

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

January 2008

Volume XII Issue 1

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

CHAMBER HONORS BUILDING FUND FOUNDERS CIRCLE:

2007 has been a year of excellerated growth for the Chamber, thanks to the dedication of our board, staff & office volunteers, and our volunteers and Ambassadors. At our Grand Opening on December 13th, we honored the businesses that made the move to our new offices possible by their donation of much needed funding. We would also like to thank Daryl Anderson of Wikiup Properties for leading the project to a successful completion!

BUILDING FUND FOUNDERS CIRCLE

- Cal-Am Water • Andre Andrus Electrical • Golden Bear Mortgage
- Sonoma County Airport Express • Sutter Medical Center of Santa Rosa
- Lytles Redwood Empire Beauty College • Sonoma CONNECTION
- Exchange Bank • Molsberry Markets • Dan Beck Law Offices



Building Fund Founders Circle Members honored at our Grand Opening

MEMBER PROFILE: SUE LARSON FINANCIAL SERVICES

Sue Larson Financial Services is a full service financial planning business. Sue and Dana Larson moved at the beginning of the year to the Mark West area. Since then, this expert team quickly capitalized on new opportunities and were able to use their new surroundings to improve their clients' quality of service.

Sue has been in the investment industry since 1983. She takes pride in educating her clients on the importance of proper retirement planning and has been gratified to see the outcome of her hard work.

Dana has been expanding her skill set and currently focuses on investment strategies aimed at the senior market, including Medicare & *continued on page 6*



Dana Larson of Sue Larson Financial Services



AFTER HOURS BUSINESS SOCIAL January 10, 5:30 - 7:30pm
hosted by **SONOMA EYEWORKS** 534 LARKFIELD CENTER

Chamber members & their guests are invited to network at our monthly social. Bring your business cards! Door prizes are always welcome!

FYI: NEW LAW RESTRICTS USE OF EMPLOYEES' SOCIAL SECURITY NUMBERS EFFECTIVE JANUARY 1, 2008 *details on page 5*

December Social: Grand Opening and Ribbon Cutting

...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 January 8 at the Grace Fellowship, 608 Larkfield Center 11:30 am - 1:00 pm All Members Welcome!

Far away in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead.

Louisa May Alcott

PRESIDENT'S MESSAGE

Welcome to the Year 2008!! Yes, we are embarking into a new calendar year as we say "goodbye" to the year 2007. I do sincerely hope this past year has been good for you & that there are many good memories to recall from time to time.

Your Mark West Area Chamber of Commerce enjoyed a very productive year, with much accomplished. A new location with nice offices with high visibility and a beautiful sign, nicely lit at night for all to see. If you haven't been to our new office, please do stop by for a visit.

We hosted the December Social on the 13th, which officially opened our office with a Ribbon Cutting Ceremony. We also displayed a beautiful plaque honoring the businesses that contributed to our Founders Circle Building Fund. Those contributors also received a very nice individual plaque for their own places of business. Pictures of this event are in this newsletter & on our website.

The food and beverages for our social were provided by several of our members. A special "thanks" to our office manager, Pat Morelli, and all the office volunteers: Joyce Partington, Dee Gutmann, Pat Dearmin and Janet Bergman. They decorated the office and set up the food tables so very nicely.

Head Ambassador, Dana Larson, did an outstanding job on this event as did Don & Barbara Wilson and Kathleen Palmer. The turnout to this event was great as we had a full house for the two (2) hours, even as some would leave and others showed up. A number of new members also visited. I do believe it is safe to say that everyone liked what they saw of our new office, with our own parking lot, and a festive mood prevailed.

While a great deal was accomplished this past year we are planning on another good year in 2008. We will be building our Visitors Center and our Membership, too. You may note some changes to our Newsletter, which points out our true name and markets the Mark West Area as a whole, rather than just Larkfield. Hopefully, we will have a traffic signal at the Lark Center Drive - Old Redwood Hwy. intersection. Programs that also involve promoting our area businesses and youth activities. We are also hoping to hear from any of you regarding community needs you feel that will improve and/or enhance the Mark West Area.

I wish to take this opportunity to thank all the many Members of our Chamber for their dedication and hard work this past year. Without you, we couldn't have accomplished all that we have...AND, on behalf of ALL of the Officers and Directors of our Chamber we wish everyone a Very Happy, Healthy & Prosperous New Year for 2008.

With best regards, Walt Smith



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

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DECEMBER SOCIAL

hosted by: **MARK WEST AREA CHAMBER OF COMMERCE & VISITORS CENTER**

Grand Opening & Ribbon Cutting



Chamber Office Manager Pat Morelli cuts the ribbon to officially open the new Chamber Offices, with President Walt Smith & VP Membership Dana Larson.



Office Volunteers Janet Bergman, Dee Gutmann, Pat Dearmin & Joyce Partington with Pat Morelli



The Holiday Tree in front of the new Chamber Office.

Food provided by:

- Half Moon Bay Chinese Restaurant
- Papa Lido's Pizza
- Larkfield Bakery
- Norm's Kitchen
- E Z Flush
- Molsberry's Market
- Logan LII Investigations
- Costco
- Don & Barbara Wilson

Door prize donations:

- Sonoma County Airport Express
- Shaklee / Jeannie Hadorff
- Patricia Dearmin
- Patricia Morelli



Building Fund Founders Circle:

From left: Kathleen Palmer of Sonoma CONNECTION, Daryl Anderson of Wikiup Properties, Anthony Lindstron of Cal-Am Water, Andre Andrus of Andre Andrus Electrical, Brian Molsberry of Molsberry Markets, Front: Anthony Gerald of Sonoma County Airport Express

photos by Sonoma CONNECTION

Visit www.MarkWest.org/December2007Social for more photos

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Call to schedule your Business Social in 2008

BUSINESS-AFTER-HOURS-SOCIALS

- 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**

**MARK WEST UNIFIED
SCHOOL DISTRICT
CHOIR PERFORMANCE**
December 20



**WINE COUNTRY
HARVEST FAIRE
AND BUSINESS
SHOWCASE 2007**



*Wikiup Holistic
Health & Wellness Center*



Silveira Pontiac-Buick-GMC



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David Hartman

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Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

FYI: NEW LAW RESTRICTS USE OF EMPLOYEES' SOCIAL SECURITY NUMBERS

The California Chamber of Commerce is urging employers to be aware of a new law that goes into effect on January 1, 2008 restricting employers' use of employees' Social Security numbers.

Employers are prohibited from the following:

- Public posting or displaying of an individual's Social Security number;
- Printing an individual's Social Security number on any card required for the individual to access products or services provided by the person or entity;
- Requiring an individual to transmit his/her Social Security number on the Internet unless the connection is secure or the Social Security number is encrypted;
- Requiring an individual to use his/her Social Security number to access a website, unless a password, unique identification device, or unique personal identification number also is required to access the site. This may require a change in systems used to access or transmit personal, business, human resources or payroll information on the Internet; or
- Printing an individual's Social Security number on any materials that are mailed to the individual, unless state or federal law requires the Social Security number to be on the document mailed.

Continued Use of Number

An employer that has used an individual's Social Security number in any of these ways may continue using that individual's Social Security number if all the following conditions are met:

- The use of the Social Security number is continuous. If the use is stopped for any reason, the new requirements apply; and
- The individual is provided an annual disclosure that informs the individual that he or she has the right to stop the use of his or her Social Security number in a manner prohibited by the new requirements.

A written request by the individual to stop the use of his or her Social Security number prohibited must be implemented within 30 days of the receipt of the request. A person cannot be charged a fee or denied services because of making this request. This law does not prevent the collection, use, or release of a Social Security number as required by state or federal law or the use of a Social Security number for internal verification or administrative purposes.

The CalChamber recommends that employers review their current practices to make sure they are in compliance.

For more information on the use of Social Security numbers, visit www.hrcalifornia.com

*Half Moon Bay
Chinese Restaurant*

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Serving Larkfield

California American Water

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.

RWE Group

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

V M Group
Rudy Romo
4645 Paulette Pl.
Santa Rosa, CA 95403
235-4773 (F) 526-5790
235-4774
rsraaron@comcast.net
rudymromo.com

Final Edition
Andy & Carol Divodi
412 Larkfield Center
Santa Rosa, CA 95403



Mike Thompson, owner and manager of Papa Lido's Pizza



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

MEMBER PROFILE: SUE LARSON FINANCIAL SERVICES

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end of life issues. With Dana's growing skills, the company can leverage a second generation of talent into an increased commitment to its clients.

Sue and Dana are eager to come to work each day because of their commitment to help people gain the peace of mind that comes with knowing that their future is financially secure.

Sue Larson Financial Services is dedicated to putting service, quality and objective advice first. They offer clients financial services in a variety of areas:

- Investment Strategies
- Retirement Planning
- Life and Health Insurance
- Long Term Care Insurance

194 Wikiup Drive, Suite B, Santa Rosa, CA 95403 707-571-1573

MEMBER PROFILE: PAPA LIDO'S PIZZA

Mike Thompson, owner and manager of Papa Lido's Pizza, is a new member as of this last September 2007. Mike is a recent graduate of the University of California Santa Cruz. He is a young business man and is single too!!

Papa Lido's Pizza is located in the new building called The Mark West Center. The address is 90 Mark West Springs Road, at Old Redwood Hwy., near the entrance to the Wells Fargo Center.

Everything in this Pizza Parlor is new, clean and nicely set up to accommodate you comfortably. There is a very large area upstairs which consists of two (2) rooms. Great for small parties and banquets. A large screen TV is set up for watching sporting events. The Super Bowl is coming up...so come in and check this out.

The Pizza is great too!! He uses the very best of ingredients: special Italian cheeses, fresh vegetables and high quality meats - all on a very thin unique crust. There are salads, calzones and a variety of gelatos for desert. A good selection of beers, wines and soft drinks are also available. So...stop by and check out this very fine establishment. See for yourself what this place is all about...and meet Mike. He will give you a tour and introduce you to his great staff. Tell him the Chamber sent you. He's a good supporter and community minded.

contributed by Walt Smith

RENEWING MEMBERS

Hair Encounters (1983)
Scott M. Slonoff E.A. (1989)
Mark West Union School District (1989)
WealthStrategiesGroup (1990)
The REMM Co. (1993)
The Petrified Forest (1994)
Terry A. Wall, CPACMA (1995)

MAX G. M^cDonald
Owner

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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 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

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

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 James Bajgrowicz Office of James Bajgrowicz
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**Mark West Area
Chamber of Commerce
and VISITORS CENTER**



4787 Old Redwood Hwy, Suite 101
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**AFTER HOURS
BUSINESS SOCIAL**

**JANUARY 10, 2008
5:30pm - 7:30pm**

hosted by
**SONOMA EYEWORKS
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