



The Lark

Bringing Business & the Community Together!

Volume XX Issue 11

November 2006

Mark West Area Chamber of Commerce

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www.markwest.org
Office Hours: M-Th 1-4 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.

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After Hours Business Social

Nov. 16, 2006

5:30pm - 7:30pm

Hosted by:

Beck Law Offices

2681 Cleveland Santa Rosa

Please Note:

The Date of our Monthly After Hours Business Social has changed! The social will be held on November 16th!



Join us November 16 for our After Hours Business Social at Beck Law Offices. Guests Welcome! *Bring your business cards!*

Harvest Faire & Business Showcase

Visitors crowded our 17th Annual Harvest Faire & Business Showcase! 75 vendors greeted them with treats and prizes. The Silent Auction was a big success! Inside, we have photos of the vendors, and you can see everyone online at www.markwest.org.

Thank you to our sponsors, the vendors that made the show so successful, and to our volunteers who made it all happen. *Especially* Daryl Anderson, who chaired the Showcase Committee, Jim Bajgrowicz who MC'd, Leonard Sevall, Event Treasurer, and our office staff, Pat, Dee and Joyce, for their exceptional efforts to organize the event.

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**Visit your Chamber's office, or call 578-7975:
642 Larkfield Shopping Center, Santa Rosa, CA 95403**



Affordable Office Space Move in Now!

A private office is for rent in the Chamber's new office space. Included in the monthly rent are janitorial services, utilities, bathroom and kitchenette.

Call Pat at **578-7975** for details and a tour.



We hope you have been good! Santa is coming to Larkfield Center on December 7th!

17th Annual Harvest Faire & Business Showcase



Charlie's at Windsor Golf Club



Voltage Vehicles



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Nationwide Financial Services



Redwood Credit Union



RVFD



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Kathleen Palmer
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Healdsburg, CA 95448
(707) 433-8774

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Web Site Design & Marketing • Computer Consulting
Digital Photography • Search Engine Optimization



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October Social
Hosted by
California American Water

A big thank you to **Evan Jacobs, Tony Lindstrom**, and all of the crew at **California American Water** for hosting an entertaining and informative social for Mark West Chamber members. Everywhere you looked, there was food, beverages, and deserts available. This was an excellent opportunity to visit and learn about their administrative offices, which are located just down the sidewalk from your Chamber's new offices. (Last October CalAm hosted the social at their treatment facilities.) Generous door prizes were given out and the homemade brownies were terrific. Thanks for a fun evening! We appreciate your hospitality!



Volunteers set up for the Chamber social.



Members enjoy the buffet



Desserts, too!



photos by Sonoma CONNECTION



Fresh Danish from Scratch
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<i>Sunday</i>	6 am - 12 pm
<i>Mon-Thurs</i>	6 am - 6 pm
<i>Fri-Sat</i>	6 am - 7 pm

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President's Message

There are issues looming high within our community that each of us needs to become familiar with, understand the impact, and make your position known. I'm talking about changes to zoning, the complex and makeup of our area, the Larkfield/Wikiup/Mark West community.

(The following listed information was obtained from a petition that is circulating within the community.)

Some of the projects and zoning changes currently in the works in the area are commercial development at:

4601 Old Redwood Hwy. – (triangular property at Mark West Springs Rd.) 11,000 sq. ft. of retail space currently under construction;

4855 Old Redwood Hwy. – (across from St. James) 32,600 sq. ft of commercial/office space (on-site being installed);

4745 Old Redwood Hwy. – 400 sq. ft. completed retail including Starbucks;

50 Mark West Springs Rd. – Sutter Hospital, well 7 Site and expanded events center adjacent to Wells Fargo Center.

We are also looking forward to high density housing and residential subdivisions at:

65 Mark West Springs Rd. – affordable Housing (15 units on .75 acre);

69-145 Mark West Springs Road – affordable housing, rental apartments and single family units (52 units on 3.95 acres);

5050 Old Redwood Hwy. – (at Mark West Creek) – 37 housing units on 7.46 acres;

175 Airport Blvd. (at Old Redwood Hwy.) – 53 townhomes on part of this open parcel with possible future addition of affordable housing on balance;

5146 Old Redwood Hwy. (at Faught Road) – 48 single family homes on 4.37 acres;

5368 Fulton Rd. – subdivision creating 5 lots for residential subdivision;

5340 Fulton Rd. – subdivision creating 4 lots for residential subdivision;

560 Airport Blvd. (aka 5236 Fulton adjacent to Burbank Housing Larkfield Oaks) – subdivision of 10 acres by applicant Burbank Housing;

5475 Old Redwood Hwy. – subdivision of 3 parcels on 0.6 acre;

5271 Faught Road – subdivision for housing including affordable housing on .68 acre;

5100 Carriage Lane – subdivision of 4.65 acres, 12 lots, including affordable housing;

5229 Faught Rd. – supposedly apartments and affordable housing;

5400 Faught Rd. – 18.22 acres – subdivision for housing including affordable housing.

Land use change requests have been made as follows:

5A-2: 5328, 5330, 5352 Old Redwood Hwy. – request to change zoning to 23 dwelling units per acre for affordable housing on 3.35 acres;

5-1: Faught Rd. – request to change zoning from RR5 and AR5 to UR 20 in order to accommodate high density affordable housing on 21.67 acres. This would yield approximately 429 dwelling units!

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Promote your business by having your flyers inserted in the Chamber newsletter. You supply the flyers - We do the work!

The next Board of Director's meeting is November 14, at the Mark West Unified School District Office from 11:30 am - 1:00 pm.

Advertisement for California American Water. Text: '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.' Includes RWE Group logo.

Advertisement for LESQUIRE ENGINEERS, INC. Text: 'Serving the Wine Country Since 1979', 'Project Planning', 'Land Surveying', 'Civil Engineering', 'Wastewater Specialists'. Includes a drawing of a building and landscape, and phone number (707) 575-3427.

Land use change requests: *continued from Page 4*

5-3: 5185 Fulton Rd. – request to change zoning to high density housing of 20units/acre of affordable housing on 6.48 acres yielding approx. 128 dwelling units.

Potential Affordable Housing Sites being identified in Larkfield:

Site B-5 4732 Old Redwood Hwy. (at Pacific Hts.) adjacent to Larkfield Center. Currently zoning is LC- Limited Commercial on 3.68 acres;

Site A-7 175/245 Airport Blvd. (at Old Redwood Hwy.) 5.2 acres; **Site A2 380 Aviation Blvd.** (at Airport Blvd.) 2.04 acres.

COMMENT: *If, in fact, this information presented above is even partially accurate, the quality of life, appearance, traffic, water usage, sewer capacity and rural atmosphere of our community will likely undergo tremendous change. Whether for the better or not depends on your input. **Be concerned!***

Sincerely,
Jim Bajgrowicz, President

Renewing Members

Wealth Strategies Group	(1990)
So Pro Soderstrom Properties	(1991)
Terry A. Wall CPA	(1995)
Pletkin & Associates	(1997)
Realty World Town & Country Properties	(1999)
Naturalight, Inc.	(2000)
Saturn of Santa Rosa	(2001)
Lytle's Redwood Empire Beauty College	(2002)
C. Dorsett Appraisals	(2005)
Coldwell Banker/Real Estate, Patricia Elmes	(2005)

New Members

Flamingo Conference Resort & Spa
Danni Randolph
2777 Fourth St.
Santa Rosa, CA 95405
(T) 545-9436 (F) 568-0442
drandolph@flamingoresort.com

Healthy 'U'
Jeanne M. Haddorff
606 Baron Ct.
Santa Rosa, CA 95401
(T) 528-0378 (C)228-5582
750jeannemarie@prodigy.net

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Alma Aceves
52 Maxwell Ct.
Santa Rosa, CA 95401
(T)578-1317

MaMa Donna's
Donna Fiore-Marks & Jim Marks
430 Larkfield Center
Santa Rosa, CA 95403
(T)571-7700

Family run restaurant since 1980 serving lunch and dinner. We are available for private parties or banquet and catering service. Previously located in Windsor and Rail Road Square and now serving in the Larkfield area. We look forward to all of our customers visiting us at our new location.

2007 – Pick a month to hold your Business Social.

upcoming **Business-After-Hours-Socials**

Nov 16 Dan Beck Law Office

Dec 7 Holiday Tree Lighting

Dec 14 GRP Wealth Strategies Group

Graham, Rebello & Pighin, LLC

Jan 11 Open

Feb 8 Healthy 'U'

FYI: 2006 Best Practices Report

The **Sonoma County Business Environmental Alliance (BEA)**, in partnership with the **BEAAllies** and the **Economic Development Board**, is pleased to bring you the **2006 Best Practices Report**.

Key findings include:

A majority of responding Sonoma County businesses pursue voluntary environmental practices, due to a desire to contribute to a healthy community as well as take advantage of energy and water cost savings.

The most popular conservation programs are waste reduction and energy conservation: Water conservation is not practiced as often, though water shortages in the region continue to be a threat.

Fewer than one-fourth of companies set specific conservation targets: If this practice were to increase, more companies would see better results in their conservation efforts.

Thank you for your continued interest in the **BEA**. As always, if you have any questions, please feel free to contact us at **(707) 565-7257** or visit our website at **www.sonomabea.org**.

Employee Involvement

Almost two-thirds (65.6%) of responding companies encourage their employees to participate in and suggest improvements in the company’s environmental policies and practices.

Ten ways Sonoma County businesses report that they encourage employee involvement in positive environmental practices:

1. Through an open management attitude toward employee suggestions and willingness to implement any policy that will help protect the environment.

2. The distribution of articles about resource management as part of the training process.
3. Employers encourage employees to share conservation ideas via email.
4. Open doors are a way of life rather than a policy.
5. Employees participate in safety committees and weekly manager meetings.
6. Environmental issues are part of an annual evaluation process that includes meetings and training.
7. Learning about sound environmental practices is a part of the employee training program.
8. Staff meetings and specific environmental forums highlight the advancements in environmental strategies.
9. Committees make recommendations for products or purchases that use recyclable materials and otherwise “green” products.
10. Recycling and energy-saving programs and devices are regularly instituted in response to employees’ suggestions.

FYI: MINIMIZE YOUR RISK

While there is no guarantee that your identity will never be stolen or compromised, there are numerous steps you can take to minimize the risk. One way:

Before disposing of a computer, delete personal information. Deleting files using the keyboard or mouse commands may not be enough because the files may stay on the computer’s hard drive. Use a “wipe” utility program to overwrite the entire hard drive. See “Clearing Information from your Computer’s Hard Drive” at:

www.hq.nasa.gov/office/oig/hq/hardrive.pdf
contributed by D. P. Logan, Logan LII Investigations

Chamber Membership Dues		
<i>Effective May 1</i>		
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 plaque or voting)	



LARKFIELD
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David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

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
Mark West Lodge on Mark West Springs Rd - East
West Olivet Road - West

About the Newsletter

Editors: Kathleen Palmer & John Essman
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The Lark is published monthly under the direction of:

The Mark West Area Chamber of Commerce

642 Larkfield Shopping Center
Santa Rosa, CA 95403
(707) 578-7975

Deadline for publication is the
3rd Wednesday of each month.

ADVERTISING

**Monthly \$25; 3 Months \$60
6 months \$107.50; 1 year \$200**

FLYER INSERTION: \$35 per issue. You supply 200 copies of your 8.5" x 11" flyer on 20# paper. If you would like to have your flyer typeset and printed by the Chamber, the cost is \$75.

The Lark Newsletter is mailed to member businesses each month. For more information, please contact Office Manager Patricia Morelli, at 578-7975.

THE DEADLINE FOR LARK PUBLICATION

The deadline for all articles, pictures, and flyers for the Lark is the third Wednesday of each month, following our Monthly After Hours Business Social.

The Deadline for the December Lark is **November 15.**

Please email your materials to info@markwest.org

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Mark West Area Chamber of Commerce
642 Larkfield Shopping Center
Santa Rosa, CA 95403

**After Hours
Business Social**

Nov. 16, 2006

5:30pm - 7:30pm

Hosted by:

**Beck Law
Offices
2681 Cleveland
Santa Rosa**



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