

# WildFireWeb moves to Sonoma

Sonomans Blaine Transue and Steve Sweet recently moved their WildFireWeb Inc. offices from Petaluma to Sonoma and are now serving their many local customers, as well as many out of area customers from their new headquarters at 567 First St. W.

WildFireWeb specializes in web design, programming, scripting and content management system (CMS) solutions for corporations, small businesses, nonprofit organizations and schools.

Founded in 2005 by the two veterans of Silicon Valley, WildFireWeb has created, built and designed hundreds of websites for businesses in the past several years.

They work closely with many local nonprofits from the Boys & Girls Club and Sonoma Valley Chamber of Commerce to Sonoma Valley Hospital, the Sonoma Mentoring Alliance and Pets Lifeline. They also serve many local businesses, including *The Sonoma Index-Tribune* (Shop Sonoma), Sonoma Market, Vode Lighting, the Sunflower Caffé and Parson's Lumber among many others. They've done numerous winery sites and their customers come from every sector and many other states and major cities including San Francisco, Chicago, New York, L.A. and Atlanta. They even have a client in Costa Rica.

"While we love being a 'local' business, our system is not regionally or even language specific, and since everything we do is web based, we can serve customers anywhere on the planet, in any language, at any time. The ability to edit your website from any computer, anywhere, at any time and in real-time is really the core of what we're all about. While the business plan of many other web design companies focuses on providing fee based routine maintenance and updates,



**STEVE SWEET** (standing) and Blaine Transue have moved WildFireWeb to new offices at 567 First St. W. in Sonoma.

Robbi Pengelly/Index-Tribune

WildFireWeb takes the exact opposite approach allowing their customers to make 99 percent of these changes themselves," Transue said.

"I realized long ago that 1 percent of the web design market was serving 99 percent of the business market, a good deal for a select few but not such a great deal for everyone else. It was a simple business decision at that point, to be part of the 1 percent providing the service or having 99 percent of the market as potential customers ... we went with the 99 percent option," he added.

It's the same approach Transue had in his previous business – "Empower the customer. The savings from this simple approach allows our customers to get off the support treadmill and hit the web running," he

said.

"WildFireWeb is simply wonderful. Blaine and Steve are super fast, really smart and fun to work with – what every business needs when it comes to internet support and maintain a professional website," said Jennifer Yankovich, Sonoma Valley Chamber of Commerce.

WildFireWeb provides custom programming services and solutions of all kinds, as well as provides websites to more than 230 schools in 30 states and five countries including most of the schools here in Sonoma Valley.

"I've been involved in education technology for more than 25 years and have watched our schools and our children get short changed every step of the way, we just wanted to find a way to improve the situation and give something back, so in

addition to custom solutions for businesses, we offer free websites to any K-12 school in the U.S. ... all 130,000 of them, via our partner education product, WebSchoolPro," Transue said.

Transue said that he and Sweet decided to move to Sonoma because it is their hometown, their first customers were here and they still have a lot of customers here.

"It's great to be back here with our people, we love Sonoma and we're doing our part to help Sonoma become the center of the technical universe; OK, not the center, but close to the center," he concluded.

The new phone number is 938-7677 or find them at [wildfireweb.com](http://wildfireweb.com).

To find out more about WebSchoolPro, visit [webschoolpro.com](http://webschoolpro.com).