

2019



Meet the Merchants and More!



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Back row, from left: Jake Whitehurst, Darlene Bixler and Nick Durupt. Front row, from left: Aybrie Whitehurst, Ashtan Bloomquist and Kaleb Whitehurst.



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

J.D. Redhouse & Company

Facebook: www.facebook.com/jdredhouse

Instagram: @jd.redhouse.co

Date/year business started: Opened November 2007

The business is owned by: Darlene Bixler

How many employees: 15

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

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!



Back row, from left: Amber, Dr. Chana, Dale, Dr. Kessler, Lindsey, and Billy. Front row, from left: Jaden, Kourtnee, Maddie, Ashley with Bella, Archer, Nakai with Sullivan, Briana L RVT, and Skylar. Not pictured: Ken.

East Hill Veterinary Clinic

Business Address: 1200 East Hill Road Willits, CA 95490

Cross Street: Center Valley Road (north) or Baechtel Road (south)

Business Phone: 707-459-5236

Business Days/Hours:

Monday - Thursday: 8:30 am to 5:30 pm

Friday: 8:30 am to 5 pm

Email: Reception@easthillvet.com

Website: www.easthillvet.com

Facebook: East Hill Veterinary Clinic

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 & Holly Bennett, RN

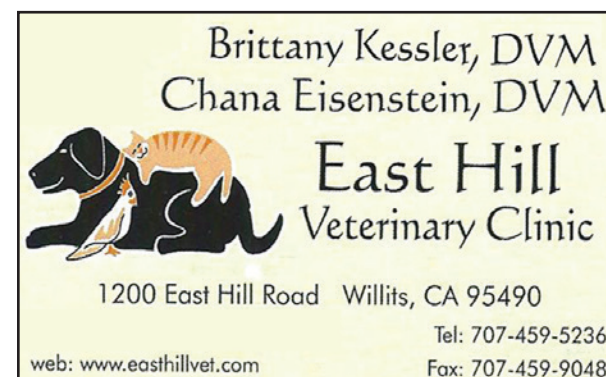


How many employees:

14 total (ten full time and four part time)

Biggest selling items/service: Small animal medicine & surgery services, dental cleaning and grooming

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 rattlesnake, Lyme, influenza, bordetella, rabies, distemper, parvo)





Back row, from left: Eric Foster, Pamalee Thrift, Dorene Bowden, Sheila Dolstad, Torsten Behrens, Imani Jones and Verle Hilderbrand. Front row, from left: Angie Woertink and Wendy Morgan.



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: coastronda2@yahoo.com

Website: www.truevalue.com

Facebook: www.facebook.com/coasthardwarewillits

Date/year business started: 1969

The business is owned by:
Shawn & Wendy Morgan

How many employees: 25

Coast Hardware

Biggest selling items/service:

Housewares, sporting goods, paint, lawn and garden.

Something someone

may be surprised you have/carry/do: We now sell TracFones, phone minutes, gift cards, gaming cards, DVD players, clocks, and a variety of electronics.

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; we are not just a hardware store. 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 7 days a week; call us for hours. You can also pay several utility bills with us. You can pick up your hunting and fishing licenses. You can now shop at both our locations in Willits and Fort Bragg.

COAST
Most General Store
HARDWARE



From left: Fortino Diaz, Lindsay Flowers, Kayla Lyman, Emma Montez, and Sarah Handy.

Cafe 77

Business address:
77 South Main Street,
Willits, CA 95490

Cross-street:
East Mendocino Avenue

Business phone:
707-459-2233

Business days / hours:
Monday - Sunday
7 am to 3 pm

Facebook: https://www.facebook.com/cafe77willits/

Date / year business started:
November 27, 2017

Business owned by:
Mike Atallah

How many employees: 10

Biggest selling item/service:
Amazing burgers, California Benedict, fresh-squeezed orange juice.

Something someone may be surprised you have/carry/do: Mimosas, Bloody Marys, beer and wine, vegetarian options, and gluten-free bread

Tell us a little more about your business: Cafe 77 is a great place to get breakfast and lunch. The owner has multiple restaurants in the Santa Rosa area. He enjoys giving people a good place to sit down and have quality food for friends and family. Cafe 77 is a kid-friendly restaurant with outdoor seating.



Cafe77

77 South Main St
Willits, CA 95490
adelsrestaurant@comcast.net

Mike Atallah
707-459-Cafe
CELL: 707-849-9013



Employees of Willits Redwood Company.

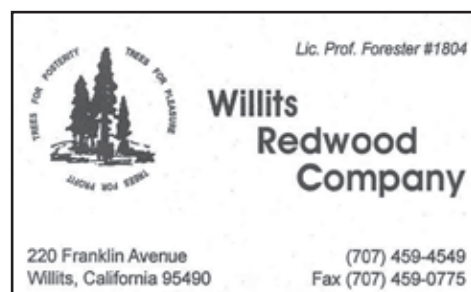


Business Address: 220 Franklin Avenue, Willits, CA 95490

Cross Street: Blosser Lane

Business Phone: 707-459-4549

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



Willits Redwood Company

Email: sales@willitsredwood.com

Date/year business started: 1974

The business is owned by: Chris Baldo, Bruce

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

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.



Back row, from left: Nancy Middleton, Kelli Gordon, Dorcas Potter, Leslie Challenger, and Alex Sierras. Front row, from left: Deb Holcomb, Brian Armond, Richard Baker, Sherry Bixler, Jules Gregory, Terry Baker, Priscilla Tarver, Katie Barry, Greg Mudd, and Lance Hodges.

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 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 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.



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"



Stay and Play Dog Care

Over-night Stays, Daycare A bed and breakfast for your dog

Pack Walks, Socialization, Training

707-459-1377

Donna Blake, Owner

Reservations Required!



Back row from left: Taylor Day and Peter Varichak.
Front row: Business owner Donna Blake, Shayna Crandall and doggie grandma Diana Hoyt holding Scout.

At right: Mars, River and Mac enjoy the play yard.



Stay and Play Dog Care

Business Address:

1621 East Hill Road

Business Phone: 707-459-1377

Business Days/Hours:

Daycare: Monday - Friday, 8 am to 5 pm.

Boarding: Monday - Sunday.

General: Monday - Friday: 8 am to 6 pm,

Saturday: 9 am to 6 pm, closed Sunday

Email: stayandplaydogcare@hotmail.com

Website: www.stayandplaydogcare.com

Facebook/Instagram: Stay and Play Dog Care

Date/year business started: I started 10 years ago slowly, then grew and got my license and kennel license.

Business owned by: Donna Blake

How many employees: 3

Biggest selling item/service: Training gear

Something someone may be surprised

you have/carry/do: T-shirts and tote bags for sale and training gear. I also help dogs socialize with other dogs if they have issues with this. We pack-walk, socialize, let dogs be dogs. It is a loving environment, closest to their natural habitat which is nature. Their pack-walks are surrounded in forest. We implement training skills like "wait," "sit," "down" and so on. With this we implement boundaries and limitations and behavioral modification. This environment gives them a safe place to interact and play and be a dog.

Tell us a little more about your business:

I have attended many dog-training courses including a four-day workshop with Cesar Millan; a dog-training class internship with Sallie Palmer for five years; aggression in-depth with John Rogerson; new perspectives on canine behavior, emotions and training with Dr.

Patricia McConnell and Steve White; training and behavior with Tyler Muto; board-and-train and e-collar training with Stacey Ayub; and a socialization class with Chad Macken.

I have also attended the Canine Behavior Academy in Marine Humane Society with Trish Ward; became a dog bite safety educator through Doggone Safe Dog Bite Prevention and have obtained a dog obedience trainer / instructor career diploma from Penn Foster Career School.

Dogs make me smile. I feel that I am here to help dogs and their owners. They make me laugh and sometimes cry because they touch my heart. Dogs are faithful companions. They have many jobs in our world as service dogs. I teach communication between people and their dogs. Dogs are sentient beings that should be treated with total respect.



Michelle McCoy, owner of LuLaRoe Michelle McCoy, stands alongside her mobile LuLaBus.

LuLaRoe Michelle McCoy

Email:
lularoemichellemccoy@gmail.com

Website: <https://shop.lularoebless.com/MichelleMcCoy>

Facebook/Instagram:
LuLaRoeMichelleMcCoy

Date/year business started:
March 5, 2017

The business is owned by:
Michelle McCoy

How many employees: 1

Biggest selling item/service:
Leggings, kids items

Something someone may be surprised you have/carry/do: XXS through 3XL women's clothing and 2T through 14 kids

Tell us a little more about your business: I sell women's clothing: leggings, dresses, skirts, tops, covers, and kids tops, dresses and leggings.

I have a home-based boutique and a mobile boutique, I can come to you, your event, or your business, or you can come shop at my home in Brooktrails or online.

LuLaRoe only makes 5,000 pieces in each print. You can only purchase items from a LuLaRoe Retailer. LuLaRoe makes amazing fabrics, styles and prints at an affordable price. There is something for everyone.

I would love to have the opportunity to introduce you to this incredible line of clothing.



From left: Saul, Chris, Marie, Dolores, Kayla, Julia, Lisa and Audrey.

Old Mission Pizza

Business Address:
1708 South Main Street, Willits, CA 95490

Business Phone: 459-6811

Business Days/Hours:
Sunday, Wednesday and Thursday:
11 am to 9 pm
Friday and Saturday: 11 am to 10 pm

Email: chrisbulcke@hughes.net

Facebook: <https://www.facebook.com/oldmissionpizza/>

Date/year business started: July 1, 1995

The business is owned by: Chris Bulcke

How many employees: 9

Biggest selling item/service:
Pepperoni or Combo pizza

Something someone may be surprised you have/carry/do: We currently have hot sandwiches, hamburgers, and hot wings.

Tell us a little more about your business: Our owner Chris Bulcke has been in the pizza industry for 40 years and has owned Old Mission Pizza since 1995. Old Mission offers a wide array of pizza toppings and specialty appetizers and a full salad bar. Don't forget to top everything off with our most delicious ranch dressing in town! Beer and wine,

along with soft drinks, are available at the bar and kids can enjoy arcades in the game room or watch sports on the large screen televisions. A 40-person banquet room is available at no charge, but requires an advance reservation for parties and other events. We're proud to support the community through sports sponsorships for everything from Willits Youth and Willits High School Football and Soccer teams to support of the Willits Lions Club, local churches and more. Come in and say "hi" and please know that, like many, we're also experiencing slower times this year as times continue to change and employees change but we're doing our best to create delicious, hand-made eats for you and yours!





From left: Lorenzo Rodriguez, Martin Rodriguez, Alondra Torres, Jenny Montes, Erin Schleintz, Jamey Harden, Adalyd Gonzales, Renee Dawson, Stephanie Hopkins, Desiree Milani, Tawnie Fruge, Vivianna Cardona, Saprina Rodriguez, and Juan Salinas.



Imagination Station

weeks to 10 years old.
Tell us more about your business:
Saprina Rodriguez initially opened a small preschool located in the valley, which has

Business Address: 11 North Marin Street Willits, CA 95490
Cross Street: Commercial Street
Business Phone: 707-459-6543
Business Days/Hours:
Monday - Friday: 7:30 am to 5:45 pm
Email: saprinarodriguez@gmail.com
Website: www.preschooldaycarewillits.com
Facebook: www.facebook.com/ImaginationStationWillits
Date/year business started:
February 1, 2011
The business is owned by:
Saprina Rodriguez
How many employees: 17
Biggest selling item/service: Preschool/Childcare

Something someone may be surprised you have/carry/do: Imagination Station Preschool & Childcare Center has an infant program and after-school elementary program, providing care for children from 6

now grown into a large center in downtown Willits. Currently Imagination Station cares for 150+ students and works with a wide range of schedules.

The infant and toddler center accepts children 6 weeks to 36 months old. It runs as an enriching daycare program for young children. Its focus is on helping achieve developmental milestones such as crawling, walking, early speech, play, independence, exploration, and early potty training. All while incorporating fun activities like sensory play, art, and activities.

The preschool center consists of children ages 3 to 5 years and is a curriculum-based program. Its emphasis is on early literacy, fine motor skills such as holding scissors and early writing, socialization, sensory play, self-help skills, expanding vocabulary and speech, patterning, early math and science. The focus of the preschool program is to

help the students excel early in life and be well prepared for Kindergarten.

The center also provides childcare for older children. During the school year, the center regularly picks up an after-school class ranging from K-2nd grade from Brookside Elementary. The class provides afternoon care with fun activities and helps students with homework.

In the summer, the center runs an additional program called the Learning Depot Academy, located at Blosser Lane Elementary School. The program is for children entering 1st-5th grade. Students engage in creating art, reading, writing, math, dance, sports, money management, and fun at the pool three afternoons a week. To inquire about the Learning Depot, visit www.learningdepotacademy.com.



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.



Back row, from left: Dr. Jacobs, Dr. Nagra. Middle row, from left: Sheri, Erin, Teresita, Alair. Front row, from left: Katelyn, Amber, Lauli, Mayte, Jasmine and Rhiana.



Willits Animal Hospital

Business Address:

20000 Hollands Lane, Willits, CA 95490

Cross Street:

Walker Road

Business Phone:

707-459-6723

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

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)

Employees:

10

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.



Willits Animal Hospital

DR. FRED S. JACOBS
Veterinarian General practice

Office hours by appointment only

Phone: (707) 459-6723 Or (707) 459-4634
20000 Hollands Ln - Willits, C.A. 95490



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



Savings Bank of Mendocino County

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

Cross Street: Wood Street

Business Phone: 707-459-5533

Business Days/Hours:

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

Drive-Up Days/Hours: Monday - Thursday: 8 am to 5 pm and Friday: 8 am to 6 pm

Website: www.savingsbank.com

Facebook: www.facebook.com/savingsbankofmendocinocounty

Instagram: @savings_bank

Date/year business started: 1903

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.



Savings Bank
OF MENDOCINO COUNTY
Member FDIC NMLS #472412





Jenny Senter, owner of Celtic Heritage Destinations

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.



Back row, from left: Cici Winiger and Lisa Davis. Front row, from left: Pam Baskin, Jan Rodriguez, Executive Director Ron Moorhead, and Chuck Persico.

Willits Chamber of Commerce

Business Address:
299 East Commercial Street

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: Willits Chamber



Date/year business started: 1926

The business is owned by: Non-profit 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,

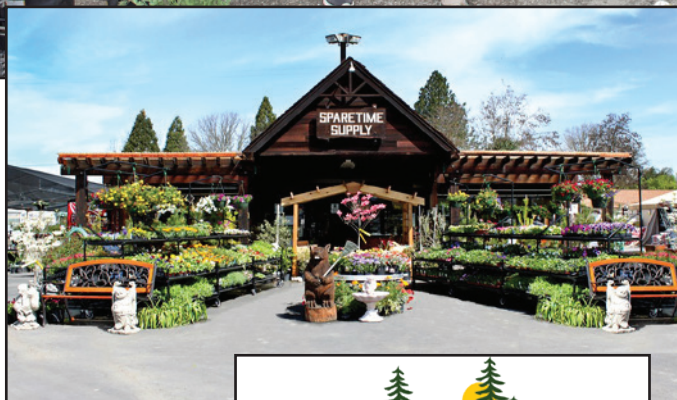


industry and local government to achieve the common goals of enhancing the economic health and quality of life in our town. Think of us as your business' "Public Relations and Solutions" office.

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.

The Chamber works to promote local business, to increase tourism and to highlight the wonderful friendly atmosphere of Willits. There is more than one reason why we are known as "The Heart of Mendocino County." 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!

Back row, from left:
Mike Woodruff,
Lisa Montez, Daniel
Turner, Zac Smith,
Chris Sironi, Chris
Yoxall, Irving Lizar-
raga, and Scott
Engle II. Front row,
from left:
Joset Garcia, Chris-
tole Hernandez,
Diana Hosford,
Paul Hosford,
John Harlan,
Kelly Neumann, and
Brandi Cameron.



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



208 E. San Francisco Ave. Willits, CA 95490
Phone: (707) 459-6791 Fax: (707) 459-1505
www.SparetimeGardenCenter.com

Sparetime Garden Center

Email: retail@
sparetimesupply.com

Facebook: www.
facebook.com/
sparetimegardencenter

Instagram:
@sparetimegardencenter

Date/year business started:
1983

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

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:
Opened in 1983, Sparetime Supply has
grown into a multi-faceted business that is
still family-owned and operated.

In 2018, Sparetime Supply 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. It was held this year
on Saturday, April 20. 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.



From left: Michael Smith, Margie Smith, Kyle Brandon, Alana Smith, July Perez-
Perreault, Julian Mendoza. Not pictured: Curtis DeShiell and David Mann.



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: 11 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: 6

Willits Furniture Center

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

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.

2019 represents Willits Furniture Center's
51st year in business. 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!





WILLITS GARDEN SUPPLY
1611 S. Main St.
Willits, CA 95490
(707) 456-9382
www.willitsgardensupply.com
Scott Stanton
owner / manager
scott@willitsgardensupply.com



Owner Scott Stanton and wife Tume Stanton.

Willits Garden Supply

Business Address:
1611 South Main Street

Cross Street: Baechtel Road

Business Phone: 707-456-9382

Business Days/Hours:
Seven days a week: 9 am to 7:30 pm

Email: willitsgardensupply@yahoo.com

Website: www.willitsgardensupply.com

Facebook/Instagram: https://www.facebook.com/willitsgardensupply/
@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 an enormous selection of products ranging from seeds to ashtrays and everything in between. In addition to the normal products one might expect to see in a garden-specific store, we also carry a unique blend of different categories of items commonly used in our area. For example we have a massive range of supplies for processing and extraction, including rosin presses and equipment, parchment paper and various types of mesh filtration materials.

We also supply products for packaging and shipping such as oven bags, vacuum bags and sealing machines, odor blocking backpacks and duffel bags, and various storage vessels such as non-stick silicone containers and glass jars in all sizes from tiny to huge. We also stock an impressive array of greenhouse construction materials

including covers and blackout plastic.

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 we'll always do our best to answer any questions you may have, 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 often 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.



Fax: (707) 456-9191 Ph: (707) 456-9800
ACE COPY
889 S. MAIN ST. - WILLITS
HOURS
M-F 9-6 & SAT 9-3
Color Copies* Laminating* Binding
FedEx* UPS* Internet Access* Mailboxes
PERSONAL & BUSINESS
COPY & SHIPPING
FRAGILE
HANDLE WITH CARE

From left: Martin Rodriguez, David Rodriguez, Saprina Rodriguez, and Marisela Rodriguez.

Ace Copy & Shipping

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
Saturday: 9 am to 3 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

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.



Back row, from left: Manager Cail Lustig, Will Sexton, and Manny Jimenez. Front row, from left: Jose Gutierrez, Tammy Demarco, and Brian Framke. Not pictured: Assistant Manager Andy Oswald, Miguel Gutierrez, Mario Martinez, Josh Slater, and Victor Hernandez.



Business Address:
1565 South Main Street

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

How many employees: 11

This business is managed by: Cail Lustig

Biggest selling items/services: Tires / wheels, truck tires, brake and alignment

need for this due to our high volume of oil changes a day and wanted to make it more convenient for our customers. We still offer a walk-in service but if you're on a time-crunch, the appointment will ensure you're in and out quickly.

Tell us about your business: Les Schwab has always been about "doing the right thing no matter what" and what we mean by that is when you come in for a service or to purchase tires, wheels, or even an oil change we will always make honest and complete recommendations.

Les Schwab Tire Center

parts, and oil changes. **Something someone may be surprised you do:** Appointments for oil changes. We saw a

What we also mean by "doing the right thing" is that we make sure to give back to our community by donating to many youth organizations including Willits Redwood Little League, all high school sports teams, and the FFA. We really feel being involved in the community brings us closer to our customers, and we see a lot of positive feedback from the community throughout the year.

Cail Lustig
Manager

LES SCHWAB TIRE CENTERS

1565 S MAIN ST
WILLITS, CA 95490

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

cail.c.lustig@lesschwab.com

PRIDE IN PERFORMANCE SINCE 1952



Standing, from left: Kenzie Barlow, Hadley Vogel, Mike Foty, Misty Gonzales, and Rocky Stansberry. Kneeling, from left: Elish England, and Mary Fosen.

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: 10

Biggest selling items/service: Power equipment sales & service, hardware and clothing

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

WILLITS
POWER & HARDWARE

HONDA • HUSQVARNA • STIHL • MQ • CARHARTT

Lawn & Garden Equipment ■ Generators
Sales, Parts & Service ■ Pick-up & Delivery

1600 S. Main St.
Willits, CA 95490
willitspower@gmail.com

Sales/Parts: 707 459-6420
Service: 707 459-0596
Fax: 707 459-6369

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



attempt to get it for them. We constantly add 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. 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: Yesenia, Gustavo, Adrian, Adam, Jeff, Lisa, Chris, Chase, Ben and Jim.



Yokum's Body Shop, Inc.

Business Address:
1619 South Main Street

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: 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!).

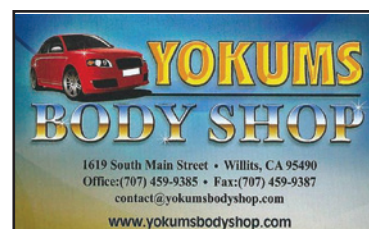
Tell us a little more about your business: This is a second-generation family-owned body shop. We have served Willits and the surrounding community since 1982. Yokum's family has been in the auto body repair business for 46 years. Yokum manages a professional staff with 12 employees ready to serve customers. Each member of the staff brings special skills and years of training that, when combined, represent a top-quality finished product.

Yokum and his employees hold a variety of professional documents attesting to their knowledge of the auto body trade including State Certified Technician, ASE Certified

Technician, I-CAR Certificates, Electrical Systems Certificate, Paint Color Matching and Technical Refinishing Certificates, Welding Certificates, and the list goes on.

This year brings big changes. We are proud to announce we are now Carstar Yokums Body shop, we offer comprehensive auto body repair services, from minor dents and dings to repairing your accident damage. Whether you've had an accident, tangled with Mother Nature or want to freshen up your vehicle's look, you can relax, we'll take it from here! We are also expanding! On April 1 we opened our second location in Ukiah.

Carstar Yokum's Body Shop in Ukiah is going to provide the same great service that our Willits location has provided for the last 46 years.



Garden Club members Yuko Thomas, Shannon Furr, Steve Thomas, Gary Bodensteiner, Scott Bryant, Fran Gardner and Kitty McDill.

Willits Garden Club

Mailing Address:
c/o 21451 Locust Street, Willits, CA 95490

Meeting place is:
Golden Rule Mobile Village Clubhouse,
16100 North Highway 101, Willits, CA

Phone: 707-459-8733

Days/Hours:
Meetings the second Monday of each month, 12:30 to 2:30 pm.

Email: willitsgarden@aol.com

Website:
willitsgardenclub.org

Facebook:
Willits Garden Club

Year started: 1951

Willits Garden Club is a member-run Non-Profit organization: part of the National, Pacific Region, State and District Garden Clubs

Members: Currently 15

What we do: Develop and promote interest in the home garden; lend efforts towards the beautification of the community; assist in projects for conservation of our natural resources; and cooperate with other agencies in furthering the interests of horticulture and landscape design.



The Howard Hospital/Adventist Health organic garden greenhouse the club visited on a field trip.

Upcoming events on the calendar:

Monday, May 13: Beth Brennerman:

"Cooking from the Garden";
Potluck Refreshments

Monday, July 8: Installation Picnic;

Hosted by Gary Bodensteiner;
Potluck Refreshments

Wednesday, June 26: Mendo-Lake District Summer General Meeting, hosted by Potter Valley Garden Club, 9:30 am to 2 pm, location TBA

No meeting in August 2019. Next regular Willits Garden Club meeting: September 9, 2019. Great speakers and events planned for 2019-2020!

Come to a meeting! Join us!



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: www.adventisthealth.org/howard-memorial

Facebook: <https://www.facebook.com/ahhowardmemorial/>

Date/year business started: 1928

The business is owned by: Adventist Health

How many employees: 400 employees, 50 volunteers, 20 physicians

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. We are ranked as one of the best hospitals in the nation when it comes to patient satisfaction.

91% of our patients say they will recommend us to their friends and family and 90% of our patients give us a rating of 9 or 10 (10 being the highest) for their patient experience.

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.

We have a farm to fork restaurant – Roots, serving healthy, delicious, affordable meals using produce from the Commonwealth Garden. This 5-acre organic garden grows produce for staff and the restaurant in partnership with the Howard Foundation.

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 and specialty care 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. Specialties offered include: cardiology, orthopedics, general surgery and chiropractic care. 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.





From left: Devon Kolscher, Tara Rogers, Suzanne Roland, Gail Fuller, Raymond Roland, and Kim Lansing.



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: 8:30 am to 2 pm
Thursday - Friday & Saturday: 8:30 am to 2 pm & 5 to 8:30 pm. Sunday:
10 am to 2 pm

Website: www.rolandsbakeryandbistro.com

Facebook: Look under
"Rolands Bakery & Bistro"

Most popular dishes: Breakfast: Eggs Benedict, Chicken and Waffles, Biscuits & Gravy, Breakfast Burrito, Panko Eggs. Lunch: Cuban Panini, Mendo Flank Steak Sandwich, Turkey, Spinach & Roasted Red Pepper Panini, Caprese Panini, Fried Chicken Sandwich with Bacon, and Jalapenos & Cheddar Cheese. Dinner: Steaks, Sole Picatta, Blackened Salmon, Bistro Chicken, and Seafood Pasta. Brunch: Seafood Scramble, Crab Benedict, Eggs Benedict, French Toast with Fruit Compote, Steak & Eggs and 3 Egg Omelets. We also carry a



Roland's 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

full line of Costeaux French Bakery baked goods, Espresso Drinks, Beer & Wine. We also 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!



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 six 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.



Jackie Cobbs,
copy editor



Jenn Drew,
print advertising



Patsy Jordan,
graphics



April Tweddell,
real estate advertising



Forrest Glyer,
city reporter



Holly Madrigal,
features writer



Jenny Senter,
features writer



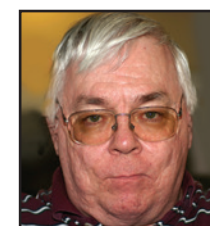
Mathew Caine,
features writer



Ree Slocum,
features writer



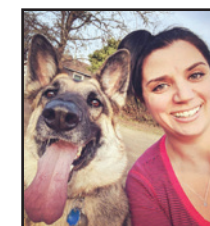
Joanne Moore,
features, reporter



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



Heidi Tonelli, Danny Gutierrez, Calvin Payne, Rachelle Luehmann, Carl Burleson, Cathy Bouthillier, Tim Westby. Not pictured: Hannah, Gracie and Madison Bouthillier.



Locally Owned Nationally Known
Established 1984

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

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

Little Lake Auto Parts

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

The business is owned by: Cathy and Dave Bouthillier

How many employees: 8 in Willits

Biggest selling items/service: Napa Oil @ \$3.49 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 in inventory. Three-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.



Back row, from left: Sandra Madrigal, Christer Bjorklund, Matt Montes, Silas Keyes, Danny Brockman and Kathy Albright. Middle row, from left: Steve Miller, Cindy Sanborn, Kasey Ricks, Josi Pearson, Mary Anne Trevey, Debbie Flowers, Daisy Tye and Leslie Burnett. Front row, from left: Dania Warburton and Yarro Kakuk.

Mariposa Market

Business Address: 500 South Main Street

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/

Instagram:

MariposaMarket

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 Market has served our community for 40 years now. We've had many successes and challenges over the long time-span in which we have been in business. We remain committed

to providing the very healthiest and delicious food available with emphasis on various dietary needs such as vegan, gluten-free, organic, paleo, and vegetarian.

Our deli has become a "go-to" destination for many of our customers, and we continue to create new and exciting cuisines for a "sit-down" repast or a take-home "grab and go." This summer we are planning on installing an all-organic salad bar. We are a full-service grocery store with beer and wine, excellent produce, and a gift department with affordable and unique selections. Please remember to support our Willits businesses in order to keep them viable and local.





Back row, from left: Noelle Moody, Raul Gallegos, Ramon Chavez and Joanna Gonzales. Center row, from left: Cynthia Helle, Mike Sironi, Tonya Howe and TK Warner. Front row, from left: David Morales, Bob Doty, Heather Amador and Patricia McBride.



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: "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 with VIP mobile vaccinations, kitchen & bath design center, floor & wall tile, nursery, camping and pool supplies.

Tell us a little more about your business: As we celebrate our 75th anniversary of service to Mendocino and Lake Counties, I want to offer special thanks to all of you we are privileged to serve in our store in Willits.

When we opened our new state-of-the-art store in Willits three years ago, your response was overwhelming and greatly appreciated. We had sought the advice of our customers, listened carefully to your recommendations and designed a store and yard that suits the needs of your community.

We built what you wanted. A beautiful home center and yard that combines the best of all shopping features. It is large enough to serve all of your needs while preserving a friendly hometown atmosphere. You called it right, and the response has been enthusiastic for the past three years. Customers no longer need to drive 50 miles for specialized products that are now available right here at home in our large, modern, diversified home center and yard. Best of all, our prices compete with the big boxes, and our friendly, professional staff sets a new standard of excellence for

helpful service. Importantly, we are continuing to listen to you for ideas that will improve our performance every day.

Our store in Willits summarizes the attitudes and values that have guided Mendo Mill for 75 years. From our first lumber mill in 1944 the company has added stores in Ukiah, Fort Bragg, Clearlake and Lakeport. Our mantra has been "customer first", and it has been the bedrock of our success.

Although we are a home-grown family business, we have become one of the top 20 Ace Hardware retailers, and the 8th largest Ace Paint dealer, in America. It speaks well of our stellar employees and our loyal customers who have made it happen.

Mendo Mill 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. So as we celebrate our 75th anniversary we look to the future with optimism, and we renew our commitment to provide even better service for our customers in the years ahead.



From left: William, Janice, Randy, Tina, Brian, Amber, and owner Joanna.

Rollin' Dough Baking Co.

Business Address: 1722 South Main Street in The Evergreen Shopping Center

Cross Street: Right in between Grocery Outlet and Super Taco

Business Phone: 707-354-2040

Business Days/Hours:
Monday, Wednesday - Friday,
6:30 am to 8 pm; Tuesday: 10 am to 2 pm.



Facebook: Rollin' Dough Baking Co.

Date/year business started:
April 2017

The business is owned by:
Joanna and John Clemons

How many employees: 10

Biggest selling items: New York style bagels, chocolate croissants, wide array of breads and Danishes as well.

Tell us more about your business: Rollin' Dough Baking Company is a high-end wholesale company with an in-house retail store. They are in 35 different stores in Mendocino County and points beyond, including all three Safeways, both



Harvest Markets in Mendocino and in Fort Bragg, Mariposa Market, Brewed Awakening in Willits, Brickhouse Coffee, and many more. They also provide all the buns for Buster's Burgers and Brew in Willits, which is known to have the best buns in town.

Rollin' Dough is a proud supporter of Mendocino County charities. They have been a supporter of the Mendocino-area Park Association, Relay for Life, Willits Senior Center, and the Mendocino Youth Project.

Coming soon inside and outside seating will be available to be able to get a Danish or muffin and enjoy the company of a friend or bring a book and enjoy your favorite beverage.



Back row, from left: Tom Daughton, Sage Aragon, Leon Springer, Nate Riley, Scott Montez, Dylan Gregory, Felisha Webb, Matt Bartolomei, John Stroecker, and Mandy Abernathy. Front row, from left: Eldon Miler, Maria Camargo, Summer Reeser, Becky Dooley, Rodrigo Mandujano, Judy Fisch, and Heather Dabney.



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 4 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

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:
For 28 years 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

DripWorks

Date/year business started: 1991 - 28 years in business

The business is owned by: Leon Springer

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.



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

Willits Rental Center and Auto Repair

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: Evan Shoulders, MacKenna Hill-Kelly, Michael Broderick, Sandra Dooley, Ryan Sloan, Karla Tuttle, and Jonathan Maize.



Business Name: Sherwood Valley Casino

Business Address: 100 Kawi Place

Cross Street: Meadowbrook/
Sherwood Hill Drive

Business Phone: 707-459-7330

Business Days/Hours: Always open

Website: <https://www.svrcasino.com>

Facebook: <https://www.facebook.com/SVRCasino/>

Sherwood Valley Casino

Date/year business started: Opened in 1996

The business is owned by: Sherwood Valley Band of Pomo Indians

How many employees: 80+
Biggest selling item/service:

A wide variety of slot machines

Something someone may be surprised you have/carry/do: We don't have table games, but we do have Virtual Blackjack (the first in the area).

Tell us a little more about your business: We have a small

restaurant called the Creekside Café that has food available for purchase 24/7. As a community business, we are proud to sponsor Willits Frontier Days, the Community Festival Car & Bike Show, and other events throughout the year. We run promotions every week for extra fun for our guests along with specials throughout the year. Make sure to check out our monthly schedule online or stop in to see our current promotions. We look forward to seeing you!



(707) 459 7330
(707) 459 7337 FAX
INFO@SVRCASINO.COM

100 KAWI PLACE • WILLITS, CA 95490
WWW.SVRCASINO.COM



Eric Mehtlan, owner of Eric Mehtlan Insurance



Eric Mehtlan Insurance

Business Address: 873 South Main Street, next to Safeway

Business Phone: 707-456-9209

Business Days/Hours:

Monday - Friday: 9 am to 5 pm

Email: ermehtlan@yahoo.com

Date/year business started: September 1, 2010

Business owned by: Eric Mehtlan

How many employees: 1

Biggest selling item/service: Home insurance

Something someone may be surprised you have/carry/do: SR 22 filings, commercial insurance, all types of insurance.

Tell us a little more about your business: I do all types of insurance, but specialize in home insurance. I represent hundreds of companies, but the main companies I use are Safeco, Mercury, Travelers, Foremost, MetLife, Stillwater and Nationwide to name a few.

Most companies offer discounts when you put your auto and home policies with

the same carrier. The real problem we are having is most of the preferred markets are not writing home insurance outside the city limits. So we have to place the home with a non-standard market and the autos with a preferred market.

Most people do not realize that home insurance has stated limits for art, jewelry, guns, etc. These items really need to be scheduled. What most people do not realize about the insurance industry is that insurance policies do not cover everything, they cover specific perils, and sitting down with your agent once a year is a good preventative measure to ensure adequate coverage.



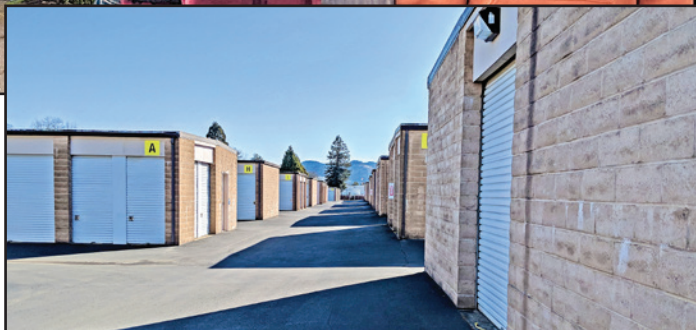
MEHTLAN INSURANCE AGENCY

ERIC MEHTLAN
OWNER

873 S MAIN ST • WILLITS, CA 95490
707-456-9209

ERMEHTLAN@YAHOO.COM
CELL: 707-489-4272

From left: Chuck Berumen, Kristi Koopman, Marie Thompson, Les Tymn, Chas Berumen, and Adam Curry. Not Pictured: Heather Thompson (out on maternity leave) and Kathy Neff.



Business Address: 261 Franklin Avenue

Cross Street: Blosser Lane

Business Phone: 707-459-2529

Business Days/Hours: Office is open 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. Though they are out-of-

Willits Mini Storage, LLC

town owners, they have always strived to keep the business local. They hire local people and contractors

whenever possible, including the 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 retired last year, but still fills in from time to time. Heather Thompson (Marie's daughter) is the assistant manager who helps with ordering, organizing the office, and doing inventory when needed. We have new night and security managers

this year. Kristi Koopman and son, Adam Curry, are ever-vigilant keeping our property safe at night. Les Tymn, the maintenance manager for 13 years, and his assistant Charles Berumen, who started in 2016, help to keep the grounds and units in pristine condition and provide daytime security of the property.

The business has grown from six buildings in 1981, to 23 today – that consists of 744 units. Over the years the buildings have been re-roofed and driveways repaved. In addition, fencing has been added, security cameras installed, and last year solar panels were added.

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



AJ Sylvia, Greg Stebbins, Joel Sylvia and Upton 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

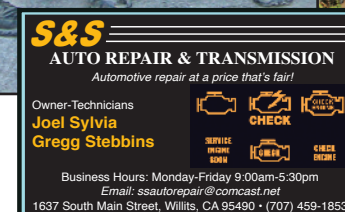
Date/year business started: July 1992

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. We now also are the local U-Haul provider with trucks and vans available, subject to availability.

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 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.





Clockwise from left: Ricki Mills, Greta Kanne, Chris Harper and Zeus.



Business Address: 182 South Main Street, corner of Main and Wood

Business Phone: 707-459-4075

Business Days/Hours: Tuesday - Saturday, 10 am to 6 pm, beginning soon: Thursdays 11 am to 7 pm

Email: info@thebookjuggler.com

Website: www.thebookjuggler.com

Facebook/Instagram: The Book Juggler

Date/year business started: 1987

Business owned by: Chris Harper and Greta Kanne

The Book Juggler

How many employees: 3

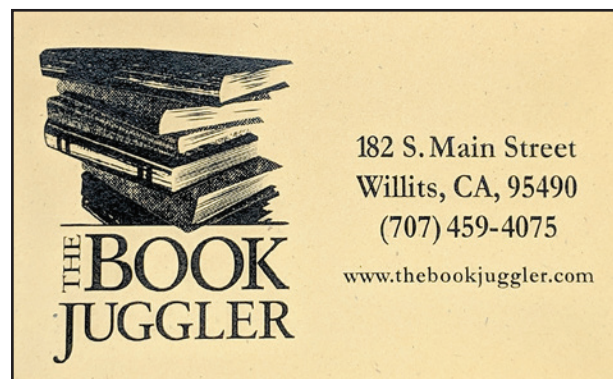
Biggest selling item/service: Used and new books

Two things surprise people the most:

- 1) Our store is almost 3,000 square feet and has three rooms full of books – much bigger than it looks from the outside!
- 2) New book special orders usually only take one to two days. You never pay an annual fee or shipping charges when you order from us.

Tell us a little more about your business: For over 30 years The Book Juggler has provided

education, entertainment and inspiration to the readers in our community. We're proud supporters of Willits Educational Foundation, Willits Senior Center, Willits Dog Park, F.O.W.L., Sober Grad, Walk and Bike Mendocino, Hometown Celebration, and Roots of Motive Power. Thank you, Willits, for your many years of appreciation and support!



Teacher Romina Crespo and teacher and owner Natalie Kristiansen at Hustle and Flow Fitness and Health.

Hustle and Flow Fitness + Health

Business Address: 30 East San Francisco Avenue

Business Phone: 707-972-7037

Business Days/Hours: Classes Monday - Saturday

Email: hustleandflowstudio@gmail.com

Website: www.hustleandflowfh.com

Facebook: hustleandflowfh

Instagram: @hustleandflowstudio

Date/year business started: February 2018

The business is owned by: Natalie Kristiansen

How many employees: 4

Biggest selling item/service: Barre, body sculpting and yoga

Something someone may be surprised you have/carry/do: Classes for all levels and



experience, new student passes, yoga mats/weights/towels, and a clean, warm and inviting studio

Tell us a little more about your business: Hustle and Flow is committed to creating a space of wellness, empowerment and community by offering a variety of classes for all levels of experience. Our experienced teachers have their own styles, taking pride in creating thoughtful and inventive sequences, guiding you through each posture. Each class will explore exercising in a fun, safe and comfortable, judgment-free environment.





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

Northwest Sporting Goods

How many employees: 2

Biggest selling items/service: Fishing and hunting goods

Something someone may be surprised you

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 fishermen 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

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: Kirk Orvis, Anthony McKemy (Sugar the dog), Buda Garman (dogs Abby & Melah) and Bud Garman.

Garman Construction

Business Address:
24900 North Highway 101, Willits, CA 95490

Business Phone:
707-459-5859

Email: garmanconst@gmail.com

Date/year business started: 1993

How many employees: 10

This business is owned by: Bud, Sharon, Buda and Heath Garman

Biggest selling items/service: Septic, ponds, culvert replacement and delivery.

Tell us more about your business:

We are able to assist Mendocino and surrounding counties with everything from pond building, to road construction to environmental restoration to culvert installation to fire prevention to building pads to septic systems and for jobs of all sizes.

Our second-generation business supports many local groups and organizations with donations of time and equipment, or sponsorship and fundraising.



Notably, we did work at the Willits High School Ag Farm, at the Little League baseball fields, and we sponsor youth sports including baseball, soccer and more.

We also have worked on many local construction projects including culvert work at Double Culverts, building the Fish Ladder at James Creek as well as replacing the culvert at Ryan Creek on Oil Well Hill.

We are also able to help with hauling and delivery services for large, heavy and oversized loads. We have assisted Roots of Motive Power with moving their antique locomotive equipment and we can help deliver rock, soil, water and the like from suppliers to our customers' locations.





From left: Donna Rice, Michael Rice and Jaclyn Newby. Not pictured: Marcus Newby.



Business Address: 24860 Birch Street

Business Phone: 707-459-6761

Business Days/Hours: Open every day 7 am to 7 pm. Winter hours: 8 am to 5 pm.

Email: golfcoursebrooktrails@gmail.com

Website: www.brooktrailsgolfcourse.com



Brooktrails Golf Course & Grill

24860 Birch Street • Willits, Ca. 95490 • (707) 459-6761
brooktrailsgolfcourse@gmail.com • facebook

Brooktrails Golf Course

Facebook/Instagram:
www.facebook.com/
Brooktrails-Golf-Course
@brooktrailsgolf

Date/year business started:
Brooktrails Golf opened in 1962. We started running the business in 2017.

The business is owned by: Marcus and Jaclyn Newby and Michael and Donna Rice

How many employees: 4

Biggest selling items: Our golf balls and discs for disc golf

Something someone may be surprised you have/carry/do: We book weddings, rehearsal dinners, birthday parties, concerts, and other special events.

Tell us more about your business: Brooktrails Golf

Course is the hub of the recreation and the township's refreshment center. We are located right next to the Brooktrails Fire Department and the township offices.

The Brooktrails Golf Grill offers one of the best selections for lunchtime fare including tasty John Ford beef hamburgers and a variety of hand-prepared sandwiches. Homemade French fries and other sides are also available, with a pretty decent selection of beer, soft drinks and other libations.

We have a nine-hole walking golf course through the redwoods and you will cross many creeks. We are not only a golf course, but we now have a full 18-basket disc golf course with disc-golf supplies sold in the clubhouse.

We hope you will come and visit us and enjoy the scenery and hospitality.



From left: Caroline Pinon, Annette Pinon, Alex Pinon, Charlie Pinon and Eva Pinon. Not pictured: Delivery Man Dan Pinon, Designer Amanda Maciel, Partner Mattie Owen and New Grandbaby Daniella Marie Owen.

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: I opened the business in March 1978 with my mom, Virginia Ciano and Jeri Weston. Moved to valley location in 2003, and I am just as busy by phone, online and walk-in customers as I was in town.

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

Biggest selling items/

service: Helping the community celebrate all occasions with arrangements of life, birthdays, or just brightening your day at fair prices. 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. I accomplished both! Now as a grandmother, with five grandkids under 4, I continue to do both while providing all your florist needs.

I started this business at the downtown location with help from family and several employees. I moved the business to a

smaller space, my childhood home, in 2003. I recently moved the business a third and final time to a smaller space behind my childhood home. While my shops have gotten smaller, my family has grown, and I look forward to sharing my time and talent with my family and community.





Back row, from left: Holly Langenfelder O'Rourke, manager, Mathew Caine, Lynne Whiting-Robertson, Barbara Willens, Sandy Strong, June Ruckman, and Carole Aleshire. Front row, from left: Judy Fisch, Gary Martin, curator, Emmy Good, Laura Wiecek, and Robin Coomer.



Business Address: 71 East Commercial Street, Willits, CA 95490 / P.O. Box 503

Cross Street: Humboldt Street

Business Phone: 707-459-1726

Business Days/Hours:
Wednesday - Sunday, 11 am to 5 pm

Email: manager@willitscenterforthearts.org

Website: www.willitscenterforthearts.org

Facebook/Instagram: www.facebook.com/Willits-Center-For-The-Arts/
[@willitscenterforthearts](https://www.instagram.com/willitscenterforthearts)

Date/year business started: 1993, Cultural Arts Commission; in 2015, WCA

How many employees: 11 board members, 1 curator, 1 part-time manager

Biggest selling item/service: Monthly art shows, performance and event venues, classes, ceramic studio

Something someone may be surprised you have/carry/do: Original building in 1926 housed the Women's Improvement Club.

Tell us a little more about your business: The Willits Center for the Arts is a non-profit organization supporting active cultural participation and artistic expression in the City of Willits and its surrounding

communities by providing a public space for gallery shows, arts activities, education, cultural activities, and community enrichment.

Our downstairs curated gallery shows change monthly showcasing our creative members. Our beautiful upstairs Great Room hosts many events in our community from dance performances, baby showers, and quinceaneras, to memorials and events for community organizations.



Willits Center for the Arts

became a non-profit 501(c)3

The business is owned by: Non-profit organization



Odin's Organics

Business Name: Odin's Organics

Business Address: Cook at the Little Lake Grange commercial kitchen; treats available locally at JD Redhouse, Mariposa Market, Fish Out Of Water and Mendo Mill.

Business Phone: 707 321-8760

Business Days/Hours:
24/hours, 7/days a week online

Email: odinsorganics@gmail.com

Website: www.odinsorganics.com

Facebook/Instagram:
[@odinsorganics](https://www.facebook.com/odins-organics)

Date/year business started: March 2018

The business is owned by: Shannon Furr

How many employees: Just one, Shannon is the sole proprietor

Biggest selling item/service: 7 kinds of dog treats available depending on dogs' needs.

Something someone may be surprised you have/carry/do: All of our meat ingredients are locally sourced by farmers. All herbs, veggies, and fruits are organic.

Tell us a little more about your business: Odin's Organics focuses on "giving dogs longer lives" through providing locally sourced organic ingredients in each bite of Odin's Organic dog treats. Owner Shannon Furr started business April 2018 and provided a wholesale source for local retailers in February 2019. Company mascot Odin, loves the rabbit, venison, bison and lamb flavors. Treats may help

with general pain and discomfort, digestive disorders, obesity, emaciated dogs, puppies healthy growth, as well as just plain optimal health and longevity through the use of adaptogenic herbs. We encourage you to shop for our treats in Willits at the Farmers Market, J.D. Redhouse, Mariposa Market, Fish Out of Water and Mendo Mill, at additional locations in Fort Bragg, including Harvest Market, Highway 20 Feed, Mendocino Botanical Gardens, and the Farmers Market; in Mendocino, including Harvest at Mendosas, Evergreen Barn and the Farmers Market and, in Ukiah including the Farmers Market and the Mendocino Barkery, or online at www.odinsorganics.com.



The Family Tree Service team.

Family Tree Service

Email: freequote@familytree-service.com

Website: www.familytree-service.com

Facebook/Instagram: @musgravefamilytreeservice

Date/year business started: 1989

The business is owned by: Greg Musgrave

How many employees: 120

Biggest selling item/service: Tree removal, tree trimming

Something someone may be surprised you have/carry/do: We have a certified arborist on staff for tree care evaluation, and we do fire safety zone planning and fuel break reduction

Tell us a little more about your business: We have been family-owned and operated since 1989. We are a regional tree service company supporting Mendocino, Humboldt, Lake, Napa, Marin and Sonoma counties. We are tree-care experts specializing in tree trimming, tree removal, and brush clearance to support fire abatement, insurance claims, storm emergency support, safety hazard removal, and high voltage utility line clearance. California Sate Contractor's Licenses 640013 and 1048457

Business Address: Business office: 1155 South Main, Suite 107, Willits, CA 95490
Corporate Office: 41701 North Highway 101 Laytonville, CA 95454

Business Phone: Main: 707-984-6629
Quotes: 707-512-0383

Business Days/Hours:
Monday - Friday: 7 am to 5 pm



Back row, left to right: Rosalyn, Bill, Francisco, Liam, Elliot, Joshua, and Lotus.
Middle row, left to right: Tasha, Mitchell, Alegra, Maci, Valerie, Shannon, Ruthie, Caroline, and Sue. Front row, left to right: Christy Lee, Krista, Valerie, Mike, Mathew, Amanda, and Robert.

Willits Farmers Market

Business Address: Little Lake Grange in the winter: November thru April, and West Mendocino Avenue in the summer: May to October.

Business Days/Hours: Thursdays
3 to 5:30 pm for winter markets,
3 to 6 pm for summer markets

Website:
<http://www.mcfarm.org/willits.html>

Facebook/Instagram:
<https://www.facebook.com/willitsfm/>

@willitsfarmersmarket

The business is owned by:
Mendocino County Farmers Markets Association

How many employees: over 20 vendors

Biggest selling item/service:
Fresh baked goods from Bolliver's and She Wolf Coffee.

Something someone may be surprised you have/carry/do: Hot Food, including native fry bread tacos from Turtle Island Tacos, and lasagna from Fairall's Farm.

Tell us a little more about your business: Come to the festival! Every Thursday, the Willits Farmers Market is



a community gathering featuring tons of produce, a wide selection of meat, bread, eggs, honey and locally produced crafts of all sorts. Natural body products, jewelry, clothing and bags are some of the items on the list.

At the center of it all is live music from the Willits Farmers Market Band and a variety of visiting musicians. Join the festivities and be prepared to stay to meet and greet your neighbors and get a taste for Willits. Market is open rain or shine! We gladly accept WIC coupons and EBT/Food Stamps.



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.

Back row, from left: Jessica McGlynchey and Bentley Mosley. Front row, from left: Dusty Ricks, Alyson Gregg, Brandi Carlile, Jessina Stewart, Mallory Smith, Dawn Loos, Kevin Sparks, Liam Lynch.



Emerald City

Business Address: 300 East Hill Road

Cross Street: Baechtel Road

Business Phone: 707-456-9830

Business days/hours:
Monday - Friday 9 am to 5 pm

Email: info@emeraldcitywillits.com

Website: www.emeraldcitywillits.com

Facebook/Instagram: www.facebook.com/emeraldcitygenetics

Instagram: @emeraldcitygenetics

Date/year business started: We started the building out in 2015. Our business legally opened in February 2018.

The business is owned by: Emerald City

How many employees: 11

Biggest selling item/service: Processing, packaging, distribution and cultivation.

Something someone may be surprised you have/carry/do: We offer special discounts for local farmers in the Mendocino County region.

Tell us a little more about your business: Nestled in the heart of Mendocino County, Emerald City is the largest cannabis industrial park in the Emerald Triangle. Emerald City Genetics is one of the first cultivators to be approved for an annual license in the county.

Emerald City Distribution has the 7th provisional distribution license issued by the state. ECD aims to assist and promote each unique cottage and boutique grower in the Emerald Triangle region. Located inside a secure cannabis industrial park, Emerald City Distribution is positioned to bring every solution right to the farmer's doorstep. With an online license verification system, we make sure your product will go through the

regulatory testing process smoothly and get to the market fast.

Emerald City Station is a one-stop shop for all cannabis ancillary services. We partner with small, local farms to help them thrive in this rapidly developing industry. We know the regulations and market conditions and have enough negotiating power to bring bulk pricing to the small grower. From hand-trimming to packaging and labeling, we will get your product retail-ready.

At our Redwood Valley nursery, we have a very unique, top-quality variety of strains. You can contact our nursery at 707-601-7381 for a list of strains that are available for pre-order.

Licence numbers for Willits: Cultivation: PML18-0000328, Distribution: C11-0000007-LIC. Redwood Valley: Cultivation small outdoor: TCA-18-0008296, Cultivation nursery: TCA-18-0011607

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 April 25, 2019 in Willits, California

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