



The Lark

Bringing Business & the Community Together!

Volume XI Issue 8

August 2007

Mark West Area Chamber of Commerce

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Office Hours: M-Th 1-4 pm

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.

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After Hours Business Social August 9, 2007

5:30pm - 7:30pm

Hosted by:

Cricklewood
4618 Old Redwood Highway

27th Annual Installation Membership Dinner August 22, 2007 Safari West

Please join us for our Annual Membership Dinner at **Safari West**. Our speaker this year is **Jon G. Stout, CM**, Manager of the **Charles M. Schulz Sonoma County Airport**, who will give us an update. **Supervisor Paul Kelley** will officiate at the installation of our 2007-2008 Officers.

Dinner at **Safari West** is FUN! Arrive early to walk around the grounds & see the animals & birds.

6:30PM	No Host Bar
7:00PM	Dinner
8:00PM	Speaker
\$40 each	\$75 couple

Please reserve your seats now!

Call the Office at 578-7975 or visit www.markwest.org.



4787 Old Redwood Highway

The Chamber Board made a bold decision to put a lease deposit on the old Enterprise Rentals offices in order to relocate our Chamber into a visible and welcoming facility.

The plans include opening a **Visitors Center** in the Chamber office to assist visitors (and locals) in finding our members' businesses as well as other resources in our community.

The building is in great shape but requires some remodeling to make office space for tenants.

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**Visit your Chamber's office, or call 578-7975:
642 Larkfield Shopping Center, Santa Rosa, CA 95403**



President Walt Smith is leading the project to relocate the Chamber into our new Headquarters!

Join Us on August 9!

Chamber members & their guests are invited to the **Business After Hours Social** hosted by **Cricklewood** - bring your business cards!

Raffle tickets are available at the **August Social** for a brand new **Zappy 3 Pro** valued at **\$860**. Tickets are **\$1** or **6 for \$5**



New Chamber Headquarters

Private Employers

continued from page 1

The Chamber has been landlord to 2-3 tenants over the years - this gives us the opportunity to expand to 5 tenants which helps pay for our monthly lease and operating expenses for the building and the Chamber and Visitor Center operations.

Private employers subject to the federal Fair Labor Standards Act (FLSA) may not offer CTO in lieu of overtime payment. It is very rare that a California employer is not covered by the FLSA.



The Chamber has announced the "Founders Circle Building Fund" and is seeking donations from the community to make this a reality. In-Kind donations of remodeling expertise and materials would be greatly appreciated.

The FLSA applies to the majority of businesses in California. CTO is available to private employers not covered by the FLSA and that are covered by specific IWC wage orders. Use of the compensating time off provisions of Labor Code Section 204.3 may result in violation of the federal law. Makeup time may be an option.

To determine whether your business is covered by the FLSA, use the **FLSA Worksheet — Determining Coverage** available at www.hrcalifornia.com under "Forms and Checklists."

FYI: Compensatory Time Off

Barbara Wilber, Labor Law Consultant

Makeup Time

Our employer wants to mandate that employees receive compensating time off in lieu of overtime. His former employer, a county government office, used this method. Can we also do this?

Questions continue to arise about CTO because it is attractive to employers and employees as a method of providing flexibility that overtime law does not allow.

Private employers generally are not permitted to offer compensatory time off (CTO) to non-exempt employees in lieu of paying overtime.

The Legislature has provided some flexibility with the passage of the makeup time option found in all IWC wage orders, except the agricultural order 14.

Federal law allows local, county and state governments to provide CTO to their employees, so confusion often arises regarding this issue. Employers and employees who move from the public sector to the private sector assume that offering CTO in lieu of overtime is applicable to all employers. *It is not.*

Makeup time allows an employee to request time off for a personal obligation and make up the time without receiving overtime pay. Neither the employer nor the employee is required to use the option, but strict rules apply if it is used:

- the employer may not solicit an employee to request makeup time;
- the time must be made up within the same workweek, and the employee may work no more than 11 hours on any day and no more than 40 total hours in the workweek; and
- the employee must sign a request for each occasion, but one request will suffice when a personal obligation is recurring.

Half Moon Bay
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Sat - Sun: 11:00 AM - 2:30 PM 4:00 PM - 9:30 PM
594 Larkfield Shopping Center
Santa Rosa, CA 95401 **TEL: (707) 578-0603**

The Labor Law Helpline is a service to California Chamber of Commerce preferred and executive members. For expert explanations of labor laws and Cal/OSHA regulations, not legal counsel for specific situations, call (800) 348-2262 or submit your question at www.hrcalifornia.com.

July Social

Hosted by

Klohe Insurance Group

Klohe Insurance Group hosted the July 12th Business Social at their new office located at 4735 Old Redwood Hwy. It is the dome building next to the new Starbucks Coffee.

They did a wonderful job of hosting this After Hours event, providing a nice array of food and beverages. The offices looked very nice, a result of much work in the remodeling project just completed.

The turnout for this event was excellent - many new people! A nice surprise was a visit by Onita Pellegrini, CEO of the Petaluma Area Chamber of Commerce. As it turns out, her daughter Vickie works for Klohe Insurance Group.

We were blessed with perfect weather, so we also enjoyed good conversations and networking outside, as well as inside their well appointed offices. Gracious hosts were Scott Klohe, his daughter Erika, Theresa and Vickie. Each spoke about their experiences in the Group Health Insurance business, which is very extensive. - Easy to understand why and how they are so successful!

Erika explained a serious need to have a signal installed at the crosswalk at the intersection of Lark Center Drive and Old Redwood Hwy. near the Larkfield Shopping Center. The Fire Department would also like to see a signal installed for further safety for all vehicles turning in and out of this busy intersection. Doug Williams, our Fire Chief was in attendance, and he endorses this proposal, as does our Chamber. We will be forming a committee on this issue.

The Door Prizes were two beautiful plants with gift certificates provided by Klohe Insurance Group: one for dinner at Cricklewood and the other for Bad Ass Coffee. River Rock Casino also provided a gift bag with interesting items.



photos by Sonoma CONNECTION

Visit www.MarkWest.org/July2007Social for more photos

Needless to say, we all had a wonderful and productive time. We would like to encourage all our members to attend these Socials as it is an excellent way to further your business.

Dana M. Larson-High, Head Ambassador

We are opening 2008 to schedule your Business Social.

upcoming
Business-After-Hours-Socials

Aug 9 Cricklewood

Sep 13 Exchange Bank

Oct 11 Cal American Water Co.

Nov 8 Open

Dec 13 Grand Opening in the New Chamber HQ



Larkfield Bakery

Fresh Danish from Scratch
Sandwiches on Fresh Baked Bread
Cakes * Pies * Muffins * Donuts

Sunday 6 am - 12 pm
Mon-Thurs 6 am - 6 pm
Fri-Sat 6 am - 7 pm

Just North of the LBC on Old Redwood Hwy
57° Larkfield Center Santa Rosa, CA 95403
707-579-4991

We serve  espresso.

President's Message

July 1st marked the start of a new fiscal year for our Chamber, and a changing of the Guard. As your new President, I will promise to put forth my best effort on your behalf. We have had some great leadership, so I've some big shoes to fill!!



Walt Smith, President

I would like to thank the following members for stepping into new roles on the Board:

- Dana Larsen-High, VP Membership
- Daryl Anderson, VP Business Services
- Joyce Partington, VP Community Affairs

Our biggest challenge is a move to a new location directly across the street from the Larkfield Shopping Center. This is a nice building that will give us the visibility we so desperately need. If all goes well and we can complete this transaction financially, we will take possession on September 1st with a five (5) year lease. This will include a remodeling project in the interior and signing up several tenants for office space. All of this will depend on how well our plans come together by the 15th of August.

Our plans are to also include a **Visitors Center**, which will greatly enhance our marketing viability in our community.

We are reaching out to our Business Community to help us in this capital improvement project. We are announcing the "**Founder's Circle Building Fund**" which assists the Chamber with an investment of \$1,500 toward the office capitol improvements. Daryl Anderson is heading up this project with assistance from Dana Larson, Pat Morelli, Kathleen Palmer, John Essman and myself.

Another very important project underway is building our **Ambassadors Club**, which will be a help in building our membership program. Our business community is growing - so must our Chamber. Together we can further enhance this growth. One of the areas of recruiting for new members are Home Based Businesses. If you can refer a Home Based Business that serves our community, please call the Chamber Office - it is a great way to spread the word and helps those businesses find new customers.

We have many goals and projects underway for this year. Building up our membership is vital, so any help in this area would be appreciated. I'd also like to see a larger turnout at our monthly Socials, as this is a great way to market your business and meet people.

Feel free to give me a call for further details or information - or just to tell me how the Chamber can better serve you. My cell phone number is: 479-7356, Office: 546-8000 or at the Chamber Office: 578-7975.

I'm open to new ideas and/or suggestions.

Walt Smith, President

Man will occasionally stumble over the truth, but most of the time he will pick himself up and continue on as though nothing has happened.

-- Winston Churchill

The next Board of Director's meeting is August 14 at the Grace Fellowship offices, 608 Larkfield Center 11:30 am - 1:00 pm
Members Welcome!

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Sonoma CONNECTION

John Essman
Kathleen Palmer
P O Box 1381
Healdsburg, CA 95448
(707) 433-8774

info@sonomaconnection.com
www.sonomaconnection.com

Web Site Design & Marketing • Computer Consulting
Digital Photography • Search Engine Optimization

Member Profile

The **Klohe Insurance Group** prides itself on excellent customer service, and a long-standing community reputation for caring for their clients. The company slogan, *“helping you is what we do,”* is proven each time a client calls their tight-knit four person office. They are the intermediaries between insurance carriers and insured clients. They represent the insurance carriers, but are their client’s personal advocates. In Sonoma County since the 1980’s, they have a solid list of references.

Klohe Insurance Group brokers health, dental, life, vision, disability, chiropractic, acupuncture, long-term care and cafeteria plans for businesses and individuals. They are experts on the local health insurance market, directing their clients toward the insurance plans that give the “most bang for the buck” and the best list of contracted “in-network” local providers. The health insurance products they offer are anywhere from a traditional HMO or PPO, to the more modern Health Savings Account compatible PPO’s.

Klohe Insurance Group can also advise on very cost-effective term-life insurance policies to protect your home, your children, or your business. You can run free instant quotes on their website for health insurance or term-life insurance at www.klohe.com.

The consultation and advisory services provided by **Klohe Insurance Group** to small businesses (less than 50 employees) and individuals, are of no cost to the person or business seeking the insurance. The rates charged by insurance carriers are the same whether the insured seeks insurance directly through a carrier such as Kaiser or Blue Shield or through a brokerage. Therefore, there is no reason not to call them for free advice.

Klohe Insurance Group is located at 4735 Old Redwood Hwy., Suite B, Santa Rosa, CA 95403. Call Mon - Fri at 571-8661. They’ll be happy to help!

New Members

Half Moon Bay Chinese Restaurant
Kunh Wang
594 Larkfield Center
578-0603 F 526-6886
Kunw84@hotmail.com

The House of Alexander (barber shop)
Guy Maniscalco
6119 Old Redwood Hwy.
Santa Rosa, CA 95403
838-4770
maryguy1663@comcast.net

Pat Dearmin, Individual
539-4945

Renewing Members

- Creekside Apartments** (1987)
- Groth Motors** (2004)
- AMC/Richard Re** (2005)
- Beck Law Offices** (2005)



The Legal Beagle Dedication at Beck Law Offices
photo by Pearci Bastiany

 An advertisement for Rev. Sharon Albritton, a wedding minister. The background is a soft, yellowish-gold color with a decorative border of pink roses and green leaves. The text is in a cursive font.

Rev. Sharon Albritton
Wedding Minister
(707)525-8402
www.aWeddingLady.com
168 Sequoia Circle
Santa Rosa, CA 95401

 An advertisement for California American Water. It features the company logo in the top right corner. The main text is in a bold, sans-serif font.

Serving Larkfield

Our Larkfield team works hard each day to make sure you receive high-quality water. Please do your part in conserving this valuable resource. To learn more about your water quality and ways to conserve, visit our Web site at www.calamwater.com.

California American Water

RWE Group

FYI: Thinking About Fire Safety

The removal of dead vegetation is an important step in reducing the fire hazard during the fire season. However, it is also important to exercise caution when removing vegetation because of the potential to ignite a fire. Many fires have been started as a result of mowing weeds with the intent to reduce the hazard. In order to reduce the potential for a fire to start, it is strongly recommended that the mowing of dry grass only be done when the conditions are favorable. Ideally, mowing should be done early on a day where the humidity is high, the wind is calm, and the temperature is low.

Recently, there have been a number of fires that have started because of downed power lines. The presence of downed power lines is always a safety hazard. Dealing with power lines can be a matter of life or death. Remember to stay away from any line that is down or anything that the downed line might touch that is a conductor of electricity. Firefighters will often need to change the tactics of fighting a fire to avoid any potential contact with the lines. The temptation to help extinguish a fire or to rescue someone prior to the arrival of qualified help has unfortunately led to more people becoming victims.

Please stay safe so that you can enjoy your summer!

Contributed by Doug Williams, Rincon Valley FPD



Interested in joining our **Ambassador Club**?
Contact Dana Larson-High
dmlarson@sonic.net 571-1573

FYI: Water Conservation

As a result of low rainfall and other factors, Sonoma County Water Agency (SCWA) has been ordered by the State to reduce customers' water use by 15% this summer and fall. California American Water is joining with SCWA to help meet the 15% reduction to protect the Russian River ecosystem and our local aquifer, as well as to prepare for the possibility of drought conditions in 2008 and beyond. Your business can help do its part by:

- Checking toilets, plumbing and irrigation systems for leaks and having them fixed promptly
- Landscaping with drought tolerant plants
- Adjusting your irrigation timers to water less each day
- Replacing older toilets and washing machines with water efficient models (rebates are available)
- Contacting us for more information about free products, services and rebates that will save water and money at your home and business.

Stop by the **California American Water** office at 640 Larkfield Center, call us at 542-8329 or visit www.larkfieldwaterfacts.com and www.scwa.ca.gov/water_conservation for more water saving tips, rebates, free devices and conservation information.

Contributed by Evan Jacobs, CalAm Water

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



Serving Sonoma County Since 1959
Family Owned and Operated
We offer more to our shoppers.
Stop by our Gourmet Cheese Counter and
Sample Imported and Domestic Cheese
522 Larkfield Center, Santa Rosa
707/546-0307



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

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
Mark West Lodge on Mark West Springs Rd - East
West Olivet Road - West

About the Newsletter

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The Lark is published monthly under the direction of:

The Mark West Area Chamber of Commerce

642 Larkfield Shopping Center
Santa Rosa, CA 95403
(707) 578-7975

Deadline for publication is the
3rd Wednesday of each month.

ADVERTISING

**Monthly \$25; 3 Months \$60
6 months \$107.50; 1 year \$200**

FLYER INSERTION: \$35 per issue. You supply 200 copies of your 8.5" x 11" flyer on 20# paper. If you would like to have your flyer typeset and printed by the Chamber, the cost is \$75.

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

THE DEADLINE FOR LARK PUBLICATION

The deadline for all articles, pictures, and flyers for the Lark is the third Wednesday of each month, following our Monthly After Hours Business Social.

The Deadline for the September Lark is **August 15**.

Please email your materials to info@markwest.org

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 plaque or voting)	

Chamber Board of Directors & Staff

President

Walt Smith
546-3857

Just Transportation
bigguy7@sonic.net

Past President

James Bajgrowicz
528-2510

Office of James Bajgrowicz
bajgrowiczjim@comcast.net

Corporate Secretary

Sue Sloat
524-2970

Mark West Union School District
ssloat@mwusd.org

Corporate Treasurer - Open

VP Business Services

Daryl Anderson
546-8000

Wikiup Properties
andybaum@sonic.net

VP Membership

Dana M. Larson-High
571-1573

Sue Larson Financial Services
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VP Community Affairs

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joyrme39@yahoo.com

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546-2146

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lens@callatg.com

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Pat Dearmin

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at Windsor Golf Club



Mark West Area Chamber of Commerce
642 Larkfield Shopping Center
Santa Rosa, CA 95403

**After Hours
Business Social**

August 9, 2007

5:30pm - 7:30pm

Hosted by:

Cricklewood
4618 Old Redwood
Highway



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