

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

**April 2010**  
Volume XXIV Issue 4

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403

707.578.7975

Office Hours: Mon - Fri 10am - 3pm

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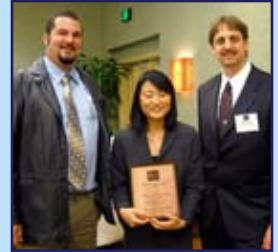
[office@markwest.org](mailto:office@markwest.org)

## CALIFORNIA AMERICAN WATER HONORED BY THE MARK WEST CHAMBER WITH A BEST PRACTICES AWARD AT BUSINESS ENVIRONMENTAL ALLIANCE BREAKFAST

With over 400 representatives from local chambers and trade groups as well as elected officials and media members in attendance, the Mark West Area Chamber of Commerce recognized the conservation efforts of California American Water (Cal-Am) at the recent Sonoma County Business Environmental Alliance (BEA) awards breakfast. The BEA business leaders breakfast is an annual awards program for local chambers of commerces and trade groups to honor businesses for their sound environmental practices which contribute in a positive way to Sonoma County residents and the environment. Cal-Am was one of 19 businesses honored at the gathering.

Cal-Am was unanimously chosen by our Chamber Board of Directors due, in part, to their exceeding expectations in reducing water demands and conserving water in 2009. These reductions in water use benefited the Russian River ecosystem, reduced costs to area homes and businesses for water use, and lowered California American Water's operating costs for purchased water, power used to move water, and chemicals used to treat water. Cal-Am has also offered their residential and commercial customers water use surveys, toilet and washing machine rebates and a variety of free water conservation devices and literature. Cal-Am also sponsored a demonstration garden that showcases water efficient landscaping at our Mark West Chamber of Commerce office on Old Redwood Highway. This project replaced a water thirsty lawn with a variety of low water using plants to illustrate water efficient landscaping. Cal-Am serves about 2400 metered connections in the Larkfield-Wikiup-Fulton-Mark West Area. Their water supply includes a combination of water purchased from the Sonoma County Water Agency and groundwater pumped from local wells.

Representing Cal-Am at the awards Breakfast were Operations Supervisor Tony Lindstrom, Conservation Manager Monica Na and System Operator Jason Cheeks. In attendance from our chamber were Chamber President Will Brodt, Promos OnCall, Chamber Ambassador Susan Lindstrom, Guardian Caregiver Connections, Chamber Ambassador Kathleen Palmer, Sonoma Connection, Chamber Treasurer John Essman, Sonoma Connection, and Chamber Head Ambassador Anthony Gerald, Sonoma County Airport Express.



*Tony Lindstrom,  
Monica Na and Jason  
Cheeks, Cal-Am Water*

## The Lark goes Digital!

Beginning with the July edition of **The Lark**, we will switch to producing a **Digital Version ONLY**.

**The Lark** will be emailed as a .PDF document to our membership at the beginning of each month, and will be posted on our website:  
[markwest.org](http://markwest.org)

*continued on page 2*



*March Social hosted by  
Net Profit*

*page 3*

### next AFTER HOURS BUSINESS SOCIAL

Hosted by **HEALTHY ARE WE & HOLIDAY INN EXPRESS**

Holiday Inn Express, 870 Hopper Avenue, Santa Rosa

### CHAMBEREE

Hosted by **PACIFIC COAST AIR MUSEUM**  
2230 Becker Blvd., Santa Rosa

*Make your reservations NOW - [markwest.org/chamberee](http://markwest.org/chamberee)*

Thursday, April 8  
5:30 pm - 7:30 pm

Thursday, June 3  
4:00 pm - 7:00 pm



Will Brodt  
President

*Our Mission:  
The Mark West Area  
Chamber of Commerce  
is organized to advance  
the economic well-  
being and uniqueness  
of the Mark West Area  
so that its citizens and  
all areas of its business  
community shall  
prosper.*

The next Board of  
Director's meeting  
is April 13 at  
Grace Fellowship,  
608 Larkfield Center  
11:30 am - 1:00 pm

*Want to keep abreast of  
important information  
pertinent to business  
and legislative items?*

Go to: [calchamber.com](http://calchamber.com)

**PRESIDENT'S MESSAGE:**

Wow, Time flies! Easter is upon us and daylight savings time is here (yeah). Isn't it great to have those extra daylight hours to goof around doing the things you love?

How did your 1st quarter go? My hope for you is a fantastic quarter. Now is a great time to reevaluate your goals as we head into the 2nd quarter of 2010. The chamber's goal is to increase our membership, and the membership drive is in full swing. Great prizes are in store for you.

Help the Chamber and yourself by referring a few friends become members. Invite them to be your guest at the Business After Hours Social on Thursday, April 8, 5:30-7:30pm. Hosted by Healthy Are We & Holiday Inn Express at 870 Hopper Avenue. They can see for themselves how fun it is to network with other business owners and professionals at the "fun chamber", the Mark West Area Chamber of Commerce and Visitors Center.

With a heavy heart I must tell you that we lost one of our own in March. The beloved Joyce Stoke. Joyce was a long time member who donated her time as a director and volunteer to the Chamber. She always had a smile on her face and a nice thing to say. **We will miss you Joyce.**

Have a great month! Cheers, Will Brodt

PS: As Helen Keller said... "Alone we can do so little; together we can do so much."



Joyce Stoke

**SCHOOL BOND ENDORSEMENT**

The Mark West Area Chamber of Commerce and Visitors Center has endorsed the Mark West Union School District's Bond Measure, Measure C, which will be placed on the June 8, 2010 ballot. Measure "C" will build new classrooms, and remove or replace outdated portable facilities at all local schools, modernize classrooms and facilities, including replacing leaky roofs, windows, and heating and ventilation systems to extend the life of the schools' facilities and improve energy efficiency, ensure student safety, and renovate and upgrade classrooms. The passing of this bond measure will also create local jobs which will enhance all businesses. The Chamber believes that this measure is needed to insure that the children of the Mark West Union School District have the facilities needed to learn and grow, now and into the future.

**CALIFORNIA AMERICAN WATER HONORED BY THE MARK WEST CHAMBER WITH A BEST PRACTICES AWARD AT BUSINESS ENVIRONMENTAL ALLIANCE BREAKFAST**

*continued from page 1*

Besides congratulating California American Water on their award, the Mark West Area Chamber would like to also congratulate Chamber member Vintners Inn. Vintners Inn was honored by our friends at the Sonoma County Lodging Association for their efforts in saving energy and reducing waste. *Contributed by Anthony Gerald, Head Ambassador*

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**NET PROFIT HOSTS A COMBINED SOCIAL WITH THE WINDSOR CHAMBER OF COMMERCE AT THE HAMPTON INN IN WINDSOR**

March's After Hours Business Social was hosted by Rachel Bingham and her staff from Net Profit and was held at the Hampton Inn & Suites in Windsor. This was a somewhat unique social as our friends at the Windsor Chamber of Commerce were also invited to join in on the networking and fun festivities. The Net Profit team provided a very delicious spread of food, and a wide variety of soft drinks, bottled water and selection of wines.

Chamber Ambassador Kathleen Palmer from Sonoma Connection served as Master of Ceremonies for the evening. Rachel Bingham introduced the people who assisted her that evening and told everyone about Net Profit. She explained the many ways that Net Profit can assist an individual or business in keeping their finances in order. Net Profit works closely with their clients in analyzing tax effects on pending transactions, helping them chose strategies to minimize taxes, analyze the actual or projected profitability of investments, improve their accounting system (or just straighten out their books), help in the preparation of a business plan or loan application and assist with communications with the IRS. What might be the most beneficial way that Net Profit can assist anyone is through their knowledge of ever changing tax laws. Net Profit can give any business person or individual peace of mind when it comes to their accounting needs.

Erin McCauley who is the Director of Sales, thanked everyone for attending and talked about the 116 room, 100% non-smoking, Hampton Inn & Suites. Whether it's for a serious business gathering, relaxing on a dream vacation, or just looking for a weekend away from home, everyone will feel welcome at the Hampton Inn & Suites located on 8937 Brooks Road South in Windsor. They offer complimentary high-speed internet in every guest room, along with LCD flat panel TV's and Serta Suite Dreams king and queen size beds. Guests are treated to a complimentary hot breakfast every morning of their stay, or may instead choose a complimentary on the go breakfast. Open since November of 2008 they are proud to be part of the Windsor community.

Debora Fudge who serves on the Windsor City Council and is the chair of SMART (Sonoma Marin Area Rail Transit) welcomed everyone to Windsor. Debora is also a candidate for our 4th District Supervisor's seat which will be decided later this year. She said that she is encouraged by the support she has received from the community during her campaign and feels her 13 years on the council, with four terms as mayor, will bring much needed experience to residents of Sonoma County as a Supervisor. Debora said she has heard many good things about the Mark West Area Chamber of Commerce and was happy she could attend the social.

A new member plaque was presented to Virginie Dorn from Business Copy Center. Virginie described Business Copy Center (located at 2770 Stony Point Road, Suite G) as a discount copy store which emphasizes personable high quality service for copying, printing, and shipping, as well as graphic and website design. They also specialize in website optimization so that any business can be more easily found on the internet. Whether you need a few copies, office supplies or are launching a marketing campaign, you can always count on Business Copy Center to take care of your needs and save you money.

Chamber President Will Brodt from Promos OnCall reminded everyone about the Chamber's current membership drive, while Chamber Ambassador Kimberlee Anderson from Assets Insurance & Investments encouraged members to contact her to take advantage of Ribbon Cuttings which are offered as a benefit with any membership.

The business drawn from the \$60.00 Pot of Gold was Markell Incorporated. Neither Guy Markell or anyone from his staff was unable to attend. \$20.00 will now be added to the Pot of Gold drawing at the April 8th social hosted by Healthy Are We and Holiday Inn Express, which will make the pot \$80!

*continued on page 6*

**MARCH SOCIAL HOSTED BY NET PROFIT**



*Rachel Bingham, Net Profit, Susan Lindstrom, Guardian Caregiver Connections*



*Kathleen Palmer, Sonoma CONNECTION, presents a new member plaque to Virginie Dorn, Business Copy Center*



*Gary Quackenbush, Windsor Chamber, Debora Fudge, Windsor City Council & candidate for 4th District Supervisor, Anthony Geraldi, SC Airport Express*



*Members Network! ...see B2B Tips page 6*

*more photos: markwest.org  
Photos by Sonoma CONNECTION*

**SOCIALS**  
*see 2010 schedule on page 4*

**UPCOMING BUSINESS SOCIALS**

Thursday, April 8  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Healthy Are We & Holiday Inn Express**  
 Location: Holiday Inn Express, 870 Hopper Ave., SR

**This month's Pot of Gold is \$80!**  
 Make sure someone from Your Business is at the Social to WIN!

Thursday, May 13  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Rincon Valley Fire District**  
 Location: 45 Lark Center Drive, Larkfield

Thursday, June 10  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Club WIN & Assets Insurance**  
 Location: 3270 Mendocino Ave., Santa Rosa

Thursday, July 8  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Wikiup Tennis & Swim Club**  
 Location: 1400 North Dutton Ave., Santa Rosa

Thursday, August 12  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Heather McConnell, Landscape Artist**  
 Location: 160 Wikiup Drive, Santa Rosa

Thursday, September 9  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Airport Express & Aaction Rents**  
 Location: 5807 Old Redwood Hwy., Santa Rosa

Thursday, October 14  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Cal-American Water Company**  
 Location: TBA

Thursday, November 11  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 9  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank & Molsberry Markets, Inc.**  
 Location: 500 Larkfield Center, Santa Rosa

**OTHER CHAMBER EVENTS**

Thursday, June 3  
 Chamberee 4:00-8:00pm (**RSVP markwest.org**)  
 Hosted by **Pacific Coast Air Museum**  
 Location: 2230 Becker Rd., Santa Rosa

Tuesday, October 12  
**Wine Country Harvest Faire**  
**Business Showcase & Silent Auction** 4:00-8:00pm  
 Location: Wells Fargo Center for the Arts, Santa Rosa  
**Register NOW:** markwest.org or call 578-7975!

Thursday, December 2  
**Holiday Tree Lighting** 6:00-7:00pm  
 Location: Larkfield Center, Santa Rosa

**CHAMBER MEETINGS**

Tuesday, April 13  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

Thursday, April 8  
**Ambassadors**  
 3:30pm - 5:30pm  
 Chamber Office

**MEMBERSHIP DRIVE**

Invite your Friends & Associates to Join YOUR Chamber!

Our Membership Drive goal is 50 new members.  
 All Chamber members are eligible to participate.  
 There can be multiple winners in each prize category!

**Prizes:**

- **First Place:** 10 or more new members = 1 year free Chamber membership, free 8' booth at 2010 Harvest Faire, a free ad in our next membership directory, and an ad in the Lark newsletter for 3 months.
- **Second Place:** 5-9 new members = 1 year free Chamber membership and a free 3 month ad in the Lark newsletter.
- **Third Place:** 3-4 new members = Free 3 month ad in the Lark newsletter.

**MEMBERSHIP DRIVE RULES**

- All member businesses are eligible.
- Contest starts March 1 & ends May 31, 2010.
- Member business must have a minimum of 3 new members to qualify for prizes.
- There can be multiple winners in each prize category.



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To All Members:

April 1, 2010

As required by the Chamber By Laws, the President appointed a nominating committee of three Directors who have nominated a slate of candidates to fill expiring Board of Directors positions. Each candidate will fill a two-year term and needs to be an active member. The slate of recommended candidates is as follows:

Member / Business	TO BE ELECTED	Term
	Doug Williams, Rincon Valley Fire District	2010 - 2012
	Brian Molsberry, Molsberry Markets, Inc.	2010 - 2012
	Laura Buhner, Exchange Bank, Larkfield Branch	2010 - 2012
	John Essman, Sonoma Connection	2010 - 2012
	Shawna De Grange, Cloverleaf Ranch	2010 - 2012
	James Bajgrowicz, Consultant	2010 - 2012
	<b>HOLD OVERS</b>	
	Susan Lindstrom, Guardian Caregivers	2009 - 2011
	Elaine Holtz, Prepaid Legal, Norton & Holtz	2009 - 2011
	Tony Gerald, Airport Express	2009 - 2011
	Sue Sloat, Mark West Union School District	2009 - 2011
	Stephanie Munson, Goodwill Industries	2009 - 2011
	Pat Dearmin	2009 - 2011

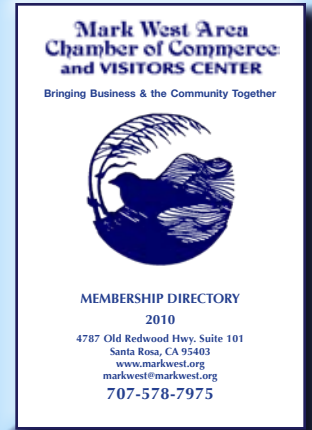
Right of Petition:

Additional qualified candidates may be nominated by petition, which must bear the signatures of at least ten (10) active members. Such petitions shall be filed with the judging committee by May 11, 2010. The determination of the nominating committee as to the legality of the petitions shall be supervised by the judging committee. Petitions should be mailed to the Chamber office at the address indicated below.

If no petition is filed within the designated period, the nominations will be closed, and the slate of candidates shall be elected at the regular June Board of Directors Meeting.

If one or more petitions are received with additional candidates, the names of all candidates will be presented on a ballot in alphabetical order and, with instructions for voting for the correct number, shall be mailed to all active members. The ballots must be returned to the Mark West Area Chamber of Commerce, 4787 Old Redwood Highway, Santa Rosa, CA 95403, no later than 3 pm, May 28, 2010. The Board of Directors will declare the candidates with the greatest number of votes elected at the June Board of Directors meeting.

Sincerely, Mark West Area Chamber of Commerce and Visitors Center



**2010 MEMBERSHIP DIRECTORY ADS ON SALE NOW!**

- Back Cover = \$400**
- Inside Cover = \$300**
- Inside Page = \$300**
- Half Page = \$200**
- Business Card = \$100**



*Interested in joining our Ambassador Club? Contact Tony Gerald, 837-8700*  
[tony@airportexpressinc.com](mailto:tony@airportexpressinc.com)

*Heather P. McConnell*



*Art Show Reception  
 at Bungalow Coffee  
 Saturday, April 17, 1-3pm*

*oceanpainterchick@yahoo.com  
 www.oceanpainterchick.com*

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**NEW MEMBERS**

**Bear Republic Brewing Co., Inc.**

Pamela Wilson  
 110 Sandholm Lane, Suite 10  
 Cloverdale, CA 95425  
 707-894-2722  
 pamela@bearrepublic.com  
 www.bearrepublic.com

**Business Copy Center**

Virginie Dorn, Owner  
 2770 Stony Point Rd, Suite G  
 Santa Rosa, CA 95407  
 707-542-4555  
 Fax: 707-542-4554  
 info@santarosacopy.com  
 www.santarosacopy.com

**Coldwell Banker**

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 600 Bicentennial Way  
 Santa Rosa, CA 95403  
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 Fax: 707-527-5120  
 curreri@sbcglobal.net  
 www.craigcurreri.com

**Leo's Roofing Inc.**

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 707-527-1289  
 leo@leosroofing.com

**Weinstein Security, Inc.**

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**RENEWALS**

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- Larkfield Body and Paint 1987
- Aaction Rents 1998
- North Coast Bank 1999
- Paul Erickson Real Estate Appraisals 1994
- Carlos Gray Landscaping 2008
- Cellularworld 2008
- Healey, Inc. 2008
- TD & Associates 2008
- Hunter Prestige Properties 2009

**MARCH SOCIAL HOSTED BY NET PROFIT**

*continued from page 3*

Our 50/50 raffle with \$70.00 was won by a very excited Virginie Dorn from Business Copy Center. Congratulations Virginie! Prizes for our business card drawing were donated by Sonoma County Airport Express, Net Profit and the Windsor Chamber of Commerce. Winners drawn included, Susan Lindstrom from Guardian Caregiver Connections, Virginie Dorn from Business Copy Center, Katherine Navarro-Wong from State Farm Insurance, Jeanne Haddorff from Healthy Are We, David Israel from HR to Go, and Jerry Hankins from Hankins Travel. The two minute showcase for next month's social was won by Brian Molsberry from Molsberry Markets, Inc.

Congratulations to our winners and businesses donating prizes. A big thank you to Rachel at Net Profit for organizing a most enjoyable social.

*Contributed by Anthony Gernaldi, Head Ambassador*

**BUSINESS TO BUSINESS BUSINESS TIPS**

*This is a monthly column dedicated to supporting all of us in increasing our networking skills.*

**Why is that important?** Recognize that, as we increase our networking skills, we increase our business opportunities, which leads to increased revenues and we all like that.

**Tip #3** Getting results from attending mixers takes a bit of thought on each of our parts. A question asked, "how does one prepare prior to going to an event". Have a plan. Savvy Networkers always have an idea of what the goal is for each event they attend.

**Suggestion:** Know, before going in, what the outcome is that you want for yourself or for the people you meet at each event. Do you want to meet 3 people and focus on getting to know them really well? Are you looking for an introduction to a certain type of client? Are you looking for information or connections that will get you that information? When you have a plan, it is easier to stay focused and achieve your expected outcome. It also helps you to keep on track to help others in achieving their goals when you remind yourself to be generous with your own knowledge and connections. Once again I suggest you put five business cards in your pocket with a rubber band around them to our monthly mixer and not socialize with your friends until you met five new people and exchanged cards. It is my hope that many of you experimented with this idea and followed up immediately with the people you met.

If you have a tip or some feedback to share, send it to elaineholtz@sbcglobal.net and we will credit you and your business.

*Respectfully submitted by: Elaine B. Holtz, VP Business Services  
 Pre-Paid Legal Services, Inc.*



**Fernande Marie Bencze**  
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**MARK WEST AREA COMMUNITY INFORMATION**

AREA POPULATION - within a 3 mile radius - 20,000  
 ELEVATION - 160 feet above sea level  
 BOUNDARIES - Area approximately bounded by:  
 Shiloh Road - North Piner Road - South  
 West Olivet Road - West Lodge on Mark West Springs Rd - East

*The Lark Newsletter is published monthly under the direction of:*  
 The Mark West Area Chamber of Commerce & Visitors Center  
 4787 Old Redwood Hiwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200  
 FLYER INSERTION: \$35 per issue.  
 You supply 250 copies of your 8.5" x 11" flyer on 20# paper.

The Lark Newsletter is mailed to member businesses each month.  
 For more information, contact the Chamber Office Manager at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774  
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Printing: Clone Digital Printing & Copying (707) 527-6565

Deadline for publication is the 3rd Wednesday of the month.  
 Please email your materials to info@markwest.org

*Promote your business with  
 your flyer in the Chamber newsletter.  
 You supply the flyers - We do the work!*

**CHAMBER MEMBERSHIP DUES**  
*Effective May 1, 2006*

Standard Dues		Non-Profit Dues
\$125.00	Business (1-5 Personnel)	\$110.00
\$175.00	Business (6-10 Personnel)	\$155.00
\$245.00	Business (11+ Personnel)	\$215.00
\$625.00	Corporate Sponsor	
\$ 95.00	Individual (no business affiliation)	



**LARKFIELD**  
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---

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# Mark West Area Chamber of Commerce and VISITORS CENTER



4787 Old Redwood Hwy, Suite 101  
Santa Rosa, CA 95403

## AFTER HOURS BUSINESS SOCIAL

**THURSDAY**  
April 8, 2009  
5:30pm - 7:30pm

hosted by  
**HEALTHY ARE WE & HOLIDAY INN EXPRESS**

Holiday Inn Express  
870 Hopper Avenue  
Santa Rosa

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

**Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!**

*MORE PHOTOS NEXT MONTH!*



IMS

Heather  
McConnell

Carol Shelton  
Wines

Healthy Are We

Global Medical Supply

EAC

Rebecca Graphics

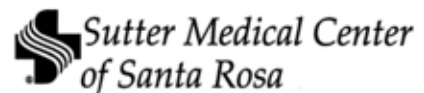


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