

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

December 2007

Volume XI Issue 12

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

**CELEBRATE WITH US AT OUR NEW HEADQUARTERS!**

Bring the kids and meet Santa at our **HOLIDAY TREE LIGHTING** on Thursday, December 6 at 6pm. The celebration will be held at the American Red Cross at 5297 Aero Drive - near Airport and Old Redwood Highway. The choir from MWUSD will start the program with holiday carols, then Santa and Mrs. Claus will arrive on an RVFD Fire Truck.

Our generous sponsors are providing cocoa and sweet treats!

Mark West Area Chamber of Commerce  
Molsberry Markets & Larkfield Bakery  
Rincon Valley Fire District  
Mark West Unified School District  
Tree donated by  
Larkfield Noble Tree Farm

**SOCIAL & RIBBON CUTTING!**  
December 13: Mark your calendars for our Holiday Social and Ribbon Cutting for our new Headquarters. This landmark evening will offer smorgasboard of delicious foods & beverages provided by our members.



*SANTA arrives at the HOLIDAY TREE LIGHTING!*

## MEMBER PROFILE: PACIFIC COAST AIR MUSEUM

Founded in 1989, the Pacific Coast Air Museum (PCAM) is a non-profit organization dedicated to promoting the acquisition, restoration, safe operation and display of historical aircraft and provides an educational venue for students and the community. We also intend to honor those heroic aviators who have contributed so much to the growth and defense of our way of life.

**SANTA FLY-IN**  
*Santa arrives on Saturday, December 15th at 11am at PCAM. All kids are welcome and you don't have to be a member to visit.*



*Members of the Pacific Coast Air Museum*

In addition to aircraft, the museum continues to acquire donations of  
*continued on page 6*



*November Social Hosts: Beck Law Offices*

**AFTER HOURS BUSINESS SOCIAL** December 13, 5:30 - 7:30pm  
hosted by **MARKWESTCHAMBER** 4787 OLD REDWOOD HWY.  
*Chamber members & their guests are invited to network at our monthly social. Bring your business cards! Door prizes are always welcome! We look forward to seeing you!*

**HOLIDAY TREE LIGHTING & Santa, too!** December 6, 6 - 8pm  
hosted by **MARK WEST CHAMBER** with MWUSD, RVFD, Molsberry Markets and the Larkfield Bakery. The Holiday Tree Lighting has moved to the American Red Cross building on Aero Drive, just off Airport Blvd. *Bring the kids!*

*...more about the Social on page 3*

**4787 Old Redwood Highway, Suite 101**  
**Santa Rosa, CA 95403**  
**Office Hours: Mon - Thurs 1 - 4pm**

**707.578.7975**  
**markwest@markwest.org**  
**www.markwest.org**

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.



Walt Smith, President

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

Holiday Tree Lighting December 6, 6pm

Santa & Mrs. Claus!!!

Carolers, Cocoa & Cookies



PRESIDENT'S MESSAGE

It's December already!! Where did this year go? I hear these statements a lot lately, which do echo my own. I must confess, this Chamber of Commerce has kept many of us quite busy, especially since summer. But a lot was accomplished, thanks to many of our members.

I do hope each of you had a wonderful and happy Thanksgiving with your family, friends and loved ones. This is such a busy and happy time of the year. "Let the Shopping Begin!!" Don't forget to patronize your fellow Chamber Members!

On December 6th, we are hosting our annual Holiday Tree Lighting. This year the event will be held at the American Red Cross off Airport Blvd. As before, the local school choirs will be performing and we will have a visit from Santa and Mrs. Claus.

We, the Chamber, will be hosting the Social this month on December 13th at 5:30pm. We will have a "Ribbon Cutting" to make our NEW location official. There will be a nice assortment of food, beverages and desserts as our member restaurants, stores, wineries, etc., will all be contributing to this event...maybe even some of our members with dishes from their own kitchens. You won't want to miss this one! So, mark your calendar...AND bring a guest or prospective member.

Our Membership Drive is still ON....so, if you know of some business, even Home Based Business, that you'd recommend, please let us know. We'll follow up with a call and/or visit with them. Our goal is to build this Chamber, not just in numbers, but quality membership. We are currently blessed with a wonderful group of people and businesses. I, for one, and I know I speak for others also, am proud to be in this Chamber and representing all of you.

For the reasonable cost of Membership in this Chamber, one can hardly afford NOT to be a member. You get a nice plaque for your office wall, and a member profile, with picture, in our newsletter. Meet new people and network at Chamber Socials and events. Host a Social! Your business listing is on our website: [www.markwest.org](http://www.markwest.org), and in our new Directory that will be published in January. Purchase your Ad in the new Directory NOW! This is very a handy item, I use mine all the time. You can also advertise in the newsletter for a low cost.

Lastly, on behalf of all the Officers, Directors, Ambassadors, Office Staff and myself, we wish you all a Very Merry Christmas, Happy Holidays, filled with much joy, love and good health. May you also enjoy a safe and prosperous New Year in 2008.

With best regards, Walt Smith



Rev. Sharon Albritton  
Wedding Minister  
(707)525-8402  
[www.aWeddingLady.com](http://www.aWeddingLady.com)  
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**NOVEMBER SOCIAL**

hosted by: **BECK LAW OFFICES**

The November After Hours Business Social was hosted by Beck Law Offices. The turnout was great as were the host Dan Beck, his lovely wife Malinda, brother Stan and son Jason, and all of his wonderful staff. A super event as any that did attend (and we had a great crowd!) will verify.

Beck Law Offices offers a variety of services, including business and family law, criminal and personal injury litigation.



*The Beck Law Staff*



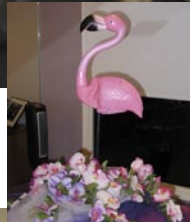
*Dan & Malinda Beck of Beck Law Offices with staff member Shannah Ahmed*

Members and guests enjoyed a luscious buffet and local wines, and several generous doorprizes were awarded!

*The Chamber Ambassadors wish everyone a joyful holiday season and success in the new year!*  
*Kathleen Palmer, Ambassador*



*Chamber Director Daryl Anderson with Office Manager Pat Morelli*



*Andre Andrus of Andrus Electrical, Erika Klohe and Theresa Rousset of Klohe Insurance Group, Roger Olson, PCAM*



*Stan Beck of Beck Law Offices pictured with Beverly Graham of GRP Wealth Strategies Group*

*photos by Sonoma CONNECTION*

Visit [www.MarkWest.org/November2007Social](http://www.MarkWest.org/November2007Social) for more photos

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Call to schedule your Business Social in 2008

**BUSINESS-AFTER-HOURS-SOCIALS**

- DEC 13 GRAND OPENING AT HQ**
- JAN 10 SONOMA EYEWORKS**
- FEB 14 OPEN**
- MAR 14 OPEN**
- APR 10 SC AIRPORT EXPRESS**
- MAY 8 BENJAMIN TIRE & BRAKE**
- JUNE 12 REALTY WORLD/TOWN & COUNTRY PROPERTIES**

# WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE 2007



Jim Bajgrowicz



Dana Larson with brother Craig & guest



Cal-American Water Company



Mary's Pizza



Mawson Computer



Keegan & Coppin



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



Business Environmental Alliance



Assets Insurance

Half Moon Bay Chinese Restaurant



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

### Half Moon Bay Chinese Restaurant

**Larkfield Shopping Center  
(next to Molsberry Mkt.)  
Mandarin Fine Dining  
Food to Go  
(707) 578-0603**

Chef Specialties featuring  
Eight Treasure Tea  
*(a heavenly, soothing and  
uplifting tea from China).*

**Chamber Members  
receive 10% OFF  
your order PLUS  
complimentary  
Eight Treasure Tea**



### 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](http://www.calamwater.com).



### 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.

NEW MEMBERS

Club WIN  
Kimberly Anderson  
2525 Cleveland Ave., Ste H  
Santa Rosa, CA 95403  
546-8020 (F) 523-4711  
insurenow@bigplanet.com

Michael & Co. Jewelers  
Michael Reiney  
90 Mark West Springs Rd.  
Santa Rosa, CA 95403  
546-6873 (F) 546-4525  
jewelershouse@aol.com

Mark West District PTA  
Scott Gibson, President  
305 Mark West Springs Rd.  
Santa Rosa, CA 95404  
579-4570  
Sgibson5@sbcglobal.net

Sunshine Pool & Spa  
George Catelli  
4731 Old Redwood Hwy.  
Santa Rosa, CA 95403  
573-8107 (F) 573-3706  
sunshinespas@comcast.net

Correction: State Farm Insurance Agent, Gary Senneff joined in 1982



Joann & Tom Tillet in front of TL Tillett's Automotive Service & Sales receive their new member plaque

RENEWING MEMBERS

Wealth Strategies Group (1990)  
Benjamin Tire & Brake (1993)  
Garzini Floors (1997)  
AmericanAgCredit,FLCA (2001)  
SonomaCONNECTION (2003)  
Clone Digital Print (2004)  
Sutter Medical Center of Santa Rosa (2004)  
Tiny Treasures (2006)

MEMBER PROFILE: PACIFIC COAST AIR MUSEUM

continued from page 1

aviation-related display material, reference books, display engines and assorted historical artifacts.



Our display areas are housed in an original World War II era fabrication shop at the Charles M. Schulz - Sonoma County Airport. Volunteers have refurbished this building over the years and the museum recently added an annex to house the growing number of aviation displays and to provide classroom, office and meeting space.

The Pacific Coast Air Museum is very active in community events. Our organization participates in Santa Rosa's annual Rose Parade, puts on a Santa Claus "fly in" each December, hosts veteran's groups, reunions and provides community service opportunities for high schools. The museum is also involved in, and supports EAA, CDF, Reach, the Sheriff's helicopter, several Chambers of Commerce, local tourism organizations, the Civil Air patrol, Boy Scouts and many other civic groups. In addition the museum provides speakers for civic groups.

The Pacific Coast Air Museum is planning a major fund raising drive to build a larger, more permanent Air Museum in a new location on the Charles M. Schulz-Sonoma County Airport.

Roger Olson, Marketing Director, receives the new member plaque for the Pacific Coast Air Museum



Ron Larsen, owner of Larsen Auto Repair receives his new member plaque from President Walt Smith

John Rose, owner of Larkfield Bakery, receives his new member plaque



**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 200 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 Office Manager Patricia Morelli, at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774  
 Sonoma CONNECTION info@sonomaconnection.com

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 plaque or voting)	

**OFFICERS**

*President*  
 Walt Smith Just Transportation  
 479-7356 bigguy7@sonic.net

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## Mark West Area Chamber of Commerce and VISITORS CENTER



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

### HOLIDAY TREE LIGHTING

DECEMBER 6, 2007  
6pm - 8pm

location:

AMERICAN RED CROSS  
5297 AERO DRIVE

### AFTER HOURS BUSINESS SOCIAL & RIBBON CUTTING

DECEMBER 13, 2007  
5:30pm - 7:30pm

hosted by

CHAMBER OFFICES  
4787 OLD REDWOOD

**HAPPY HOLIDAYS AND ALL THE BEST IN 2008!  
BRINGING BUSINESS & THE COMMUNITY TOGETHER!**