

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: Tues. - Thurs. 10 am - 3 pm www.markwest.org

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The Lark

Nov / Dec 2013
Volume XXVII Issue 4

24TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

The Chamber's Trade Show and Silent Auction in October had a huge turnout from our community to meet our local business owners and to see their products and services and sample tasty treats.

Our show sponsor – California American Water – offered free water conservation tools and many vendors offered samples of their products and discounts on show specials. As always, Molsberry Markets offered tables full of their gourmet and everyday delicious foods – including local and imported cheeses, dips, deli meats, wraps and salad toppings. There was also a wide variety of local premium wines, micro-brewed beers, and tasty sliders and cheeses from other local vendors.

Business card drawings included a free one year membership to the Chamber, won by Kevin Long of Princeton Capital. Katherine Phillips of Key Properties won a six month ad in the LARK newsletter.

We thank all of those members who generously participated as volunteers, booth sponsors and silent auction buyers. Together, we produced a tremendously fun and exciting event. (More trade show pictures on bottom of page 2.)



Lifetime members Don and Barbara Wilson were our lucky winners of a \$500 Gift Certificate from International Monetary Systems, and can redeem it for a wide variety of goods and services who participate in the IMS system.



Above: Silent Auction

Left: California American Water, Tradeshow sponsor

Right: Molsberry Markets



UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by
BEST WESTERN PLUS
WINE COUNTRY INN & SUITES
870 Hopper Ave., Santa Rosa CA 95403

Thursday January 9
5:30 PM - 7:30 PM

November Social hosted by
Anytime Fitness
See page 3



Doug Williams
Central Fire Authority of
Sonoma County
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.*

CHAMBER MEETINGS

Board of Directors

Second Tuesday
Of Each Month
11:30 am - 1:00 pm
Grace Fellowship
608 Larkfield Center

Ambassadors Meeting

Second Thursday
Of Each Month
4:00 pm - 5:00 pm
At the Chamber offices

PRESIDENT'S MESSAGE

Looking back on the annual Harvest Faire and Trade Show in October, The Mark West Area Chamber of Commerce continues to showcase a wonderful community with a group of very dedicated volunteers. Events like the Trade Show don't just happen; they require planning and guidance. This year's show was no exception. From the welcoming table to the amazing offerings at the Molsberry Markets booth, there were incredible opportunities to network with businesses and to enjoy some of their food and drink. The team that handled the silent auction and raffle made a difficult job look almost effortless. Whether it was making announcements, taking photographs, or greeting people, it was great to see all of the interaction.

Thank you to all who attended the November social at Anytime Fitness, the annual Christmas Tree lighting at the Larkfield Shopping center, and the December social co-hosted by Exchange Bank, Larkfield Branch and Molsberry Markets. Each of these events was fantastic and those working to put them together did an excellent job.

We will have the opportunity in January (Wednesday the 15th) to gather at the Best Western Plus Wine Country Inn and Suites to hear an update from Supervisor Mike McGuire. Supervisor McGuire is one of the busiest people in government and we are grateful that he has once again made some time for us.

The Mark West Area Chamber of Commerce was represented at another event in December. The annual Sonoma County Spirit Awards event was held and individuals from many different communities were honored. For the Mark West Area Chamber, the honoree was the late Kathleen Palmer. While it is regrettable that this honor was bestowed posthumously, it was nevertheless an opportunity to recognize the many contributions that Kathleen made to the Mark West area.

Once again, I must emphasize that my role with the chamber is only possible with the support of a dedicated board of directors. We all serve with the hope of making the community a little better. As we approach the new year, it's a good time to take a moment and realize what a gift our community is. Please be thinking about ways we can help our community prosper. The more we help each other, the more we help ourselves!

And remember, try to do business with other chamber members whenever possible!

Doug Williams, President, Central Fire Authority of Sonoma County



**October Trade Show
Media Sponsors:**

Top: Sonoma Family Life Magazine

Left: NorthBay biz Magazine

Right: Windsor Times



ANYTIME FITNESS HOSTS NOVEMBER SOCIAL FEATURING HOME RUN PIZZA FROM THEIR NEIGHBORS IN THE LARKFIELD CENTER



Brett Livingstone (in light blue shirt), owner of Anytime Fitness in Larkfield Center, with his staff and family members.

Our host for the evening, Brett Livingstone, provided an overview of Anytime Fitness's extensive equipment and physical training options. Brett explained:

"We fit your busy schedule and on-the-go lifestyle. With your membership, you can work out when it's best for you—day or night! Our clubs are open 24 hours a day, 7 days a week, 365 days a year.

of-the-art security system and will only be granted with the proper key. Once inside, you have full use of cutting-edge strength training and cardio equipment.

"As a neighborhood-style fitness club, we are right where you need us. Close to home or close to work, we've got you covered. Unlike most gyms, your Anytime Fitness membership allows you to visit thousands of clubs, at no extra cost.

"It doesn't cost a lot to achieve your fitness goals at Anytime Fitness—with awesome equipment and the support and encouragement from our club staff, you get far more than you would expect for the price."

"At Anytime Fitness you hold the key, literally. Access to our clubs is protected by our state-



Sally Crain, Broker at Century 21 Alliance, Doug Williams, Central Fire Authority of Sonoma County & Mark West Chamber Pres.

Although our Pot of Gold winner, Miguel Lujan of Samagse Massage, wasn't able to attend this evening's event, Mark Molina of Edward Jones won a free night's stay at Best Western Plus Wine Country Inn & Suites and Jeanne Haddorff of Healthy Are We won a pair of round-trip tickets from Sonoma County Airport Express, Inc.



New Member Bill Robbins of Desmond Wines (right) with Todd Anderson of Best Western Plus Wine Country Inn & Suites.



New Member Mark Molina of Edward Jones (right) with Todd Anderson of Best Western Plus Wine Country Inn & Suites.



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**RIBBON CUTTING:
SANTA ROSA ORIGINAL CERTIFIED FARMERS MARKET**

Recently the Santa Rosa Original Certified Farmers Market and the Mark West Area Chamber of Commerce held a Ribbon Cutting to celebrate the Farmers Market and its rich history of providing local, healthy and wonderful produce to our families, friends and community members in Sonoma County.

Established in 1967, the market is open year-round on Wednesdays and Saturdays, rain or shine! The Santa Rosa Original Certified Farmers Market is a California Certified Farmers Market. The word "Certified" guarantees that all the fresh fruits, nuts, vegetables, eggs, honey, herbs, plants, and many other items are all harvested in California.

The Market prides itself on showcasing the diversity of Sonoma County. With the local producers right there in person, it creates a wonderful opportunity for you to talk with the farmers and ranchers who grow all this wonderful produce and for you to receive first-hand information on the healthy food you're going to eat.

Some additional activities that the Farmers Market provides are local school tours for children, Tomato Tastings, a Gravenstein Apple Celebration event, guest chefs and cooking classes in partnership with SAVOR – Sonoma Alliance for Veggie Outreach. We are very lucky to have such a wonderful farmers market in our community!

Attending the Santa Rosa Original Certified Farmers Market is easy, as the market is located at the Wells Fargo Center for the Arts at 50 Mark West Springs Road, Santa Rosa, CA, 95403, right near 101. Its very convenient hours of operation are Wednesdays from 8:30 am to 12:00 noon and Saturdays from 8:30 am to 1:00 pm. We look forward to seeing you out at the next Santa Rosa Original Certified Market!



L to R: Beverly Graham (GRP Wealth Strategies Group, LLC) and granddaughter, Eugene Patterson (Exchange Bank, Larkfield Branch), Dennis Dunn (One World Sausage and Santa Rosa Original Certified Farmers Market President), Doug Williams (Mark West Chamber President), Letrice Patterson (Santa Rosa City Schools, ret.), Missy Danneberg (Extended Child Care Coalition), Carlo Rossi.



L to R: Letrice Patterson (Santa Rosa City Schools, ret.), Dale Chase (Agilent Technologies), Eugene Patterson (Exchange Bank, Larkfield Branch), Beverly Graham (GRP Wealth Strategies Group, LLC) & granddaughter, Pete Foppiano (Golden Bear Financial), Doug Williams (Mark West Chamber Pres.)



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UPCOMING BUSINESS SOCIALS

Thursday, January 9, 2014.

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Best Western Plus**

Wine Country Inn & Suites

Location: 870 Hopper Ave., Santa Rosa CA 95403

Wednesday, January 15, 2014.

Chamber Business Luncheon 11:30am-1:00pm

Topic: **State of the County 2014**

Speaker: **Mike McGuire**

4th District Supervisor

Hosted at **Best Western Plus**

Wine Country Inn & Suites

Location: 870 Hopper Ave., Santa Rosa

Thursday, February 13, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Open - please contact Tony Geraldi to host a social.

Thursday, March 13, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Open - please contact Tony Geraldi to host a social.

Thursday, April 10, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Right at Home**

Location: 1111 Sonoma Ave. Ste 324, Santa Rosa

Thursday, May 8, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Central Fire Authority of Sonoma County**

Location: Rincon Valley Fire Protection District - Larkfield

45 Lark Center Drive, Santa Rosa

Wednesday, May 28, 2014.

Chamber Business Luncheon 11:30am-

1:00pm Topic: **Update on the Charles M. Schulz-**

Sonoma County Airport

Speaker: **Jon Stout, Airport Facilities Manager**

Hosted at **Best Western Plus**

Wine Country Inn & Suites

Location: 870 Hopper Ave., Santa Rosa

Thursday, June 12, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Open - please contact Tony Geraldi to host a social.

Thursday, July 10, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Extended Child Care Coalition**

Location: 1745 Copperhill Pkwy #5, Santa Rosa

Friday, July 11, 2014

33rd Annual Installation Dinner 6:00-9:00pm

Hosted at **Charlie's Restaurant**

at the Windsor Golf Club

Location: 1320 19th Hole Drive, Windsor

Thursday, August 14, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Coldwell Banker - Aggie Maggio**

Location: 600 Bicentennial Way #100, Santa Rosa

Thursday, September 11, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Open - please contact Tony Geraldi to host a social

25TH ANNUAL WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 1, 2014 4:00-7:00pm

Hosted by 60+ Local Businesses

Location: **Wells Fargo Center for the Arts**

50 Mark West Springs Road, Santa Rosa

Thursday, October 9, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Open - please contact Tony Geraldi to host a social

Thursday, November 13, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Anytime Fitness**

Location: 490 Larkfield Center, Santa Rosa

HOLIDAY TREE LIGHTING

Wednesday, December 3, 2014 6pm

Location: **Molsberry Market,**

522 Larkfield Center, Santa Rosa

Thursday, December 11, 2014

Chamber Business-After-Hours Social 5:30-7:30pm

Hosted by **Exchange Bank, Larkfield Branch** and

Molsberry Markets

Location: 500 Larkfield Center, Santa Rosa

Interested in joining our Ambassador Club?
Contact Tony Geraldi
Sonoma County Airport Express 837-8700



Interested in having a Chamber Ribbon Cutting?
Contact Eugene L. Patterson
Exchange Bank, Larkfield Branch
patterson@exchangebank.com



Want to keep abreast of important information pertinent to local business issues? Visit: Sonoma-county.org/edb

JANUARY BUSINESS LUNCHEON STATE OF THE COUNTY 2014

Wednesday, January 15, 2014
11:30 am - 1:00 pm

Speaker: **Mike McGuire**, 4th District Supervisor

Location: Best Western Plus Wine Country Inn & Suites
870 Hopper Ave. Santa Rosa CA 95403

Lunch is a low \$10 per Chamber Member or \$15 for non-members.
Includes a delicious box lunch provided by Molsberry Markets!
FREE Admission without lunch!



Mike McGuire, 4th District Supervisor

RSVP
to the
Chamber office at
707-578-7975
or
online at
www.MarkWest.org

Space is limited to 40.

We suggest you
RSVP early.

To begin 2014 with an eye to the future we will be having our first quarterly luncheon on January 15th. All members and guests are invited.

If you are working on a new business relationship or want to have time with a client this is a great place to invite them. A very special presentation will be given by Mike McGuire our 4th District Supervisor. Mike will be telling us about the State of the County in 2014 and how it will affect businesses.

There will be plenty of time for questions and answers. What a great opportunity to ask him questions and find out some of the inside information about what is happening in our area. Mike is one of those people who not only brings us great information but is also approachable.

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email us at Larkfield@amwater.com.



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**522 Larkfield Center, Santa Rosa
707/546-0307**

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 Hwy, 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 at <http://markwest.org/payment>

The Lark Newsletter is emailed to member businesses each month.
 For more information, contact the Chamber office 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)	

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

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Santa Rosa, CA 95403

AFTER HOURS BUSINESS SOCIAL

Thu. Jan. 9, 5:30-7:30 pm

BEST WESTERN PLUS WINE COUNTRY INN & SUITES

870 Hopper Ave., Sta. Rosa

BUSINESS LUNCHEON STATE OF THE COUNTY 2014

Wed. Jan. 15, 11:30 am -1:00 pm

MIKE MCGUIRE 4TH DIST. SPVR.

At Best Western Plus
Wine Country Inn & Suites
870 Hopper Ave., Sta. Rosa

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