

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

May 2010
Volume XXIV Issue 5

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403 707.578.7975
Office Hours: Mon - Fri 10am - 3pm www.markwest.org office@markwest.org

...AND HALF OF TONIGHT'S 50/50 DRAWING GOES TO... THE CHAMBER!

Ever wonder what our Chamber Ambassadors do with the money raised through the 50/50 drawing at the after-hours socials? Sure, we've seen many excited members and guests walk away with often over \$100.00 because they were holding the winning ticket. They've probably used their share to pay down some bills or do something special for their families. But what about the other half that the Ambassadors keep on behalf of the Chamber?

First and foremost - the money awarded when someone attends the social and their business is drawn from the **Pot of Gold** is money raised through the 50/50 drawing. But then again sometimes months can go by before the **Pot of Gold** is awarded and after a few socials the amount the Ambassadors collect really adds up. Some of that money is used to pay for items such as name tags for members and guests attending the socials, raffle tickets, Ambassador name badges and other small expenses.

But the bulk of the money is spent on two big special annual events that the Chamber involves itself with. These would be the **Sonoma County Spirit Awards** and the **Business Environmental Alliance Breakfast**. The Spirit Awards held every December recognize individuals within the community who have greatly contributed to the vitality of Sonoma County through support of local nonprofit causes with their time, devotion and resources. Due to our Chamber members and guests participating in the 50/50 drawings, our Chamber has been able to honor past recipients including **Odessa Gunn** and her husband **Levi Leipheimer**, as well as **Sonic.net founder Dane Jasper**.

This past March our Chamber participated in the annual **Business Environmental Alliance Breakfast** which honors businesses for their conservation efforts and sound environmental practices. **California American Water (Cal-Am)** was recognized by our Chamber, along with 18 other businesses from various Sonoma County chambers of commerce.

So next time you attend one of our after-hours socials be sure to purchase some tickets for the 50/50 raffle. The money goes to support some truly great causes. And who knows...you might be rewarded by having the winning ticket!



April Social hosted by Healthy Are We & Holiday Inn Express page 3

Contributed by Anthony Gerald, Head Ambassador

next AFTER HOURS BUSINESS SOCIAL

Hosted by **RINCON VALLEY FIRE DISTRICT**
45 Lark Center Drive, Larkfield

CHAMBEREE

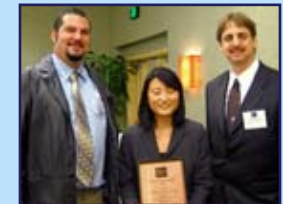
Hosted by **PACIFIC COAST AIR MUSEUM**
2230 Becker Blvd., Santa Rosa
Make your reservations NOW - markwest.org/chamberee



Anthony Gerald, Airport Express, Dane Jasper, Sonic.net, Jim Bajgrowicz



Supervisor Shirlee Zane presents Odessa and Levi with their '09 Spirit Award



Tony Lindstrom, Monica Na & Jason Cheeks, Cal-Am Water with the BEA Award



Anthony Gerald presents 50/50 winnings to Marc Durand, Naturalight, Inc.

Thursday, May 13
5:30 pm - 7:30 pm

Thursday, June 3
4:00 pm - 7:00 pm



Will Brodt
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.*

The next Board of
Director's meeting
is May 11 at
Grace Fellowship,
608 Larkfield Center
11:30 am - 1:00 pm

*Want to keep abreast of
important information
pertinent to business
and legislative items?*

Go to: calchamber.com

PRESIDENT'S MESSAGE:

Hi Everybody!

I hope everyone is enjoying the spring season. How did your business do in the 1st Quarter of 2010? Spring is a great time to re-evaluate your business goals and marketing activities.

Two great promotional vehicles to consider are the Annual Chamber Membership Directory and Annual Tradeshow. The Chamber is offering ad space in the upcoming Membership Directory now. You can reserve your ad space and pay online at www.markwest.org.

In preparing your ad, here's a helpful hint: If you want to know what John Smith buys, you have to see through John Smith's eyes. In other words, your customer wants to know what's in it for them. Keep that in mind when preparing your ad. Have a compelling headline to engage your target customer and have a low-risk offer to compel someone to call you or come by your location.

The annual Chamber tradeshow will be held Tuesday, October 12th. The 2010 tradeshow committee, headed by Daryl Anderson, is already preparing an awesome event. Booths are filling up fast; reserve your booth space before we sell out! If you would like to help on the tradeshow committee, call the chamber office.

In other news, our office manager recently resigned her position to take a position elsewhere. The office has been staffed by two wonderful volunteers, Patty Dearmin and Jim Bajgrowicz. Give them both a big "Thank You" for stepping up and staffing the office. We still need volunteers to staff on Monday and Friday 10 to 3. If anyone would like to help out, please call the office and say "I'm In"!

Lastly, the membership drive ends on May 31st. Think about people you would like to invite to the Chamber Mixer May 13th -- There is still time for you to score on the great prizes. Tell your friends and business associates about the **Fun Chamber** and help increase our membership which benefits us all.

Have a great month!

Cheers, Will Brodt

PS: The achievements of an organization are the results of the combined effort of each individual. - Vince Lombardi



**Don't miss the Chamber on June 3rd
at the Pacific Coast Air Museum!
RSVP: markwest.org/chamber**

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HEALTHY ARE WE & HOLIDAY INN EXPRESS TEAM UP FOR OUR APRIL SOCIAL

APRIL SOCIAL

April's After Hours Business Social was hosted by Jeanne Haddorff from Healthy Are We and hotel manager Todd Anderson and his staff at the Holiday Inn Express. Jeanne provided the delicious appetizers while Todd provided beverages as well as the hotel's large banquet room located at 870 Hopper Avenue. Both Jeanne and Todd together supplied a very warm and welcoming atmosphere for members and guests to network and socialize.



Todd Anderson, Holiday Inn Express, Jeanne Haddorff, Healthy Are We

Chamber Ambassador and insurance agent Katherine Navarro-Wong with State Farm Insurance and real estate agent Aggie Maggio from Coldwell Banker realty services welcomed everyone as Masters of Ceremonies for the evening. Katherine introduced Todd Anderson from Holiday Inn Express. Todd talked about the recently completed upgrade to the hotel and conveyed his excitement about his future plans for refurbishing the hotel lobby. Todd said the Holiday Inn Express is a very nice location for relatives from out of town to stay at while they are visiting Santa Rosa. Todd also stated that with the recently completed renovation the Holiday Inn Express is the perfect wine country location for business travelers and tourists. Todd made available three of his guests rooms for chamber members to take a look at, including one of his very luxurious suites.



Katherine Navarro-Wong, State Farm Insurance, Anthony Gerald, SC Airport Express, Annabel Ayres, Ayres & Associates Business Consultants, Aggie Maggio, Coldwell Banker

Aggie introduced Jeannie Haddorff from Healthy Are We. Jeannie is a distributor of Shaklee nutritional products which are pure, potent and proven to work. Jeannie explained that Healthy Are We also has Shaklee weight management products, home care and personal care products – each with a 100% satisfaction guarantee. Jeannie did a very interesting demonstration showing how the Shaklee multi-vitamin breaks down and is absorbed into your body quickly, while the typical store bought multi-vitamin does not break down nearly as fast and passes through without being utilized by your body. Jeannie said that with her knowledge and experience she can easily assist anyone in living a healthier lifestyle.

A new member plaque was presented to Leo Avalos and his wife Sylvia Avalos from Leo's Roofing Services. Leo has been in the roofing business for over twenty years with Leo's Roofing Inc. being in business since 2002 as a state licensed company. Leo recognizes the importance of each client and gives them the attention they need as each project is treated with respect and integrity. Leo's experience covers all phases of roofing, roof inspections, roof repair, dry root repair, storm damage, gutters and sheet metal. Leo's Roofing Services is fully insured and offers free estimates and quality work with their reputation being as solid as their roofs.



Todd Anderson, Holiday Inn Express, Mike McGuire, Healdsburg City Council & 4th District Supervisor candidate

Also receiving a new member plaque was Craig Curreri who is a real estate broker with Coldwell Banker. Craig said the current real estate climate environment is 'HOT' in Sonoma County with lots of great deals available. Craig is extremely well versed in communicating the trends of the marketplace. In addition to being a realtor he also holds a broker's license. Craig attends numerous networking meetings on a weekly basis which has representation from all brokerages within Sonoma County. Craig's careful exploration of his client's position and the other person's position has proven to be most effective in representing his clients during the negotiation process. Craig's mission is to accommodate his client's needs with a sincere commitment to ethics and integrity.



Roger Olson, Pacific Coast Air Museum, Debbie Gesualdo, North Coast Bank

Chamber Ambassador Kathleen Palmer from Sonoma CONNECTION reminded everyone to RSVP for the upcoming Chamberee at the Pacific Coast Air Museum on June 3rd. Booths are available now at the Harvest Faire & Business Showcase on October 12 - which is sponsored by California American Water. Kathleen announced that at their last meeting the Chamber board had endorsed a Yes vote in the upcoming June election for a \$14 million bond which will build new classrooms and modernize facilities for schools in the Mark West Union School District. Kathleen also introduced Mike McGuire who is a candidate for 4th district supervisor. Mike said a few words pertaining to his campaign including that they had just completed *continued on page 6*

*more photos: markwest.org
Photos by Sonoma CONNECTION*

SOCIALS
see 2010 schedule
on page 4

UPCOMING BUSINESS SOCIALS

Thursday, May 13

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Rincon Valley Fire District**
 Location: 45 Lark Center Drive, Larkfield

This month's Pot of Gold is \$60!

Make sure someone from Your Business is at the Social to WIN!

Thursday, June 10

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Club WIN & Assets Insurance**
 Location: 3270 Mendocino Ave., Santa Rosa

Thursday, July 8

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Wikiup Tennis & Swim Club**
 Location: 1400 North Dutton Ave., Santa Rosa

Thursday, August 12

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Heather McConnell, Landscape Artist**
 Location: 160 Wikiup Drive, Santa Rosa

Thursday, September 9

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Airport Express & Aaction Rents**
 Location: 5807 Old Redwood Hwy., Santa Rosa

Thursday, October 14

Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Cal-American Water Company**
 Location: TBA

Thursday, November 11

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

Thursday, December 9

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

OTHER CHAMBER EVENTS

Thursday, June 3

Chamberee 4:00-8:00pm (**RSVP markwest.org**)
 Hosted by **Pacific Coast Air Museum**
 Location: 2230 Becker Rd., Santa Rosa

Tuesday, October 12

Wine Country Harvest Faire
Business Showcase & Silent Auction 4:00-8:00pm
 Location: Wells Fargo Center for the Arts, Santa Rosa
Register NOW: markwest.org or call 578-7975!

Thursday, December 2

Holiday Tree Lighting 6:00-7:00pm
 Location: Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, May 11

Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, May 13

Ambassadors
 3:30pm - 5:00pm
 Chamber Office

MEMBERSHIP DRIVE
Invite your Friends & Associates to Join YOUR Chamber!
 Our Membership Drive goal is 50 new members.
 All Chamber members are eligible to participate.
 There can be multiple winners in each prize category!

Prizes:

- *First Place: 10 or more new members = 1 year free Chamber membership, free 8' booth at 2010 Harvest Faire, a free ad in our next membership directory, and an ad in the Lark newsletter for 3 months.*
- *Second Place: 5-9 new members = 1 year free Chamber membership and a free 3 month ad in the Lark newsletter.*
- *Third Place: 3-4 new members = Free 3 month ad in the Lark newsletter.*

MEMBERSHIP DRIVE RULES

- *All member businesses are eligible.*
- *Contest starts March 1 & ends May 31, 2010.*
- *Member business must have a minimum of 3 new members to qualify for prizes.*
- *There can be multiple winners in each prize category.*



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info@sonomaconnection.com
www.sonomaconnection.com

Web Site Design • Search Engine Optimization
Digital Photography • Photoshop • Graphic Design

RIBBON CUTTING: ASSETS INSURANCE AND INVESTMENTS

The Mark West Chamber of Commerce and Visitors Center helped member Assets Insurance and Investments launch their new office location with a ribbon cutting ceremony. Assets Insurance is a full service insurance business that is now based on Mendocino Avenue in Santa Rosa.

Assets Insurance and Investments has been providing a wide range of insurance services including Automobile, Homeowners, Life, Health, Business and Workers Compensation to its customers for over 22 years. Assets Insurance is appointed with over 50 insurance companies, which allows them to shop around to find their customers the best policies at competitive prices.

“I like educating my customers about insurance and working with them to secure the policies that will work for them,” said Assets owner Kimberlee Anderson.

You may contact Assets Insurance and Investment at 546-8020, visit their new offices at 3270 Mendocino Avenue in Santa Rosa, or e-mail them at assets@bigplanet.com.



Kimberlee Anderson of Assets Insurance at the Ribbon Cutting announcing the new offices of Assets Insurance and Investments, attended by friends, family, clients & Chamber members.

RETROFIT = REMODEL

During the energy crisis of the 1970’s, the National Association of Home Builders’ Research Foundation conducted studies to determine how to obtain superior structural strength and maximum insulation for energy efficiency. They concluded that it was possible to maintain structural integrity by using less wood in the framing and to allow the insulation to stay poufy – like a down comforter – maximizing indoor comfort while using less energy. The result: “Optimal Value Engineering” (OVE). Today this is called advanced framing.

Retrofitting means: remodeling your home according to these well researched techniques discovered 40 years ago. Before signing up for a ‘retrofit’ and paying thousands of dollars, may I suggest the following?

- 1) *Doing your best to conserve energy: turn off and unplug unnecessary lights and appliances.*
- 2) *Gather a complete set of original blueprints and of any remodeling projects to understand what needs to be done.*
- 3) *Read Green from the Ground Up by David Johnston: Chapter 5 – Framing and Chapter 11 – Insulation.*

Was your home built for its optimal value and energy efficiency?

contributed by Larysa T. Shmorhay, Educational Consultant www.ResilientEducation.com

THE SUSTAINABLE ENTERPRISE



Larysa Tanya Shmorhay
Educational Consultant

Heather P. McConnell

oceanpainterchick@yahoo.com
www.oceanpainterchick.com

2010 Membership Directory Ads on sale NOW!

- Back Cover = \$400
- Inside Cover = \$300
- Inside Page = \$300
- Half Page = \$200
- Business Card = \$100

Mark West Area Chamber of Commerce and VISITORS CENTER
Bringing Business & the Community Together

MEMBERSHIP DIRECTORY
2010
4787 Old Redwood Hwy, Suite 101
Santa Rosa, CA 95403
www.markwest.org
markwest@markwest.org
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NEW MEMBERS

Envirovision Engineering

Ramsis Azer, Principal
 935 Arguello Court
 Sonoma, CA 95476
 (707) 330-6507
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 razer@ateneng.com
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Bill's Lawnmower Sales and Service

Bill Bowdoin, Jr, Owner
 5519 Old Redwood Hwy
 Santa Rosa, CA 95403
 (707) 575-3914
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 echoman8682@sbcglobal.net



Aggie Maggio, Coldwell Banker, presents a new member plaque to Leo and Sylvia Avalos of Leo's Roofing



Katherine Navarro-Wong, State Farm Insurance, presents a new member plaque to Craig Curreri, Coldwell Banker

RENEWALS

James J. Bajgrowicz	2002
Sonoma Eyeworks	2003
Club WIN	2007
Pre-Paid Legal Services	2008
Norton & Holtz, Indept.Assocs.	2008
Redwood Empire Disposal	2008
Advent Office Furniture	2009

APRIL SOCIAL HOSTED BY HEALTHY ARE WE & HOLIDAY INN EXPRESS

continued from page 3

visiting every household in the Larkfield area. Mike indicated that he has been most happy with the response received from people within the community and that his grassroots campaign is going extremely well. He conveyed his desire for everyone to support him in his desire to become the next 4th District County Supervisor when they vote on June 8th.

Chamber Ambassador Kimberlee Anderson from Assets Insurance & Investments encouraged members to contact her to take advantage of Ribbon Cuttings which are offered as a benefit with any membership.

Our 50/50 raffle with \$65.00 was won by one of that evening's co-hosts, Todd Anderson from Holiday Inn Express. Congratulations Todd! The business drawn from the \$80.00 Pot of Gold was Ayres & Associates Business Consultants. Annabel Ayres made the wise decision to attend that evening's social which meant she was awarded the pot. Congratulations Annabel! The pot will now start over at \$60.00 at the Chamber's next social on May 13th, hosted by the Rincon Valley Fire Department.

As the winner of the two minute showcase at the March social hosted by Net Profit, Brian Molsberry talked about Molsberry Markets, Inc. Brian said Molsberry's, located in the Larkfield Center, is our neighborhood supermarket and has been since 1958. Brian himself is the third-generation owner and many of the store employees have the last name of Molsberry. Molsberry's Market is a gourmet grocery store with a full line of conventional groceries as well as natural and organic groceries. They have a full service deli and meat department and carry a huge selection of gourmet cheeses.

The two minute showcase for May's social was won by Leo Avalos from Leo's Roofing. Prizes for our business card drawing were donated by Holiday Inn Express, Sonoma County Airport Express, and Landscape Artist Heather McConnell. Winners drawn included Kathleen Palmer from Sonoma Connection, Patti Dearmin from the chamber office, Virginie Dorn from Business Copy Center, Todd Anderson from Holiday Inn Express, Roger Olson from the Pacific Coast Air Museum, Sylvia Avalos from Leo's Roofing Services, and Jerry Hankins from Hankins Travel. Congratulations to our winners and thank you to the businesses donating prizes.

A big thank you as well to Todd Anderson from Holiday Inn Express and Jeannie Haddorff from Healthy Are We for putting together such a great social.

contributed by Anthony Gerdali, Head Ambassador



Interested in joining our Ambassador Club? Contact Tony Gerdali 837-8700 tony@airportexpressinc.com




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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 250 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 the Chamber Office Manager 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 business affiliation)	



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OFFICERS

President, VP Public Relations
 Will Brodt Promos Oncall
 539-5133 will@grafixoncall.com

Past President
 James Bajgrowicz Office of James Bajgrowicz
 235-9774 jim@markwest.org

Corporate Secretary
 Susan Lindstrom Guardian Caregiver Connections
 328-2588 slindstrom@lornadell.com

Corporate Treasurer
 John Essman Sonoma CONNECTION
 433-8774 john@sonomaconnection.com

VP Membership
 Anthony Gerald SC Airport Express
 837-8700 tony@airportexpressinc.com

VP Business Services
 Elaine B. Holtz Pre-Paid Legal, Norton & Holtz
 579-5319 elaine@nortonholtz.com

VP Community Services
 Patricia Dearmin 539-4945

DIRECTORS

Laura Buhrer Exchange Bank/Larkfield
 524-3077 buhrer@exchangebank.com

Brian Molsberry Molsberry Markets, Inc.
 546-5041 Molsberry522@sbcglobal.net

Stephanie Munson Goodwill Industries
 523-0550 ext. 213 smunson@gire.org

Brad Pighin GRP Wealth Strategies Group
 527-7777 brad@grpwealthstrategies.com

Sue Sloat Mark West Union School District
 524-2970 ssloat@mwusd.org

Doug Williams Rincon Valley Fire District
 539-1801 dwilliams@rvfire.org

HEAD AMBASSADOR

Anthony Gerald SC Airport Express
 837-8700 tony@airportexpressinc.com

PUBLICITY

Evan Jacobs Cal-American Water Co.
 542-8329 Evan.Jacobs@amwater.com

CONSULTANT

Daryl Anderson Wikiup Properties
 546-8000 andybaum@comcast.net

OFFICE VOLUNTEERS

Patricia Dearmin Jim Bajgrowicz
 578-7975 office@markwest.org

Mark West Area Chamber of Commerce and VISITORS CENTER



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

Beginning with the July edition of *The Lark*, we will switch to producing a Digital Version ONLY. The Lark will be emailed to our membership & posted on our website: markwest.org

AFTER HOURS BUSINESS SOCIAL

THURSDAY
May 13, 2009
5:30pm - 7:30pm

hosted by
RINCON VALLEY FIRE DISTRICT
45 Lark Center Dr., Larkfield

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



Safari West

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