



# The Lark

**Bringing Business & the Community Together!**

Volume XX Issue 7

**July 2006**

## **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:**

- Installation Dinner...1*
- Membership Profile..2*
- AfterHours Social.....3*
- President's Message...4*
- Social Calendar.....5*
- New Members.....5*
- FYI:HeatStressTips...5*
- FYI:HeatStressTips...6*
- Chamber Directory...7*
- Corporate Sponsors.8*

## **After Hours Business Social**

**July 13, 2006**

**5:30pm - 7:30pm**

*Hosted by:*

**Beck Law  
Offices**

**404 Mendocino Ave.  
Santa Rosa**

## **26th Annual Installation Membership Dinner August 22, 2006 Safari West**

Please join us for our Annual Membership Dinner at Safari West. **Supervisor Paul Kelley** will officiate at the installation of our 2006-2007 Officers.

Our speaker this year is **John Stout**, Manager of the Sonoma County (Charles M. Schulz) Airport.

6:30PM	No Host Bar
7:00PM	Dinner
8:00PM	Speaker

Our Treasurer – Marilyn Cass, CPA, will present the Annual Meeting Financial Report, & President Jim Bajgrowicz will discuss the Chamber's 2006-2007 Goals & Objectives.

Dinner at Safari West is always a treat! Please reserve your seats now! Call the Chamber Office at 578-7975, or reserve online. **\$35 / \$65 couple**

**Join us July 13 for our After Hours Business Social at Beck Law Offices. Bring your business cards & associates! Guests Welcome!**

**BEWARE OF THIS NEW SCHEME!** You walk to your car in the parking lot, unlock your car and get inside. As you start to back out you notice a piece of paper in the middle of your rear window, blocking your view. You get out of your car to remove the paper. No sooner do you reach the rear of your vehicle when a Car Jacker appears out of nowhere. The Car Jacker immediately jumps in your car and takes off practically mowing you down in the process. Your purse in all likelihood is still in your car along with your drivers license and home address and keys. Your home in now comprised!

If you see a piece of paper stuck in middle of your back window, leave it, drive away and remove it later. Your purse or briefcase usually contains all kinds of personal information and identification documents. You do NOT want this data to fall into the wrong hands! Please pass this on to your friends, co-workers and family members. This notice was provided by: Lt. Tony Bartolome, Bureau of Investigations, Florida Highway Patrol.

*contributed by D.P.Fadala, Logan LII Investigations*

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

**Thank you  
to all those  
businesses that  
called or sent  
congratulations  
for my 20  
years with the  
chamber. They  
were 'greatly'  
appreciated.**

*Pat Morelli  
Office Manager*

### **Affordable Office Space Move in Now!**

1 private office is for rent in the Chamber's new office space. 12x12 with janitorial, utilities, bathroom and a kitchenette included in the monthly rent. Call Pat at **578-7975** for details and a tour.

Member Profile

Pacific Union College is a four-year, Christian, liberal arts college, founded in 1882 and fully accredited by WASC. Although our main campus is in Angwin (6 miles northeast of St. Helena), our Degree Completion Programs are offered at satellite locations in Napa, Clearlake, and Santa Rosa. These programs are especially designed for working adults with full-time jobs, families and other responsibilities, because they only have to attend class one night a week. Students may choose either a Bachelor of Science degree in Management or Early Childhood Education. At an accelerated pace of completing each course in 4 or 5 weeks, the major courses of the program can be completed in 23 months.

The only admission requirements our students have to meet are:

- Having 60 transferable semester credits
- Being at least 23 years old
- Having two years of work experience

The Degree Completion Programs are designed around the cohort model – which means students begin and end the program with the same group of classmates. The next cohort for the Bachelor of Science in Management program is scheduled to start Wednesday, September 20, and classes will be held every Wednesday night at the Wells Fargo Center for the Arts (formerly Luther Burbank Center).

Tuition for the program is \$19,520 and includes all textbooks. Financial aid is available and, for most students, may cover the entire cost of the program.

Please visit our website at [www.finishcollege.org](http://www.finishcollege.org) or give us a call at 1-888-311-4782 if you or someone you know would like to further their education and career by completing their bachelor's degree.

Wine Country Harvest Faire & Business Showcase

Thursday, October 5, 2006
Wells Fargo Center
(Luther Burbank Center)

Booths Available Now!

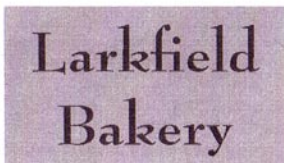
Contact Pat or Dee: 578-7975

Or purchase online: www.MarkWest.org



New 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 illy espresso.



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.



**June Social  
Hosted by  
ZAP! Electric Vehicles**

The folks at **ZAP!** hosted a fantastic **Chamber After Hours** event on June 8th. Company President Max Scheder-Bieschin, Phillip Tarazi, the Director of Sales, and Regional Sales Manager Dennis Vickrey were on hand, along with other staff, to introduce Chamber members to their downtown Santa Rosa World Headquarters. Everyone was provided with much food for thought, in addition to plentiful and delicious appetizers and beverages.

Philip Tarazi spoke about the current trends in fuel-efficient vehicles and answered many excellent questions from his audience. We all were invited to wander around the showroom and inspect the many different kinds of vehicles, including the Smart cars and Fuel Cell Vehicles.

**President Doug Williams** presented **Chamber Office Manager Patricia Morelli** with a gift, a beautiful gold bracelet, to commemorate her 20 years of service and dedication to the Chamber.

Everyone thoroughly enjoyed themselves and left with door prizes provided by their hosts, energy efficient flashlights which generate their own power. A big thank you to our friends at **ZAP!** and Good Luck with all you are doing to make our world a better place to live in.



**President Doug Williams with Philip Tarazi of ZAP! on ZAPPY3 EZ electric scooters**



**Patricia Morelli receives a gift in honor of her 20<sup>th</sup> Anniversary with the Chamber.**



**ZAP! Xebra and Xebra PK**

**SMART Car**



*photos by Sonoma CONNECTION*

[www.code3loans.com](http://www.code3loans.com)

**CODE  
3  
LOANS**

**REAL ESTATE  
MORTGAGE LOANS**

**Marc Hunter**  
Realtor

(707) 570-0850 office  
(707) 322-3620 mobile  
(707) 284-5540 fax

[marc@code3loans.com](mailto:marc@code3loans.com)

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

Past-President's Message

Thank you!

Reflecting back on the year just completed emphasizes the fact that a Chamber of Commerce is a group of individuals and their businesses working together for the greater good of the community. The collection of individual talent is what produces results.



Thank you especially to Pat and Dee (and their husbands) for keeping the core functions in order. The office can become the center of all the activity and is often a very busy place.

Thank you to John and Kathleen (Sonoma Connection) for helping take the Chamber to a new level with the newsletter and web site. And, very soon, the membership will have a new directory in hand with their support.

Thank you to the members of the Board. The decisions are not always easy, but each challenge was tackled with a sincere desire to make a difference. Thank you to Sue for taking on the role of corporate secretary and to Marilyn for keeping track of the finances. Thank you to the Mark West School District and Grace Fellowship for making the space available for meetings.

Thank you to the members who hosted the Chamber at a Business-After-Hours. Every one of the socials this last year received very high marks. What a tribute to the members! Thank you to Don and Barbara along with Walt for being so faithful to the Ambassadors. It makes a big difference.

Thank you to Daryl, Jim, Leonard, and the others for the work on the Business Showcase. The interest in the next show is a reflection of the previous success. Thank you to Missy, Rick, and the others that helped with the Christmas Tree lighting.

Thank you to everyone who assisted with the move of the office. It was somewhat unexpected, but the group came together and made it happen.

Thank you to Supervisor Paul Kelley for supporting the Chamber. Thank you to David Knight for speaking at the installation dinner. Thank you to Fred and Joyce Stoke for hosting a Chamber barbecue.

And finally, thank you to everyone who participated by renewing a membership, recruiting a new member, attending a function, or supporting a fellow member. Let's all be ready to support Jim as he steps in for another term as president!

Respectfully,

Doug Williams

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

The Ambassador's Club helps with Chamber Membership recruitment and introducing new members and guests at the After Hours Business Socials. Network for your business by joining us, and have FUN, too!

Call the Chamber Office at 578-7975 or email info@markwest.org for more info!



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. McDonald
Owner

AutoBahn
AUTOMOBILE DETAIL CLEANING
(707) 528-8455

3485 Airway Drive • Santa Rosa, CA 95403

**FYI: Tips for Helping Employees  
Work Safely, Minimize Heat Stress**

*by Mel Davis, Cal/OSHA Consultant*

*What can I do to protect my employees from the effects of working in high temperatures?*

With the rising temperatures, employees may be subject to a condition known as heat stress. Operations involving high air temperatures, radiant heat sources, high humidity, direct physical contact with hot objects or strenuous physical activities have a high potential for inducing heat stress in employees engaged in such operations.

During the summer, workers employed in outside jobs, such as construction and agriculture, are subjected to many of these conditions, and those who ignore the signs and symptoms can become victims of a heat stress incident.

**Heat Stress Regulations**

It has been well-publicized that the Cal/OSHA Standards Board has adopted emergency regulations to address the employer's responsibility to ensure employees are provided the means to counter the effects of high working temperatures. These requirements, Heat Illness Protection, are contained in Section 3395 of the General Industry Safety Orders.

Also, Cal/OSHA has published a frequently asked question-and-answer document on its website: [www.dir.ca.gov](http://www.dir.ca.gov) "New - Heat illness prevention emergency regulation and related information."

**Sensitivity Factors**

A number of factors may affect a person's sensitivity to heat: age, weight, degree of physical fitness, degree of acclimatization, metabolism, use of alcohol or drugs and a variety of medical conditions, such as hypertension. Even the type of clothing a person is wearing must be considered.

Prior heat injury predisposes an individual to additional injury.

*continued on Page 6*

**Interested in helping the  
Chamber find new members?  
Call Pat at the Chamber Office,  
578-7975, for information about  
our Membership Sales position.**

**New Members**

**Bon Appetit**  
Joanne Martensen  
466 Larkfield Center  
579-8487  
jjmartensen@comcast.net

**Pacific Union College**  
Debbie Duckett  
One Angwin Ave  
Angwin, CA 94508  
(T)965-6521 (F)965-6237  
dduckett@puc.edu  
www.finishcollege.org

**Renewing Members**

- Molsberry's Market,**  
Corporate Sponsor (1981)
- Wells Fargo Center for the Arts** (1982)
- Patricia Harrison, JD CPA** (1988)
- Key Properties** (1989)
- Professional Cellular & Paging** (1989)
- Larkfield Tax Service** (1995)
- Empire Waste Management,**  
Corporate Sponsor (1998)
- Vineyard Commons** (2000)
- Summit State Bank,**  
Corporate Sponsor (2003)
- Tiny Treasures** (2006)

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

- Jul 13 Beck Law Offices**
- Aug 10 Flash Salon**
- Sep 14 OPEN**
- Oct 5 Harvest Faire  
& Business Showcase**

**FYI: Tips for Helping Employees  
Work Safely, Minimize Heat Stress**

*continued from Page 5*

**Major Conditions — Be Aware**

Employees potentially exposed to heat stress must recognize four conditions:

**Heat rash or prickly heat:** When the body is exposed to hot and humid conditions, a rash develops that can substantially reduce the ability to sweat, thereby reducing the employee's tolerance to heat.

**Treatment:** Wash the affected area with soap and water and dry thoroughly. Apply calamine lotion or powder to relieve discomfort.

**Heat cramps:** These usually occur when performing hard physical labor in a hot environment. Heat cramps usually affect the stomach muscles, but can involve the arm and leg muscles, as well. The cramps are very painful and occur intermittently after prolonged exposure to hot conditions.

**Treatment:** Do not rely on thirst as a guide to the need for water. Water must be taken every 15 to 20 minutes in hot environments. Workers are to be removed from the hot conditions and given rest and plenty of water to drink.

An electrolyte imbalance caused by sweating has been attributed to causing these cramps. Recent studies have shown that drinking commercially available carbohydrate-electrolyte replacement liquids is effective in minimizing physiological disturbances during recovery.

**Heat exhaustion:** Signs and symptoms are headache, nausea, vertigo, weakness, thirst and giddiness. Fortunately, this condition responds readily to prompt treatment.

Heat exhaustion should not be dismissed lightly, however, for several reasons: The fainting associated with heat exhaustion can be dangerous because the victim may be operating machinery or controlling an operation that should not be left unattended; moreover, the victim may be injured when he/she faints. Also, the signs and symptoms seen in heat exhaustion are similar to those of heat stroke, a medical emergency.

**Treatment:** Workers suffering from heat exhaustion should be removed from the hot environment, given fluid replacement and encouraged to get adequate rest.

**Heat stroke:** Heat stroke is a serious condition requiring medical attention. Sweating is sometimes absent, making the skin hot and dry. Body temperature is very high, exceeding 105 degrees Fahrenheit. If not controlled, these conditions may lead to convulsions, coma, brain damage and eventually death.

**Treatment:** Remove the worker from hot conditions immediately, wet the body with copious amounts of cool water and get professional medical aid immediately.

**Minimizing Heat Stress**

The following methods may be used to minimize the effects of heat stress:

- engineering controls (air conditioning and adequate ventilation);
- administrative controls, such as work rotation, starting work early in the morning or in the evening;
- providing plenty of fluids to drink, especially water;
- personal protective equipment, such as cooling vests and light-colored or reflective clothing.

**Acclimatization, Not Salt**

In the past, salt tablets were prescribed for workers in hot environments to replace the salt removed by sweating. Physicians no longer recommend this treatment because the tablets may cause stomachaches.

Ingestion of the tablets also starts the body's digestive function, and to digest, fluid is needed in the stomach and throughout the digestive tract. This fluid must come from the blood volume, which is needed to cool the body.

A much more acceptable approach to controlling heat stress is to allow new employees or those who have been away from the hot conditions for a few days to acclimate.

Guidelines: **ACGIH [www.acgih.org](http://www.acgih.org)**  
Compliance Assistance: **[www.CalBizCentral.com](http://www.CalBizCentral.com)**  
*from the California Chamber of Commerce*

**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 August Lark is **July 19**.

**Chamber Board of Directors & Staff**

**President**

Doug Williams  
539-1801

Rincon Valley Fire District  
dwilliams@rvfire.org

**VP Membership - Open**

**VP Business Services, President-Elect**

James Bajgrowicz  
528-2510

Office of James Bajgrowicz  
bajgrowiczjim@cs.com

**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

Dana Ellerbe  
576-4004

Sutter Medical Center of Santa Rosa  
ellerbd@sutterhealth.org

Mark Scheuer  
579-0805

Allstate Insurance  
a040101@allstate.com

Leonard Sevall  
546-2146

Sevall, Thwaites & Soper Insurance  
lens@callatg.com

Walt Smith  
546-3857

Groth Motors  
sales@grothmotors.com

**Ambassador Club**

info@markwest.org

**Office Manager**

Patricia Morelli  
578-7975

markwest@markwest.org

**Office Assistant**

Dee Gutmann  
544-9076

**MARK SCHEUER**  
Agent



**Allstate Insurance Company**

194A Wikiup Drive  
Santa Rosa, CA 95403  
Bus (707) 579-0805 FAX (707) 579-0806  
Res (707) 545-7306  
CA Lic. #0697138



**David Hartman**

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**Pacific Gas and  
Electric Company™**



A Sutter Health Affiliate

**Sutter Medical Center  
of Santa Rosa**



RIVER ROCK CASINO  
ALEXANDER VALLEY



**VEALE**  
INVESTMENT PROPERTIES

CONNECTION  
Sonoma



**Thank You To Our  
Corporate Sponsors!**

SUMMIT  
STATE BANK



**Molsberry  
Market Inc.**



EXCHANGE  
BANK  
SINCE 1890



**Redwood  
Credit Union**



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

**After Hours  
Business Social**

**July 13, 2006**

**5:30pm - 7:30pm**

*Hosted by:*

**Beck Law  
Offices  
404 Mendocino Ave.  
Santa Rosa**



**Bringing Business & the Community Together!**