

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

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Office Hours: Mon - Fri 10am - 4pm

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The Lark

November 2009

Volume XIII Issue 11

WELL ATTENDED TRADESHOW A SUCCESS!

The 20th Annual Wine Country Harvest Faire & Business Showcase & Silent Auction on October 15th was a wonderful success thanks to the many who helped. Some were involved at the beginning: many months beforehand--planning, making telephone calls and attending meetings. They were: **Daryl Anderson, Pat Dearmin, Jerry Hankins, Kathleen Palmer, John Essman, Will Brodt, Elaine B. Holtz, and Brian Molsberry.** And, a very special thanks to **Marlene Hudson** for putting all this together, which was a huge undertaking for someone who has never been involved with this event before. She spent many hours with following up on countless calls, etc., not to mention her total involvement at the event itself. Additionally, on the day of the show, volunteers **Gerald Schalchli, James Baer, Craig Larson, Don and Barbara Wilson, Dorothy Brock, Dee Gutmann and Pat Morelli** came in to lend a hand.

The attendance at this years event was one of the largest we've experienced. We had 63 vendors, including some providing food, wine and beer. There were two sponsors that played a large role in making this event so successful: **California American Water Company** with a generous contribution that included a booth, and **Molsberry Markets, Inc.** with a lovely display and a large variety of food that was a real crowd-pleaser--a sumptuous cornucopia that had a constant line of attendees during most of the show. Although this event was over at 8pm, no one seemed to want to leave, as everyone was having a great time.

I must also make mention that the **Wells Fargo Center for the Arts** was wonderful to work with before, during and after the event. Their staff was "outstanding", making it a smooth transaction.

A heart-felt "thank you" goes out to all of you for a job well done!

With kindest regards, Walt Smith



*Tradeshow Sponsor:
Cal-Am Water Company*



*Tasty treats provided by
Molsberry Markets,
Bistro 29, KA Chinese
Restaurant, and Clover
Stornetta. Wine and
beer tasting will be
offered by Barefoot
Cellars, Kendall Jackson,
Bella Mia Winery,
Cameron Hughes Wines,
Carol Shelton Wines,
Mendocino Brewery
& Eagle Distributing.*

More photos at MarkWest.org



*Social hosted by Cal Am Water Co. &
GUARDIAN Caregiver Connections
page 3*

next **AFTER HOURS BUSINESS SOCIAL**

Hosted by **SONOMA EYEWORKS**

534 Larkfield Center, Santa Rosa

Bring your business cards!

Thursday, November 12

5:30 pm - 7:30 pm

THE SONOMA COUNTY SHOWCASE Saturday, November 7

Grace Pavilion Building

11:00am - 5:00pm

Sonoma County Fairgrounds *Admission and parking are free for the public.*

Holiday Tree Lighting

Larkfield Center

Thursday, December 3

6 pm - 7 pm

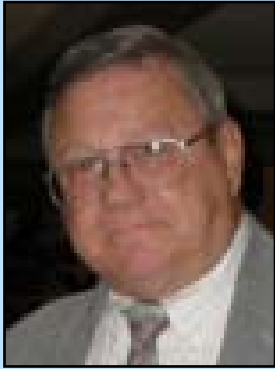
Tree Lighting, Caroling, Treats & Santa!!!

featuring the Mark West School District Chorus. Plan on bringing the family!

Spirit of Sonoma County Award Luncheon

December 4

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 10 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:

The public and especially all veterans are invited to an open house at the new Veterans Administration Clinic on November 6, 2009 between the hours of 1 p.m. and 4 p.m. The clinic is located at 3841 Brickway, just before the airport.

A special offer to all Larkfield/Wikiup/Mark West residents and businesses: at no cost the Southwest Environmental Sanitation District will install low flow (working) toilets to residential and business properties. To arrange for your low flow toilets, just call 1-800-307-5700. Wait time is just about one week for the installation, and the work is done in a professional manner in about 45 minutes per toilet removal and new installation!

Walt Smith has tendered his resignation as Chamber President effective October 31. Pursuant to the Chamber By-Laws, Jim Bajgrowicz, the immediate Past President will resume the duties of President.

We look forward to seeing you at the Next Business After Hours on November 12, 5:30 - 7:00 p.m. hosted by Sonoma Eyeworks located in the Larkfield Center. On December 3, will be our annual **Christmas Tree Lighting and Party featuring the Mark West School District Chorus**. Plan on bringing the family to the **Larkfield Center** for fun, entertainment and refreshments.

Sincerely, Jim Bajgrowicz

WELCOME TO THE CHAMBER'S NEW OFFICE MANAGER

Jewel Bryan has been hired as our new Office Manager. She hails from Moline, Illinois, via San Diego, where she was employed by San Diego State. She has lived in Santa Rosa since March of this year.

Jewel has twenty plus years of office managerial and bookkeeping experience. Her hobbies include writing, bird watching and playing tennis. She looks forward to meeting all of our chamber members. Please stop in and say hello when you have the chance.

HAPPY TRAILS...

On a personal note, by way of this message in the Lark, I'm letting all of the many wonderful members of the Mark West Chamber know that I have turned in my resignation as President effective October 31, 2009. It has, by and large, been a good and fruitful venture for me. I've made many wonderful connections--even friends--during my tenure, most of whom I hope to remain in touch with and perhaps continue doing business with. I do believe I've made a positive and productive difference here. However, I'm saddened that I will not be around to see my many hopes and dreams for the Chamber be fulfilled. I leave my sincerest wishes to you all for continued success in your business ventures. For all of you who have been supportive and helpful...I thank you. *With kindest regards, Walt Smith*

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Three Members Come Together To Host A Most Enjoyable Social

Our after-hours business social for October was hosted by California American Water Company, GUARDIAN Caregiver Connections and Wikiup Properties. The lively gathering was held at a very nice office which is currently unoccupied and available in the Wikiup Professional Business Park. Chamber Ambassador Susan Lindstrom from Guardian Caregiver Connections handled the task of being one of our hosts as well as Master of Ceremonies. Besides plenty of beverages guests were treated to some very delicious Fijian food.

Susan informed everyone that GUARDIAN Caregiver Connections was initially created only three months ago for the purpose of bringing quality and professional caregivers to the people in our community who need additional home care support. GUARDIAN provides free in-home care assessments to anyone interested, and serves the community with affordable personal care for elders, recovering patients, respite relief, and companionship. GUARDIAN'S caregivers are selected based on their experience, background checks, and compassion in caring for others. They are then specifically matched with clients based on individual needs, skills and compatibility. Susan introduced some of her staff and also her mother, Eva Rangel, whose health and well-being has improved significantly since being in a home environment with her caregivers. GUARDIAN'S mission is to bring people needing additional care into a home-based environment where they can maintain their lifestyles in the best possible way.

Tony Lindstrom, Evan Jacobs and Jason Cheek then told everyone about California American Water (our Chamber Business Member of the Year) and explained that being a good neighbor and giving back to the community is part of their mission. CalAm Water provides water service to the majority of businesses and residents in the Mark West and Wikiup areas. Evan provided information on leak detection kits and also informed everyone of a program which offers free replacement of older toilets with ones that save water and operate more efficiently than toilets currently in use.

Daryl Anderson from Wikiup Properties told everyone about Wikiup Properties explaining that they specialize in commercial property development, property management and Mark West area residential sales. The company is also the leasing and sales agent for Wikiup Professional Business Park. Daryl talked about some of the properties currently available through Wikiup Properties also promoted the upcoming chamber trade show and business showcase.

A new member plaque was presented to David Israel from HR to Go. David told everyone that HR to Go provides a full range of human resource services which in turn simplifies businesses and benefits employees. HR to Go can oversee a company's entire human resource needs or can assist with just a single aspect or project. Also receiving a plaque was new member Carol Champagne from Champagne + Associates. Carol explained that Champagne + Associates is a real-world coaching, training and consulting resource for business owners, executives and teams who want to infuse their operations with energy, creativity, and bottom-line results. Champagne + Associates uses an assessment method which pinpoints specific areas for greatest leverage and apply practical tools, techniques and strategies to accelerate breakthroughs.

Chamber President Walt Smith from Just Transportation said *continued on page 4*

OCTOBER SOCIAL HOSTED BY CAL AM WATER & GUARDIAN CAREGIVER CONNECTIONS



Evan Jacobs, Jason Cheek, Don Watson, Sue Andrews, Tony Lindstrom of CalAm Water



Siteri Vosataki, Susan Lindstrom Bula Naigulevu, Wati Tagicakibau GUARDIAN Caregivers Connections



Susan & Tony Lindstrom, Eva Rangel, Nathan Rotoinuri



50/50 Winner Aggie Maggio, Coldwell Banker, Anthony Gerald, Head Ambassador

More photos at MarkWest.org

BUSINESS-AFTER-HOURS-SOCIALS

- NOV 12 SONOMA EYEWORKS**
- DEC 3 *Holiday Tree Lighting***
- DEC 10 EXCHANGE BANK & MOLSBERY MARKETS**
- JAN 14 HEALTHY ARE WE**
- FEB 11 MARLENE HUDSON - SPANISH INTERPRETER**

**OCTOBER
SOCIAL
HOSTED BY
CAL AMERICAN
WATER CO. &
GUARDIAN
CAREGIVER
CONNECTIONS**



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

continued from page 3

how happy he was with the great turn outs at the socials and thanked everyone for taking time out of their busy schedules to attend. He also invited all members to attend the trade show and also to stop by the chamber office to see the perennial "green" lawn area donated by Onelawn.

Will Brodt from Promos Oncall who won the two minute showcase last month at the Aactions Rents / Airport Express social talked about how PromosOncall can work with any business in creating a wide variety of promotional products in order to get the desired marketing result.

Our 50/50 raffle with \$120.00 up for grabs had Aggie Maggio from Coldwell Banker Realty holding the winning ticket. Congratulations Aggie! The business drawn from the Pot of Gold was Wikiup Golf Course. Neither Tom Langbein nor any of his staff were able to attend the social. \$20.00 will now be added to the Pot of Gold drawing at the November 12th social hosted by Sonoma Eyeworks, which now makes the pot worth \$180.00!

Prizes for our business card drawing were donated by California American Water, Guardian Caregiver Connections and Airport Express. Winners drawn included, Patricia Dearmin, Carol Champagne from Champagne + Associates, Donna Olson from Pacific Coast Air Museum, Roger Olson from Pacific Coast Air Museum, Laura Buhner from Exchange Bank, Carol Goshorn from Events Unlimited, Will Brodt from Promos OnCall, Maria Ayala Cirner from Calligraphix, Pat Morelli from Wikiup Properties, Leonard Sevall from Sevall, Thwaites, Soper Insurance, Aggie Maggio from Coldwell Banker Realty and David Israel from HR to Go. The two minute show case for next month's social was won by Ken Norton of Pre-Paid Legal Services.

Congratulations to our winners and thank you to our donating businesses, and a big thank you to everyone at California American Water Company, GUARDIAN Caregiver Connections and Wikiup Properties for organizing such a grand social.

~ Contributed by Anthony Geraldi, Head Ambassador

TRADE SHOW SILENT AUCTION THANK YOU

Thank you to **Patricia Morelli, my sister Dorothy Brock, Elaine Holtz, Dee Gutmann, Barbara Wilson, Marlene Hudson, and Brian Molsberry & his staff** who helped make our Silent Auction a great success. A big thank you to the following businesses and individuals who graciously donated many great auction items for the Trade Show: **Benjamin Tire, Larkfield True Value, Johnson Pool & Spa, Korbin Financial, Costco, Advent Furniture, Economy Plumbing, Norton Holtz Business Solutions, American Red Cross, Club WIN, Cal-American Water, Redwood Empire Disposal, Patricia Dearmin, Curves, Lytles Redwood Empire Business College, Promo's On Call, Sonoma Connection, Handy Man, Action Rents, Wikiup Golf, Sonoma County Airport Express, Larkfield Pet & Supply, Sonoma Eyeworks, Heather McConnell, Supreme Sanitary Supply, Key Properties, Holiday Inn, Champagne & Associates, Cloverleaf Ranch, Shacklee, Guardian Caregiver Connections, R.J. Marketing, and Resilient Education.** Looking forward to next year.

Pat Dearmin, Silent Auction Chairman



Pat Dearmin, Dorothy Brock, Patricia Morelli

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Oakmont Gardens is a senior living community with 164 apartments. They are located in the breathtaking Valley of the Moon in Santa Rosa; Oakmont Gardens is part of the prestigious Oakmont Village retirement community. Their community offers a vibrant garden-like setting with three beautifully landscaped courtyards themed around a fountain, gazebo, and majestic oak tree. You can wander along their walking paths, and you'll quickly see why they are named for oaks and gardens. In addition to the scenic gardens, they have raised vegetable and flower gardens for residents to grow their own delights. Another highlight is their wonderful food, prepared by experienced chefs.

The atmosphere at Oakmont Gardens is relaxed and positive, with friendly people and plenty to do. As part of Oakmont Village, you can enjoy a wide range of amenities. Among these are swimming pools, soothing spas, a golf course, lawn bowling, a library, and social events.

Oakmont Gardens is bringing new resources to the community with increased Assisted Living apartments, expansion of their Assisted Living services and the addition of a new Assistant Living Director, Christine Salle, LVN. An accomplished nurse, Salle's work at Santa Rosa Memorial Hospital brought ten years of varied experiences from O.B., Medical/Surgical, Telemetry, Neurology and Orthopedics. Previous to Oakmont Gardens, she served as the Health Care Coordinator at a 120- unit Assisted Living/Independent Living community. Christine is honored and excited to now bring her creative energy to Oakmont Gardens as the Assisted Living Director. Her intimate knowledge of Sonoma County and its resources will enhance this remarkable community.

You can call 707-538-1914 and schedule lunch and a tour. Oakmont Gardens is located at 301 White Oak Drive Santa Rosa, Ca. 95409. Visit them on the web at www.kiscoseniorliving.com.

contributed by Will Brodt, PR Director



David Peironnet, Sheila Almquist, Oakmont Gardens, Jerry Hankins, Hankins Travel, Elaine B. Holtz, Norton & Holtz Business Solutions, Walt Smith, Just Transportation, Will Brodt, Promos OnCall, Consuelo LaBonte, Oakmont Gardens Beauty Salon, Cheryl Faix, Oakmont Gardens

The **9th Annual Spirit of Sonoma County Award luncheon** on December 4 honors those who contribute to the economic development and enhancement of the communities in which they live and work through donations of their time and expertise in support of local business and in helping others.

Honoree Name

- Neena Hanchett, Cloverdale Reveille*
- Steve Maass, Tom Scott, Oliver's Market*
- Keith Lampson, Lampson Tractor*
- Renee C. Mengali, Mengali Accountancy*
- Salvador Sahagun, Taqueria Santa Rosa*
- Odessa Gunn & Levi Leipheimer, animal welfare/ cycling supporters**
- Herman Hernandez, Frank Howard Allen*
- Don Chigazola, Medtronic Cardio Vascular*
- Barbara Ragsdale, Knights' Electric*
- Ron Lindenbusch, Lagunitas Brewing Company*
- Jeff Sommers, Sommers, Oates & Assoc./LFT Partners*
- Valerie Hausmann, Booker Productions*
- Jim Ward, Redwood Credit Union*
- Bob Reynolds, Innovative Business Solutions*
- Rollie Atkinson, Sonoma West Publishers*
- Larry Wasem, Airport Business Center*
- Art Ibleto, The Pasta King*
- Keo Hornbostel, Hyatt Vineyard Creek Hotel*
- Dan Wildermuth, Rodney Strong Wine Estates*
- Sangiaco Family, Sangiaco Vineyards*
- Bill Nordskog, Hewlett-Packard/Agilent Technologies (ret)*
- Vince Albano, Mary's Pizza Shack*
- Glenda Castelli, Windsor Certified Farmers Market*

Honoring Organization

- Cloverdale Chamber of Commerce*
- Cotati Chamber of Commerce*
- Geyserville Chamber of Commerce*
- Healdsburg Chamber of Commerce*
- Hispanic Chamber of Commerce*
- Mark West Area Chamber of Commerce**
- North Bay Association of Realtors*
- North Bay Leadership Council*
- North Coast Builders Exchange*
- Petaluma Area Chamber of Commerce*
- Rohnert Park Chamber of Commerce*
- Russian River Chamber of Commerce*
- SAFE-BIDCO*
- Santa Rosa Chamber of Commerce*
- Sebastopol Area Chamber of Commerce*
- Sonoma County Alliance*
- Sonoma County Farm Bureau*
- Sonoma County Lodging Association*
- Sonoma County Vintners*
- Sonoma County Winegrape Commission*
- Sonoma County Workforce Investment Board*
- Sonoma Valley Chamber of Commerce*
- Windsor Chamber of Commerce*

2009 SONOMA COUNTY SPIRIT AWARD HONOREES

The Sonoma County Economic Development Board salutes the 2009 Sonoma County Spirit Award honorees and the organizations that selected them.

For more information about this event, contact the EDB at (707) 565-7170

NEW MEMBERS

Real Goods Solar

Peter Calenak
1163 E. Francisco Blvd.
San Rafael, CA 94901
(707) 799-2388
peter.calenak@realgoods.com

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primerica.com

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SWE-Inc.com

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advancetechcollision.com

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Wendy Morrow
173 Vinecrest Cir.
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my2morrow@comcast.net
wendymorrow.cabioneline.com

RENEWALS

So. Pro.,	
Soderstrom Properties	1991
James Baer	1994
Garzini Floors	1997
Blood Bank	
of the Redwoods	2000
Kobrin Financial Services	2001
Healthy Are We	2006
Andre M. Andrus	2007
Coldwell Banker	
Agnes Maggio	2007
Pacific Coast Air Museum	2007
Tenant Screening Center, Inc.	2007
Bistro 29	2008
Chancellor Place	2008
KA Chinese Restaurant	2008
Postal Plus	2008

**MEMBER PROFILE:
RESILIENT EDUCATION**

It is my pleasure to announce the opening of Resilient Education – which provides both tutoring and life coaching services for students and professionals in one-on-one or group formats.

With over 25 years of college level teaching experience, as well as private tutoring for grades 7 through 12, I provide skill training in: all levels of mathematics, study skills, exam preparation, leadership and personal safety with emphasis on building resiliency, self-discipline, perseverance, intrinsic motivation and setting healthy boundaries.

My intention for each individual is to instill and support a life-long passion for learning by applying their innate thinking strengths and exploring their unique piece of the human puzzle: their personal life fractal - in order to lead a balanced and fulfilled life.

Since each of us has thinking strengths in a unique combination (about 1 in 34 million), it is beneficial to learn how to effectively collaborate with others, who have a different set of strengths. People are most productive and organizations are most successful when employees use their innate thinking strengths and talents.

In addition, there are 6 different learning patterns. Learning is a basic human drive; my focus is on learning differences and preferences - not disabilities, deficits or disorders. I champion innate gifts and honor each person's resourcefulness: their creativity, curiosity, exuberance, imagination, wisdom, intuition and brilliance.

For more information, please visit my website: ResilientEducation.com and contact me at (707) 291-5388. Thank you very much!

Larysa Tanya Shmorhay – Educational Consultant



*Larysa Tanya Shmorhay
Educational Consultant*



New Member Carol Champagne of Champagne + Associates receives her plaque from Ambassador Susan Lindstrom



New Member David Israel of HR to Go

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 400 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.

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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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*Holiday Tree Lighting
December 3rd, 6pm
Larkfield Shopping Center*

AFTER HOURS BUSINESS SOCIAL

THURSDAY
November 12, 2009
5:30pm - 7:30pm

**HOSTED BY
SONOMA
EYEWORKS**
534 Larkfield Center

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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



Ka Chinese Restaurant



Clover Stornetta



*Dean & Brian Molsberry
& MANY MORE*



Molsberry Markets



Bistro 29



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