

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

November 2014  
Volume XXVIII Issue 11

**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

707-578-7975  
office@markwest.org

## HOLIDAY TREE LIGHTING DECEMBER 3RD

The annual Holiday Tree Lighting will be Wednesday, December 3rd at 6:00 pm.

Celebrate the Holidays with the Mark West community as Santa arrives via fire truck, generously provided for the occasion by the Central Fire Authority of Sonoma County. Hopefully Mrs. Claus will be there because last year she was instrumental in helping Santa distribute candy canes and good cheer to all the children.

As always there will be candy canes, cocoa and cookies provided by Molsberry Markets. The children in the music departments from the elementary schools in the Mark West Union School District will perform Christmas music for us. This is a delightful, old fashioned and fun way to start the Christmas season and run into a few (or many!) neighbors. How often do we get to share a cup of cocoa with our neighbors?

The Mark West Area Chamber of Commerce, Molsberry Markets, Inc., Mark West Union School District, Larkfield Center and Central Fire Authority of Sonoma County are all proud to co-sponsor this event. Thank you to all the sponsors!

Location: in front of Molsberry's Market, Larkfield Center.

## A HEARTFELT LONG RANGE THANK YOU

The members of the Board and the Ambassadors of the Mark West Area Chamber wish to extend a heartfelt "Thank You!" to Mike Gutzman, of Kringles Korner. He is donating the Christmas tree to the community for the annual Christmas Tree Lighting Ceremony. We in the community have enjoyed trees from Kringles Korner for many years. Generally we, the residents, don't know where they come from... we just enjoy them.

Last year, when the tree was stolen, we were shocked and saddened that such an unkind thing had happened in our community. Then Kringles Korner stepped up with Christmas spirit and **donated a replacement tree**, and we were all smiles again.

*Dear Kringles Korner:*

*Thank you! We love the Christmas trees.*

*Gratefully,*

*All of us in Mark West*

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*In 2013, Santa paid his usual visit to kids outside of Molsberry's Market. The tree was lit, and all was merry and bright. But when some Scrooge stole the tree, Kringles Korner Christmas Trees stepped up and donated a replacement!*

*Kringles Korner is located at 50 Mark West Springs Road, behind the Wells Fargo Center for the Performing Arts. (707) 579-8474*



*November Social  
hosted by Anytime  
Fitness... p3*

**UPCOMING EVENTS: next AFTER HOURS BUSINESS SOCIAL**  
hosted by **LARKFIELD EXCHANGE BANK** and  
**MOLSBERRY MARKETS, INC.**  
500 Larkfield Center, Santa Rosa

Thursday December 11,  
5:30 PM - 7:30 PM



Steve Plamann  
Aaction Rents  
President



## PRESIDENT'S MESSAGE

The time for celebrating has arrived! We have toiled in the fields all year, hoeing every row. We have harvested our crops and now we can enjoy the rewards of our labor. Let the feast begin!

A large harvest has been the hope for every Thanksgiving table since the Pilgrims' first celebration with the Native Americans at Plymouth Rock on December 11, 1621.

The size of our bounty, however, is dependent upon a lot of factors, as was the case with the Pilgrims. There are also a lot of steps that go into a good harvest just as there are a lot of steps and factors that go into making a business venture successful.

One factor that should never be overlooked is the power of teamwork. This concept not only applies to farming and business adventures, but to almost everything we do. From sports to preparing a feast, teamwork is an extremely useful tool for improving your business.

As a business owner you have many ways to utilize teamwork strategies. The one I recommend you don't overlook is your Mark West Area Chamber of Commerce. Chamber teamwork opportunities to network with other members are varied. You can attend our monthly After-Hours Business Socials, host a Social at your facility, attend our quarterly luncheons or get involved as a volunteer. All will help you form a team with other Chamber members who will gladly help promote your business. You may also find a direct connection with one of the other Chamber members as a companion or reciprocal business. Picture this:

*You all know I am from Aaction Rents. Suppose I meet a landscaper at a Social and he decides to rent equipment from me. I then use him to redo our landscaping. Better still, I also recommend him to my rental customers who need help with their yard projects. He continues to rent from me and recommends us to fellow contractors as an equipment rental source. We enjoy our mutual relationship and our customers feel good about both services and the fact that **together** we better fulfill more of their needs. And this process can expand with other Chamber businesses. Everyone benefits.*

People need many products and services and we can join together as a team within our Chamber and provide a referral network between our customers and fellow Chamber members. Your customers will appreciate it, your fellow Chamber members will appreciate it, and you will enhance your customers' opinion of you and the service you provide. As a believer in "what goes around comes around," you will be repaid by fellow Chamber members for your referrals. Go "Teamwork"!

Reminders:

- Christmas Tree Lighting at Molsberry Market, Dec. 3rd, from 5:30 till 7:30 pm.
- Yearly Christmas Party at Exchange Bank Dec. 11th, from 5:30 till 7:30 pm. (Co-sponsored by Molsberry Market).

Both events are at the Larkfield Shopping Center. Please remember to **shop local**.

Don't miss either of these events. They are both fun and will bring out the spirit of the season in you.

Happy Holidays!

Steve Plamann, 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 Mtg.

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

**NOVEMBER SOCIAL SPONSORED BY ANYTIME FITNESS**

Our November Business After Hours Social took place on the 13th. Our host was Anytime Fitness owner Bret Livingstone. He told us he is celebrating four years in Larkfield and reminisced about opening with a Chamber meeting 4 years ago. He expressed his gratitude to the Chamber for all its support, not only in the stressful days when he was working towards opening but continuously.

Bret introduced Dennis Johnson, his VP of Operations. Bret says he would not have been able to expand the way he has were it not for Dennis. There are 24 employees between his Berkeley and Larkfield locations. They now offer fitness classes via a 24 hour Virtual trainer. The Larkfield location is in the top 2% of sales in the US. His Berkeley location is in the top 1%. Anytime Fitness is a franchise with 2500 locations worldwide. Membership gets you into any club anywhere, 24 hours a day.

Bret told us that Anytime Fitness is opening its doors to anyone, free of charge, at 7:00 am on Thanksgiving Day for a free hour of exercise. What a great way to prepare for a day such as this. Call 707-578-4900 for more information.

He also said that they are collecting tennis shoes to be sent overseas to people who have none. You can bring in your old tennis shoes any time during office hours. I hear they will be happy to take any kind of shoes.

**Winners of the evening:**

**Pot of Gold Drawing:** Dan and Maureen Weinstein of Weinstein Security. So sorry, they were not present to win. So next month the Pot will be \$100.00. Be there or be worse than square!

**50/50 Drawing:** Brian Molsberry of Molsberry Markets, Inc. won \$50.00.

**Business Card Drawing:** Tony Geraldi of Sonoma County Airport Express won a one-month membership with a personal trainer, to Anytime Fitness.

Steve Plamann of Aaction Rents won 2 Airport Express tickets.

Brian Molsberry won Raffle Tickets for the Windsor Wine Auction, donated by Sarah Preston, Realtor with Remax Full Spectrum.

Mark Perine of Nature's Tailor won a gift bag of snacks from Molsberry's, donated by Margaret DiGenova, California American Water.

Sarah Preston, Realtor at ReMax Full Spectrum and Eugene Patterson at Exchange Bank MC'd the event. They kept it fun and interactive. All in all, it was an enjoyable evening.

Sarah Preston announced the Windsor Wine Auction and that her Rotary Club was selling raffle tickets. Contact her for a ticket: 415-250-6991. Aggie Maggio announced the Association of Realtors Coat Drive -- see page 6 for details.

*Contributed by Aggie Maggio, Realtor @ Coldwell Banker*



*Our hosts at Anytime Fitness, from left to right: Dennis Johnson (VP of Operations), Avery Livingstone (Daughter of the owners, and the Real Boss or so they say!), Brett Livingstone and Rachel Livingstone (owners).*



*Former member Millie Cantu (left) dropped by. At right is Doug Williams, Central Fire Authority of Sonoma County.*



*Eugene Patterson of Exchange Bank, Larkfield Branch (center), and Aggie Maggio, Realtor @ Coldwell Banker (right) pull a name for the Pot of Gold drawing. Sarah Preston, Realtor with ReMax Full Spectrum, is at left.*



*Left to right: Alec Roser of Advanced Viticulture, Inc., Chris Gaylor of Aaction Rents, and Mark Perine of Nature's Tailor.*

## UPDATE ON FIRE SERVICE

A majority of the Mark West area lies within the Rincon Valley Fire Protection District. The primary station serving the Mark West area is located on Lark Center Drive (across from the Larkfield Shopping Center). The normal staffing at that station is a minimum of three (24 hours per day) and there is often a fourth member of the crew.

The Larkfield station is one of four within the district. The others are located in the Rincon Valley area, the Alpine area, and the Bellevue area. The Bellevue station is the only other station in the district with 24-hour staffing. There are response agreements in place with the neighboring agencies that provide for the closest resource to be dispatched and consequently it is quite common for agencies to cross boundaries to provide service.

The Rincon Valley and Windsor fire districts created a joint powers authority in 2011 to manage both districts. This agreement allowed the management functions to be consolidated. The cost reduction derived from the consolidated management allowed both districts to maintain staffing on the fire engines during the economic downturn.

As the future unfolds, there are several things being explored related to fire protection in the local area as well as throughout Sonoma County. The Rincon Valley district continues to explore the possibility of allowing the Santa Rosa Fire Department to operate the district under contract. Rincon Valley and Windsor will continue to refine their relationship as time goes on. The County of Sonoma, with the encouragement of Supervisor (soon to be Senator) McGuire and others have embarked upon a county-wide analysis of the delivery of fire services. There are no preconceived conclusions to that study.

Finally, we should note that President of the Mark West Area Chamber of Commerce, Steve Plamann, will be joining the board of directors for the Windsor Fire Protection District in December. There will certainly be no lack of opportunities to look for ways to refine the services that are delivered to all of the communities.

As always, you are welcome to contact me with any questions.

*Contributed by Doug Williams, Central Fire Authority of Sonoma County, [dwilliams@cscfire.org](mailto:dwilliams@cscfire.org)*



*The crew of the fire station on Lark Center Drive hosted the Mark West Area Chamber of Commerce during an After Hours Business Social in June, 2014.*



Body & Paint

David Hartman

15 Lark Center Drive  
Santa Rosa, CA 95403

707-546-5717  
FAX 707-546-0902

**UPCOMING BUSINESS SOCIALS**

**HOLIDAY TREE LIGHTING**

Wednesday, December 3, 2014 6pm  
 Location: **Molsberry's 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 &  
 Molsberry Markets, Inc.**  
 Location: 500 Larkfield Center, Santa Rosa



Interested in having a  
 Chamber Ribbon Cutting?



Contact Aggie Maggio  
 Realtor @ Coldwell Banker 707-486-1303  
 aggiemaggio@icloud.com

Interested in joining our  
 Ambassador Club?



Contact Eugene Patterson  
 Exchange Bank, Larkfield Branch  
 707-523-4392  
 Eugene.Patterson@exchangebank.com

**SPIRIT OF  
 SONOMA AWARDS  
 LUNCHEON:  
 FRIDAY, DECEMBER 5**



The Sonoma County  
 Economic Development Board has announced the  
 2014 Spirit of Sonoma Awards Luncheon.

This event honors those who contribute to the  
 economic development 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.

**To Be Honored:** Shawna DeGrange of Cloverleaf  
 Ranch will be honored at this luncheon by the Mark  
 West Area Chamber of Commerce. Be there to  
 show your support!

**What:**

Spirit of Sonoma Awards Luncheon

**When:**

Friday, December 5, 2014, 11:30 am – 1:30 pm

**Where:**

DoubleTree Hotel Sonoma Wine Country  
 One DoubleTree Drive, Rohnert Park, 94928  
 - Get driving directions

**Cost:**

\$650 Reserved table for 8  
 Up to two additional seats may be purchased  
 at a table for \$65 apiece  
 \$65 Individual

**RSVP:**

Register by December 1, 2014  
 - Register Online

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



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**John Essman**

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**Coat Drop-Off  
Locations - Santa Rosa**

**Alain Pinel Realtors**  
2911 Cleveland Ave  
Judith Palmer 484-6761

**ARC Capital**  
100 Stony Point Rd, #260  
Todd Wilson 523-2900

**Artisan Sotheby's Realty**  
3554 Round Barn Blvd, #302  
Martin Schwartz 284-1111

**Bay Equity Home Loans**  
755 4th Street  
Roger Farah 322-1100

**Bertolone Realty**  
1206 Fourth Street  
Todd Bertolone 545-1442

**Century 21**  
1057 College Ave  
Gregory Cornelius 291-9443

**Creative Property Services**  
431 E Street  
Lori Godwin 540-9818  
Rita Alonso 540-9369

**Coldwell Banker**  
600 Bicentennial Way, #100  
Aggie Maggio 486-1303

**Keller Williams Realty**  
120 Stony Point Rd, #140  
Mike Kelly 322-8503

**McBride Realty**  
6520 Oakmont Drive  
Marie McBride 538-2270

**Pacific Union International**  
3333 Mendocino Ave, #201  
Tammra Borrall 849-1330

**Stearns Lending**  
1265 North Dutton Ave  
Martin Puga 486-9206

**Wine Country Group Realtors**  
50 E St  
John Styles 481-6634



## Santa Rosa Chapter

North Bay Association of REALTORS®

# 2014 Winter Warmth Coat Drive

October 24th - December 11th

## SHARE THE WARMTH

It's that time of year again...time to go through your closets  
and *donate* those extra coats to those in need.  
Please ask your friends and family to help donate too.

### Donated coats will go to:

- **Redwood Covenant Church Charities**
- **Catholic Charities Homeless Service Center**
- **Redwood Gospel Mission**

These charities reach a large population of  
the local homeless individuals living on the streets of  
Santa Rosa and local families and  
individuals, both homeless and low-income in  
Santa Rosa. Please, help us to help them.



We will be collecting  
coats for men,  
women, and children.  
We are especially in  
need of XXL sized  
coats!



The North Bay Association of REALTORS® (NorBAR) is a 501(c)(6) organization. Contributions or gifts to NorBAR or its chapters are not deductible as charitable contributions for Federal income tax purposes.

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



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

## AFTER HOURS BUSINESS SOCIAL

Thu. Dec. 11, 5:30-7:30 pm

LARKFIELD  
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