

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

**November 2008**

Volume XII Issue 11

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

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

707.578.7975

Office Hours: Mon - Fri 10am - 4pm

[www.markwest.org](http://www.markwest.org)

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

**VISITORS CENTER NOW OPEN 5 DAYS A WEEK 10 AM TO 4 PM**

Thanks to our dedicated volunteers, our Visitors Center is now open in the mornings and on Fridays! The Mark West Area Chamber of Commerce has always promoted our members to the local community, and now with our new offices, we are able to expand our services to visitors! We are located in the hub of the Mark West area, with easy access and parking right off of Old Redwood Highway across from Molsberry Markets.



*The Visitors Center  
is now open  
Monday - Friday  
10 AM - 4 PM*

With our longer hours, we are also expanding our services to businesses who cater to the tourist economy - lodging, dining and wineries - and others involved in recreation and cultural activities. We hope you will help us get the word out! You may have associates who have wondered "How can the Chamber benefit me?" With the new Visitors Center, we are a central point of information for everyone in our community! Visit [markwest.org](http://markwest.org) for details about all of our members!

## MEMBER PROFILE: STATE FARM, KATHERINE WONG, CPCU

Katherine opened her own State Farm Agency in September 2008 and has two (2) licensed Agents to assist her in serving all your Insurance needs. They offer Auto, Homeowners, Commercial & Income Property coverage as well as Health & Life Insurance products.

She began her Insurance career in October 1992, starting out as an Underwriter with State Farm and working her way up to a Field Supervisor covering an area from San Francisco north to Petaluma. She has successfully completed many insurance courses which gave her the designation of Chartered Property & Casualty Underwriter (CPCU). She is currently pursuing studies in the Financial Planning arena.



*Katherine Wong, CPCU  
State Farm*

*continued on page 6*



*19th Harvest Faire &  
Business Showcase  
more on page 3*

## COMMUNITY CALENDAR

### AFTER HOURS BUSINESS SOCIAL

Hosted by **NORTH BAY CORPORATION**

at Papa Lido's Pizza, 90 Mark West Springs Rd. *Bring your business cards!*

### *Holiday Craft Faire*

Kobrin Financial Services, 190 Wikiup Drive

Thursday, November 13

5:30 pm - 7:30 pm

Saturday, November 22

11 am - 2 pm

### *Holiday Tree Lighting*

Larkfield Shopping Center

*Tree Lighting, Caroling, Treats & Santa!!!*

Thursday, December 4

6 pm - 7 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.*



*Jim Bajgrowicz, President*

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

*We offer our condolences to the family and friends of Margaret Aliano of Aliano Enterprises, Inc., our landlord, who passed away on October 16. Mrs. Aliano was a great help to this Chamber, and she will be missed.*

**PRESIDENT'S MESSAGE**

Once again our TRADE SHOW was the best in a three county area! As so many visitors and exhibitors voiced. There were plenty of very well presented exhibits with samples, excellent gifts, prizes, food and drink.

Your Chamber wishes to thank all the participants and committee staff for all their time and hard work.

Now for the payoff. It's up to you exhibitors to turn your leads into trade show sales. Trade show leads are hot! Visitors know what they want, and if offered to them they will buy if ready. You've had a face to face relationship with them; they came to your booth because of their interest in your product, they trust you, and trade show prospects are usually ready to buy.

Take the time to sort your leads, eliminating the dead ends from the qualified buyers. Don't be cheap; your booth, time and materials cost you money, so don't be afraid to spend some on follow-up contacting the prospect with phone calls, personal letters, additional literature, samples, additional mailings, etc. Do this immediately while you and your product are fresh in the prospect's mind. Keep in touch. Use Thank-You notes.

Now that you have a list of prospects, keep in touch with them. They may only want an upgrade in equipment, or plan to buy in three to six months from now. But you've established a relationship with them. Keep it! {The above material was derived from GUERRILLA TRADE SHOW SELLING, Levinson, Smith, Wilson, John Wiley & Sons, Inc. (1997).}

Now is the time to pick up a copy of the referenced book and prepare for the 2009 trade show. It is all presented by your Chamber for the benefit of your business and community relations. Best of business to you, and good wishes for a fulfilling and gracious THANKSGIVING!

*Respectfully, Jim Bajgrowicz, President*



*Karen and Jim Bajgrowicz at the Tradeshow*



*The Tradeshow GRAND RAFFLE at the Wells Fargo Center for the Arts*

Serving the Wine Country Since 1979

- Project Planning
- Civil Engineering
- Land Surveying
- Wastewater Specialists



**LESCURE**  
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(707) 575-3427



**Molsberry Markets, Inc.**

Serving Sonoma County Since 1959  
Family Owned and Operated  
*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

**19TH ANNUAL WINE COUNTRY HARVEST FAIRE AND BUSINESS SHOWCASE & GRAND RAFFLE**

Hosted by the Mark West Area Chamber of Commerce and Visitors Center

Sponsored by Cal American Water Company

This year's tradeshow was well attended by local community members despite the downturn in the national economy. The 60 vendors and organizations who participated expressed delight with the large turnout - there were still people visiting booths at the end of the show! The Chamber would like to thank everyone who helped with the event this year, and a special thanks to our sponsor, Cal American Water Company. (The Cal-Am booth was SO BUSY that our photographer had to come back several times in order to capture the Cal Am folks at their booth!)

The food and beverage booths were a bit hit - as expected. Molsberry Markets, Big Boys, Barefoot, Matrix/Mazzocco and Truiett-Hurst wineries, Lagunitas Brewery and Eagle Distributors all brought a bounty of delicious treats for the crowd. Other treats included promotional items, games and prizes. The Grand Raffle prizes included a Trust donated by Kobrin Financial Services, a membership at the Airport Club, and a stay at the Flamingo!

The Chamber relies on this tradeshow each year to help fund our on-going work in the community. We appreciate each and every member who participated, who helped by volunteering on the Tradeshow Committee or at the event, and who brought their friends and family to enjoy the show. We hope that you will all be back next year on Thursday, October 15, 2009 - for our 20th Annual tradeshow!

Visit [www.MarkWest.org/Showcase2008](http://www.MarkWest.org/Showcase2008) for more photos



Evan Jacobs and Anthony Lindstrom of Cal American Water



Steve Plamann, Shelly Gillean and Greg Murphy of Action Rents



Peggy Mulhall and Shekeyna Black of Wells Fargo Center for the Arts



Laura Buhner and Jim Douangta of Exchange Bank



Lori Reed, Tony Averitt and Dora Azevedo of River Rock Casino



**Sonoma CONNECTION**  
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 Kathleen Palmer  
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Web Site Design • Search Engine Optimization  
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**BUSINESS-AFTER-HOURS-SOCIALS**

NOV 13 NORTH BAY CORPORATION  
 at Papa Lido's Pizza, 90 MW Springs Rd.

*Dec 4 Holiday Tree Lighting*

DEC 11 CAL AMERICAN WATER

JAN 8 AKEENA SOLAR

FEB 12 CELLULARWORLD

SEP 10 SONOMA COUNTY AIRPORT  
 2009 EXPRESS/ACTION RENTS

**GOODWILL-  
REDWOOD  
EMPIRE  
VOTED BEST  
PLACE TO  
WORK!**

The North Bay Business Journal and NelsonJobs.com presented the Best Places to Work Gala Awards Reception recognizing companies that have been nominated by their staff through an employee survey process as being a great place to work. Goodwill - Redwood Empire is a first time winner. Said one employee in the anonymous on-line survey, "These are outstanding, respectable and dignified people that feel good about the work they do, and it shows. Our management expects the highest performance of themselves, in the most positive manner. That enthusiasm creates an atmosphere in which each employee finds new talents and abilities in themselves. We all benefit exponentially."

Mark Ihde, President and CEO accepted the award for Goodwill and shared what this award means to the staff at Goodwill.

I feel like I have contributed to the recognition of Goodwill.

Scott- Shipping and Receiving

I'm proud to work for a company that makes a difference in our community.

Deanna- Administrative Assistant

Last year with the help of our staff Goodwill provided employment and training services to people with disabilities and other barriers to employment last year.

Goodwill takes great pride in being awarded the 2008 Best Places to Work Award and we are proud to let others know that Goodwill is a great place to work!

*Stephanie Munson, Director Donor Relations & Development  
Office: (707) 523.0550 ext.213, Cell: (707) 480-9992*



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



*Victoria Shipley and Susan Dunn of  
Flamingo Conference Resort and Spa*



*Rene Meza of  
Redwood Credit Union*

**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](http://www.calamwater.com).



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3  
LOANS**

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President  
Realtor

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Wiklup Professional Park, 136 Wiklup Drive, Suite B, Santa Rosa, CA 95403

**RIBBON CUTTING**

The Mark West Area Chamber of Commerce and Visitors Center is reviving the old time tradition of welcoming new businesses to the community with ribbon-cutting ceremonies.

**PROMOS ONCALL**

PROMOS Oncall is the first business to be welcomed to the Mark West Area Chamber of Commerce and Visitors Center with a ribbon-cutting ceremony. PROMOS Oncall is a local marketing and promotions company that specializes in working with local businesses on design and production of promotional products.

“PROMOS Oncall can put your company’s name on anything you want,” said Will Brodt, owner of PROMOS Oncall. “As a local small business, we will happily accommodate small minimums and have helped many customers with quick turnaround jobs.”

The Mark West Area Chamber of Commerce and Visitors Center encourages you to contact PROMOS Oncall at (707) 539-5133 or visit their website at [www.promosoncall.com](http://www.promosoncall.com)

**HANKINS TRAVEL**

Hankins Travel is the second business to be welcomed to the Mark West Area Chamber of Commerce and Visitors Center with a ribbon-cutting ceremony. Hankins Travel is a local travel agency that that offers a full spectrum of travel services and specializes in tours and individualized travel packages to some of Mexico’s most beautiful destinations.

“I got started in the travel business because of my life-long love of traveling,” said Jerry Hankins, owner of Hankins Travel. “I can help you book a wonderful vacation to just about any corner of the world; I often recommend the western coast of Mexico for great beaches and resorts.”

The Mark West Area Chamber of Commerce and Visitors Center encourages you to contact Hankins Travel at (707) 528-6606 or visit their website at [www.hgtrips.com](http://www.hgtrips.com)

If you would like to schedule a Ribbon Cutting, please contact Ambassador Lisa Cannon at [lcannon@gire.org](mailto:lcannon@gire.org).



*Ribbon cutting for Promos Oncall*



*Ribbon cutting for Hankins Travel*



**NEW MEMBERS**

Bistro 29  
Brian Anderson  
620 5th Street  
Santa Rosa, CA 95405

Airship Ventures  
Thom Narozoniick  
NASA Research Park  
P.O Box 345  
Moffett Field, CA 94035

KA Chinese Restaurant  
Ginny Kwan  
594 Larkfield Ctr.  
Santa Rosa, CA 95403

State Farm Insurance  
Katherine Wong  
1435 Santa Rosa Ave., Ste C2  
Santa Rosa, CA 95404  
578-1294 (F)578-1497  
kat@katwong.net  
www.katwong.net

**RENEWALS**

GRP Wealth Strategies Group	(1990)
Costco	(1997)
Pletkin & Associates	(1997)
Town & Country Properties	(1999)
Korbin Financial Service	(2001)
Calligraphix	(2006)
Rogina Pestell Structural Engineers	(2006)
Promos Oncall	(2007)

**STATE FARM, KATHERINE WONG, CPCU**

*continued from page 1*

The office is located at 1435 Santa Rosa Avenue, # C-2. They are next to Subway Sandwich. This is a nice, clean, small shopping center.

Katherine is married and has five (5) children. She plays the piano and each of her children are talented musically, playing various musical instruments and singing.

For more information on Katherine, go to her Web Site: [www.katwong.net](http://www.katwong.net) Give Katherine a call at (707) 578-1294 and get acquainted with her. Like me, you will be very impressed with her and her staff.

*Article submitted by Walt Smith*

**MEMBER PROFILE: AIRSHIP VENTURES**

The Airship Ventures Zeppelin NT heralds the much anticipated return of Zeppelin class aircraft to the United States. After a 70 year absence, the permanent arrival of this unique aircraft is generating excitement across the country, as world renowned scientists, prominent businesses, public agencies, and the community prepare for the panorama of opportunities the Zeppelin brings.

Airship Ventures is a new member of the Mark West Area Chamber of Commerce and Visitors Center, which is in the Zeppelin's flight area. As a touring vehicle it is ideally suited for populated areas, for it:

- Produces less noise than a helicopter;
- Maneuvers better than a balloon, with the ability to control flight patterns at any time of the day while landing and taking off in designated, pre-approved areas;
- Consumes drastically less fuel than a helicopter or fixed wing aircraft;
- Allows up to 12 passengers to comfortably enjoy a unique sightseeing experience.

In addition, the potential scientific research that the Zeppelin will do in partnership with NASA Ames makes it a good community partner. The Zeppelin is a quiet, low impact vehicle that will become a true regional attraction and a celebrated emblem in the skies of California.

Should you have any additional questions about Airship Ventures, Inc. or the Zeppelin NT, please contact Alex Hall at 650 969 8100 ex 102. Airship Ventures Inc. is soaring into the future and you can join them for the ride.



*Holiday  
Tree Lighting*

*December 4th, 6pm*

*Larkfield  
Shopping Center*



**Mark West Area  
Chamber of Commerce  
and VISITORS CENTER**



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

*Holiday Tree Lighting  
December 4th, 6pm  
Larkfield Shopping Center*

**AFTER HOURS  
BUSINESS SOCIAL**

**NOVEMBER 13, 2008**  
5:30pm - 7:30pm

hosted by  
**NORTH BAY  
CORPORATION**  
at Papa Lido's Pizza  
90 Mark West Springs Rd.

***BRINGING BUSINESS & THE COMMUNITY TOGETHER!***



Thank You  
To Our  
Corporate  
Sponsors!



**Sonoma  
CONNECTION**

