

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

August 2014
Volume XXVIII Issue 8

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403
Office Hours: Tues. - Thurs. 10 am - 3 pm www.markwest.org

707-578-7975
office@markwest.org

SEPTEMBER BUSINESS LUNCHEON

CANDIDATES FORUM:

SONOMA COUNTY'S 4TH DISTRICT SUPERVISOR RACE

Wednesday, September 24, 2014

11:30 am - 1:00 pm

Speakers: **Deb Fudge** and **James Gore**



Deb Fudge

Location: Best Western Plus Wine Country Inn & Suites
870 Hopper Ave. Santa Rosa CA 95403

FREE Admission (for Mark West Area Chamber members)

A delicious box lunch from Molsberry Markets is
\$10 per Chamber Member
Or \$15 for non-members.



James Gore

If you've been wondering about the candidate positions concerning the important issues of the upcoming November election, this is the place to be on September 24th. All members and their guests are invited.

Presentations will be given by each of our esteemed candidates for the 4th District seat. Find out where they stand on the many priorities which will face the November winner over the next four years. Learn about areas of agreement and disagreement as they voice their plans which will affect the economic and cultural environment for all of us.

There will be plenty of time for questions and answers.

This will be a great opportunity to meet both Deb and James in an informal atmosphere and to find out the inside information about what is happening.

RSVP

to the Chamber office at
707-578-7975

or

online at www.markwest.org

Space is limited!

We suggest you RSVP early.

*August Social hosted
by Coldwell Banker
- Aggie Maggio... p3*

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** *hosted by*
THE NEW SUTTER SANTA ROSA REGIONAL HOSPITAL
10 Mark West Springs Road, Santa Rosa

Thursday Sept. 11
5:30 PM - 7:30 PM



Steve Plamann
Aaction Rents
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.

CHAMBER MEETINGS

Board of Directors

Second Tuesday
Of Each Month
11:30 am - 1:00 pm
Grace Fellowship
608 Larkfield Center

Ambassadors Mtg.

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

Every day brings new opportunities; all we have to do is reach out and grab them. They are always right in front of us. The Mark West Area Chamber is one of those opportunities.

It is right there in front of us every day. We can grab hold and enjoy many benefits, or we can let the possibilities slip away. "You reap what you sow", as my grandmother always said. My involvement with this Chamber has given me so much to be grateful for. And I know that as I increase my involvement I get more bang for my buck from my Chamber membership.

Every time I attend a Chamber social, I leave knowing I have made new friends and that my fellow members are all out in the world spreading the word about my business to people who may need my services. I could not hire a better sales force. They are spreading the word to friends and acquaintances. And they are doing so sincerely, friend to friend, recommending someone they know, trust and want to help.

That's word-of-mouth advertising at its best! Hey, if that doesn't encourage you to join in on the fun by coming to our socials, then I will have to use our secret weapon.... **free food and wine**.

OK, now I have your attention. So you get fun and friendship, promotion for your business and free food and wine. How can you beat an opportunity like that?

Look out, here comes the dessert! Did I forget to mention a chance to win money? We give away cash at every social through our **50/50 drawing** for all members and guests and through our members-only **Pot of Gold drawing**. I won \$140.00 a few months ago! We also have a **business card drawing** for all members and guests, with gifts sponsored by other Chamber members. All in all it is a fantastic deal and a great opportunity to spread the word about your business to others involved in the community.

Seriously, I would like to see more attendance at our monthly socials and other events because we all increase our connections when more people attend.

Please come up and say hello to me at the next social. I am looking forward to meeting every member and seeing what the Chamber can do for your business and how your involvement can benefit you, the Chamber, and all the other members.

The more involved you get, the more you will get out of it. Please don't hesitate to get involved.

Steve Plamann, President

SECURE YOUR TRADE SHOW BOOTH -- SIGN UP NOW!

Trade show booth space at our annual Wine Country Harvest Faire & Business Showcase is going fast! This is a great opportunity for local businesses to reach beyond their own four walls and connect with locals who will want your services.

Sign up now. Good locations are still available!

For more about the Trade Show, see page 6 of this newsletter.

For information, call the Chamber: 707 578-7975 or [contact us through our online form](#).

	Member Price:	Non-Member Price*:
4' Table	\$250	\$375
8' Table	\$350	\$475

(* includes 1 year membership)

Fill out a [Tradeshow Application](#)

OR [Download an Application](#)

**JULY SOCIAL SPONSORED BY
COLDWELL BANKER - AGGIE MAGGIO**

Our August After Hours Business Social was hosted by Aggie Maggio of Coldwell Banker on Thursday August 14. This get-together was held outside on a warm afternoon, among the trees lining the paved walk in front of the Coldwell Banker building at 600 Bicentennial Avenue in Santa Rosa.

Aggie is a full time Realtor with Coldwell Banker. Her job is to know the current local real estate market and to negotiate on behalf of her clients. Whether she is representing buyers or sellers, it is important for her to understand their emotional and logical reasons for wanting to make a move, what they are looking forward to, and why. With this in mind she works closely with the client, either finding a new home or preparing and marketing their existing home. She negotiates for her clients and works towards a successful close. The goal is always to have a happy client during and after closing an escrow.

Aggie introduced Kevin Long and Jennifer Landrus of Princeton Capital, Home Mortgage Lenders. Together, they made a short presentation about their offerings.

Aggie, Kevin, and Jennifer provided trays of delicious cold cuts and vegetables, and two generous platters of chocolates and other confections hand-made by Aggie's friend and client Gerry Runz. Chilled wine and other drinks were available as well. Kevin, Jennifer and Aggie provided the door prizes: a bottle of wine, a hibiscus plant, jars of elderberry jelly and apple butter, and a "bouquet in a tin." Brian Molsberry and Todd Anderson won the plant and flowers. John Essman won a bottle of wine and Sally Crain took home the apple butter and elderberry preserves. Mark Molina, now with Wells Fargo Advisors, won a subscription to the Windsor times. Sarah Preston won \$70.00 through the 50/50 drawing. The Pot of Gold drawing had no winner this month, so next month the prize will be \$80.00.

Eugene Patterson of Exchange Bank is the Chamber's new VP Public Relations and served as Emcee for the afternoon. He presided over introductions and the distribution of door prizes.

Contributed by Peter Loughlin, Loughlin Marketing



Our host at Coldwell Banker: Aggie Maggio, at center. With her are Kevin Long and Jennifer Landrus.



Head Ambassador and emcee for the afternoon Eugene Patterson of Exchange Bank with Beth Henry. Beth is with the Windsor Times, and replaces Lacey Burdette as Advertising Account Executive.



Left to right: guest Candice Ludlow, State Farm; Beverly Graham, GRP Wealth Strategies Group, LLC; and guest Millie Cantu.



It was a very nice afternoon outside the Coldwell Banker building where Aggie held her social. There were both shade and sunshine so everyone was happy. The table at right was laden with snack trays, wine, and some really incredible hand-made candies.

EARTHQUAKE PREPAREDNESS CHECKLIST

On the morning of August 24, the Napa earthquake reminded us all just how nasty even a moderate temblor can be. Here is a simple checklist you can follow to help prepare yourself and your family for quakes and other disasters. Remember, a little preparedness can go a long way toward preventing you and your loved ones from becoming victims. After an earthquake or other disaster, emergency crews will be very busy dealing with fires, trapped people, and other life threatening situations, and they may not be available to help you with small fires, cuts, lost medications, and other minor situations that could quickly escalate into serious problems for you. This list will help you care for yourself and remain safe.

WATER: Ensure you have at least 1 gallon of water per person per day for at least 3 days. (Store a longer than 3-day supply of water, if possible). An average person needs to drink about 3/4 of a gallon of fluid daily. Individual needs vary depending on age, gender, health, level of activity, food choices, and climate. You may also need stored water for food preparation, washing, and sanitation.

FOOD: Store at least a 3-day supply of non-perishable food for members of your household, including pets. Consider special dietary needs (e.g., infant formula). Include a non-electric can opener.

FLASHLIGHT, RADIO, and CELL PHONE CHARGER: You will need to be able to charge these items without electricity. Your flashlight and radio should be either hand-cranked or battery-powered, and stored with extra batteries. Your cell phone charger should be hand-crank, solar, or able to be charged from a car outlet.

MEDICAL: Include first aid kit, prescription and non-prescription/over-the-counter medications, and medical supplies.

SANITATION: Pack supplies for sanitation, such as hand sanitizer, towelettes, toilet paper, paper towels, feminine hygiene products, and plastic bags, for use when water resources are limited.

ASSISTIVE TECHNOLOGY: Include battery backup power for power-dependent mobility devices, oxygen, and other assistive technology needs.

CLOTHING AND BLANKETS: Ensure you have clothing with long sleeves and long pants, thick-soled shoes, and work gloves to protect yourself after the earthquake, and a sleeping bag or warm blanket for each person. Nights in Sonoma County can get quite cold, winter and summer.

WHISTLE: for signalling for help.

CASH: Store cash in case ATMs are not functioning after the earthquake.

FIRE EXTINGUISHER: Earthquakes can cause fires to break out; have a fire extinguisher so you can put out any small fires. Use a fire extinguisher only if you are physically capable. Consider storing supplies in several locations if possible. This means having basic supplies of food and water in locations, including your workplace, your vehicle, and, if possible, other places you and members of your household regularly spend time (e.g., house of worship, community center, and school).

It is important to consider the unique needs of your family, including access and functional needs, and the needs of children and pets. You may need to include extra water; special food; and supplies or equipment such as diapers, glasses, or medical equipment.

Find out more about building your own customized survival kits here: www.ready.gov/build-a-kit.

Contributed by Doug Williams, Mark West Area Chamber Past President and Fire Chief, Central Fire Authority of Sonoma County



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Santa Rosa, CA 95403

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FAX 707-546-0902

UPCOMING BUSINESS SOCIALS

Thursday, September 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Sutter Medical Center of Santa Rosa**
 Location: 50 Mark West Springs Rd., Santa Rosa
 (Next to the Wells Fargo Center for the Arts)

Wednesday, September 24, 2014
 Chamber Business Luncheon
 Candidates Forum: Sonoma County's 4th District
 Supervisor Race
 Speakers: Deb Fudge & James Gore
 Location: Best Western Plus Wine Country Inn &
 Suites, 870 Hopper Ave. Santa Rosa
 Cost: \$10 for members, lunch included. \$15 for non-
 members, lunch included. Free w/o lunch.
 RSVP: Required. See www.markwest.org.

**25TH ANNUAL WINE COUNTRY
 HARVEST FAIRE &
 BUSINESS SHOWCASE**

Wednesday, October 1, 2014
 4:00-7:00pm
 Hosted by 60+ Local Businesses
 Location: **Wells Fargo Center for the Arts**
 50 Mark West Springs Road, Santa Rosa



Thursday, October 9, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Friendly Feed & Supply** and
Aaction Rents
 Location: 1000 River Road, Fulton

Thursday, November 13, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING

Wednesday, December 3, 2014 6pm
 Location: **Molsberry Market,**
 522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Exchange Bank, Larkfield Branch &
 Molsberry Markets, Inc.**
 Location: 500 Larkfield Center, Santa Rosa

Interested in having a
 Chamber Ribbon Cutting?



Contact Aggie Maggio
 Realtor @ Coldwell Banker 707-486-1303
aggiemaggio@icloud.com

Interested in joining our
 Ambassador Club?



Contact Eugene Patterson
 Exchange Bank, Larkfield Branch
 707-523-4392
Eugene.Patterson@exchangebank.com

Want to keep abreast of important information pertinent
 to local business issues? Visit: Sonoma-county.org/edb



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TRADE SHOW & SILENT AUCTION

Mark West Area
Chamber of Commerce
and VISITORS CENTER



Wednesday
October 1
4-7 p.m.

Join us at



WELLS FARGO
CENTER FOR
THE ARTS

- FREE ADMISSION
- OPEN TO THE PUBLIC
- FREE FOOD & BEVERAGES
- FREE TICKET FOR \$500 GRAND RAFFLE PRIZE*!

**Need not be present to win*

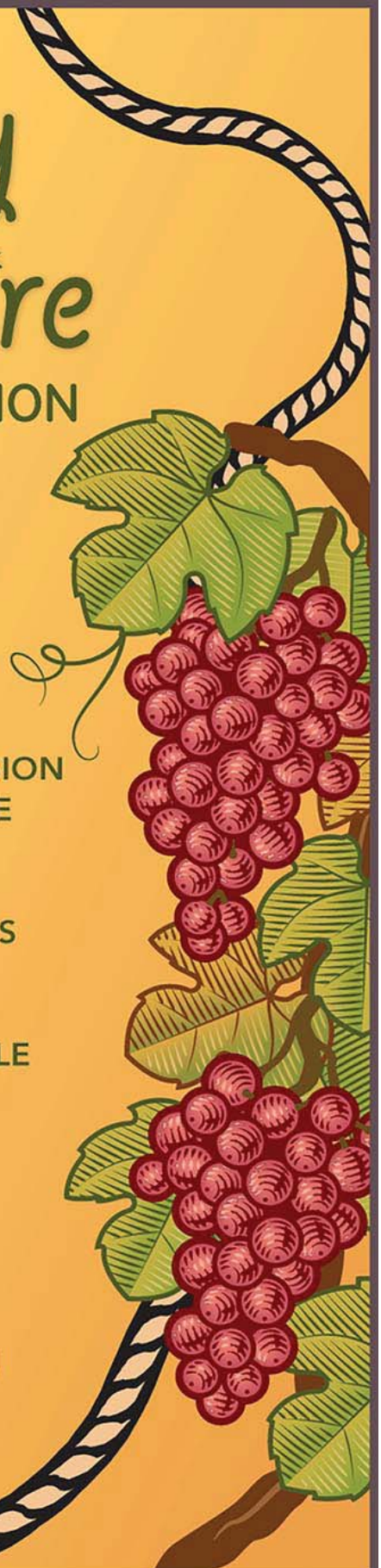
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markwest.org

**BOOTHS
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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 Hwy, Suite 101, Santa Rosa, CA 95403

ADVERTISING: 6 months \$107.50; 1 year \$200
 FLYER INSERTION: \$35 per issue.
 You supply a .pdf version of your 8.5" x 11" flyer to info@markwest.org
 You can pay online at <http://markwest.org/payment>

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

Editor: Peter Loughlin, Loughlin Marketing 707-704-6498
 peter@loughlinmarketing.com
 Photography Credits: John Essman, Sonoma CONNECTION

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)	

You can pay online at <http://markwest.org/payment>

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**California American Water offers
 free rebates, home water surveys
 and more.**

**Give us a call at (707) 542-1717 or
 email us at Larkfield@amwater.com.**



Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

Thu. Sept. 11, 5:30-7:30 pm

THE NEW SUTTER
SANTA ROSA
REGIONAL HOSPITAL
(NEXT TO THE WELLS
FARGO CENTER FOR
THE ARTS)

10 Mark West Springs Road
Santa Rosa

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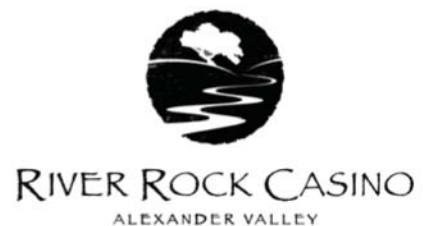
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Sonoma
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JOIN THE CRUSH FOR OUR GENERAL ELECTION KICKOFF EVENT
FOR SONOMA COUNTY 4TH DISTRICT SUPERVISOR -

It's Crush Time!

WHERE:

Kendall-Jackson Wine Center
5007 Fulton Road
Santa Rosa, CA 95403

WHEN:

Friday, September 5th

TIME:

5:30pm to 7:30pm

SPONSORSHIP LEVELS:

Old vine - \$2,750 | Reserve - \$1,000 | Rootstock - \$500 | Bud wood - \$250
Individual suggested donation is \$25, but all are welcome and no one will be turned away

Jackson Family Wines and gourmet appetizers will be served.

RSVP by calling Jenny Chamberlain at 707-322-5112 or email events@votegore.com



www.votegore.com