



The Lark

Bringing Business & the Community Together!

Volume XI Issue 1

January 2007

Mark West Area Chamber of Commerce

642 Larkfield Center
Santa Rosa, CA 95403
Tel: (707) 578-7975
FAX: (707) 578-0397
markwest@markwest.org
www.markwest.org
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.

In This Issue:

- Happy New Year!.....1*
- Business Showcase.....2*
- After Hours Social.....3*
- Holiday Tree Lighting.....4*
- Message to President...4*
- Social Calendar.....5*
- New Members.....5*
- FYI: Horizon Alr.....6*
- Chamber Directory...7*
- Corporate Sponsors.8*

After Hours Business Social

January 11, 2007

5:30pm - 7:30pm

Hosted by:

Code 3 Loans
4795 Old Redwood Hwy., Suite A
Santa Rosa

HAPPY NEW YEAR!

We wish all our members and friends a Happy and Prosperous New Year!

Help us kick off the new year at our **Business After-Hours Social** hosted by **Code 3 Loans** on **January 11th** at **4795 Old Redwood Hwy, Suite A**. **Marc and Janelle Hunter** started **Code 3 Loans** (and their new family) last year.

Hosting a Chamber Social is a great way to get the word out about **your business**. Call the Chamber at 578-7975 to pick **your month** in 2007. If space is an issue, you can team up with another member or have your social at the Chamber offices.

The host provides a light buffet of appetizers and beverages for members and their guests to enjoy while networking. The Chamber Ambassadors introduce the hosts and gives them time to describe their business, products and/or services. **Don't miss your chance to host a Social in 2007! Call 578-7975 or email markwest@markwest.org.**

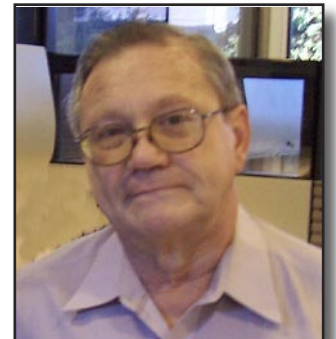


Chamber Volunteers at the Holiday Tree Lighting
story & pictures on Page 4

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



December Social hostess: Beverly Graham of GRP Wealth Strategies Group
more pictures on Page 3



Chamber President Jim Bajgrowicz is recovering from surgery.

Affordable Office Space Move in Now!

A private office is for rent in the Chamber's new office space. Included in the monthly rent are janitorial services, utilities, bathroom and kitchenette.

Call Pat at 578-7975 for details and a tour.

17th Annual Harvest Faire & Business Showcase



Charles M. Schulz
Sonoma County Airport

Spa Di Dah



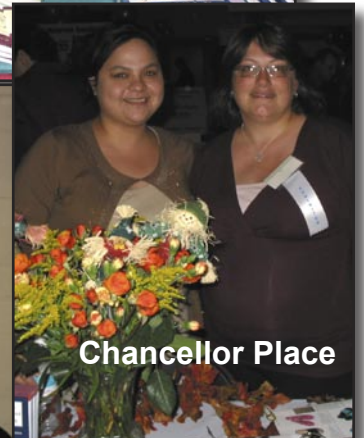
Grace Fellowship Church



Continental Trade Exchange
www.CTEBarter.com
Increase Business Through **BARTER!**

- New Sales
- Increase Market Share
- Network Locally
- Offset Expenses
- Move
- New

Flamingo Resort Hotel & Conference Center



Chancellor Place



AMC Financial



Anderson Chiropractic



Mark West Area Community Services District

Serving the Wine Country Since 1979

- Project Planning
- Land Surveying
- Civil Engineering
- Wastewater Specialists



LESCURE
ENGINEERS, INC.
(707) 575-3427



Molsberry Markets, Inc.

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

December Social
Hosted by
GRP Wealth Strategies Group
Rogina Pestell Structural Engineers
Pletkin and Associates

Chamber members located in the 160 Wikiup offices teamed up to host holiday social. Our hosts were **GRP Wealth Strategies Group**, formed recently by **Beverly Graham** (of the former Graham Financial Services), **Bradley Pighin** and **Richard S. Rebello**, **Rogina Pestell Structural Engineers**, represented by **Steve Pestell**, and **Pletkin and Associates**, represented by **Alex Pletkin** and his son.

A beautiful floral bouquet sent by **Dan Beck** of **Beck Law Offices** graced the table, which was filled with delicious treats for members and their guests. Wine and other beverages were offered in a toast to the holiday season.
Happy New Year, everyone!



Members and Guests Network

photos by Sonoma CONNECTION



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

MAX G. M^cDonald
Owner

AutoBahn
AUTOMOBILE DETAIL CLEANING
(707) 528-8455

3485 Airway Drive • Santa Rosa, CA 95403

Holiday Tree Lighting

Once again, the Mark West Area was treated to a fun evening of celebration with the annual **Holiday Tree Lighting** at the **Larkfield Shopping Center**. There was lots of good music (two different groups of children this year), snacks, and fellowship. And of course, **Santa Claus** made his promised appearance and distributed candy canes to the many children in attendance.

As in the past, the event was only made possible with the help and assistance of many businesses and individuals. *In no particular order*, here are some of those that contributed their time and talents to make the event a success:

Joyce Partington, Pat Morelli, Walt Smith, Don Wilson, and Dee Gutmann for special efforts in organizing the event.

The **Mark West Union School District** music teachers, featuring **Jennifer Miller** with the choir and **Susan Hufford** with the violin ensemble.

Kringle's Korner for providing a discount on the nine and a half foot tree that was paid for by **Jane** from the **Larkfield Shopping Center**. **Don Wilson, Pat Morelli, and Walt Smith** for selecting, installing, and decorating the tree.

The **Larkfield Bakery** and **Molsberry Markets** for providing the delicious snacks.

The **Larkfield Flower Shop** for providing Santa's chair and flowers for the choir director.

The **Rincon Valley Fire District** for delivering Santa and his elf and for tours of the fire engine.

John Essman of **Sonoma Connection** for photographing the event.

And, of course, **Pete Foppiano** and **Marian Barbieri** for once again making sure that Santa and his elf arrived and that each child had a chance to meet them.

Happy New Year!
Doug Williams, Past President



more photos on Page 5

Message TO the President – by Pat Morelli

Since our president, Jim Bajgrowicz, is at home recuperating from a medical procedure, this gives the office and board of directors the opportunity to express the gratitude and thanks to Jim from all of us for all he does for the chamber. The office only has to ask him for something and he is there taking care of the situation. He runs the meetings and gets things done. Jim is a special guy and appreciated by all that know him. Now Jim, If you can't take this gooey stuff – get well and back to your chamber's duties!

The next Board of Director's meeting is January 9 at the Mark West Unified School District Office from 11:30 am - 1:00 pm.



LARKFIELD
Body & Paint

David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902



www.code3loans.com

REAL ESTATE
MORTGAGE LOANS

Marc Hunter
Realtor

(707) 570-0850 office
(707) 322-3260 mobile
(707) 284-5540 fax

marc@code3loans.com

4795 Old Redwood Hwy. Suite A, Santa Rosa, CA 95403



photos by Sonoma CONNECTION

Promote your business by having your flyers inserted in the Chamber newsletter.
You supply the flyers - We do the work!

Renewing Members

Hair Encounters	(1983)
Cal State Central Credit Union	(1988)
Wikiup Golf Course	(1988)
Wikiup Properties	(1988)
Scott M. Slonoff E.A.	(1989)
Airport Business Center	(1989)
MarkWest Union School District	(1989)
BoDean Co., Inc. (Corporate Sponsor)	(1993)
J. Baer Enterprises	(1994)
Garzini Floors	(1997)
Empire Graphics & Printing	(1998)
Safari West	(1998)
Aaction Rents	(1998)
Larkfield Shopping Center	(1999)
American AgCredit FLCA	(2001)
SonomaCONNECTION (Corporate Sponsor)	(2003)
Kingdom Graphics	(2005)
Grace Fellowship	(2005)



Chamber member Paul "OsO" Peloso (in his Bear suit) was at Montgomery Village representing the Silveira dealerships and ringing the bells for the Salvation Army Christmas Kettles.

2007 – Pick a month to hold your Business Social.

**upcoming
Business-After-Hours-Socials**

Jan 11 Code 3 Loans

Feb 8 Healthy 'U'

Mar 8 Golden Bear Financial

FYI: New Air Service from STS

Horizon Air is commencing airline service from the Charles M. Schulz - Sonoma County Airport (STS) with flights to and from Los Angeles and Seattle beginning on March 20, 2007.

We are optimistic that this service will be a resounding success, however, their success is a community effort. We are asking for your help to ensure that Horizon Air gets off to a great start. You can show your support by making reservations and purchasing tickets now, either by visiting their website at www.horizonair.com or by calling 1-800-547-9308.

A second way to assist with a successful launch is by participating in an advanced ticket sales campaign hosted by the Redwood Credit Union. We are asking businesses and individuals to allocate significant travel funds into this advanced sales campaign. Businesses are encouraged to complete a Horizon Air Pledge Form online at www.redwoodcu.org or www.santarosachamber.com, and send a check to RCU at the address on the Pledge Form.

RCU will open a free dividend earning checking account with the supporting business deposit, and mail the RCU Horizon debit card in January 2007. The debit type card can be used to purchase tickets on Horizon Air or Alaska Airlines via their website and reservation centers, or on other online travel sites. We're hoping you will show your support by using all the funds you pledge, but unused funds will be returned to participants at the end the first 12 months of Horizon's operations.

A final way to help is by posting a graphic on your website with a link to Horizon Air. **(see markwest.org for graphics and details)** That way, your clients, associates, and others will be reminded that air service is coming and that they can purchase tickets now. Please let us know if you post the link by sending an email to:

Melinda Gay (707 565-2066) at mrkmelinda@sonoma-county.org.

Thank you for your help,
Jon Stout, Airport Manager

**Horizon Air Schedule
Beginning March 20, 2007**

Visit horizonair.com or call 1-800-547-9308

**STS to Los Angeles
International Airport (LAX)**
(\$104.80 each way)

Depart 6 a.m. Arrive 7:40 a.m.
(Seven days a week)

Depart 4:30 p.m. Arrive 6:05 p.m.
(Sunday through Friday)

LAX to STS

Depart 8:20 a.m. Arrive 10:10 a.m.

Depart 6:45 p.m. Arrive 8:30 p.m.

**STS to Seattle-Tacoma
International Airport (SEA)**
(\$154.80 each way)

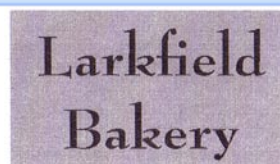
Depart 10:40 a.m. Arrive 12:55 p.m.

SEA to STS

Depart 1:35 p.m. Arrive 3:

Chamber Membership Dues
Effective May 1

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)	



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
570 Larkfield Center Santa Rosa, CA 95403
707-579-4991

We serve espresso.

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

Editors: Kathleen Palmer & John Essman
Phone: 433-8774
E-mail: info@markwest.org

Printing: Clone Digital Printing & Copying 527-6565

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 February Lark is **January 17.**

Please email your materials to info@markwest.org

Chamber Board of Directors & Staff

President

James Bajgrowicz
528-2510

Office of James Bajgrowicz
bajgrowiczjim@cs.com

Past-President

Doug Williams
539-1801

Rincon Valley Fire District
dwilliams@rvfire.org

VP Membership / VP Community Affairs-Open

VP Public Relations - Pro Tem

Kathleen Palmer
433-8774

Sonoma CONNECTION
kathleen@sonomaconnection.com

Corporate Treasurer

Marilyn Cass, CPA
579-3170

Larkfield Tax Service
marilyncass@larkfieldtax.com

Corporate Secretary

Sue Sloat
524-2970

Mark West Union School District
ssloat@mwusd.org

Directors:

Daryl Anderson
546-8000

Wikiup Properties
andybaum@sonic.net

Cheryl Cruz
568-5941

Summit State Bank
ccruz@summitstatebank.com

Dana Ellerbe
576-4004

Sutter Medical Center of Santa Rosa
ellerbd@sutterhealth.org

Leonard Sevall
546-2146

Sevall, Thwaites & Soper Insurance
lens@callatg.com

Walt Smith
546-3857

Groth Motors
sales@grothmotors.com

Joyce Partington
291-0399

Stoke Ranch
joyme39@yahoo.com

Ambassador Club

info@markwest.org

Office Manager

Patricia Morelli
578-7975

markwest@markwest.org

Office Assistants

Dee Gutmann
Joyce Partington

544-9076
291-0399



**Thank You To Our
Corporate Sponsors!**



RIVER ROCK CASINO
ALEXANDER VALLEY



Sonoma
CONNECTION



SUMMIT
STATE BANK



Charlie's
at Windsor Golf Club



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

**After Hours
Business Social**

**January 11, 2007
5:30pm - 7:30pm**

Hosted by:

**Code 3 Loans
4795 Old Redwood
Hwy., Suite A
Santa Rosa**



Bringing Business & the Community Together!