selling items are our dog food, pet supplies, hay and grain.

From left: Darlene Bixler, Jake Whitehurst, Ashtan Bloomquist, and Kaleb and Aybrie Whitehurst.



From left: Owner Martin Rodriguez, David Rodriguez, and Assistant Manager Marisela Lamprich.



Business Address: 889 South Main Street

Cross Street: Walnut Street

Business Phone: 707-456-9800

Business Days/Hours:

Monday - Friday: 9 am to 6 pm

Email: willitsacecopy@gmail.com /
acecopywillits@sbcglobal.net

Website: www.acecopyshipping.com

Facebook: www.facebook.com/ace.copy.1

Date/year business started: March 15, 2004

The business is owned by: Martin & Saprina Rodriguez

Ace Copy & Shipping

How many employees:

2 part-time

Biggest selling items/service: Copies and shipping

Something someone

may be surprised you have/carry/do:

Personal mailboxes/Willits souvenirs/office supplies/cold drinks and snacks

Tell us a little more about your business:

Martin and Saprina opened Ace Copy & Shipping in March of 2004. Both Martin and Saprina grew up in Willits, and both are alumni of the Willits school district and they are also graduates of Mendocino College. Ace Copy is a very family- and community-oriented business; they try to donate to most community events as well as sponsor a wide variety of youth sports teams. The walls

at Ace Copy are covered with what Martin calls his wall of honor. It includes pictures of his family as well youth teams that he has sponsored, and nostalgic pictures of Willits.

Ace Copy offers a wide variety of goods and services, and they pride themselves on customer service. "Without our customers we would not be here," says Martin. At Ace Copy they can take care of all your needs for personal or business. They offer color copies, laminating, binding, office supplies, faxing and computer use.

They also carry gifts, local handmade jewelry, and greeting cards, as well as Willits souvenirs and postcards. They offer FedEx and UPS shipping and offer mailboxes for rent, as well as a wide variety of over 60 different shipping boxes for sale and all the packing materials.



From left, back row: Gloriann Lucero, Steve Miller, Harry Muhlhauser, Cindy Sanborn-Dubey, Danny Brockman, Mark Adley, Camille Stuart, and Tammy Mitchell. Next row: Tauna Hincker, Josi Pearson, Gigi Jergenson, Alyse LaFortune, Alecia O'Neil, and Scott Leal. Next row: Monica Edman, and Mary Anne Trevey. Front row: Debbie Flowers, Debby Hall, Rani Saijo, and Kasey Ricks.

Mariposa Market

Business Address: 500 South Main Street, Willits, CA 95490

Cross Street: Monroe Avenue

Business Phone: 707-459-9630

Business Days/Hours:

Monday - Friday: 8 am to 7 pm

Saturday: 9 am to 6 pm

Sunday: 9 am to 5 pm

Email: gm@mariposa-market.com

Website: www.

mariposamarket.com

Facebook: www.

facebook.com/
MariposaMarket

Instagram: @

mariposa_market

Date/year business

started: 1979

The business is owned by:

Mary Anne and Michael Trevey

How many employees: 49

Biggest selling items/service:

Organic produce

Something someone may be surprised

you have/carry/do: Mariposa has a high-quality café that serves homemade organic/natural deli items and grab and



go dishes, making it a popular lunch spot.

Tell us a little more about your business:

Mariposa Market was started in 1979 as a produce stand that morphed into a natural foods store over the years. We have always been dedicated to providing the highest-quality healthy food with an emphasis on locally produced items. Our store prides itself in customer service, and we have continued to make produce the shining star of our market. We are a full-service market with a deli/café, craft beers and local wine, and an eclectic gift department.



From left, back row: Will Mulford, Dan Turner, Chris Sironi, and Austin Yoder. Middle row: Paul Hosford, Diana Hosford, Mike Woodruff, Geoff Thompson, Christole Hernandez, Lisa Montez, José Garcia, and Chris Yoxall. Kneeling: Gunner, Suzy Kelley, Brandi Cameron, Scott Enge II, and Samuel VanDyke.

Sparetime Garden Center

Facebook: www.facebook.com/sparetimegardencenter

Instagram: @sparetimegardencenter

Date/year business started: 1983

The business is owned by: Mike Griggs, Sr. and Mike Griggs, Jr.

How many employees: 21

Biggest selling items/

service: Soils and fertilizers

Something someone may be surprised you have/carry/do: Pet food

Tell us a little more about your business:

This year marks the 35th year of Sparetime Supply. Since 1983 when we first opened 'til now, we have grown into a multi-faceted business that is still family-owned and operated.

Sparetime Supply recently rebranded our retail store as Sparetime Garden Center.

It continues to offer a large selection of flowers, trees and vegetable starts. To plant these, we offer shovels, rakes, hoes and hoses. We have an extensive selection of drip materials and plumbing parts. Every year we hold an increasingly and locally famous Vendor Day. This year to celebrate, we are combining our anniversary with our Vendor Day. It will be held on Saturday, April 21. We cordially invite everyone to join us for the festivities.

Our wholesale division is known as Sparetime Supply Distribution. It distributes gardening supplies to retailers, such as nurseries and garden centers throughout the entire western United States. We are proud to show off our community by hosting a private trade show for these wholesale customers one weekend every year here in our hometown.

Sparetime has been successful because we work hard and have been very lucky. We mirror the greatness of our employees and the myriad strengths of all of our customers. Together we make both Willits and all of Northern California a better place to work and live.



Business Address:
208 East San Francisco Avenue,
Willits, CA 95490

Cross Street:
Railroad Avenue

Business Phone:
707-459-6791

Spring Hours:

Monday - Friday: 8 am to 7 pm

Saturday: 9 am to 7 pm

Sunday: 9 am to 5 pm

Winter Hours:

Monday - Friday: 8 am to 6 pm

Saturday: 9 am to 6 pm

Sunday: 9 am to 5 pm

Email: retail@sparetimesupply.com



Scoops Frozen Yogurt, Ice Cream & Deli

Business Address: 110 North Main Street

Cross Street: State Street

Business Phone: 707-272-9646

Winter Hours:

Monday - Friday: 11 am to 6 pm

Saturday - Sunday: 12 pm to 6 pm

Summer Hours:

Monday - Friday: 11 am to 8 pm

Saturday - Sunday: 12 pm to 7 pm

Email: 8atscoops@gmail.com

Facebook: www.facebook.com/Scoopsfrozenyogurt

Instagram: @scoops.froyo

Date/year business started: June 2012

The business is owned by: Lisa Davis

Biggest selling items/ service: Ice cream, deli, espresso, catering

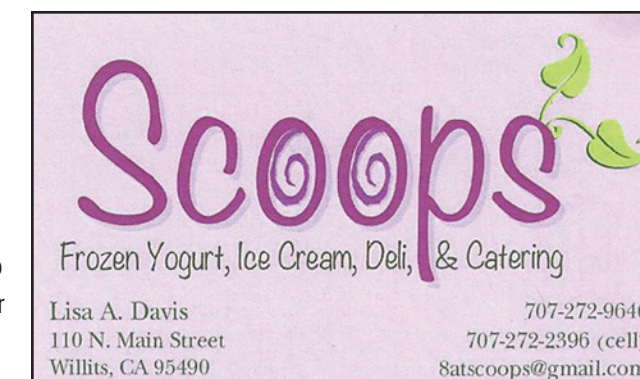
Something someone may be surprised

you have/carry/ do: Catering and selling Christmas trees in December

Tell us a little more about your business: Scoops caters weddings, birthdays, special events and company functions with box lunches to hot catered meals. Let us help you take the stress out of your event planning! Call today: 272-9646 and ask for Lisa!



From left: Emily Davis, Ricky Carrillo, Mychaela Nowlin, Johnny Kvasnicka, Lisa Davis and Mariah Escobedo.



From left: Jeff Yokum, behind, Kirk Reed, Lorenzo Rodriguez, Roy Clifton, Juan Vazques-Cendejas, Lisa Yokum, Adam Barrales and Gustavo Gutierrez.



Yokum's Body Shop, Inc.

Business Address: 1619 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-9385

Business Days/Hours:
Monday - Friday: 8 am to 5 pm

Email: contact@yokumsbodyshop.com

Website: www.yokumsbodyshop.com

Facebook: Look under "Yokum's Body Shop Inc."

Date/year business started: 1972

The business is owned by: Jeff Yokum

How many employees: 12

Biggest selling items/service:
Collision repair

Something someone may be surprised you have/carry/do: Filing your claim. Call us first after any accident. We will handle every

aspect for you, even calling your insurance company. (Nobody likes doing that!)

Tell us a little more about your business: Yokum's Body Shop is a second-generation family-owned Body Shop and is proud to be your first choice in automotive body repair and maintenance. The staff and shop are certified in many specialties including State Certified Technician, ASE Certified Technician, NAPA Auto Care Center and State Farm Insurance Service First, I-CAR Certificates, Electrical Systems Certificate, Paint Color Matching and Technical Refinishing Certificates, and Welding Certificates.

Yokum's facility includes an Eagle paint booth and paint curing system with accompanying paint mixing room for use with the latest Martin-Senour water-based paints, two frame racks, and a 15,000-square-foot shop. We are a Complete Collision center offering Lifetime Guaranteed Repairs, Towing Service,

Enterprise Rental Cars, Full Detail and Car Wash.

Yokums are five generations strong in Willits, and supporting our community is very important to our family. At Yokum's Body Shop we are proud to contribute to our school events, Willits Kids Club, local youth and sports teams, Willits Educational Foundation, Sober Grad, and many other organizations including 4H, Girl Scouts, Boy Scout Troop 42, Willits High School Rodeo, Phoenix Hospice, Relay for Life, Willits Horsemen Association, Ducks Unlimited, Willits Classic Car Club, The Shifters, The National Corvette Museum and Cowboy Poetry.

We also help support Willits Community Theatre, Little Lake Fire Fighters Association, Roots of Motive Power, Rotary, Lions and Soroptimist Clubs of Willits, and Willits Frontier Days. We believe in working in your community and working for the community.



Willits Animal Hospital

Business Address:
20000 Hollands Lane, Willits, CA 95490

Cross Street: Walker Road

Business Phone: 707-459-6723
707-459-4634

Business Days/Hours:
Monday - Friday: 8:30 am to 5 pm
Saturday: 8:30 am to 12 pm

(Closed Sundays and last Saturday of the month)

Email:
willitsanimalhospital@gmail.com

Website:
www.willitsanimalhospital.com



Employees: 8

DVMs: 2

Biggest selling items/service: Flea/tick control and heartworm prevention

Tell us a little more about your business: Willits Animal Hospital is accepting new clients. We offer full-service digital/state of the art X-rays and in-house lab work. We treat all the pets like they are our own.

Facebook: www.facebook.com/WillitsAnimalHospital

Date/year business started:
Founded in 1956; Fred Jacobs purchased in 1998.

Business Owned By: Dr. Fred S. Jacobs DVM (practicing since 1978)

Back row, from left: Teresita Steffens, Haley Shuck, Dr. Tej Nagra, Amber Eyemann, Dr. Fred Jacobs, Mayte Jacobs, Hailee Jesness and Tina Gutierrez. **Front row, from left:** Jodi Moratti, Lilly, and Erin Convery.





Business Address: 1571 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-6831

Business Days/Hours:

Monday - Friday: 8 am to 6 pm

Saturday: 8 am to 5 pm

Date/year business started: 1984

From left to right: Dan Gutierrez, Carl Burleson, Cathy Bouthillier, Calvin Payne and Mike Foty. Not pictured: Tim Westby, Manager; Heidi Tonelli, Shipping and Receiving; Hannah, Gracie and Madison Bouthillier, Office Staff.

The business is owned by: Cathy and Dave Bouthillier

How many employees: 8 in Willits

Biggest selling items/service: Napa Oil @ \$2.99 per quart

Tell us a little more about your business: Little Lake Auto Parts opened in April of 1984 in a rented 3,600-square-foot space with \$75,000 in inventory. Today, we occupy 17,500 square feet and have \$800,000

Little Lake Auto Parts

in inventory. Two-and-a-half years ago, we added a second location: 375 South Main Street in Ukiah. Dave and Cathy both graduated from Willits High School, and though now divorced, both jointly own both locations. We are very thankful for the support we have received from our community.



LITTLE LAKE AUTO PARTS
1571 S MAIN ST
WILLITS, CA 95490

Phone: 707-459-6831
Fax: 707-459-6033



Willits Rental Center

Business Address:

315 Robert Drive, Willits, CA 95490

Cross Street: Blosser Lane

Business Phone: 707-456-1123

Business Days/Hours:

Monday - Friday: 8 am to 5 pm

Email: willitsrentalcenter@gmail.com

Facebook:

Look under "Willits Rental Center, Inc"

Date/year business started: May 1, 2005

The business is owned by: Chris Horger

How many employees: 3

Biggest selling items/service: All types of small equipment and tool rentals.

Something someone may be surprised you have/carry/do: We now offer a full line of auto and truck repair service.

Tell us a little more about your business: Whether you need a half-day or a long-term rental, we can provide homeowners and do-it-yourselfers all the way to professionals with a wide variety of equipment. We have everything from rototillers to cement mixers to tile saws to carpet installers to sanders to weed eaters to lawn mowers and more. We can offer quick lessons on the machinery



available, or connect renters with trained professionals in the area to help them with their projects. We are also now ASE Certified and a Napa Auto Care center and are able to provide troubleshooting and service for cars, trucks and other autos.

We are proud supporters of the Willits Community Theatre, the local schools, Sober Grad, the Willits Chamber of Commerce's Car Show, the Catholic Church and connecting with the community through being on the site council. Call us for all of your rental needs!

From left: Chris Horger, Eric Gibson and Mike Horger. Front: Rusty and Pluto.





From left: Verle Hilderbrand, Wendy Morgan, Shawn Hays, Pamalee Thrift, Angie Woretink, Torsten Behrnes and, sitting, Dorene Bowden.



Business Address: 101 East Barbara Lane, Willits, CA 95490

Cross Street: Central Street

Business Phone: 707-459-2201

Business Days/Hours:
7 days a week: 8:30 am to 6:30 pm

Email: coastmanager@truevalue.net

Website: www.truevalue.com

Facebook: www.facebook.com/coasthardwarewillits

Date/year business started: 1969

Coast Hardware

The business is owned by: Shawn & Wendy Morgan

How many employees: 10

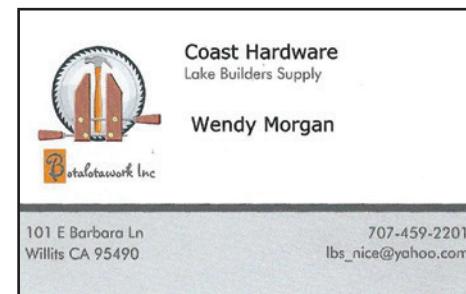
Biggest selling items/service: Housewares, sporting goods and paint.

Something someone may be surprised you have/carry/do: We now sell large appliances: Whirlpool, Amana and Maytag, as well as Airsoft, BBs and batteries.

Tell us a little more about your business: Coast Hardware is the most general store in Willits, and we are committed to customer service. We have a variety of departments and are now selling large appliances and soon will be servicing them, plus warranty work. Coast Hardware understands that

shopping local is important, and we try to make this easy for you. We strive to keep our pricing competitive, and we thank you for your support.

It is our aim to build a lasting relationship with our customers, fellow employees, and other businesses in town so we can all work together to build a great community. We are open 8:30 to 6:30, 7 days a week. You can also pay several utility bills with us. You can pick up your lottery ticket now, or try your luck with scratchers!



From left: Mattie Owen, holding Sweetpea, Dan Pinon, and Annette Pinon, holding CC.

Flowers by Annette

Business Address:
1701 Valley Road, Willits, CA 95490

Cross Street: Hearst-Willits Road

Business Phone: 707-459-6588

Business Days/Hours:
Monday - Friday: 8 am to 4 pm
Saturday: 8 am to 2 pm

Email: flowersbyannette707@gmail.com

Website: www.flowersbyannette.net

Facebook: Look under "Flowers by Annette"

Date/year business started: Opened the business March 1978 with my mom, Virginia Ciancio, and Jeri Weston. Moved to valley



location in 2003 and am just as busy – mostly by phone, online and walk-in customers.

The business is owned by: Annette Pinon and daughter Mattie Owen

How many employees: 3. My husband, Dan, has retired from the railroad and is now my righthand man, delivering flowers and processing flowers.

Biggest selling items/service: Helping community celebrate all occasions with arrangements for weddings, celebrations of life, birthdays, or just brightening your day. Life is good. Always at a fair price. We can send flowers anywhere through the FTD wire service.

Tell us a little more about your business: When I opened the business, I had two children, Denny and Dina, and had two more children, John and Mattie, while in business. My first goal was to be a florist and a mom. Did both! Flowers by Annette has always employed high school students, and we



have enjoyed giving back to our community, schools and our church over the years including sponsoring the Willits Otters, Little League, Willits High School teams, Willits Educational Foundation, the Willits FFA, Sober Grad (we started the Sober Grad and WEF Take Home Tri Tip Dinners), donating to the Willits Senior Center, and more. I was also the secretary for Willits Frontier Days for seven years and chairman of the Sweetheart Contest, as well as chairman of the Horse Show, for many years, too.

Flowers by Annette will be celebrating 40 years in business in March 2018. We want to invite anyone who has worked for Flowers by Annette to a reunion on March 24. Come enjoy good food and share lots of good memories from 12 pm to 5 pm at the shop. Any old-timers that want to come are welcome.



From left: Mario Martinez, Miguel Gutierrez, Josh Slater, Manager Ken Kirby, Tammy DeMarco, Assistant Manager Andy Oswald, Will Sexton, and Tate Heiken. Not pictured Brian Framke, Manny Jimenez and Jose Gutierrez.



Business Address:
1565 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-5938

Business Days/Hours:
Monday - Friday: 8 am to 6 pm
Saturday: 8 am to 5 pm

Website: www.lesschwab.com

Date/year business started:
March 11, 2002

The business is managed by: Ken Kirby

Les Schwab Tire Center

How many employees: 11

Biggest selling items/service: Tires, wheels, brakes, alignment, shocks, lifts, lowers, and oil changes.

Something someone may be surprised you have/carry/do: Flat tires are fixed for free

Tell us a little more about your business: Les Schwab's Willits store had quite a scare when a car crashed through their front windows in January of 2017. Despite being boarded up for over two months, the shop was still able to raise their sales over 6 percent – a testament to a crew of people dedicated to their jobs and a community who came out to show support during the hard time. Les Schwab likes to give back to the

community, too, and enjoys purchasing animals at the local fair auction, sponsoring the local truck pull and Willits Frontier Days events, and allowing high school and youth organizations to hold car washes, bake sales, events and more in their parking lot.

Les Schwab also recently purchased two new scoreboards for the high school's baseball and softball teams and happily sponsors a number of sports teams including soccer, football, basketball, baseball, softball, track, swim and cheer.



Ken Kirby
Manager

LES SCHWAB TIRE CENTERS

1565 S MAIN ST
WILLITS, CA 95490

(707) 459-5938 TEL
(707) 459-5989 FAX

ken.k.kirby@lesschwab.com

PRIDE IN PERFORMANCE SINCE 1952



Monkey Wrench Men's & Women's Wear

Business Address: 154 South Main Street, Willits, CA 95490

Cross Street: East Mendocino Avenue

Business Phone:
707-456-9647

Business Days/Hours:
Monday - Friday: 10 am to 6 pm
Saturday: 10 am to 5:30 pm
Sunday: 12 to 4 pm

Email: Monkeywrench@att.net

Facebook: Look under "Monkey Wrench Mens & Womens Wear"

Instagram: @monkeywrenchmenandwomenswear

Date/year business started:
May 2007

The business is owned by:
Shannon Germann

How many employees: 3

Biggest selling items/service:
Hydro Flask

Something someone may be surprised you have/carry/do: We carry Danner Wesco Boots, MyPackage, Spy, Electric, Quicksilver, Roxy, Billabong, RipCurl, Hurley, O'Neill, BearPaw, Sun Bum, Element, Fox, RVCA, Mother Trucker, Ben Davis, Lucky, Salty Crew, Hydro Flask, STLHD and Levis.

Tell us a little more about your business: Shop local so we can give back!



From left: Katelyn Germann, Jamie Johnstone, Shannon Germann, Julia Johnstone, Chloe Retzlaff and, in front, Ruby Retzlaff.



MEN'S AND WOMEN'S WEAR
154 S. MAIN ST. WILLITS, CA 95490 - 707-456-9647

Visit us on Facebook or our website www.monkeywrenchwillits.com



From left: Marvin Dixon, Coni Dixon, Kevin Kvasnicka, Windi Kvasnicka, James Lawrance and Robert Stansberry.



Marvin's Gardens Tree Service

Date/year business started: 1988

The business is owned by: Marvin and Coni Dixon

How many employees: 4

Biggest selling items/service: Trimming and removal of trees in residential areas

Something someone may be surprised you have/carry/do: Accept all major credit cards and offer free estimates

Tell us a little more about your business: We are family-owned and operated with over 40 years of experience in our field. We

are licensed, insured and bonded for your protection.

Our expert tree crew specializes in not only removal of trees but also beautification of them as well. Having the deadwood and broken branches removed from your trees not only makes them look better but also makes them safer to sit under and enjoy.



Business Address:

P.O. Box 1725,
Willits, CA 95490

Business Phone: 707-459-1940

Business Days/Hours:

Monday - Friday: 8 am to 3:30 pm

Email: mgtree86@att.net

Website:

www.MarvinsGardenTreeService.com

Facebook: Look under

"Marvins Garden Tree Service"



AJ Sylvia, Greg Stebbins, Joel Sylvia and Uptown Adams.

S&S Auto

Business Address: 1637 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-1853

Business Days/Hours:

Monday - Friday: 9 am to 5:30 pm

Email: ssautorepair@comcast.net

Website: www.sands1637.com

Date/year business started: July 1992

The business is owned by:

Joel Sylvia and Greg Stebbins

How many employees: 2

Biggest selling items/service: Smog, brake and lamp check, and transmission work

Something someone may be surprised you have/carry/do: S&S Auto also has a hot tub and spa section offering sales for 40-year-strong company, Sundance, and repair and service for many other national brands. They

S&S
AUTO REPAIR & TRANSMISSION
Automotive repair at a price that's fair!

Owner-Technicians
Joel Sylvia
Gregg Stebbins

Business Hours: Monday-Friday 9:00am-5:30pm
Email: ssautorepair@comcast.net
1637 South Main Street, Willits, CA 95490 • (707) 459-1853

CHECK

SERVICE ENGINE SOON

ENGINE

ENGINE

offer special orders, installations, service calls, chemicals and more to keep spas running in tip-top shape.

Tell us a little more about your business:

S&S Auto is one of three shops in Mendocino County that offers brake and lamp certificates. They also do smog certifications and checks as well as electrical work, reflashing of automotive computers, electronic and complete diagnosis and replacement of transmissions, and more.

The staff has decades of experience among them: Owner Joel Sylvia has been in the automotive profession since 1976 and

has been smog, brake and lamp certified since 1984. He has been a master ASE tech for 25 years and enjoys doing electrical work on incoming projects. Owner Greg Stebbins has been professionally working in the auto industry since 1978 and enjoys doing transmission work, smogs, front-end work, differentials, 4x4 modifications, and "working with anything with gears, basically." Both Joel and Greg have been dealer-trained and have been working at their current location since 1992.

Joel's son AJ Sylvia has been working for 10 plus years in the automotive field and specializes in under-hood repairs and exhaust systems. He is an excellent welder and a brand-new father. Upton Adams is college-trained and has been working with S&S for the past 2.5 years. He is currently working on his ASE certifications.



From left: Kathy Neff, Marie Thompson, Chas Berumen, Heather Thompson, Baby Savannah, Chuck Berumen and Nancy Reed.



Business Address: 261 Franklin Avenue, Willits, CA 95490

Cross Street: Blosser Lane

Business Phone: 707-459-2529

Office Hours:
Monday - Saturday: 9 am to 5 pm
Gate open daily 7 am to 7 pm

Website: www.willitsministorage.com

Date/year business started: 1981

Biggest selling items/service: Storage units

Tell us a little more about your business:
The Willits Mini Storage has been owned by the Meckel family since it was built in 1981.

people and contractors whenever possible, including our office and management team. The original managers were Richard and Bettye Bays who were succeeded by their daughter Cathy Ortiz. After serving 27 years as manager, Cathy Ortiz passed the reins to Marie Thompson in 2016, who continues to maintain the vision of customer service and satisfaction today. Kathy Neff has been with the company for 23 years and is retiring this year. Heather

Willits Mini Storage, LLC

Though they are out-of-town owners, they have always strived to keep the business local. They hire local

Thompson (Marie's daughter) is training to take Kathy's place. Mickey and Nancy Reed have been the night & security managers for the past 13 years. Les Tymn has been the maintenance manager for 11 years, and his assistant Charles Berumen started in 2016. The business has grown from six buildings in 1981 to 23 buildings today. Over the years the buildings have been re-roofed and driveways repaved. In addition fencing has been added, security cameras installed and, this year, solar panels were added.

Some of the tenants have been here since the Mini opened. Customers and the security of their possessions is a top priority. Stop by the office anytime for a friendly chat and a piece of candy.



Back row, from left: Amber Keeton (reception), Alexa Moore (grooming), Dr. Chana Eisenstein (owner, veterinarian), Briana Lawrence (registered veterinary technician), and Lindsey Bowlds (technician and reception). Front row, from left: Haley Silva (technician), Ashley Persico (technician), Nakai Chilson (animal care/technician in training), Maddie Grivette (reception), Jessica Darrow (hospital manager), Dr. Brittany Kessler (associate veterinarian).

East Hill Veterinary Clinic

Business Address: 1200 East Hill Road Willits, CA 95490

Cross Street: Center Valley Road

Business Phone: 707-459-5236

Business Days/Hours:
Monday - Thursday: 8:30 am to 5:30 pm
Friday: 8:30 am to 5:00 pm

Email: Reception@easthillvet.com

Website: www.easthillvet.com

Facebook: www.facebook.com/easthillvet

Date/year business started: East Hill Veterinary Clinic was



established in the late 1960s and was owned by Dr. Frank Grasse from July 1978 until September 2010, when he retired and sold the practice to Dr. Chana Eisenstein.

The business is owned by: Chana Eisenstein, DVM and Holly Bennett, RN

How many employees: 16 - five part-time and 11 full-time.

Biggest selling items/service: Small animal medicine and surgery services

Something someone may be surprised you have/carry/do: Canine/feline neuter, spay, dentistry, internal medicine, surgery, a wide variety of oral and topical parasite control for cats and dogs, grooming, preventive care, and vaccinations, including canine influenza vaccines.

Not pictured: Holly Bennett (accounts payable, taxes and payroll), Ken Grove (maintenance), Dale Levasseur (maintenance), Ashley Hendry (reception), Krystal Roderick (reception), and Shawna Handschug (chiropractor).



From left, back row: Rick Thompson, Mike Dent, Beth Bjorklund, Andrew Thomas, Scott Montez, Nick Bjorklund, and Sheri Staley. Next row: Judy Fisch, Susan Bridwell, Maria Camargo, Amanda Arndt, Jessica Wilburn, and Nate Riley. Next row: Ashley Barker, Summer Reeser, Rosa Renteria, and Heather Dabney. Front row: Mandy Abernathy and Cassandra Hefttë.



Business Address:
190 Sanhedrin Circle, Willits CA 95490

Cross Street: East Hill Road

Business Phone: 1-800-522-3747
or 707-459-6323

Business Days/Hours:
March to June 30:
Monday - Friday: 9 am to 4 pm
Saturday: 9 am to 12 pm

July to February 28:
Monday - Friday: 9 am to 4 pm
Saturday: Closed

Email: support@dripworks.com

Website: www.dripworks.com

Facebook: www.facebook.com/Dripworks

Instagram: @dripworksusa

Date/year business started: 1991
- 27 years in business

The business is owned by: Leon Springer

How many employees: 22 during off season and up to 35 during busy season (February - August)

Biggest selling items/service:
Drip irrigation supplies

Something someone may be surprised you have/carry/do: Pond liners and hoop houses

Tell us a little more about your business:
This year marks 27 years that DripWorks has been helping customers save time, water, and money. DripWorks serves over 65,000



customers nationwide via their website, www.dripworks.com, their 56-page catalog, and locally at their retail store in Willits.

DripWorks is the one-stop shop for all of your irrigation needs. Their friendly and knowledgeable staff can answer your questions

and show you around their drip irrigation demonstration garden.

Not only does DripWorks offer a comprehensive selection of drip irrigation components, but they also offer pond liners, pond care products, garden tools and accessories.

Contact DripWorks at 800-522-3747 to speak with DripWorks support staff; visit www.dripworks.com to use the online chat option; or stop by their retail store, 190 Sanhedrin Circle in Willits, Monday through Friday, 9 am to 4 pm.

DripWorks



Standing, from left: Terry Baker, Kelly Gordon, Brian Armond, Greg Mudd, Richard Baker, Lance Hodges, Deb Holcomb, Alex Sierras, Leslie Challenger, Sherry Bixler, Nancy Middleton and Tawny Adams. Front row, from left: Joe Morello, Priscilla Tarver, Dorcas Potter, Kathleen Barry and Julie Gregory.



Harrah Senior Center

Business Address: 1501 Baechtel Road,
Willits, CA 95490

Cross Street: East Hill Road

Business Phone: 707-459-6826

Business Days/Hours:
Center: Monday - Friday: 8 am to 4:30 pm
Thrift Store: Monday - Friday: 9 am to 4:30 pm
Saturday: 9 am to 4 pm

Email: wsidirector@willitsseniorcenter.com

Website: www.willitsseniorcenter.com

Facebook: Look under "Willits Harrah Senior Center Events/Fundraisers"

Date/year business started: Current location since 1978

The business is owned by: We are a 501(c)3 non-profit organization

How many employees: 18

Biggest selling items/service: Our Thrift



Store accepts donated household items from a caring community and resells them at very reasonable prices. The revenue generated is critical to our organization, because it covers some of the financial shortfalls in other departments.

Something someone may be surprised you have/carry/do: We serve a delicious lunch for the entire community to enjoy Monday through Friday from 11:45 am to 1:30 pm; all ages are welcome. Every meal includes an entree, soup, salad, beverage and dessert. Our meals are half the price you would

expect to pay anywhere else in town. Check Willits Weekly's Calendar for our menu.

Tell us a little more about your business: We are a full-service senior center and provide a variety of social activities which include bingo, bunko, bridge, daily exercise, Tole painting, ukulele group, a computer lab, and a game room with cable TV and a pool table. We have a daily exercise class and provide door-through-door transportation services start for anyone 55 years old or 18 years old with a disability.

We serve meals Monday through Friday at the center, and we deliver Meals on Wheels. We provide Life Changes and Parkinson's support groups free of charge. We also provide Outreach services for seniors throughout the greater Willits area.



Adventist Health Howard Memorial

Business Address:
1 Marcela Drive, Willits, CA 95490

Cross Street: East Hill Road

Business Phone: 707-459-6801

Business Days/Hours: Open 24/7

Website: howardhospital.org

Facebook: www.facebook.com/adventisthealthhowardmemorial

Date/year business started: 1928

The business is owned by:
Adventist Health

How many employees: 350

Biggest selling items/service:
Exceptional patient experience

Something someone may be surprised to know about you: We've been caring for our community since 1928. This year, on May 18, we are celebrating our 90th anniversary, and we have grown so much not

just in elevating the healthcare in this region, but also in becoming a state-of-the-art medical center that's nationally ranked in patient experience and the best in our 20-hospital system in employee engagement.

We offer many services for our community including 24/7 emergency service, inpatient and outpatient surgery, state-of-the-art laboratory and imaging technology such as MRI and CT. We also perform over 300 hip and knee replacement surgeries through our Orthopedic Joint Center of Northern California, that was ranked as "Top-Performing" by US World News Report in 2017.

More Services at the Lamprich Center

Howard Pharmacy: Community pharmacy that offers refills, OTC medications such as allergy, cough and cold, PT/OT aids, durable medical equipment, and mail and home delivery within city limits. Accepts most insurance plans including Medi-Cal, Medicare and Partnership. Call 707-456-3005 to learn more.

Primary Care Clinic (formerly Redwood Medical Clinic): Offers

primary care services for all ages such as family and internal medicine, well-child care, annual physical exams and sports physicals, immunizations, women's health including pap smears, and sick visits for adults and children. Always accepting new patients. Call 707-459-6115 to learn more.

Outpatient Rehabilitation Services: A state-of-the-art facility that offers evidence-based treatment to support a natural healing process so patients

can regain their mobility and get back to life. Staffed by highly trained and experienced therapists, they offer orthopedic and sports rehabilitation such as back and neck therapy and therapy after joint replacement surgery. They also offer complex and neurological rehab such as cognitive

therapy, speech therapy for children and adults, and stroke rehabilitation. Health and fitness programs include stress management and biofeedback, women's health, and running studies. Always accepting new patients. Call 707-456-3141 to make an appointment



Adventist Health
Howard Memorial



Joel Sylvia, Jason Lamprich, Dave Lamprich and Greg Stebbins



Business Address:
1637 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-1853

Business Days/Hours:
Monday - Friday: 9 am to 5:30 pm

Email: NWSG@comcast.net

Facebook:
Look under "Northwest Sporting Goods"

Date/year business started: June 1999

The business is owned by: Joel Sylvia and Greg Stebbins

have/carry/do: Odd-size caliber bullets

Tell us a little more about your business:
Store Manager Jason Lamprich, and his son Dave, are always willing to help Willits' hunters and fisherman find just what they need. Northwest Sporting Goods stocks a wide range of common to odd-caliber bullets, a large knife assortment (including everything from handmade knives to fantasy and Roman swords), and camping goods from tents to sleeping bags to backpacks to barbecues and more. Fishermen can

Northwest Sporting Goods

How many employees: 2

Biggest selling items/service: Fishing and hunting goods

Something someone may be surprised you

enjoy shopping for everything from "pole to worms," with Northwest's offering of everything they need from different gear to various live baits. Northwest can also place special orders including any guns that are California-approved to special bullet orders and more. Jason and Dave are masters at "hunting" down anything customers need and can usually locate hard-to-find items. Give Northwest a call or come in to see what we can do to get you ready for the range.



From left: Izabel Hageman, Yardley Herman and Sharon Foster.

ER Energy Hometown Store, Inc.

Business Address: 851 South Main Street, Willits, CA 95490 – right next to Safeway!

Cross Street: South Street

Business Phone: 707-459-9700

Business Days/Hours:
Monday - Saturday: 10 am to 6 pm
Sunday: 11 am to 4 pm

Email: willits@erenergy.com

Website: www.erenergy.com

Facebook: Look under "ER Energy Kitchen & Hearth Willits"

Date/year business started: The propane business started 14 years ago and the stores started 15 years ago

The business is owned by: the Foster Family and the Webb family

How many employees: 3 at Willits store

Biggest selling items/service: Traeger pellets and accessories. We also carry Woodwick candles, Holly Yashi jewelry, chef's knives, gourmet kitchen and cookware, stainless steel and French presses.

Something someone may be surprised you have/carry/do:

We offer free install estimates for wood, pellet or gas stoves. We also offer a gift registry and gift cards.

Tell us a little more about your business:
ER Energy Hometown



Store is also a propane company. We started out 33 years ago in the propane business, with one store in Potter Valley. We now have seven stores; retail locations in Willits, Ukiah, and Fort Bragg, and stove stores in Ukiah, Lakeport, Redding and Weaverville. We offer high-end baking and cookware and gourmet appliances and accessories. Come

see our colorful selection of what we have to offer – and remember, we offer free gift wrapping! Mention this story for 10 percent off your purchase (excluding stoves)!





From left: Alisha Rigano, Gregg Evensen, Chris Hakius, Cindy Mihelcic, Danny Mihelcic, Jim Gandy, Isabel Gutierrez and Michael Knoell.



Business Address: 260 Margie Drive, Willits, CA 95490

Cross Street: Monica Lane

Business Phone: 707-456-9515

Business Days/Hours:
Monday - Friday: 8 am to 5 pm

Email: SummitSignal@pacific.net

Website: www.summitsignalinc.com

Facebook: www.facebook.com/summitsignal

Instagram: @summitsignalinc

Biggest selling items/service: Railroad signal construction and maintenance

Proud supporter of the following: Willits Educational Foundation, Willits 4-H, Willits FFA, Sober Grad, Willits Chapter of Ducks Unlimited, Willits Rotary Club and more!

Tell us a little more about your business: Summit

Summit Signal, Inc.

Date/year business started: February 2003

The business is owned by: Pete and Danny Mihelcic

How many employees: 12

Signal, Inc. is an experienced and licensed "A" General Engineering and "C-10" Electrical Contractor. We specialize in providing professional and reliable railroad signal contracting services within California and the greater Western United States. We have been in the railroad signal industry for over 15 years and in the construction industry for over 40 years.

Summit Signal Inc.



CA Lic. # 842536

summitsignal@pacific.net
www.summitsignalinc.com

Danny Mihelcic
Owner/Signal Supervisor

Office: (707) 456-9515
Fax: (707) 456-1214

260 Margie Dr.
Willits, CA 95490



Brown's Corner

Business Address:

1799 South Main Street,
Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-4854

Business Days/Hours:
Seven days a week: 7 am to 11 pm

Email: brownscornerinc@gmail.com

Facebook: Look under "Browns Corner"

Date/year business started: April 1983

The business is owned by: Sharon Brown

How many employees: 5

Biggest selling items/service: Fuel

Something someone may be surprised you have/carry/do: We are the only locally owned gas station in Willits.

Tell us a little more about your business:

We are a small, family-run business. We are currently in the process of updating our gas dispensers, restrooms and convenience store offerings. We REALLY appreciate your business! We love giving back to our community! When customers support local businesses, we are able to give back to the community with sponsorships, donations and more. We also have "Brown's Corner" T-shirts available for sale for \$15 and reusable bags for \$8.

Back row, from left: Evan Flamer, Jason Brown, Niels McGinnis and Buck Silva. Front row, from left: Marissa Greene, Shauna Martin, Lori Sharp and Sharon Brown.



C BROWNS CORNER

**Groceries
Beer & Wine
Pay at the Pump
Gas & Diesel**

7 am to 11 pm
365 Days a Year

**459-4854
1799 So. Main St.
P.O. Box 428**



From left: Michael Whitaker, Matt Rountree, Lana Stroecker, Russ Rountree, Mike Austin, Tom Rountree, Kevin Minard and Joe Anaya.



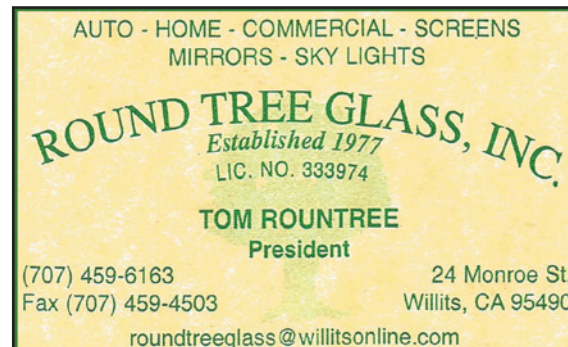
Round Tree Glass, Inc.

Something someone may be surprised you have/carry/do: Auto glass, screens and shower doors

Tell us a little more

about your business: From windows, to doors, to screens to many things in between, Round Tree Glass is the locally owned glass shop to help with breaks, chips, tears, leaks and more. Round Tree is a certified Milgard dealer and can provide doors and windows in wood, vinyl, fiberglass or metal. Round Tree also offers a selection of products from Marvin, Sierra Pacific, TruFrame, Simpson, Steelcraft, Masonite, Therma Tru, Velux, TruFrame, J.C. Barry, Odcastle Glass, Cardinal, Arizona, Rollaway Screen Doors,

and many other suppliers. Round Tree also helps with auto glass, including new windshields and chip and crack repairs, as well as a host of home and residential projects from leaks to replacements. Quick and helpful service provided by a professional and detail-minded staff makes many projects an affordable and painless process and Round Tree Glass the go-to place.



Business Address: 24 Monroe Street
Cross Street: Central Avenue
Business Phone: 707-459-6163
Business Days/Hours:
 Monday – Friday: 8 am to 5 pm
Email: roundtreeglass@gmail.com
Website: www.roundtreeglass.com
Date/year business started: May 1977
The business is owned by: Thomas Rountree
How many employees: 8
Biggest selling items/service:
 Windows and doors



Willits Weekly - the local newspaper

Business Address: PO Box 1698, Willits, CA 95490

Business Phone: 707-459-2633 / 707-972-7047

Business Days/Hours:
 Monday - Friday: 8 am to 5 pm

Email: willitsweekly@gmail.com

Website: www.WillitsWeekly.com

Date/year business started:
 May 2013

The business was co-founded by
 Maureen Moore and Jennifer Poole

Biggest selling items/service:
 Hyperlocal news, features and "What's Happening" calendar

Something someone may be surprised you have/carry/do:
 Willits Weekly runs "Congrats" items for free – email us a high-quality photo and a caption to congratulate a family member, friend or co-worker on an important life milestone. We also run obituaries of local people at no charge (up to 350 words), and we are adjudicated to run Fictitious Business Name notices and other legal ads, too.

Willits Weekly printed our first edition almost five years ago, on May 2, 2013 – the front page featured photos of the two candidates for Willits Frontier Days Sweetheart, along with photos of a garage fire on Coast Street.

Given how important Willits Frontier Days and our local fire departments are to the 95490 community, looking back, it was a great way to start.

Willits Weekly still offers free distribution of our locally owned

newspaper each Thursday (usually 3,500 copies, but we're considering another circulation increase), thanks to advertising revenue provided by our wonderful local businesses.

Thanks also to all our freelancers, contributors and subscribers, including our "street subscribers" who pay an annual fee to help support the newspaper, but pick it up themselves at one of our many outlets around town. Interested? Call 459-2633.



Jackie Cobbs,
copy editor



Jenn Drew,
print advertising



Patsy Jordan,
graphics



April Tweddell,
real estate advertising



Forrest Glyer,
city reporter



Jenny Senter,
features writer



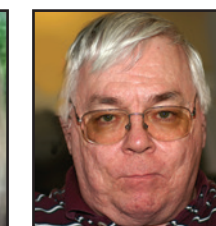
Mathew Caine,
features writer



Ree Slocum,
features writer



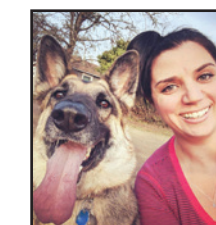
Joanne Moore,
features, reporter



Dan McKee,
copy editor, reporter



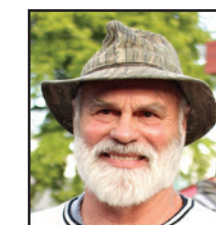
Jennifer Poole,
publisher and editor



Maureen Moore, art
director, with Roxie



Danya Davis,
billing, crime log



Mike A'Dair,
county reporter



From left: far back: Casey King, Noelle Moody and, Chris Whitson. Next row: Bob Doty, Tony Norton, TK Warner, Mike Sironi, Melanie Maas, Nathan La Fortune, Pam Meek, Patrica McBride, Tonya Howe, Sandra Santamria. Front: Holly Vega, Ramon Chavez and Monica Peterson.



Mendo Mill & Lumber Co.

Business Address:
305 East Commercial Avenue

Cross Street: Madden Avenue

Business Phone: 707-459-4631

Business Days/Hours:
Monday - Friday: 7 am to 6 pm
Saturday: 8 am to 6 pm
Sunday: 8 am to 5 pm

Email: bobdoty@mendomill.com

Website: www.mendomill.com

Facebook:
Look under "Mendo Mill & Lumber Co"

Date/year business started: 1944

The business is owned by: Mike Mayfield

How many employees: 46 to 50

Biggest selling items/service:
Lumber and building supplies

Something someone may be surprised you have/carry/do: Plan take-offs, pet center, VIP and kitchen design, ceramic tile, small

appliances, nursery, camping, and pool supplies.

Tell us a little more about your business:
We are a homegrown family business that places a premium on supporting the communities that we serve. It is a true partnership. We strongly believe that "doing well by doing good" is more than a slogan, it is a way of life in the culture of our company. Our store in Willits summarizes the attitudes and values that have guided Mendo Mill for 74 years. From our first store in Ukiah in 1944 the company has added stores in Fort Bragg, Clearlake and Lakeport.

Our mantra has been "customer first," and it has been the bedrock of our success. We sought the advice of our customers, listened carefully to your recommendations, and designed a home improvement center that is the envy of the home improvement industry.

We built a beautiful home center and lumberyard that combines the best of all shopping features. It is large enough to

serve all of your needs while preserving a friendly hometown atmosphere. We have a pet center, garden center, housewares, and even an auto and camping department.

We designed a beautiful kitchen and bath center to help you create your dream room with cabinets, tile and flooring options. We want our customers to no longer need to drive 50 miles for specialized products that are now available right here at home in our large, modern home center and lumberyard.

You called it right, and the response has been enthusiastic. It has exceeded our wildest expectations! Best of all, our prices compete with the big boxes, and our friendly, professional staff sets a new standard of excellence for pleasant, helpful service.

We have become one of the top 20 Ace Hardware retailers, and the eighth largest Ace Paint retailer in America. It speaks well of our stellar employees and our loyal customers who have made it happen.



Virginia and Larry Stranske.

Kimberly's Jewelry

Business Address:
75 A South Main Street, Willits, CA 95490

Cross Street: East Mendocino Avenue

Business Phone: 707-459-0111

Business Days/Hours:
Wednesday - Friday: 10 am to 5 pm
Saturday: 10 am to 3 pm

Date/year business started: June 1979, retired; opened second time, November 1, 2013

The business is owned by:
Larry and Virginia Stranske

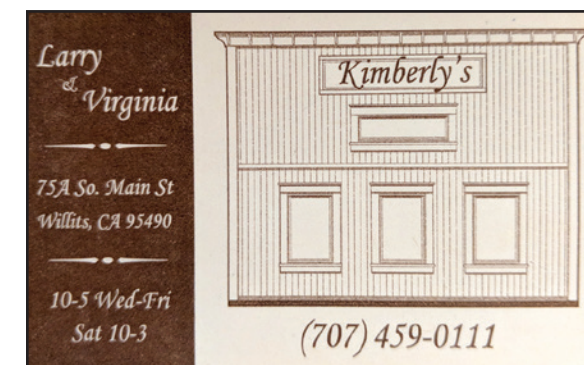
How many employees: 2

Biggest selling items/service: Jewelry and jewelry repair services

Something someone may be surprised you have/carry/do: We carry jewelry of fine quality, 14 carat white and yellow

gold, including the original Lansteroms, Black Hills Gold and silver jewelry, also.

Tell us a little more about your business: We started our jewelry adventure in June of 1979. We had a larger shop in the lovely old Victorian home by the City Park. Larry decided to retire from teaching at Willits High School, so he tried retirement, but we found a need for a jewelry repair shop, and so he returned to work in November of 2013. We are now looking forward to the city streets being repaired and making it a walkable downtown.





Business Address:
1551 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-2256

Business Days/Hours:
Seven days a week: 7 am to 9 pm

Facebook: www.facebook.com/RomisRoadhouseWillits

Instagram: @romisroadhouse

Date/year business started: May 20, 2017

The business is owned by:
Rogelio Hernandez

How many employees: 13

Romi's Roadhouse

Biggest selling items/service: Tri tip and eggs for only \$6.99!

Something someone may be surprised

you have/carry/do: 16 beers on tap and breakfast served until 3 pm!

Tell us a little more about your business:

We have delicious smoked meats, and a selection of salads and pastas. We have a friendly waitstaff and a fun, rustic atmosphere inside the diner. We also have two other locations: Ukiah and in Nice.

We have a Touch Tunes jukebox, and the restaurant has an open area for parties and work events when reserved in advance.

Pull up a seat at our beautiful bar (made from live-edge Black Oak slabs from a tree in Brooktrails) for our "Happy Hour" from 3 to 6 pm where all appetizers are half-price and all the beers on tap are just \$4 per pint.

From left: Ro Hernandez, Marisol Aguilar, Brandie Hansen and Cassandra Cannon. Not pictured: Rogelio Hernandez, Jr., Rogelio Hernandez, Sr., Isela Pena, Ivanna Ramirez, Diane Schreiber and Carlos Velarde.



Brandie Hansen
Marisol Aguilar
Store Managers

Romi's Roadhouse

707-459-2256
1551 S. Main St.
Willits, CA 95490



From left: Tume Stanton, owner/manager, Scott Stanton, owner/manager, and Faustino Rodriguez, delivery boy and moral support.

Willits Garden Supply

Business Address: 1569 South Main Street, Willits, CA 95490 - between Les Schwab and Little Lake Auto Parts (Napa Auto parts)

Cross Street: Baechtel Road

Business Phone: 707-456-9382

Business Days/Hours:
Seven days a week: 7:30 am to 7:30 pm

Email: willitsgardensupply@yahoo.com

Website: www.willitsgardensupply.com

Facebook: www.facebook.com/willitsgardensupply

Instagram:
[@willitsgardensupply](https://www.instagram.com/willitsgardensupply)

Date/year business started: June 24, 2017

The business is owned by: Scott Stanton

How many employees: 3

Biggest selling items/service: Indoor, outdoor, greenhouse, processing and packaging supplies

Something someone may be surprised you have/carry/do: We have everything from seed to ashtay and everything in between, including extraction, packaging and shipping supplies.

Tell us a little more about your business: Willits Garden Supply is a fully stocked garden supply center, but that's just the beginning. We offer a one-stop shopping solution for all your indoor and outdoor gardening, processing and packaging needs, from seed to harvest to storage and beyond.

Our friendly and knowledgeable staff is ready to go the extra mile by providing detailed information about the products we offer and answering any questions you may have to the best of our ability, all while honoring your privacy and anonymity. We understand the unique demographic of our special region. We are well-connected with many distributors and can special order items and usually have same-day or next-day availability. We offer reasonable pricing, and we are generally able to meet or beat the prices of other local retailers and can offer delivery of bulky items, too.

Willits Garden Supply isn't just for your grandmother's roses, but we're confident that she'd be perfectly comfortable shopping here, and we're just as happy to help her grow amazing blooms as we are helping you with yours.



1569 S. Main St.
Willits, CA 95490
(707) 456-9382

Scott Stanton
owner / manager
scott@willitsgardensupply.com

www.willitsgardensupply.com



Celtic Heritage Destinations

Jenny Senter, Travel Consultant

Registered Seller of Travel in California
Permit #2106167-40

Business Phone: 707-888-7834

Business Days/Hours:
Monday - Friday: 9 am to 6 pm
Saturday and Sunday: by appointment

Email:
jsenter@celticheritagedestinations.com

Website:
www.celticheritagedestinations.com

Facebook: www.facebook.com/
CelticHeritageDestinations

Instagram: @jls_celticheritagedestinations

Date/year business started:
January 2011

The business is owned by: Jenny Senter

Biggest selling items/service: Custom travel and tours in Europe and Hawaii, and river cruises.

Something someone may be surprised you have/carry/do: As your professional travel consultant, I will take the time to get to know you and ask you questions so that I can focus on your travel wishes, the time you have available, and your budget. In other words, I focus on you! From the first meeting to your return home, I'm there to help you with your air, transfers, hotels, cars, trains, ferries, tour options, and dining recommendations! Consider me your personal shopper.

Tell us a little more about your business: I opened Celtic Heritage Destinations in 2011, after retiring from a career in public education. I had spent the previous three years studying and completing the

online program in Travel Marketing at Los Medanos Community College in Pittsburg, CA. Their course of studies is accredited by the State of California and is aligned with the Travel Institute, known for their industry-recognized certifications. I also became certified as a Destination Specialist for Hawaii.

I continue to study and upgrade my knowledge about Scotland, the United Kingdom, Ireland and most of Western Europe. I also provide expert advice on cruises to Alaska, American River Cruise Lines, and river cruises, including AmaWaterways, Avalon and Viking.

My pledge to my clients is to provide honest and ethical travel advice based on their needs. I supply detailed itineraries that will include information not only about their hotel, tours and transportation, but about the culture and history of their destination.



Little Lake Health Center

Business Address:
45 Hazel Street, Willits, CA 95490

Cross Street: Magnolia Street

Business Phone: 707-456-9600

Business Days/Hours:
Monday, Wednesday, Thursday
and Friday: 8 am to 5 pm
Tuesday: 8 am to 7 pm
Saturday: Urgent Care and Dental,
9 am to 3 pm

Website: www.littlelakehealthcenter.org

Facebook: www.facebook.com/
LittleLakeHealthCenter

Date/year business started: 2002

The business is owned by: MCHC Health Centers (www.mhcinc.org)

How many employees: Little Lake Health Center has 40 employees. MCHC Health Centers has more than 340 employees at three sites.

Biggest selling items/service: Healthcare for children and adults: medical, women's health, dental, and behavioral health services

Something someone may be surprised you have/carry/do: We're open Saturdays for life's little emergencies.

Tell us a little more about your business: At Little Lake Health Center, we're here to provide the highest quality healthcare to the people of Willits and our surrounding communities. We provide medical, dental, behavioral, and women's health services with many employees bilingual in English and Spanish.

PRIMARY MEDICAL CARE: Primary care refers to your routine medical care. As your primary care provider, we help you coordinate all your healthcare needs. If you need highly specialized care, we can refer you to the appropriate specialist, some of whom work on site.

DENTISTRY: Our dental team provides general dentistry, including cleanings, fillings, extractions and dentures. We also offer some specialty programs for pregnant women, the developmentally disabled, and those with HIV.

COUNSELING AND PSYCHIATRY: Behavioral health is sometimes referred to as mental health. At Little Lake Health Center, counseling and psychiatric services are designed to support patients whose lives are affected by stress or chronic illness, or those struggling to maintain a healthy lifestyle.

OBSTETRICS AND WOMEN'S HEALTH: Our women's health center, Care for Her, provides gynecology services to women of all ages. Care for Her also offers prenatal health and childbirth services delivered by our midwife-based prenatal care team. Our bilingual team of doctors, midwives and nurses provides women with an exceptionally supportive childbirth experience.

We accept Partnership, Medicare, Medi-Cal and other insurance, and we also offer a sliding fee scale for those without insurance.

Our caring and compassionate staff have been providing healthcare in Willits for more than 15 years. It is our pleasure to take care of you.



Employees of Willits Redwood Company.



Business Address: 220 Franklin Avenue, Willits, CA 95490

Cross Street: Blosser Lane

Business Phone: 707-459-4549

Business Days/Hours: Monday - Friday: 8 am to 4 pm



Burton and Ernie Burton

How many employees: 28

Biggest selling items/service:
Redwood rough green lumber

Tell us a little more about your business:
The forests of Mendocino County are one of our greatest renewable resources, one that offers stable employment and unique building products, while providing broad benefits for wildlife, land use, water quality, and the scenic vistas of which the county is so proud.

Willits Redwood Company began in Willits in 1974, in an era when industry giants

Willits Redwood Company

Email: sales@willitsredwood.com

Date/year business started: 1974

The business is owned by: Chris Baldo, Bruce

dominated the redwood lumber industry. Slowly, the industry giants faded, and locally owned Willits Redwood Company emerged, supplying a variety of quality redwood lumber and timbers to fulfill the needs of the construction industry and the homeowner. Willits Redwood continues to adapt and grow in a constantly changing industry, investing in the plant and equipment to increase the end value of each board foot cut.

The installation of dry kilns and manufacturing facilities have allowed Willits Redwood to greatly increase the range that its products are distributed in both physical area and the breadth of products offered. We are proud to carry on the traditions of an industry, from timber fallers, choker setters, truck drivers, green chain pullers, and forklift drivers, all vital to the strength and success of our local community.



From left, back row: Kinzie, Tony, Chance, Misty, Mike, Matt, Travis, Manuel and Jeff (Do it Best rep). Front row: Ronna with plaque, Grady and his dog Charlie, Mary, Elish, and Melanie.

Willits Power & Hardware

Business Address:
1600 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-6420

Business Days/Hours:
Monday - Friday: 8 am to 6 pm
Saturday: 8 am to 5 pm
Sunday: 9 am to 5 pm

Website: www.willitspower.com

Facebook: Look under "Willits Power & Hardware"

Date/year business started: 1999

The business is owned by: Michael Garrity

How many employees: 15

Biggest selling items/service:
Power equipment, sales & service

Something someone may be surprised you have/carry/do: We have added hardware, pet food & supplies, and Bar ALE feeds.



Tell us a little more about your business:

We started out as a small power equipment store 19 years ago. Three years ago we added hardware, pet food & supplies, and Bar ALE feeds. Over the last couple of years, we have expanded our Clothing and Shoe Department. We've also added more garden soil and supplies to our Lawn and Garden Department. We pride ourselves on our skill and knowledge of the products we service and sell. We listen to our customers and always try to have what they need – or will get it for them. We also added lots of



new rental equipment and are able to do deliveries. We do our best to price check and meet or beat the big box stores and online.

Also, as the only locally owned hardware store in town, we get people in every day asking for donations. We try and support as many of them as we can, but without support from the community we would be forced to have to turn some, if not most, away. We want to thank all of our loyal customers and future customers for always supporting our business and our fundraising efforts. Without you guys, we wouldn't be here.



From left: Tim King, Loan Officer; Becky Ramirez, Operations Officer; Brenda Reno, Loan Officer; and Laura Allmah, Willits Branch Manager.

SBMC Savings Bank
OF MENDOCINO COUNTY
Member FDIC

Willits Branch

145 South Main Street
P.O. Box 98
Willits, CA 95490

www.savingsbank.com
(707) 459-5533
(707) 459-3862 FAX



Savings Bank of Mendocino County

How many employees: 220

Our vision: Investing in the future as your local independent bank, committed to the

prosperity of our communities, employees and shareholders.

As the local community bank, Savings Bank offers a variety of checking, savings, CD and IRA accounts, and a comprehensive range of personal, commercial, agriculture, and mortgage loan options to meet the needs of families and businesses in Lake and Mendocino Counties. Decisions are made locally, and our staff is committed to providing you with outstanding hometown service.

With nine branch locations, Savings Bank welcomes you to stop by the bank to conduct business. We also offer the convenience of electronic banking services by phone, mobile device, online and ATM.

Beyond banking services, Savings Bank takes pride in our tradition of giving to local organizations, as well as the community support and volunteer time that our employees provide to strengthen the quality of life in our communities.

We look forward to assisting you with the many ways you can benefit by choosing Savings Bank. **NMLS #472412**



115 YEARS Savings Bank
OF MENDOCINO COUNTY
1903-2018 Member FDIC

Business Address: 145 South Main Street, Willits, CA 95490

Cross Street: Wood Street

Business Phone: 707-459-5533

Business Days/Hours:
Monday - Thursday: 9 am to 5 pm
Friday: 9 am to 6 pm

Website: www.savingsbank.com

Facebook: www.facebook.com/savingsbankofmendocinocounty

Instagram: @savings_bank

Date/year business started: 1903

Back row, from left: Michel Chenelle, Wendy Copperfield, Erin Vaccaro, Melissa Miles, Gaea Reid, Tyler Balthrop, Kate Craig, Lisa Shore and Jennifer Lockwood. In tree: Billy Hetherington and Jordan Uggle. Front row, from left: Scot Lamon, Charlie Widner, George Hedgepeth, Jillian Anderson-Rano, Carina Lopez, Gwyn Ware and Sienna Reno.



Willits Charter School

A Public School for the Arts & Sciences

Business Address: 1431 South Main Street, Willits, CA 95490

Cross Street: Baechtel Road

Business Phone: 707-459-5506

Business Days/Hours: Monday - Friday:
8 am to 4:30 pm

Email: wcs@willitscharter.org

Website: www.willitscharter.org

Facebook: www.facebook.com/willitscharter

Date/year business started: August 1998

The business is owned by: A free, public charter school

How many employees: 32

Biggest selling items/service: Arts & Sciences

Something someone may be surprised you have/carry/do: A full Ceramics Lab and Culinary Program

Tell us a little more about your business:
The mission of Willits Charter School is to enable students in grades 6-12 to reach their fullest potential by providing them with a high-quality, personalized education in a

safe and supportive environment. We strive to inspire students to embrace their curious, creative nature and be self-motivated, competent, lifelong learners. We encourage students to become productive citizens who respect themselves, others, community, diversity, and the environment.

Below are successes of our program:

- High school graduation requirements exceed the "a-g" courses required for admission into four-year universities.
- Small class sizes with one-on-one assistance available.
- Ranked 204th of 2,001 (top 10%) of all public high schools in the state of California based on student performance.
- Wide variety of electives (Band, Music, Art, Ceramics, Culinary, Theater, Radio Production, etc.)



Willits Charter School
"Where Families Stay Connected"

Jennifer Lockwood
Director

1431 S. Main Street
Willits, CA 95490
707-459-5506, 707-459-5576 (fax)
jlockwood@willitscharter.net
www.willitscharter.org



- Friday Academy courses where students have the opportunity to take a wide variety of creative courses (Archery, Gardening, Wilderness Survival, Film, Choir, Karate, Set Design, etc.)

• The number of advanced courses taken per student at this school is much higher than the state average.

- Opportunities for middle school students to take high school courses.
- Annual college visits for all high school students.
- Onsite college classes for high school students.
- A strong Independent Study program for 6th - 12th graders.
- A safe, caring community where students feel welcomed and valued.



Business Address:
1726 #H South Main Street,
Willits, CA 95490

Located in: Evergreen Shopping Center

Business Phone: 707-841-3058

Business Days/Hours:
Tuesday - Wednesday: 7 am to 4 pm
Thursday - Saturday: 7 am to 3 pm
& 5 to 8:30 pm
Sunday: 10 am to 2 pm

Website: www.rolandsbakeryandbistro.com

From left: Raymond Roland, Samantha Bacon, Christopher Martin, Sue Roland, and Amber Huetro.

Roland's Bakery & Bistro

Facebook: Look under
"Rolands Bakery &
Bistro"

**Date/year business
started:** July 4, 2014

**The business is owned
by:** Sue and Ray Roland

How many employees: 6

Biggest selling items/service:
Breakfast and dinner

**Something someone may be surprised you
have/carry/do:** We have amazing specials:
everything from steaks to scallops to
chicken and waffles to lox on a bagel to pork
eggrolls to deep-fried asparagus.

Tell us a little more about your business:
Roland's will be entering our fifth year of
business this July, and we continue to offer

delicious, unique and fantastic breakfast,
lunch and dinner options in our cozy little
bistro at the south end of town.

Enjoy fresh-baked goods, daily specials and
everyday favorites. Get a latte or espresso
to go with your breakfast, and have a beer or
glass of wine with dinner.

Call ahead and grab something to go,
or enjoy a sit-down meal with us in the
restaurant. Don't forget, we also offer
catering services! We look forward to seeing
you soon!



Allison Findley, Chamber Coordinator; Barb Ivy, Ivy Accounting Tax and Payroll Service; Roshan Patel, Old West Inn; Pam Baskin, Skunk Train; Chuck Persico, Persico Fossil Fuels; Alison Glassey, retired and Carlin Horger, Willits Rental Center.

Willits Chamber of Commerce

Business Address:
299 East Commercial Street,
Willits, CA 95490

Cross Street: Madden Lane

Business Phone: 707-459-7910

Business Days/Hours:
Monday - Friday, 10 am to 4 pm

Email: info@willits.org

Website: www.willits.org



Facebook:
www.facebook.com/willitschamber

Date/year business started: 1926

The business is owned by:
Nonprofit 501(c)6 organization

How many employees:
1 employee, many volunteers

Biggest selling items/service:
Business services

**Something someone may be surprised you
have/carry/do:** Seabiscuit merchandise

Tell us a little more about your business:
The Willits Chamber of Commerce is a not-
for-profit 501(c)6 business organization
comprised of over 200 members led by
a 15-member Board of Directors. Our
mission is to make Willits a better place to
live, work and play. We are a vital part of
the Willits community, bringing together



business, industry and local government to
achieve the common goals of enhancing the
economic health and quality of life in our
town. Think of us as your businesses "Public
Relations and Solutions" office.

We're here to help promote your business
and to keep you aware of local issues
that may affect it. We've been doing it
since 1926. Along with promoting your
business in a wide variety of ways, we also
advocate for your interests. A single voice
can go unheard, but the united voice of the
Chamber of Commerce has proven effective
and beneficial to business. We build bridges
with the City of Willits, other government
agencies, and connect you to people who
can meet your various needs. These are
just a few of the many benefits we offer our
members. For more information please visit
our website, or stop by. We'd love to see you!



Many of the volunteers who make Willits Frontier Days possible each year, including, from back row, left: Elaine Figg-Hoblyn, Bruce Cartwright, John Thomen, Jeff Cook and Willy England. Middle row, from left: Kelly Figg-Hoblyn, Billy Rutler, Karen Cavanaugh, Angela Miller, Tracy LeGris, Sweetheart candidate Keely Ahders, Sweetheart candidate Hailey Riley, Mattie Pinon, Stacey Gregory, Dan Pinon, Montana Robinson, June Sizemore and Fred Barry. Front row, from left: Marcy Barry, Alexis England, Deana Rutledge, Cathy Moorhead and Lee Persico.

Willits Frontier Days - 2018 Schedule of Events

Willits Frontier Days has already received many requests regarding the 2018 June and July schedule, and while entry forms and event chairpersons are still being finalized, the dates and times for the 2018 events are now available online at www.WillitsFrontierDays.com under the "events" tab.

They will also be uploaded to the Willits Frontier Days Rodeo Facebook page: www.facebook.com/OfficialWillitsFrontierDays, where individual event pages will also be created soon.

Entry form links will become active and clickable on the main website when ready and

more information will appear in Willits Weekly as it becomes available.

Quick notes: The day and night CCPRA rodeos, Main Street parade, beef barbecue and Western dance will always fall on July 3 and 4 – fear not!

The theme of this year's event is "We Stand for Old Glory." The carnival will open on June 28 with presale wristbands available at J.D. Redhouse. The Hometown Celebration will be on Friday, June 22. The truck pulls will be on Friday, June 29 with the street dance to follow.

BARBECUE

7/4 | Noon | Rec Grove Park | Adult: \$15 & Child/Senior: \$8

CARNIVAL

6/28 | Opens at 4 p.m. | Next to Rodeo Grounds | Wristbands: presale thru 6/27: \$25 at J.D. Redhouse

CCPRA PROFESSIONAL RODEO

7/3 | 7 p.m. | Jack Sharp Arena | Box: \$15, Adult: \$12, Child: \$5

7/4 | 4 p.m. | Jack Sharp Arena | Box: \$15, Adult: \$12, Child: \$5

COUNTRY MUSIC RODEOLA

7/4 | Noon | Rec Grove Park | Free to Attend

COWBOY CHURCH

7/1 | 10 a.m. | Rec Grove Park | Free to Attend

HOMETOWN CELEBRATION

6/22 | 5 to 9 p.m. | Main Street - Downtown Willits | Free to Attend

HORSESHOE CONTEST

7/4 | 10 a.m. | Rec Grove Park | Free to Attend

HORSE SHOW

6/24 | 8 a.m. | Jack Sharp Arena | Free to Attend

JUNIOR RODEO

7/1 | 4 to 9 p.m. | Jack Sharp Arena | Adult: \$5

LIONS COWBOY BREAKFAST

7/1 | 7 a.m. | Rec Grove Park | Adult: \$8, Child: \$5

NATIONAL ANTHEM CONTEST

6/24 | Noon | Rodeo Grounds | Free to Attend

PARADE - We stand for Old Glory

7/4 | 11 a.m. | Main Street - Downtown Willits | Free to Attend

STREET DANCES

6/29 & 7/3 | Following Truck Pulls & Rodeo | Rodeo Grounds | Free to Attend

SWEETHEART JUDGING

Horsemanship: 6/24 | During Horse Show | Jack Sharp Arena | Free to Attend

Appearance & Poise: 6/23 | 12 to 3 p.m. | Community Center | Free to Attend

TRUCK PULLS

6/29 | 6 p.m. | Jack Sharp Arena | Adult: \$14, Child: \$6

Questions?

willitsfrontierdays@gmail.com

support local • shop local

LOCAL

check local • be local

Keep Willits in Mind for Holidays and All Days Shopping local helps us all!

Now, more than ever, the time has come to keep our dollars local and flowing through our own community. With the shift in the local economy, the diversion of through traffic due to the bypass, and with online shopping opportunities, Willits businesses need your support.

Some things to keep in mind: When you buy from a locally owned business, those dollars not only go to support keeping the proverbial lights on at their establishment, but also allows them the ability to give back to the community. Giving back comes in the form of sponsorships, donations and gift certificates to fulfil the dozens of monthly requests for raffle prizes, sponsorships and auction items from everyone from the Little League to Sober Grad.

Many businesses are also willing to supervise donation jars, to allow bake sales and car washes in front of their shops, or to sell fundraising items like sweatshirts, candy bars and more on their counters.

Schools, clubs, groups, organizations and individuals ask a lot of our local Willits businesses. And many of those

businesses give willingly and constantly to help support local causes.

However, they can only do that if there's money coming in the doors.

When you buy locally, too, part of the sales tax you pay comes back to your local city and county governments for services. If you buy in another city, part of your sales tax might be used to help fix that city's roads, not your own!

Again: Now, more than ever, it's time for locals to step up and support the businesses that support the community. Of course, it's also the responsibility of the business owners to make that support feasible for local shoppers.

Some local residents think shopping locally is "too expensive" with "not enough of a selection." Some think it's "too hard to find what I want," and sure, some of that may be true. However, many businesses understand this concern of shoppers and will do their best to help customers get what they want by helping to research, to special order or to find a suitable alternative.

The instant gratification of walking out of the store with that item in hand is another

benefit of local shopping – as is the ease of return or getting a piece of equipment tuned up or repaired later on.

Many local businesses will match advertised prices, if shoppers bring in print ads or ask about a price break they've seen elsewhere. All encourage shoppers to check out local options before ordering online or driving out of the area to look for what they need.

The concept of "price check local first" has been loudly sounded by merchants and businesses in Willits. Give them a chance to try and keep your business here. Some of our local businesses have connections with online retailers through their parent companies and may have additional selections online that they can ship right to the store for you.

So here's a challenge: Before you spend your dollars elsewhere, give Willits a try. Call around. Go into stores. See if the item is waiting on the shelf, or if it can be ordered for you at a good price.

Go into a store you have never been inside before. See what they offer. Window shop, if nothing else. You may be surprised at what Willits does have to offer.

Local dollars support local clubs and organizations

Meet the Merchants and More - Get to know the workforce of Willits

A Willits Weekly project – published on March 22, 2018 in Willits, California

Page layout and photography by Maureen Moore | Ad sales by Jenn Drew | Copy editing by Jennifer Poole and Danya Davis | Printed by Western Web

View this publication and all of Willits Weekly's editions online at www.WillitsWeekly.com

Want to be included in our next Meet the Merchants publication? Email us at: willitsweekly@gmail.com



Standing, from left: Julian Mendoza, Alana Smith, Mike Smith and Bill Murphy. Sitting, from left: Harry So, David Mann, Margie Smith, Donna Murphy, July Perez-Perreault and Lane Smith.



Business Address:

775 Central Avenue, Willits, CA 95490

Cross Street: Barbara Lane

Business Phone: 707-459-4224

Business Days/Hours:

Monday - Friday: 10 am to 6 pm

Saturday: 10 am to 5 pm

Email: willitsfurniture@willitsonline.com

Website: www.willitsfurniture.com

Facebook: Look under

"Willits Furniture Center, Inc."

Date/year business started:

1968 by Ottis Smith

The business is owned by: In 1976, Smith's youngest son, Mike, joined the business and owns it today with his wife, Margie, who joined in on the business in 1997.

How many employees: 7

youth furniture, occasional tables, mattresses, entertainment centers, dining room tables and chairs, bedroom furniture, accents and more.

Something someone may be surprised you have/carry/do: Willits Furniture tries to provide products that best fit our customers' taste and budget while keeping the quality as good as possible. We have a great mix of well-known national brands and not so well-known brands. Our products range from mid-price to high end. Some are heirloom quality, and some are functional quality.

Tell us a little more about your business: "Margie and I would

Biggest selling items/service: Sofas and loveseats, recliners,

like to remind everyone that Willits Furniture is locally owned and operated. We have employed well over 100 individuals from the Willits area over the years. Margie and I were both born in Willits at Howard Hospital, and we both graduated from Willits High School. I guess that qualifies us as locals. We are committed to our hometown, and we try to support local needs in every way possible.

2018 represents Willits Furniture Center's 50th year in business, and we will be celebrating all year long. All of us at Willits

Furniture would like to invite everyone in the community to stop by, say hello, and check out some really nice furniture. Finally, please shop local! Your Willits merchants need you!

