

# Mark West Area Chamber of Commerce and VISITORS CENTER



*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Mon - Thurs 10am - 3pm [www.markwest.org](http://www.markwest.org)

707.578.7975  
[office@markwest.org](mailto:office@markwest.org)

**The Lark**

May 2011  
Volume XXV Issue 5

## RIBBON CUTTING: ANYTIME FITNESS

Congratulations to Brett and Rachel Livingstone and the friendly staff of Anytime Fitness for the recent Grand Opening and Ribbon Cutting Event at their new fitness haven in Larkfield Center. Celebrating in front of their lobby entrance, a crowd gathered together before a giant-sized, air-filled, purple ironman and cheered while the owners' 6-year old daughter, Avery, assisted by Ambassadors, cut their mile-stone ribbon.

Anytime Fitness opened its doors in November and has already become its own special icon in the community. Brett expressed his appreciation to other local businesses and stated, "I love this Chamber. It's is so supportive of its members."

Joining in and contributing to the event included health coach, Brandy McCans DC, Molsberry Market, Big Boy Buns & Burgers, Home Run Pizza, Norm's Kitchen, Blood Bank of the Redwoods, and the Juvenile Diabetes Research Foundation. Chamber representatives included DP Logan of Logan LII Investigations, Elaine B. Holtz of Norton Holtz Business Solutions, Tony Lindstrom of California American Water, & Susan Lindstrom of Guardian Caregiver Connections.



Elaine B. Holtz, Norton Holtz Business Solutions, Jason McKay, staff, Eric Nelson, Sales Mgr, DP Logan, Logan II Investigations, Avery Livingstone, Josselyn Mendoza, Customer Service, Maria Heskett, Massage Therapist, Olivia & Cate Cronin, Training Department Mgr, Rachel Livingstone, Tara, Brett Livingstone, Anytime Fitness, Susan Lindstrom, Guardian Caregiver Connections, Heather Muysken, Trainer



## RIBBON CUTTING: BILL'S LAWNMOWER SALES AND SERVICE

The Mark West Chamber of Commerce and Visitors Center celebrated member Bill Bowdoin, Jr. of Bill's Lawnmower Sales and Service's 20 year anniversary with a ribbon cutting.

Located at 5519 Old Redwood Highway, Bill along with his fiancée Mary and two technicians operates a full service shop for sales and servicing of lawnmowers. Bill said, "I'm very proud to be a member of the Mark West Chamber of Commerce as this is such a great area to have a business."



Todd Anderson, Best Western, guest, guest, Jerry Hankins, Internet Sales, Will Brodt, Promos Oncall, Bill Bowdoin, Jr., Bill's Lawnmower Sales and Service, Kimberlee Anderson, Assets Insurance, Aggie Maggio, Coldwell Banker, Brad Beedle, Global Medical and Safety, Kathleen Palmer, Sonoma CONNECTION



April Social host  
AutoBahn Anything Detailing page 3

## UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by  
**WIKIUP TENNIS & SWIM CLUB** Thursday, May 12  
500 Wikiup Drive 5:30 pm - 7:30 pm

next **RIBBON CUTTING**  
**CALIFORNIA AMERICAN WATER** Friday, May 20  
Drought-Tolerant Garden, 4790 Londonberry Dr. 4:30pm  
Highlighting Water Conservation programs for residential & commercial locations, water use surveys and the Turf Replacement Program.



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 10 at  
Grace Fellowship  
608 Larkfield Center  
11:30 am - 1:00 pm

*Want to keep abreast of  
important information  
pertinent to local  
business issues?*

Visit:  
[sonoma-county.org/edb](http://sonoma-county.org/edb)

**PRESIDENT'S MESSAGE:**

I hope everyone is enjoying the spring season. Hopefully the rain is gone and only sunny days are ahead. Denise and I got our garden planted last weekend so we are excited to see the bounty this year.

Spring is a great time to re-evaluate your business goals and marketing activities.

A great promotional vehicle to consider is the annual Wine Country Harvest Faire and Business Showcase Tradeshow. You can read tips for a successful tradeshow in the blog (by board VP Elaine B. Holtz) at the Chamber website. The annual Chamber Tradeshow will be held Wednesday, October 5th 2011. The tradeshow committee is already preparing an awesome event. Booths are filling up fast; so reserve your booth space before we sell out! If you would like to help on the tradeshow committee, call the chamber office.

Kimberlee Anderson, our Head Ambassador, has spearheaded a membership drive called "**Get One, Get Er Done.**" If every member was responsible for enrolling just one new member...the size of the Chamber would double. Can you imagine all those new people to network with! I challenge everyone to bring a guest to our next mixer to show them how they can network and have fun at the same time. Our next mixer is hosted by **Wikiup Tennis and Swim Club** located at 500 Wikiup Dr. **Bring lots of cards for networking.**

Here is a helpful hint when preparing an ad: If you want to know why John Smith buys what John Smith buys, you have to see the world 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.

Have a great month!

Cheers, Will Brodt

*PS: Plan your progress carefully; hour-by hour, day-by-day, month-by-month.*

*Organized activity and maintained enthusiasm are the wellsprings of your power.*

*-Paul J. Meyer*

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE  
JOIN US ON WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM  
Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA**



Purchase Your Tradeshow Booth Online NOW:  
<http://www.markwest.org>

Member's Price:  
4' Table= **\$250**  
8' Table= **\$350**

**SHOW  
SPONSORSHIPS  
AVAILABLE!**

**Support Your Chamber = Support Your Community!**

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*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**

**SOCIAL HOSTED BY AUTOBAHN - ANYTHING  
DETAILING**

April's Business After Hours Social was hosted by AutoBahn - Anything Detailing at 1675 Piner Rd., Suite B, Santa Rosa, CA. Members had an opportunity to explore the immaculate auto bays and enjoy light snacks and wine. Owner Max McDonald described his business, which recently moved to this location after 23 years on Industrial Blvd. He has more space and has increased his services to include washing, waxing and polishing for cars, trucks SUV, boats, motor homes & big rigs, as well as in-stripping, windshield repair/replacement, paintless dent removal, flood damage repair and steam cleaning engines. Their motto: **AUTOBAHN, where we take pride in your ride. You enjoy it - We clean it.**

Shawna DeGrange, owner of Cloverleaf Ranch, was recognized as a new Corporate Sponsor. Shawna also serves on the Chamber's Board of Directors. Thank you, Shawna!

Kathleen Palmer, Sonoma CONNECTION, was Master of Ceremonies and announced the upcoming Chamber events. The Chamber had a table to fill out the Membership Survey. The Board of Directors and Ambassador Committee members conducted the survey to obtain a better understanding of the collective opinions and desires of the membership, to gain better guidance in planning future programs and events, and to effectively identify the strengths and the weaknesses of the Chamber. **Thanks to all the members who participated!**

In his "2 Minute Showcase", Jeff Johnson, pastor of The Cove, described the church's activities and the onsite school. The building is available for community meetings and events. Everyone is welcome to attend services.

Kirsten Carpenter is the Director of Children's Ministries. Sunday service is at 10:30. Youth group meets Sunday nights 6:30-8pm. There are other groups and ministries for all ages, including Presbyterian Charities, which operates a food pantry through the church.

The business drawn for the \$260 Pot of Gold was Promos Oncall, owned by Chamber President Will Brodt and his wife Denise. Congratulations on winning our largest Pot of Gold for a total of \$260 cash! The Pot of Gold payout at the May social hosted by Wikiup Tennis & Swim Club will now start over at the low of \$40.00. A member of your business must attend the social to win!

The 50 / 50 raffle of \$62.00 was won by Kimberlee Anderson of Assets Insurance. The prize for our business card drawing was donated by Extended Child Care Coalition, and was won by Don and Barbara Wilson, RVFD.

Members who filled out a survey were entered in a special raffle with prizes donated by Guardian Cargivers Connections and Norton & Holtz Business Services. Winners drawn included Scotty Struthers, Struthers Lighting Products, and Will Brodt, Promos Oncall. The winner of the two minute showcase for May's social is Laura Buhner of Exchange Bank.



Congratulations to all of our winners and thank you to the businesses donating prizes. A very big thank you to Max McDonald of AuthBahn - Anything Detailing!

*contributed by Kathleen Palmer, Ambassador*

Photos by Sonoma CONNECTION More photos MarkWest.org

**APRIL BUSINESS  
AFTER HOURS  
SOCIAL**



*Max McDonald,  
AutoBahn Anything Detailing  
Kim Anderson, Head Ambassador*



*Kathleen Palmer, Sonoma  
CONNECTION, Shawna  
DeGrange, Cloverleaf Ranch,  
Kim Anderson, Assets Insurance*



*Susan Lindstrom, Guardian  
Cargivers Connections  
Elaine B. Holtz, Norton & Holtz  
Business Solutions*



*Jeff Johnson, The Cove*



*Denise & Will Brodt,  
Promos Oncall  
Winners of the Pot of Gold*

**SOCIALS**  
see schedule on page 5

**NEW MEMBERS:****Sonoma County  
School of Music**

Wayne Lazar

130 Valencia Way

Windsor CA 95492

Phone: (707) 838-4785

Email: wslazar@comcast.net

**WELCOME BACK!****Larsen Auto Repair      2007**

Ron Larsen

1426 Petaluma Hill Rd

Santa Rosa CA 95404

Phone: (707) 535-0720

Fax: (707) 535-0721

Email: larsenauto@gmail.com

**Struthers Lighting Products 2007**

Scotty Struthers

3540 Stallion Dr.

Santa Rosa CA 95404

Phone: (707) 528-9110

Email: wstrut6482@aol.com

**RENEWALS:****Wikiup Tennis      1983  
& Swim Club****Beck Law, Inc.      2005****Norton & Holtz      2009****Business Solutions****Bill's Lawnmower      2010  
Sales and Service****Thank You!****CHAMBER BLOG FOR BUSINESS TIPS**Join the conversation at [markwest.org](http://markwest.org)**RETAIL SALES TIPS****10 COMMON MISTAKES RETAIL SALESPEOPLE MAKE**

During times of economic challenges one of the most important things to do is help improve the performance of your sales team. Here is an overview of ten of the most common mistakes retail salespeople make.

Remember: When exploring these ideas with your sales staff remember a mistake is only a miss take that can be both evaluated and corrected.

**10 Common Mistakes Retail Salespeople Make:**

1. Failing to build a rapport with the customer. From a simple greeting to a little chat about niceties, non-sales directed small talk go a long way in developing an easier and more open mood in the customers.
2. Failing to find out customer's requirements.
3. Focusing on their own agenda instead of customers.
4. Not giving customers the majority of the air time.
5. Confusing "telling" with "selling". Not listening or not hearing what customer is saying.
6. Not knowing the prevailing promotions, specials and regular pricing.
7. Not differentiating the product/service/store/company enough to create additional value in the mind of the customer.
8. Selling too fast, trying to close before the customer is ready to buy.
9. Failing to address objections properly; not realizing that satisfactory resolution of the objections is the shortest distance to purchase.
10. Not taking advantage of add-on sales, as soon as the main purchase is done, which is when customer is most ready to entertain them.

Happy Sales, and let us know what you think about this Blog and the suggestions made. If you have any suggestions for topics please let me know.

*Respectfully submitted by: Elaine B. Holtz,  
Norton & Holtz Business Solutions*

**UPCOMING BUSINESS SOCIALS**

Thursday, May 12 5:30-7:30pm  
 Hosted by **Wikiup Tennis & Swim Club**  
 Location: 500 Wikiup Drive, Santa Rosa

Thursday, June 9 5:30-7:30pm  
 Hosted by **Chancellor Place of Windsor**  
 Location: 907 Adele Drive, Windsor

Thursday, July 14 5:30-7:30pm  
 Hosted by **Mike McGuire, 4th District Supervisor**  
 Location: TBD

Thursday, August 11 5:30-7:30pm  
 Hosted by **Cloverleaf Ranch**  
 Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, September 8 5:30-7:30pm  
 Hosted by **California American Water**  
 Location: TBD

Thursday, October 13 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, November 8 5:30-7:30pm  
 Hosted by **Extended Child Care Coalition**  
 Location: TBD

Thursday, December 8 5:30-7:30pm  
 Hosted by **Molsberry Markets, Inc. & Exchange Bank**  
 Location: 500 Larkfield Center, Santa Rosa

**Sign Up NOW for 2012 Socials - your pick of dates!**  
 If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email [assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com), or visit our Calendar of Events page at [markwest.org](http://markwest.org).

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE**

Wednesday, October 5 4 - 8 pm  
 Hosted by **60+ Local Businesses**  
 Location: Wells Fargo Center for the Arts  
 50 Mark West Springs Road Santa Rosa



**HOLIDAY TREE LIGHTING**

Wednesday, December 7 6:00-7:00pm  
 Hosted by the **Mark West Area Chamber**  
 Location: Larkfield Center in front of Molsberrys Market

**RIBBON CUTTINGS**

Friday, May 20 4:30pm  
 Hosted by **California American Water**  
 Location: Drought-Tolerant Garden  
 4790 Londonberry Dr., Santa Rosa

**CHAMBER MEETINGS**

Tuesday, May 10  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

Thursday, May 12  
**Ambassadors**  
 3:00pm - 4:00pm  
 Chamber Office



Interested in joining our Ambassador Club?  
 Contact Kim Anderson  
 Assets Insurance 546-8020  
[assetsinsurance@gmail.com](mailto:assetsinsurance@gmail.com)



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**Sonoma CONNECTION**

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 P O Box 1381  
 Healdsburg, CA 95448  
**(707) 433-8774**

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MARK WEST  
EDUCATION  
FOUNDATION  
EDUCATION'S FUTURE IS NOW



**HI ALL CHAMBER MEMBERS!**

**2011 SPRING RAFFLE**

The Mark West Education Foundation is hosting an amazing raffle to raise funds to save the school district's music program, continue Movement & Music (i.e. Zumba) instruction, enhance the technology program, and increase Teacher Mini-Grants. Due to the State budget crisis, these programs would have already been cut without the Foundation's efforts and corresponding community support.

In an effort to raise funds for these programs and others, we are selling raffle tickets NOW for only \$10 each or a 3-pack for \$25.00! All proceeds support the children of the Mark West Union School District!

**CHECK OUT THESE EXCEPTIONAL PRIZES!**

Grand Prize: Your own "Instant Wine Cellar" with 100+ bottles of outstanding local wines, a compact 16-bottle wine refrigerator, wine tastings, and wine label book! You do NOT need to be present to win, but you do need to be 21 years or older. (value \$3,755)

Prize 2: "New Version" iPad from Apple (value \$545)

Prize 3: Disneyland Tickets- 4 Park-Hoppers w/o date restrictions (value \$404)

Prize 4: "Taste of Sonoma"- Restaurant & Entertainment Package (value \$1,000)

Prize 5: "The Well-Stocked Pantry"- Various Grocery Gift Certificates & Baskets (value \$355)

Prize 6: "Summer Scholar"- TWO Packages to be awarded! (value \$635-648)

Prize 7: "Mother/Daughter Jewelry" Package (value \$500)

Prize 8: "Backyard Movie Party" Package (value \$567)

Prize 9: "Rev Your Garden" Package-Garden Supplies & Gift Certificates (value \$360)

Prize 10: "Sweet Scents" Framed, Limited Edition Serigraph by Don Hatfield (value \$1,300)

Prize 11: Mini "Instant Wine Cellar" (value over \$1,000)

Prize 12: Health & Beauty Package (value \$521)

Prize 13: Whole Foods Gift Basket (value \$75)

Prize 14: Sonoma County Regional Parks Annual Pass (value \$69)

Prize 15: Summer Camp at Cloverleaf Ranch (value \$215)

Prize 16: Family Portrait Session and Photo DVD (value \$175)

How to purchase – All you need to do is contact me. I will mail you the ticket(s) and will include a self addressed stamped envelope. You put the check in the envelope and send it back to me! That's it! We can also accept credit card payments via fax or mail with the downloaded order form below.

PLEASE forward this offer to anyone else you know that likes wine, the other prizes, or just wants to help our kids!

Visit our website at [www.MWEF4KIDS.org](http://www.MWEF4KIDS.org).

The final drawing will be held on May 13th, 2011....so get your tickets while they last.

You CAN make a difference to the kids and have some fun too! Please support our cause. Thanks so much!

Julie Hunter  
Acting Vice President, Mark West Education Foundation  
305 Mark West Springs Road, Santa Rosa, CA 95404

Call me with questions at my Real Estate office: 707-544-3500

*Check/Cash for \$25.00 for the purchase of a 3-Pack of tickets.  
Check/Cash for \$10.00 for the purchase of 1 ticket.*

**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 a pdf version of your 8.5" x 11" flyer to info@markwest.org  
 You can pay online @ <http://markwest.org/payment/>

The Lark Newsletter is emailed to member businesses each month.  
 For more information, contact the Chamber Office at 578-7975.

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

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)	

You can pay online @ <http://markwest.org/payment/>



**LARKFIELD**  
**Body & Paint**

David Hartman

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15 Lark Center Drive                      707-546-5717  
 Santa Rosa, CA 95403                      FAX 707-546-0902

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# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## AFTER HOURS BUSINESS SOCIAL

Thursday, May 12  
5:30- 7:30pm

Hosted by  
**WIKIUP TENNIS & SWIM CLUB**  
500 Wikiup Drive

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

**Thank you to our 21st Annual Harvest Faire & Business Showcase Vendors & Participants!**

*MORE PHOTOS NEXT MONTH!*



Heather McConnell  
Landscape Artist

IMS Intl Monetary  
Systems

Kobrin Financial Services

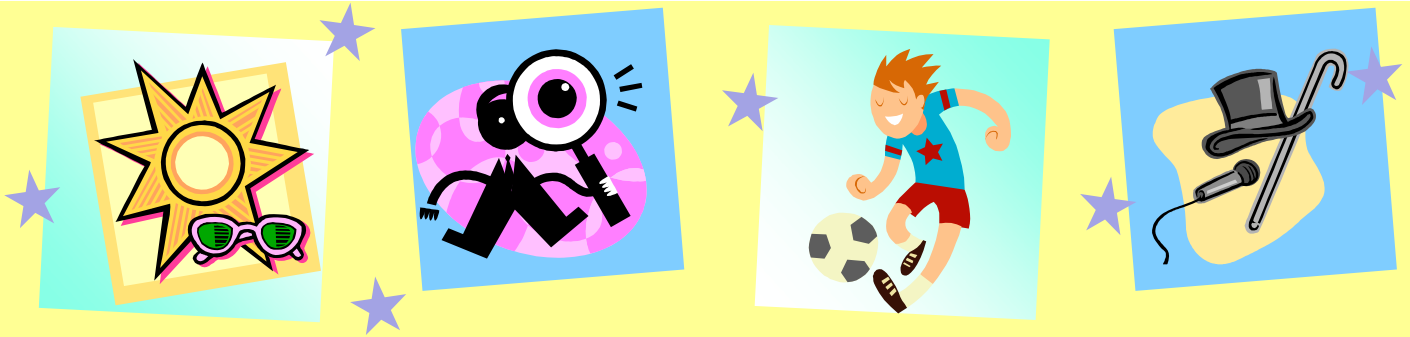
Marin Sonoma Mosquito  
Vector Control

Net Profit

**Thank You to Our Corporate Sponsors!**







## Extended Child Care Summer Camp Kindergarten through 6th Grade

Located at the following school sites  
San Miguel, Mark West, RL Stevens, JX Wilson,  
Windsor Creek and Mattie Washburn

### **DON'T MISS THE ACTION!**

There will be 3 sessions at each site running from May 31st to August 16th,  
each focusing on one of the following exciting themes.

Session dates will vary at each site.

Contact ECC @ 545-2402 for more information.

<b>Weekly Summer Rates</b>	<b>3 days/wk</b>	<b>4 days/wk</b>	<b>5 days/wk</b>
Full Day	\$90	\$115	\$138
Part Day (5 hrs or less)	\$51	\$64	\$77

### Sportscenter

Keep active with: soccer, baseball,  
dodgeball, basketball, obstacle courses,  
group games, & Olympics.

### That's Entertainment

Prepare to entertain with: Zumba, hip  
hop dance, drama, art, storytelling,  
circus, fashion week, puppets,  
Survivor challenge, & cooking shows.

### Our Mysterious World

Explore animals, CSI,  
magnets, space, rainforest,  
flight, magic, water, food  
science, construction,  
oceans, experiments, &

**Each session will have a special culminating activity! Sock Hop,  
Olympic Challenge, drama production, art show, science fair, or  
Talent Show, & MUCH, MUCH more!**

Call to enroll: 545-2402

# 22nd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 5, 2011 4 – 8 PM

presented by the  
Mark West  
Area Chamber  
of Commerce &  
Visitors Center



Exhibits, Entertainment, Networking

## FUN, FOOD & WINE

Please call the Chamber at 578-7975 or  
visit [www.MarkWest.org](http://www.MarkWest.org) to participate.

Join us at the



### WELLS FARGO CENTER FOR THE ARTS

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Phone/FAX \_\_\_\_\_  
 Email \_\_\_\_\_

Check payable to: Mark West Chamber  
 Pay Online: MarkWest.org  
 Please charge my VISA/MASTERCARD

Card # \_\_\_\_\_  
 Exp Date \_\_\_\_\_ Ver # \_\_\_\_\_  
 Signature \_\_\_\_\_

	Members	Non-Members
4' Table	<b>\$250</b>	<b>\$375*</b>
8' Table	<b>\$350</b>	<b>\$475*</b>

(50% deposit required  
to reserve a space)

(\* includes 1 Year  
Membership)

Booth Fee includes display space, table, 2 chairs,  
tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

**Reserve Your Space NOW!**

Table Location

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

4' Table       8' Table

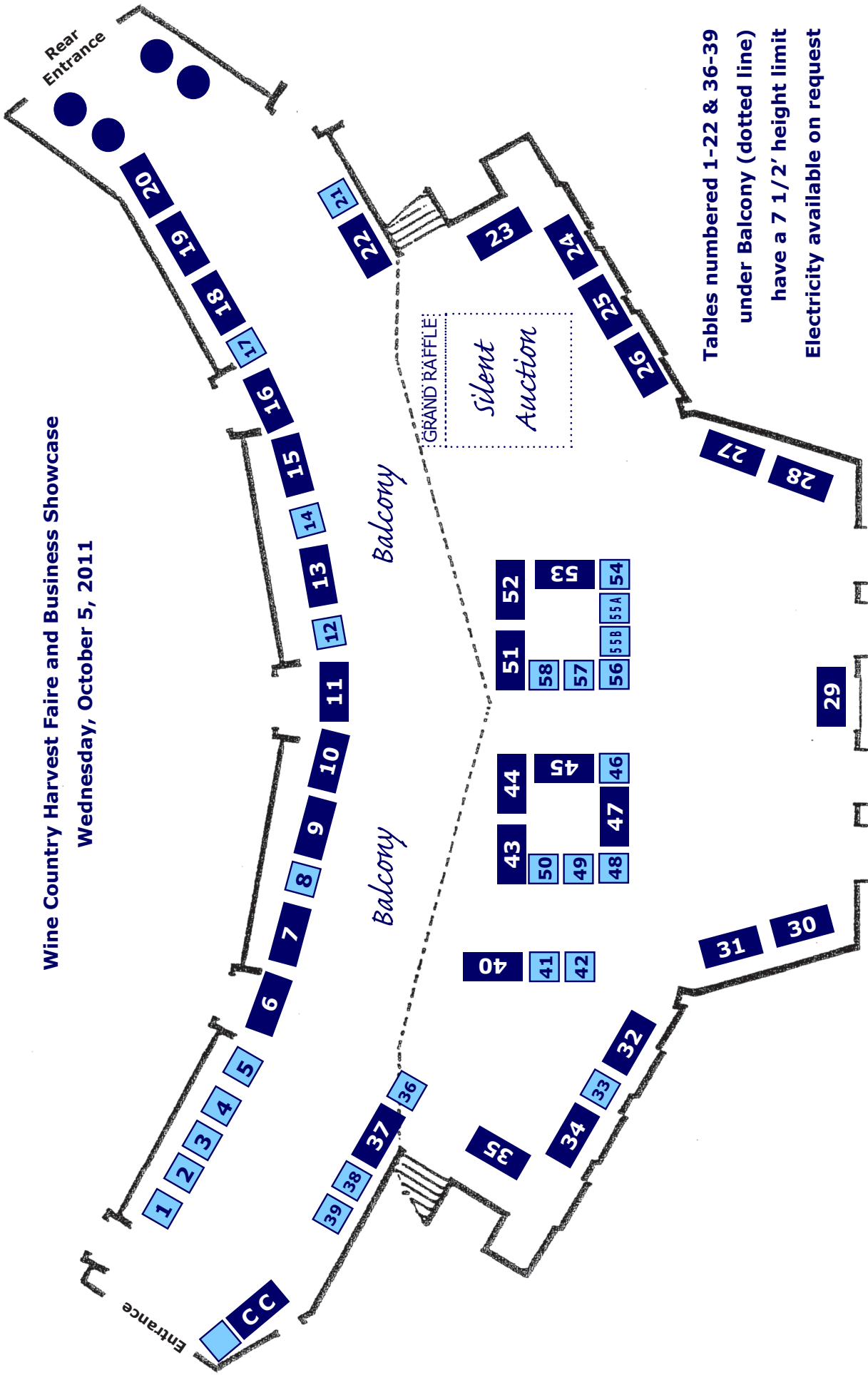
Check if table not needed  
(see back for height restrictions)

YES, I will donate to the Silent Auction:  
item \_\_\_\_\_ value \$ \_\_\_\_\_

Corporate Sponsorships Available.  
Ask for Details.

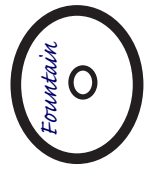
Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397

**Wine Country Harvest Faire and Business Showcase**  
**Wednesday, October 5, 2011**



Tables numbered 1-22 & 36-39  
 under Balcony (dotted line)  
 have a 7 1/2' height limit  
 Electricity available on request

4' table  
 8' table



Patio

Patio