

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

707.578.7975

Office Hours: Tues - Thurs 10am - 3pm

www.markwest.org

office@markwest.org

The Lark

May 2012

Volume XXVI Issue 5

TOUR SUTTER'S NEW HOSPITAL MAY 10, 5:30 - 7:30PM



After years of planning, design and public hearings, construction has begun on Sutter Medical Center's new \$284 million dollar state-of-the-art hospital. The new hospital opens in 2014, next to the Wells Fargo Center for the Arts. Sutter Medical Center will provide the full range of award-winning care and services currently provided at the Chanate Campus including: intensive care; emergency services; obstetrics, nursery care and level III neonatal intensive care; medical and surgical services; comprehensive cardiac services; supporting ancillary services; and a full range of women's reproductive health services.

Join Chamber members and guests to tour the new facility - currently under construction - and network while enjoying food and beverages. Hosted by Sutter Medical Center of Santa Rosa - bring your co-workers, family & friends to learn about how the new facility will serve our area.

The New Sutter Hospital Delivers:

1,500+ New Local Jobs

Sustainable "Green" Design

Improved Access to Health Care

Investment in Sonoma County

All Private Room Hospital

Earthquake Safe Construction

CHAMBEREE

June 7 4-7pm



RSVP Now!
at chamberee.org
Only \$5 for wine,
food, museum tours
& business networking!
more on page 5



April Social hosted by
Aaction Rents

page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

SUTTER MEDICAL CENTER

10 Mark West Springs Road

Bring your business associates!

Thursday, May 10

5:30 pm - 7:30 pm

RIBBON CUTTING

Sonoma County Sheriff *cohosted by California American Water Company* 10:00am

4787 Old Redwood Hwy., Santa Rosa

Thursday, May 17

CHAMBEREE 2012

Pacific Coast Air Museum, 2230 Becker Blvd.

Thursday, June 7

4:00 pm - 7:00 pm

RINCON VALLEY FIRE PROTECTION DISTRICT

45 Lark Center Drive

Thursday, June 14

5:30 pm - 7:30 pm



Brian Molsberry,
Molsberry Markets,
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 8 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

PRESIDENT'S MESSAGE:

April has passed, I'm sure everybody has their gardens in. We had a good social at Action Rents. It started a little slow, rain, really ended up with a good turnout. Thank you Steve, Chris, and their staff. Congratulations to Chris and his wife Jill on a new baby girl, Zoey, born on April 30th, enjoy the sleepless nights for a while. Our next social is being held at the new Sutter Hospital location, next to the Wells Fargo Center. Everybody needs to come by and see the layout of their facility.

The Rose Parade is this month May 19th, Pat Dearmin has a car for the Chamber from her friends with the Peggy Sue Car Club. Anybody that would like to walk in the parade is more than welcome. More information call the Chamber @ 578-7975.

We have several other events to mark on your calendar.

* Our second luncheon June 20th, guest speaker is **Elinor Stutz, CEO of Smooth Sale**. The luncheon will be held at Todd's place again, the Best Western Plus.

The Chamber dinner, July 27th, will be held at Cloverleaf Ranch, Shawna and her staff did a great job last year. This year Shawna will be sworn into office as the new president. Congrats.

Everybody have a great month.

Brian Molsberry, President



**AIRPORT EXPRESS TO OFFER
NEW SANTA ROSA STOP**

Sonoma County Airport Express began operation of a new Santa Rosa stop on May 1, at the Caltrans Park & Ride lot adjacent to the Santa Rosa Veterans Memorial building, will replace the former stop at the Days Inn on Santa Rosa Avenue that General Operations Manager Anthony Gerald said was simply too close to another stop at the Doubletree Hotel in Rohnert Park.

The new location provides easy access to Highway 101 for busses ferrying passengers to the San Francisco and Oakland airports, he said. The new location joins four currently in operation: The Charles M. Schulz-Sonoma County Airport in Santa Rosa, the Doubletree Hotel in Rohnert Park, the Petaluma Fairgrounds and an Oakland Airport-only service stop at the San Rafael Transit Center.

**Congratulations to our Head
Ambassador Anthony Gerald,
who just celebrated 25 years with
Sonoma County Airport Express!**



**California American Water offers
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and more.**

**Give us a call at (707) 542-1717 or
email us at Larkfield@amwater.com.**



www.amwater.com



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Sample Imported and Domestic Cheese*
**522 Larkfield Center, Santa Rosa
707/546-0307**

AACTION RENTS HOSTS A WELL ATTENDED SOCIAL

April's After Hours Business Social was hosted by the wonderful staff at Aaction Rents at their Fulton Avenue location. Steve Plamann, Chris Gaylor and the Aaction Rents employees provided plenty of delicious food and beverages for the evening.

Chamber Ambassador Lacey Burdette from Windsor Times served as Master of Ceremonies for the evening and introduced Steve and Chris to the guests and members. Steve and Chris told everyone that Aaction Rents has been in business for 30 years and has 5 locations with over 50 employees throughout Sonoma County. Their main goal is to take care of their customers and make them happy. Both Steve and Chris talked about how Aaction Rents supports our local community in many different ways and that they are proud to be a member of the Mark West Area Chamber of Commerce. Steve Plamann also serves on the Board of the Chamber.

Kathleen Palmer of Sonoma CONNECTION reminded everyone of the upcoming Chamberee on June 7th and also of the May 10th Social hosted by Sutter Medical Center.

The business drawn for the \$80.00 Pot of Gold was Garzini Floors. Unfortunately neither Melanie or Les Garzini or any of their staff were able to attend the social. \$20.00 will now be added which will now make the pot \$100.00 for the Sutter Medical Center Social. Our 50/50 raffle with \$60.00 was won by an extremely excited Jolie Cook from Sonoma Family Life Magazine. Congratulations Jolie!

Members donating gifts for the business card drawing included California American Water, Sonoma County Airport Express, Aaction Rents, Recherche du Plaisir and landscape artist Heather McConnell. Winners included Jeanne Haddorff from Shaklee, Tom Nunes from TD & Associates, Sue Sloat from Mark West Union School District, Marc Durand from Naturalight Solar, Dian Nunes from TD and Associates, and Steve Pestell from Rogina Petsell Structural Engineering.

Congratulations to our winners and thank you to Steve, Chris and the rest of the staff at Aaction Rents for hosting such a great social!

contributed by Anthony Geraldi, Head Ambassador

“Our River, Our Ocean”

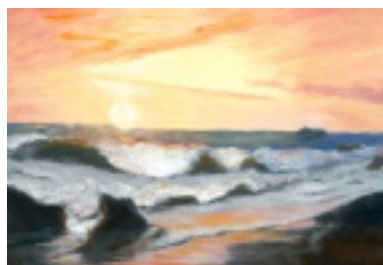
SONOMA COUNTY PAINTINGS

BY HEATHER P. MCCONNELL

Sculpture by Colin Lambert

Reception: Sunday, June 3, 2 - 5 pm

Open: June 2 - June 30, 2012



Our River, Our Ocean is inspired by my trips to these beautiful places near where I live, for over 30 years. It's not too long of a drive and this beauty begins... As I get nearer and nearer, I am overcome by the wonder and vastness, the light and atmosphere of The Russian River and The Pacific Ocean. It is a very free feeling. One that I feel compelled to share through painting oil on canvas. This is how my paintings translate, but I believe it is within my spirit to tell the story. I hope you enjoy it too.

I'll be joined by Colin Lambert, a sculpture and genius living in his own time. He is presenting one or two of his creations.

I'm grateful to be able to share this with you. Please come visit us.

Quercia Gallery 25193 Hwy 116, Duncans Mills, CA Quercia-Gallery.com

APRIL BUSINESS AFTER HOURS SOCIAL



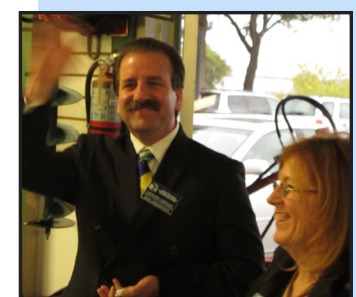
Chris Gaylor, Action Rents Fulton, Ignacio Jacinto, Action Rents Santa Rosa, Steve Plamann, Action Rents Windsor



Jolie Cook, Sonoma Family Life, Lacey Burdette, Windsor Times



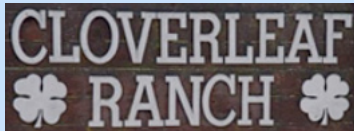
Marc Durand, Naturalight Solar, landscape artist Heather McConnell



Anthony Geraldi, Sonoma County Airport Express, Aggie Maggio, Coldwell Banker

*Photos by Sonoma CONNECTION
More photos @ MarkWest.org*

SOCIALS
see schedule on page 5



65TH SUMMER CAMP SEASON



ROSE PARADE & FESTIVAL

MAY 19, 2012

The Chamber will be in the 2012 Rose Parade! If you would like to walk with us, join us at the Parade start!

roseparadefestival.com/

NEW MEMBER

Louis T. Jenkins Insurance
73B St. James Drive
Santa Rosa CA 95403
Phone: (707) 575-5204
Fax: (888) 458-5365
Email: ljenkins@farmersagent.com

MEMBER RENEWALS:

Hair Encounters	1983
Creekside Apartments	1987
Airport Health Club	1990
Silveira	1993
Pontiac-Buick-GMC	
American AgCredit	2001
Bajgrowicz, James J.	2002
Cellularworld	2008
GlobalMedicalandSafety	2008
Mark West Community Services Committee	2008
Norton & Holtz	2008
Business Solutions	
Bear Republic Brewing	2010
Weinstein Security, Inc.	2010

CLOVERLEAF RANCH - CELEBRATE OUR 65TH SUMMER CAMP SEASON & OPEN HOUSE

Sunday May 20, 2012 11am - 3pm

Cloverleaf Ranch 3892 Old Redwood Hwy

- Catering By The BBQ Spot
- Music & Tours
- Zip-lining & Horse Rides
- Swimming (if weather permits)

The event is free, but make sure to bring money for our fun horseback rides and yummy barbeque. All the profits raised go to send children, in need, to camp. Cloverleaf Ranch has partnered with local rotary clubs to send children to camp and also has a scholarship program of their own. Every year the ranch aims to give 80 scholarships and funds are raised through fundraisers at the ranch, donations and the sales of Cloverleaf Ranch BBQ Sauce "Shawna's Bold & Sweet," which is sold at Oliver's & Molsberry Market. "Shawna's Bold & Sweet" is all natural & locally made.

Cloverleaf Ranch would greatly appreciate your support... the family run business is a firm believer in investing in our children...it's truly pays off for our children, our community and our future.

Shawna DeGrange Cloverleaf Ranch 707-545-5906 cloverleafranch.com

CHAMBEREE!!! THURSDAY, JUNE 7, 4 - 7 PM

The Bodega Bay, Cloverdale, Cotati, Geyserville, Healdsburg, Hispanic, Mark West, North Bay Black, Rohnert Park, Russian River, Santa Rosa, Sebastopol & Windsor Chambers of Commerce invite their Members to "Chamberee"

Thursday, June 7 2011 4:00 - 7:00 pm

Pacific Coast Air Museum

2230 Becker Blvd., Santa Rosa

- *Networking, Food, Beverages and more*
- *12 Raffle Prizes valued at \$200 each*
- *Special Guest - Supervisor Mike McGuire*
- *Climb Aboard Historic Aircraft Exhibits*

This year's Chamberee, hosted by the Pacific Coast Air Museum, will have 12 Sonoma County Chambers. Chamber booths will have beverages and foods provided by local merchants. Chamber members and their guests will follow a "Flight Plan" that leads them to each participating Chamber's booth, and their completed "Flight Plan" enters them into a raffle prize drawing.

The prizes are gift baskets valued at \$200 and representative of each Chambers' area of Sonoma County.

Donations are welcome for the Mark West Area Chambers' basket - email info@markwest.org or call the Chamber at 578-7975

The Chamberee is a fundraiser for the historic and educational exhibits at the Pacific Coast Air Museum. The Pacific Coast Air Museum has the honor of being the home of the first aircraft to respond to the World Trade Center attacks in New York City on September 11, 2001.



Chamber Ambassadors commandeered our booth and handed out treasures to a large crowd of over 350 attendees!

RSVPs are required: chamberee.org

UPCOMING BUSINESS SOCIALS

Thursday, May 10 5:30-7:30pm
 Hosted by **Sutter Medical Center of Santa Rosa**
 Location: 10 Mark West Springs Road, Santa Rosa

Thursday, June 14 5:30-7:30pm
 Hosted by **Rincon Valley Fire Protection District**
 Location: 45 Lark Center Dr, Santa Rosa

Thursday, July 12 5:30-7:30pm
 Hosted by **AutoBahn - Anything Detailing**
 Location: 1675 Piner Rd., Suite B, Santa Rosa

Thursday, August 9 5:30-7:30pm
 Hosted by **Assets Insurance & Investments**
 Location: 3270 Mendocino, Suite 1B, Santa Rosa

Thursday, September 13 5:30-7:30pm
 Hosted by **Cloverleaf Ranch**
 Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, October 11 5:30-7:30pm
 Hosted by **Windsor Times**
 Location: 9025 Old Redwood Hwy., Windsor

Thursday, November 8 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 13 5:30-7:30pm
 Hosted by **Exchange Bank & Molsberry Markets**
 Location: 500 Larkfield Center, Santa Rosa

CHAMBER MEETINGS

Tuesday, May 8 *no meeting this month!*
Board of Directors **Ambassadors**
 11:30am - 1:00pm
 Grace Fellowship

CHAMBER BLOG FOR BUSINESS TIPS

Join the ongoing conversation at markwest.org
How to Break Through Small Talk and Turn Strangers into Friends

RIBBON CUTTING

Thursday, May 17 10:00am 
 Hosted by **Sonoma County Sheriff**
cohosted by California American Water Company
 Location: 4787 Old Redwood Hwy., Santa Rosa

CHAMBEREE

Thursday, June 7 4:00-7:00pm
 Hosted by **Sonoma County Chambers**
 Location: Pacific Coast Air Museum
 2230 Becker Blvd., Santa Rosa
RSVP: Chamberee.org

CHAMBER BUSINESS LUNCHEON

Wednesday, June 20 - 11:30am-1:00pm
 Speaker: Elinor Stutz, CEO of Smooth Sale
 Topic: **Relationship Building That Gets Results**

"MARK WESTERN" INSTALLATION DINNER

Friday, July 27 6:00-9:00pm
 Location: Cloverleaf Ranch
 3892 Old Redwood Hwy., Santa Rosa

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 3, 2012 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 5 6pm
 Location: Larkfield Center, Santa Rosa



Interested in joining our Ambassador Club?
 Contact Anthony Gerald
 Sonoma County Airport
 Express 837-8700

Interested in having a Chamber Ribbon Cutting?
 Contact Susan Lindstrom
 GuardianCaregivers.Net
susan@guardiancaregivers.net



Sonoma CONNECTION

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Kathleen Palmer
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info@sonomaconnection.com
www.sonomaconnection.com

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 Digital Photography • Photoshop • Graphic Design

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**LODGING
ASSOCIATION
HOLDS
SUPERVISOR
CANDIDATE
FORUM**

May 9
6 to 8:30 pm

May 9 event will focus on tourism and the local economy

The Sonoma County Lodging Association is hosting a Sonoma County Supervisor candidate forum to discuss “Sonoma County Tourism and the Economy.” The free event will be held from 6 to 8:30 p.m. Wednesday, May 9, at the Flamingo Conference Resort and Spa, 2777 4th Street, Santa Rosa.

Candidates from districts 1 (Sonoma Valley, Carneros and Eastern Santa Rosa), 3 (Central Santa Rosa and Rohnert Park), and 5 (Sonoma Coast, Lower Russian River and West Santa Rosa) have been invited, with eleven candidates confirmed to participate. They will discuss their views on the tourism industry and how it fits into the greater North Bay economy.

Tourism generates more than \$1.2 billion in revenue in Sonoma County and supports more than 16,500 jobs, making it one of the largest industries in the county. To attend the event, please call Judy Groverman Walker at 707-523-3728 or email judy@jgwevents.com.

SCLA is a non-profit organization designed to provide communications, education seminars, training programs & networking opportunities to help unite the lodging facilities in Sonoma County.



**CHAMBER BUSINESS LUNCHEON
Wednesday, June 20 - 11:30am-1:00pm**

Speaker: Elinor Stutz, CEO of Smooth Sale
Relationship Building That Gets Results

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
JOIN US ON WEDNESDAY, OCTOBER 3 4:00 - 8:00 PM**

Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

For information call the Chamber: 707 578-7975 or email: office@markwest.org
Purchase Your Tradeshow Booth Online NOW: <http://www.markwest.org>

Member's Price:	Non-Member's Price:
4' Table= \$250	4' Table= \$375
8' Table= \$350	8' Table= \$475 (includes 1 year membership)



Visit MarkWest.org for
SHOWCASE TIPS

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AND
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NOW!**

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- INCLUDES:**
- One Year Chamber Membership**
 - Annual Membership Dinner for two**
 - Corporate logo displayed on Tri-fold at all Chamber functions**
 - Listed in Monthly Newsletter & Membership Directory**
 - Chamber Website: markwest.org**
 - (Banner on each page, special mention on Sponsorship page, and special placement ads on Tradeshow & Calendar of Events pages)*
 - A press release to announce your community support!**
- Advertising:*
- Business Card sized ad in Newsletter** value \$200
 - Half Page Ad in printed Directory** value \$200
 - 8' Trade Show Booth** value \$350
 - Additional special placement ads on website** value \$250
- (On Trade Show and Event pages)*

ALL FOR \$1625 IN CASH OR TRADE FOR SERVICES
Contact Treasurer John Essman 707 433-8774 john@sonomaconnection.com

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

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

CHAMBEREE!!!

Thursday, June 7
4 - 7 pm

RSVPs are required:
chamberee.org

AFTER HOURS BUSINESS SOCIAL

Thursday, May 10
5:30- 7:30pm

Hosted by
SUTTER
MEDICAL CENTER
10 Mark West Springs Road

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 22nd Annual Harvest Faire & Business Showcase Vendors & Participants!
MORE PHOTOS NEXT MONTH!



Balletto Vineyards

Bear Republic
Brewing Company

Andre Andrus, MC

Carol Shelton Wines

Clover Stornetta

Thank You to Our Corporate Sponsors!



RIVER ROCK CASINO
ALEXANDER VALLEY





Dedicated to promoting the acquisition, restoration, safe operation and display of historic aircraft, preserving aviation history, and providing an educational venue for students and the community. We also honor those heroic aviators who have contributed so much to the growth and defense of our way of life.

A special invitation to the members of Mark West Chamber of Commerce

Dear Mark West Chamber Member,

The Pacific Coast Air Museum and your Mark West Chamber of Commerce have found a way to cross-market and partner in the promotion of the annual “Wings over Wine Country” Air Show. This partnership will allow the museum an opportunity to help raise funds for the museum and the Mark West Chamber scholarship program. To do this we also offer you an opportunity to be a part of Sonoma County’s largest and most unique event through a special sponsor / advertising opportunity.

Thousands of high flying fans will converge to take in the wonder of Wings Over Wine Country, Northern California’s premier event featuring aircraft of all sizes, aerial acrobatics, vintage plane climb aboards, classic cars and just “plane” fun for the entire family.

As a sponsor of “Wings Over Wine Country,” your company will have access to a dedicated, brand loyal and affluent audience of residents in the Bay Area and beyond. This is the air circus that has become synonymous with awesome aircraft, breathtaking stunts, aviation education and opportunities for kids to meet many of our nation’s military heroes.

For every Mark West Chamber member that participates, PCAM will return 10% of all sponsorship fees and/or advertising revenues for ads placed in the full-color souvenir program. These funds have been designated to establish an educational scholarship on behalf of the Mark West Chamber to benefit students of the Mark West School District.

Please take a moment to review the enclosed/attached sponsorship and program materials to see how you might help us to help each other.

We look forward to working with you and other members of the Mark West Chamber of Commerce.

Take it to the limit,

Sponsor Brochure:
http://wingsoverwinecountry.org/files/PCAM_2012_Air_Show_Sponsor_Agreement.pdf

Roger J. Olson

Ad Specs:
http://wingsoverwinecountry.org/files/PCAM_2012_Air_Show_Ad_Specs.pdf

Pacific Coast Air Museum

Business Development Director

707-396-3425