



The Lark

Bringing Business & the Community Together!

Volume XI Issue 9

September 2007

Mark West Area Chamber of Commerce & Visitors Center

4787 Old Redwood Hwy
Santa Rosa, CA 95403
Tel: (707) 578-7975
FAX: (707) 578-0397
markwest@markwest.org
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

September 13, 2007

5:30pm - 7:30pm

Hosted by:

Exchange Bank
500 Larkfield Ctr

We're Moving In! September 10, 2007



Joyce Partington displays a photo of

President's Message

our new office

Well, we made it happen!! We signed a five (5) year lease for our new office building at **4787 Old Redwood Highway, Suite 101** (across from the Larkfield Shopping Center). Our lease begins on September 1st, 2007.

Our plans are to move in over the weekend of September 8 & 9th, and **be open for business in our new offices on Monday, the 10th!**

The hours of business have not changed as of this writing, but with some luck I'm hoping we can be open Monday thru Friday 9:00 am to 5:00 pm. This is one of my goals.

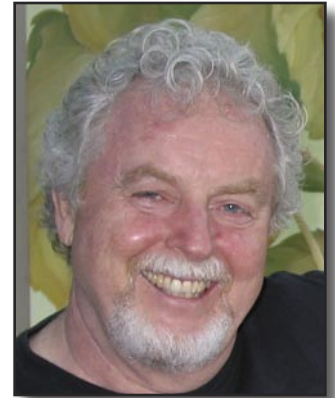
continued on Page 4

Special Membership Promotion!

For a limited time, the **Mark West Area Chamber of Commerce and Visitor Center** is offering current and new members the opportunity to **SAVE \$\$\$** by renewing for multiple years. Members who renew their memberships for 2 or more years will receive a **10% discount** on all combined years! Of course, you get the same great benefits, plus you will be helping to establish our local **Visitors Center** - which will benefit your business and all of our community!

Contact the Chamber Office for details!

**Visit your Chamber's office, or call 578-7975:
4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403**



Michael O'Brien of Cricklewood Restaurant, host of our August Social

Join Us on September 13!

Chamber members & their guests are invited to the Business After Hours Social hosted by **Exchange Bank**

- bring your business cards!

*Where's Zappy?
find out on page 2*



Annual Installation Dinner

Our Annual Installation Dinner at Safari West was a wonderful event - even though the temperature that night felt like the savanna!

Thanks to all of the members and guests who attended - we had 75 people to hear our speaker, Jon Stout of the Charles M. Schulz Sonoma County Airport, and to witness the installation of Officers and Directors by Sonoma County Supervisor Paul Kelley. It was a night of good news, for the Chamber, the County and the Airport!

Please see our website, www.markwest.org, for Jon Stout's slide presentation about the Airport's prospects and plans.



Member of the Year Pete Foppiano of Golden Bear Financial with his wife Marian Barbieri



Director of the Year Leonard Sevall of Sevall, Thwaites, Soper Insurance with Past President Jim Bajgrowicz and VP Public Relations Kathleen Palmer of Sonoma CONNECTION

Here's Zappy! Our very own Pat Moreilli, Chamber Office Manager, won the raffle! Thanks to everyone who participated in this fundraiser!



Jon Stout of the Charles M. Schulz Sonoma County Airport and Sonoma County Supervisor Paul Kelley

Member of the Year

Pete Foppiano of Golden Bear Financial

Director of the Year

Leonard Sevall of Sevall, Thwaites, Soper Insurance

Special Recognition Volunteer of the Year

Daryl Anderson

Volunteer Appreciation

- Patricia Dearmin
John Essman & Kathleen Palmer
Dee and Wes Guttman
Dana M. Larson-High
D.P. Logan
Pat and Nick Morelli
Joyce Partington
Leonard Sevall
Doug Williams
Don and Barbara Wilson

Half Moon Bay Chinese Restaurant

Larkfield Shopping Center (next to Molsberry Mkt.)

Mandarin Fine Dining

Food to Go

(707) 578-0603

Chef Specialties featuring Eight Treasure Tea (a heavenly, soothing and uplifting tea from China).

Chamber Members receive 10% OFF your order PLUS complimentary Eight Treasure Tea



Is your business prepared for a disaster?

Research suggests that of those businesses that experience a disaster and have no emergency plan, 43 percent never reopen. You can learn about quick, simple ways to be better prepared for disasters at this upcoming breakfast workshop:

Preparing Your Business for the Unthinkable: Practical Tools to Help Your Business Survive Disaster

Wednesday, September 12, 7:30 to 10:00 am
Redwood Credit Union Sonoma Community Room
3033 Cleveland Ave, Suite 100, Santa Rosa

Please visit www.scech.org for a registration form.

If you have any questions, please call: Project Coordinator Bruce Robbins at (707) 565-7296.

August Social
Hosted by
Cricklewood Restaurant

What a great August social given by **Michael O'Brien**, owner of **Cricklewood Restaurant**. **Cricklewood** is always a favorite of mine and I'm sure for many of you. He served a nice array of snacks and wine. Everyone especially loved the prime rib sandwiches.

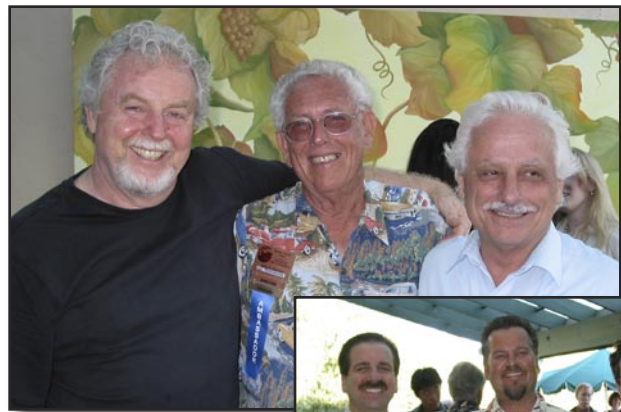
The turnout was just what I was hoping for, a lot of new faces again and the networking was flowing the whole night. Our new member plaques were presented to **Anthony Gerald** of **Sonoma County Airport Express** and also to **Kunh Wang** of **Half Moon Bay Chinese Restaurant**. This month alone we have brought in 11 new members and still more on the way!

We discussed the **Founders Circle Building Fund**. **Evan Jacobs**, representing **Cal American Water Company**, delighted us with their donation of **\$1,500.00**. Another added plus for our new building is that **Cal American Water Company** will re-landscape our large lawn area with water conservative plants and landscaping. **Thank you Cal American Water Company!**

Another hot topic was the **Trade Show coming up October 3rd**. Booths are selling out at a good pace, so please remember to send in your trade show applications to hold your space, or reserve online at **markwest.org**.

For door prizes, **Michael O'Brien** donated **2 Cricklewood lunches**, and **Marc Durand** of **Naturalight** donated **two hats and a special bottle of olive oil**.

I thank everyone for starting my Ambassador's chair with a great turnout at our socials.



photos by **Sonoma CONNECTION**

Visit www.MarkWest.org/August2007Social for more photos

I would also like to acknowledge all of our Chamber's Ambassadors for all their help, dedication and support, Thank you!

Dana M. Larson-High, Head Ambassador
see new building pictures on page 8

Call to schedule your Business Social in 2008

upcoming
Business-After-Hours-Socials

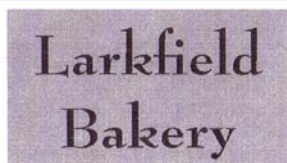
Sep 13 Exchange Bank

Oct 11 Cal American Water Co.

Nov 8 Beck Law Offices

Dec 13 Grand Opening in the New Chamber HQ

Jan 12 Open



Fresh Danish from Scratch
Sandwiches on Fresh Baked Bread
Cakes * Pies * Muffins * Donuts

Sunday 6 am - 12 pm
Mon-Thurs 6 am - 6 pm
Fri-Sat 6 am - 7 pm

Just North of the LBC on Old Redwood Hwy
57° Larkfield Center Santa Rosa, CA 95403
707-579-4991

We serve espresso.

President's Message

continued from Page 1

Building our **Visitors Center** will take some time and then we plan to have the office open on Saturdays, too.



Walt Smith, President

To help make all this a complete reality we will need some **VOLUNTEERS** to work a few hours a week in the office. If any of you in readerland are interested, OR if you know of someone that is...please give us a call.

This entire project has been huge! We were fortunate to have several of our Members step up and provide us with money via our **FOUNDERS CIRCLE BUILDING FUND**, goods and services, and labor. If any of you wish to contribute to our building fund, please send a check or a pledge by **September 20th**.

Speaking of **VOLUNTEERS** - so many of our members have worked to prepare the new building for us! We thank everyone for their help!

Additional good news is that we were also able to secure excellent tenants so that all the offices are rented. We have a full house!!

Hopefully we will also have our sign done by the time we move in. This will give us the visibility we so desperately need. Now everyone in our area will know we do exist!! And where we are located!!

In next month's Lark, I will announce the gracious companies and individuals who helped make this project a success. Though we have achieved a giant step towards our ultimate goal, there is much yet to do.

The Ambassadors need a few good volunteers to help with building our membership, and help with Ribbon Cuttings for welcoming new members and introducing new businesses. Other programs are also planned to make all of our members proud of this Chamber. My goal is to serve our business community well and responsibly. We are in an area of influence and growth, so we must respond in kind.

Don't forget our drive towards the formation of a **Community Services District**. This will ultimately serve our district in a very positive way.

Other goals are a **crosswalk signal at the intersection of Lark Center Drive and Old Redwood Hwy**. Hopefully we can be effective in this one, before someone is seriously hurt, or worse! Maybe a digital lighted sign under the posted speed limit signs would help. We need to make our area safe for everyone.

I'm always open to ideas and suggestions... please give me a call, or call the Chamber Office.

In conclusion, I want to thank all of you that attended our Installation of Officers Dinner at Safari West. We had a great turnout, a wonderful dinner, and good information from Jon Stout and Supervisor Paul Kelley.

AND, don't forget the monthly Socials...a great way to meet people and market your business, as well as the **Trade Show at the Wells Fargo Center for the Arts on October 3rd**.

Walt Smith, President

The next Board of Director's meeting is September 11 at the Grace Fellowship offices, 608 Larkfield Center 11:30 am - 1:00 pm
Members Welcome!

Serving the Wine Country Since 1979

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

ESCURE
ENGINEERS, INC.
(707) 575-3427



Sonoma CONNECTION

John Essman
Kathleen Palmer
P O Box 1381
Healdsburg, CA 95448
(707) 433-8774

info@sonomaconnection.com
www.sonomaconnection.com

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

New Members

Aliano Enterprises, Inc.
Susan Johnson
3216 Terra Linda Dr. SR
838-7070

Sonoma County Airport Express
Anthony Gerald
5807 Old Redwood Hwy. SR.
837-8700 1-800-327-2024
tony@airportexpressinc.com
www.airportexpressinc.com

Enterprise Car Rental
Sue Gill
415-892-8000
suzanne.e.gill@erac.com

Larson Automotive Repair
Ron Larsen
399 Business Park Ct. #302 Windsor
837-9816
ronald@larsenauto.net

Wikiup Holistic Health & Wellness Ctr.
Louise Spiva
192 Wikiup Dr., Ste A
542-6989
wikiupwellnessctr@sbcglobal.net

Rapid Refill Ink
James Hahn
1415 N. Dutton Ave., #B
571-1965
Mila.chaname@rapidrefillink.net

Minuteman Press
Michael & Bonnie Willette
3401 Cleveland Ave.
578-6004
bonnie@minmansr.com
www.santarosa.minutepress.com

New Members (con't)

Sonic.Net
Allison Hinman
522-1000
allisoncorpsinic.net

T. L. Tillett's Automotive
Thomas Tillett
399 Business Park Ct. #301 Windsor
837-2719
tillett@sonic.net
www.tillets.com

Renewing Members

- Exchange Bank (Corporate Sponsor) (1981)
- Golden Bear Financial (1993)
- Triple Crown Awards (1998)
- Calligraphix (2006)
- Wine Country Computers (2006)



Anthony Gerald of Sonoma County Airport Express receives his new member plaque from Chamber President Walt Smith and Head Ambassador & VP of Membership Dana M. Larson-High



Bonnie Willette of Minuteman Press receives her new member plaque



*Rev. Sharon Albritton
Wedding Minister
(707)525-8402
www.aWeddingLady.com
168 Sequoia Circle
Santa Rosa, CA 95401*



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.



FYI: E-Waste Recycling Centers

Since July 2005, **Goodwill Industries of the Redwood Empire (GIRE)** has provided free electronic waste recycling services to the citizens of Sonoma County. GIRE, a California Integrated Waste Management Board approved electronic waste collector, provides this service through community collection drives and at our seven (7) Sonoma County Retail Stores and four (4) Attended Donation Centers.

In our two years of operation, we have collected and recycled over 600,000 pounds of electronic waste. The collection and de-manufacturing of electronics provides employment and training opportunities for people with disabilities and other special needs. In addition, the revenues generated from this effort support GIRE's other Sonoma County community programs providing job training and placement services that foster self-sufficiency. When we initially began this program, we were the only service provider in the area that did not charge the donor a fee for this service. Additionally, being a 501(c)(3) organization, GIRE provides donation receipts that allow donors to potentially receive a tax benefit for the value of their donation.

We have recently learned that an East Bay Corporation is approaching government entities and Chambers of Commerce to promote e-Waste drives in exchange for a small share of the revenues generated from the collection of CRTs (currently \$.025 per pound). We encourage you to consider GIRE as your e-Waste partner instead.

GIRE is prepared to staff and handle the logistics of an e-Waste drive in your community and compete with the for-profit organization's offer to share revenues generated by the recycling of CRTs. The employees participating in these e-Waste drives are from our local communities and any proceeds stay in Sonoma County to support our programs and services. By also offering these services at our store and donation center locations, we provide your constituents with the service all year, and not only times of organized drives.

I would encourage you to ask your appointed representative to the Sonoma County Integrated Waste Management Agency to consider Goodwill as an e-Waste recycling partner. As with community donation drives, using Goodwill will provide employment opportunities to local residents, and keep the revenues generated by this program in Sonoma County to support Welfare to Work and other job training programs.

GIRE currently is the exclusive e-Waste recycler for the County of Sonoma, and provides e-Waste recycling services to the City of Santa Rosa, Santa Rosa Junior College and Friedman Bros., among others.

If you have any questions or would like to organize an e-Waste drive in your community, please contact me or **Stephanie Munson, Director of Marketing and Fund Development at 523-0550 x213.**

Sincerely,
Mark Ihde, President and CEO



Interested in joining our **Ambassador Club?**
Contact Dana Larson-High
dmlarson@sonic.net 571-1573

Promote your business with your flyer in the Chamber newsletter.
You supply the flyers - We do the work!



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



David Hartman

15 Lark Center Drive
Santa Rosa, CA 95403

707-546-5717
FAX 707-546-0902

Member Profile:

**Flamingo Conference Resort & Spa,
The Perfect Location for Business**

Living up to its reputation as Santa Rosa’s favorite resort and Sonoma County’s best value, the Flamingo Conference Resort and Spa, with its recent 2 million dollar remodel, is providing new and appealing offers for the business community.

The Corporate Travel Club (CTC) is perfect for companies with visiting business travelers who they want to treat to extra amenities while converting a large number of annual room nights into exceptional savings. The CTC includes special corporate rates, free unlimited local calls, privileges at the Montecito Heights Health Club, 20% discount at The Spa, use of the heated Olympic-size pool, complimentary Continental breakfast and direct account billing.

The resort’s Complete Meeting Package for \$159 per person is another exceptional bonus. The package includes accommodations, meeting room rental, breakfast, AM/PM breaks, buffet lunch, audio visual, free WiFi, and 1 comp room for every 25 rooms booked.

A popular destination for Holiday Parties, the resort has created memorable holiday events for businesses of all sizes. From custom menus, to décor and all the special touches everything is arranged perfectly.

The resort boasts 13 function rooms (13,000 sq. ft.), an attractive 6,500 sq. ft. Ballroom that hosts 500 guests, and the poolside patio for unique receptions for up to 100. New and expanded banquet menus feature Sonoma County food & wine.

The 170 rooms including 13 Pool-view suites and 35 Executive Kings include access to two pools, a five-star 8,000 square-foot Health Club, tennis courts, full-service spa, poolside dining, Classic American cuisine for breakfast, lunch and dinner in the Terrace Grille, nightly Lounge entertainment and WiFi throughout the resort.

2777 Fourth Street, Santa Rosa, CA 95405
545-8530
drandolph@flamingoresort.com
www.flamingoresort.com

Member Profile:

**Half Moon Bay
Chinese Restaurant**

Northern Chinese Style Dining, with our traditional Mandarin Chinese cuisine, lunch specials, take out menu, and great chef specialties:

- Honey Pecan Prawns
- Mongolian Ribs
- Hunan Lamb
- Szechuan Fish Filet

We have the old traditional tea from China - Eight Treasure Tea - a most heavenly, soothing and uplifting drink - for Free! Just ask for it! Located next to Molsberry Markets, near the Wells Fargo Center for the Arts.

594 Larkfield Center, Santa Rosa, CA 95403
578-0603
kunw84@hotmail.com



Kunh Wang of Half Moon Bay Chinese Restaurant receives his new member plaque from Chamber President Walt Smith and Head Ambassador & VP of Membership Dana M. Larson-High

www.code3loans.com

CODE

3

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Marc Hunter
Realtor

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(707) 284-5540 fax

marc@code3loans.com

4795 Old Redwood Hwy. Suite A, Santa Rosa, CA 95403

Mark West Area Chamber of Commerce and Visitors Center Headquarters

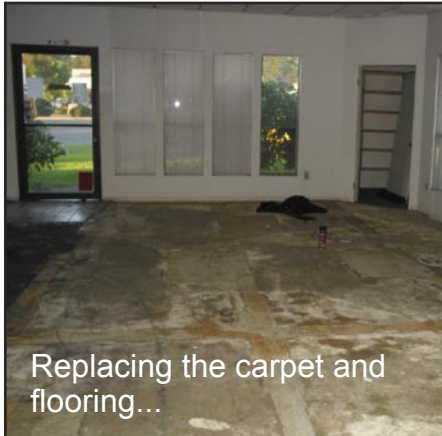


Evan Jacobs of Cal Am, a Founders Circle donor.

Thank you to our Building Fund sponsors and to all of the volunteers and vendors who worked on our new Headquarters!



Cal Am will re-landscape with water conservative plants



Replacing the carpet and flooring...



The Painting Crew



Drywaller Omar Angulano admiring his work while taking a lunch break



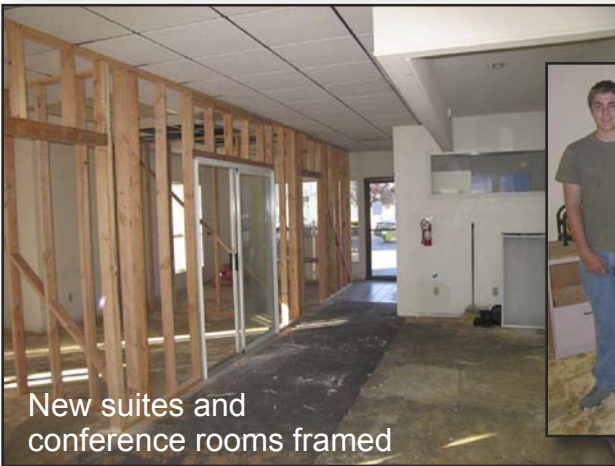
Chamber Suite BEFORE - the sliding glass door is to be moved to new conference room (below)



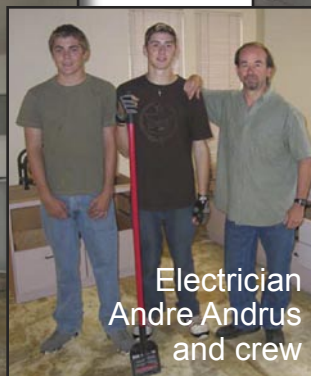
Lee Anderson, our framing and trim contractor



Chamber Suite AFTER



New suites and conference rooms framed



Electrician Andre Andrus and crew



New suites and conference room drywalled

The Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 3, 2007 4 – 8 PM

presented by the
Mark West
Area Chamber
of Commerce



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.
Booths & Tabloid Ads Available NOW!
Corporate Sponsorships Available!

YES, I would like to participate!

Name _____
Company _____
City/State/ZIP _____
Phone/FAX _____
Email _____
 Check payable to: Mark West Chamber
 Please charge my VISA/MASTERCARD
Card # _____
Exp Date _____
Signature _____

YES, I will donate to the Silent Auction:
item _____ value \$ _____

Corporate Sponsorships Available for
\$1500 and \$3500. Ask for Details.

Join us at the

**WELLS FARGO
CENTER FOR
THE ARTS**



| | Members | Non-Members |
|------------|--------------|--------------|
| 4' Table | \$250 | \$350 |
| 8' Table | \$350 | \$450 |
| Tabloid Ad | \$125 | \$175 |

Booth Fee includes display space, table, 2 chairs, tablecloth, business card covers and exhibitor ribbons.
Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location (see back for floorplan)

1st Choice _____ 2nd Choice _____

4' Table 8' Table Tabloid Ad

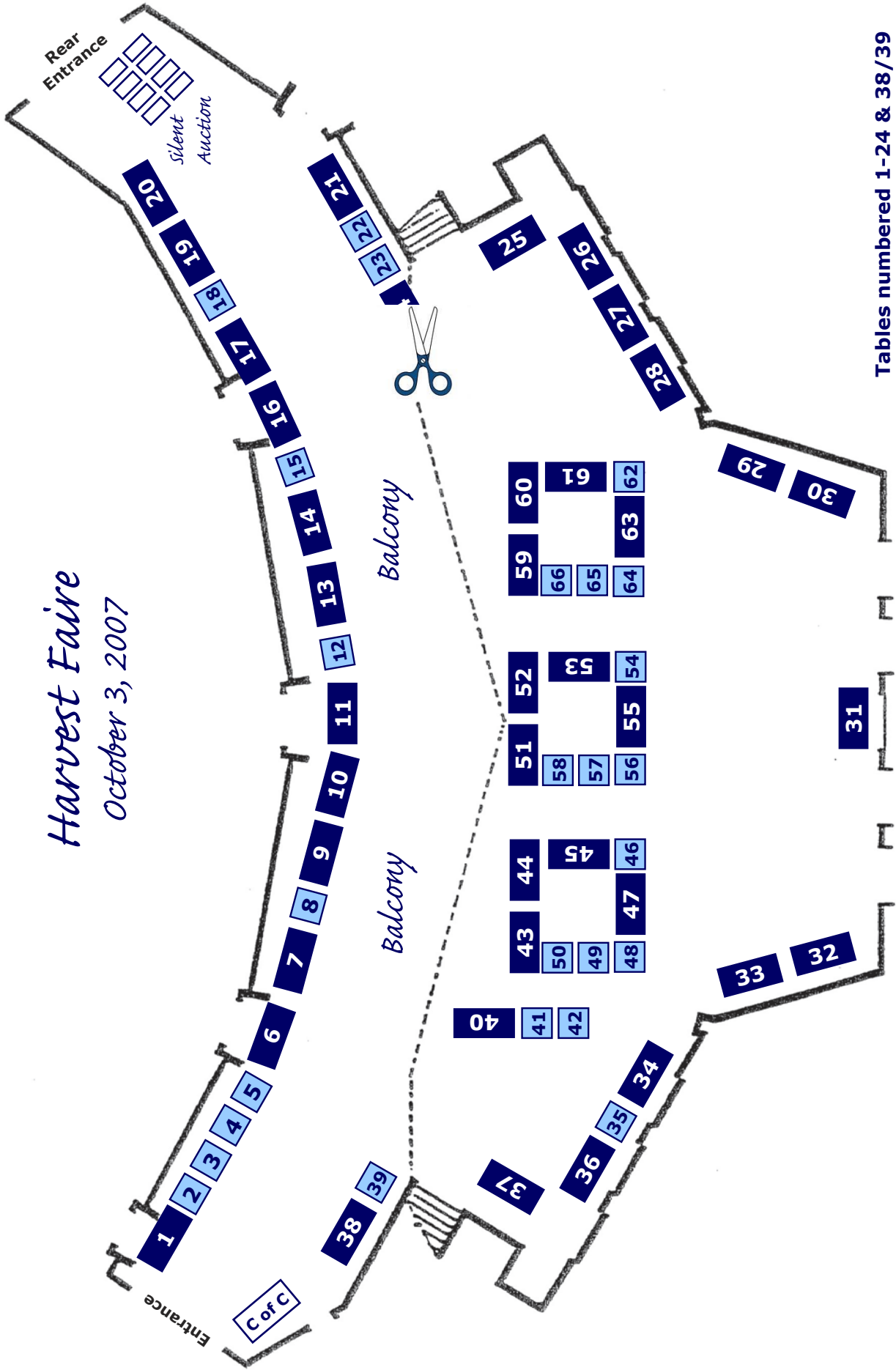
Check if you don't need a table, or have a
backdrop (see back for height restrictions)

Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397

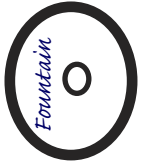


Harvest Faire

October 3, 2007



4' table
8' table



Patio

Patio

Tables numbered 1-24 & 38/39
under Balcony (dotted line)
have a 7 1/2' height limit
Electricity available on request

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

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E-mail: info@markwest.org

Printing: Clone Digital Printing & Copying 527-6565

The Lark is published monthly under the direction of:

The Mark West Area Chamber of Commerce

4787 Old Redwood Highway, Suite 101
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 October Lark is **September 19**.

Please email your materials to info@markwest.org

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 plaque or voting) | |

Chamber Board of Directors & Staff

President

Walt Smith
479-7356

Just Transportation
bigguy7@sonic.net

Past President

James Bajgrowicz
528-2510

Office of James Bajgrowicz
bajgrowiczjim@comcast.net

Corporate Secretary

Patricia Dearmin

539-4945

Corporate Treasurer

Leonard Sevall
546-2146

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524-2970

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Doug Williams
539-1801

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dwilliams@rvfire.org

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Dana M. Larson-High
571-1573

Sue Larson Financial Services
dmlarson@sonic.net

Office Manager

Patricia Morelli
578-7975

markwest@markwest.org

Office Assistants

Deanna Gutmann
Joyce Partington
Patricia Dearmin

544-9076
291-0399
539-4945



**Thank You To Our
Corporate Sponsors!**



RIVER ROCK CASINO
ALEXANDER VALLEY



Sonoma
CONNECTION



SUMMIT
STATE BANK



Charlie's
at Windsor Golf Club



Mark West Area Chamber of Commerce
4787 Old Redwood Highway, Suite 101
Santa Rosa, CA 95403

**After Hours
Business Social**

September 13, 2007

5:30pm - 7:30pm

Hosted by:

**Exchange
Bank
500 Larkfield
Center**



Bringing Business & the Community Together!