

# Mark West Area Chamber of Commerce and VISITORS CENTER



**The Lark**

September 2010  
Volume XXIV Issue 9

*BRINGING BUSINESS & THE COMMUNITY TOGETHER!*

4787 Old Redwood Highway, Suite 101, Santa Rosa, CA 95403  
Office Hours: Mon - Fri 10am - 3pm

707.578.7975  
[www.markwest.org](http://www.markwest.org)  
[office@markwest.org](mailto:office@markwest.org)

## WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE JOIN US ON TUESDAY, OCTOBER 12 4:00 - 8:00 PM

Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA

This free event showcases businesses while the public enjoys complimentary food and Sonoma County wines and beverages. We usually have over 1000 visitors to this popular annual community event. **SHOWCASE YOUR BUSINESS** at our member prices and take advantage of this Chamber benefit!



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**SHOWCASE TIPS**

Member's Price:  
4' Table= \$250.00 8' Table= \$350.00

Non-Member's Price: *(includes 1 year membership)*  
4' Table= \$375.00 8' Table= \$475.00

**SHOW SPONSOR**



Tuesday, October 12  
4:00 - 8:00 pm



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THE ARTS**

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We have office space available in the Chamber building on Old Redwood Hwy, across from Larkfield Center

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Contact Daryl at 546-8000  
or email [office@markest.org](mailto:office@markest.org)



August Social hosted by Heather McConnell  
Landscape Artist

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next **AFTER HOURS BUSINESS SOCIAL** hosted by

**AIRPORT EXPRESS & AACTION RENTS**

Thursday, Sep 9

5807 Old Redwood Hwy

5:30 pm - 7:30 pm

Parking will be at the Mark West Neighborhood Church located next door to the SC Airport Express yard at 5901 Old Redwood Highway - there will be a complimentary shuttle every 2 to 3 minutes.

**GARDEN DEDICATION & RIBBON CUTTINGS**

Friday, Sep 24

Chamber Offices, 4787 Old Redwood Highway

4:00 pm

Computers Can Work & Wendy Morrow, Image Consultant



Will Brodt  
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.*

The next Board of  
Director's meeting  
is September 14 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](http://calchamber.com)

**PRESIDENT'S MESSAGE:**

Hi Everybody,

Labor Day just passed, the kids are back in school, the days are getting shorter and before you know it, the holidays will be here. Time really flies doesn't it? Well my message this month is to slow down, reflect and be grateful for all the wonderful things we have. Family, friends, our jobs, our businesses, our Chamber. The list can go on and on. The idea is to stop and reflect on the wonderful things we have in our lives and to live each day fully.

Don't forget the Business After Hours Social, Thursday, September 9, 5:30- 7:30pm, hosted by Airport Express & Aaction Rents, 5807 Old Redwood Hwy. This is a fun event with lots of food, prizes and most of all FUN! See you there.

Next month on October 12th is the Chamber's annual Harvest Faire and Business Showcase at the Wells Fargo Center. This event is tons of fun networking with all of your chamber business partners. I encourage you to help yourself and help the Chamber by getting a booth or donating a silent auction prize to show off what you do. Contact Patti at the office for details.

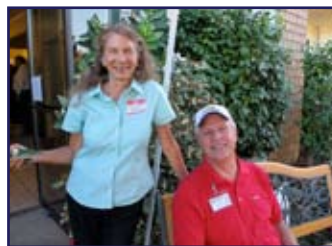
Have a great month!

Will Brodt

P.S. "Happiness is not a matter of good fortune or worldly possessions. It's a mental attitude. It comes from appreciating what we have, instead of being miserable about what we don't have. It's so simple? yet so hard for the human mind to comprehend." *Bits and Pieces*



Daryl Anderson, Wikiup Properties, & his brother Chris



Annabel Ayers, Ayers & Associates, Marc Durand, Naturalight



Jeanne Haddorff, Healthy Are We, Doug Williams, RVFD, DP Logan, Logan II Investigations



Erin Schreiner, Tom Eichler, Eichler's Auto & Truck Repair



Tim Campbell, Friendly Feed & Supply with fiancée Katie



Nancy Martin, Jill Scherer, Club WIN, Dian Nunes, TD & Associates

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**SOME VERY NICE ART AND AN ENTERTAINING ARTIST  
CONTRIBUTE TO A MOST ENJOYABLE AUGUST SOCIAL**

**APRIL  
SOCIAL**

August's After Hours Business Social was hosted by Landscape Artist Heather McConnell. Held at our chamber offices, Heather certainly put in the extra effort to ensure all members and guests were extremely happy they attended the social. Along with many of Heather's paintings on display under a tent in front of the chamber office, Heather also provided plenty of delicious sandwiches, wine and other drinks from Healdsburg delicatessen "Wild Sage Deli" which was just opened by Heather's sister's best friend.

Chamber Ambassador Michelle Martin from Primerica Financial Services served as Master of Ceremonies for the evening. Michelle introduced Heather to everyone in attendance. After Heather welcomed everyone with a song, she talked about her business. Heather has been busy with her art including being recently commissioned to do a large painting of the Russian River inside of a new building on the campus of Santa Rosa Junior College. A full time artist, Heather is a member of the Oil Painters of America and American Impressionist Society and spends her life learning to express how she sees the world that we all share. Heather resides near the Russian River and the Pacific Coast and does a great deal of her painting adjacent to the area she lives, an area which she refers to as one of her favorite places on earth.

A new member plaque was presented to 4th district Supervisor Elect Mike McGuire. In January of next year Mike will fill the seat of Paul Kelley who will be stepping down as our local Supervisor. A graduate of Sonoma State University, Santa Rosa Junior College and Healdsburg High School, Mike was raised right here in Sonoma County. Mike is a former Healdsburg Mayor and City Council Member and has worked his entire life to protect our environment and preserve our local agriculture for many future generations.

Chamber Ambassador Kathleen Palmer from Sonoma Connection reminded everyone of the upcoming ribbon cuttings for AutoBaun Automobile Detail Cleaning and Beck Law, the Pacific Coast Air Museum Air Show at the Charles M. Schulz Sonoma County Airport, the Chamber's Garden Dedication sponsored by California American Water and also the October Chamber Trade Show.

The business drawn from the \$120.00 Pot of Gold was Essner Tree Service. Phil Essner who normally attends every social was unfortunately able to attend the August social. The Pot of Gold payout at the September 9th social hosted by Aaction Rents and Airport Express will now be increased to \$140.00. The 50 / 50 raffle of \$65.00 was won by Anthony Geraldi from Sonoma County Airport Express.



*Heather McConnell  
Seascape Artist*



*Russ, Michelle Martin,  
Primerica Financial Services*



*Kimberlee Anderson, Assets  
Insurance & Investments,  
Barbara Wilson, Ambassador*



*Steve Plamann, Aaction  
Rents, Shawna De Grange,  
Cloverleaf Ranch, Andre'  
Andrus, Andre' M. Andrus Electrical*



*Jay Messick of  
Computers Can Work wins  
Heather McConnell's painting*

**SOCIALS**  
see 2010 schedule  
on page 5

Prizes for our business card drawing were donated by Landscape Artist Heather McConnell (an exceptionally nice painting), Eichler's Auto & Truck Repair and Sonoma County Airport Express. Winners included Jay Messick from Computers Can Work, Jammie McDonald from AutoBahn - Anything Detailing and Andre' Andrus from Andre' Andrus. The winner of the two minute showcase for June's social was won by Tim Campbell from Friendly Feed & Supply. Congratulations to our winners and thank you to the businesses donating prizes. Finally, a big thank you to Heather McConnell for hosting such a nice social.



*Andy Smith RenCon Energy  
Products, Virginie Dorn,  
Santa Rosa Copy Center,  
Eric Bleau, RenCon*

NEW MEMBERS

Allegiant Family Circle
5581 Carriage Lane
Santa Rosa CA 95403
(707) 528-6992
Fax: (707) 528-6992
info@allegiant.us
Website: www.allegiant.us
Judith Light
Elder Care Director/ Expo
Cel; (707) 889-1966
judith@allegiant.us
Danny Tirona
Consulting Sales Director
dannytirona@tironadesign.com

RENEWALS:

- Lescure Engineers 1993
Burgess Lumber 1997
Realty World Town & Country Properties 1998
Aliano Enterprises Inc. 2007

MIKE MCGUIRE JOINS THE CHAMBER

Mike McGuire, recently elected as Sonoma County's 4th District Supervisor, takes office in January.

On August 10, he held a Town Hall Meeting and the room at the Windsor Library was packed with local citizens who wanted to share their thoughts. If you missed the Town Hall meeting, you can visit Mike's website to participate:

mikeforsupervisor.com or call (707) 838-3279.



Mike McGuire receives his new member plaque from Michelle Martin and Anthoy Gerald

Got a Bright Idea? from Mike's website:

Share it with us! As I transition from campaigning to governing, there is one thing that remains constant - the knowledge that the real solutions to our most pressing problems come not from politicians, but from the people.

I need your help to shape the policy that will shape our county's future - from getting Sonoma County back to work and balancing our budget to improving our schools and protecting our environment.

To share your ideas, please complete the form (on the website). Thank you for your feedback and I look forward to discussing your ideas at our upcoming Town Halls. mikeforsupervisor.com

RIBBON CUTTING: AUTOBAHN - ANYTHING DETAILING

The Mark West Chamber of Commerce and Visitors Center celebrated a ribbon cutting ceremony with Max McDonald of Autobahn Anything Detailing to announce their new location at 1675 Piner Ave., Suite B, Santa Rosa.

AUTOBAHN, where we take pride in your ride. Washing, waxing, polishing - cars-trucks-SUV-boats-motor homes & big rigs. Pin-striping, windshield repair/replacement, paintless dent removal. Flood damage - steam cleaning engines. You enjoy it - We clean it.

Contact Max & Jammie at (707) 528-8455 or AutoBahn01@yahoo.com
Kimberlee Anderson, Assets Insurance, Skip Graham, GRP Wealth Strategies, Max McDonald, Autobahn Anthing Detailing, guests, Will Brodt, Promos Oncall, Jerry Hankins, Hankins Travel, Tony Lindstrom, Cal-Am Water, John Essman, Sonoma CONNECTION



Kimberlee Anderson, Assets Insurance, Jerry Hankins, Hankins Travel, Kathleen Palmer, Sonoma CONNECTION, Will Brodt, Promos Oncall



Max McDonald, Autobahn Anthing Detailing



Sonoma CONNECTION

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

info@sonomaconnection.com
www.sonomaconnection.com

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**UPCOMING BUSINESS SOCIALS**

Thursday, September 9  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Airport Express & Aaction Rents**  
 Location: 5807 Old Redwood Hwy., Santa Rosa

**This month's Pot of Gold is \$140!**  
 Make sure someone from Your Business is at the Social to WIN!

Thursday, November 11  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Anytime Fitness**  
 Location: 490 Larkfield Center, Santa Rosa

Thursday, December 9  
 Chamber Business-After-Hours Social 5:30-7:30pm  
 Hosted by **Exchange Bank & Molsberry Markets, Inc.**  
 Location: 500 Larkfield Center, Santa Rosa

**SIGN UP FOR YOUR SOCIAL IN 2011!**

Members - Sign Up NOW for 2011 Socials! If you are a member interested in hosting a Business After Hours Social, please contact Anthony Geraldi, Head Ambassador, at 707 837-8700 or visit our Calendar of Events page at markwest.org.

**OTHER CHAMBER EVENTS**

Friday, September 24  
**Garden Dedication & Ribbon Cuttings** 4:00pm  
 Location: Chamber Office - 4787 Old Redwood Hwy.  
**Ribbon Cuttings:**  
**Computers Can Work**  
**Wendy Morrow, Image Consultant**

Tuesday, October 12  
**Wine Country Harvest Faire**  
**Business Showcase & Silent Auction** 4:00-8:00pm  
 Location: Wells Fargo Center for the Arts, Santa Rosa  
**Register NOW:** markwest.org or call 578-7975!

Thursday, December 2  
**Holiday Tree Lighting** 6:00-7:00pm  
 Location: Larkfield Center, Santa Rosa

**CHAMBER MEETINGS**

Tuesday, September 14  
**Board of Directors**  
 11:30am - 1:00pm  
 Grace Fellowship

Wed., September 8  
**Ambassadors**  
 4:45pm - 5:30pm  
 Chamber Office

**MEMBERSHIP DIRECTORY**



We will be printing our 2010 Membership Directory soon - purchase your ads now!

Call the office at 578-7975, email office@markwest.org, or purchase online.

Members - please check your directory information at markwest.org

Let us know if there are any changes to your information! Thank you!

Full Page = 7.5" high x 4.5" wide <b>Back Cover = \$400</b> <b>Inside Cover = \$300</b> <b>Inside Page = \$300</b>	Business Card = 2" high x 3.5" wide <b>Card = \$100</b>
Half Page = 3.5" high x 4.5" wide <b>Half Page = \$200</b>	

YOUR AD HERE!

6 months \$107.50

1 year \$200



Serving Sonoma County Since 1959  
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**707/546-0307**

**WATER-CONSERVING GARDEN & HABITAT**

*The LARK goes Digital!*

*All members are entitled to receive our monthly newsletter, The Lark.*

*The best way to get The LARK newsletter is on our website: [www.markwest.org](http://www.markwest.org)*

*You will receive an email when the latest newsletter is published.*

*You will be given a link to download it, and you can read the digital copy or print it in color.*

*If you don't have an e-mail address, please contact the Chamber office at (707) 578-7975 to request a printed copy.*



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

**GARDEN DEDICATION AT THE CHAMBER OFFICES SEPT 24!**

Cal Am Water sponsored our water-conserving and habitat garden which replaced the lawn at the Chamber office with native and drought-tolerant plants.

We will dedicate the garden at a special event on **September 24, 4pm** at the Chamber Office, 4787 Old Redwood Hwy.

California American Water is currently offering a rebate to Larkfield customers who are willing to replace turf grass with water efficient landscaping.

"It's a great program. We offer up to \$1,000 for a house and up to \$2,500 for commercial properties," Evan Jacobs, External Affairs Manager for California American Water and publicity representative for the chamber said. Customers can call 542-1717 for more information. *(Windsor Times 9/2/2010 article follows)*



*Heather P. McConnell*



*[oceanpainterchick@yahoo.com](mailto:oceanpainterchick@yahoo.com)  
[www.oceanpainterchick.com](http://www.oceanpainterchick.com)*

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[www.retireriskfree.com](http://www.retireriskfree.com)

**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.

The Lark Newsletter is emailed to member businesses each month.  
 For more information, contact the Chamber Office at 578-7975.

Editors: Kathleen Palmer & John Essman (707) 433-8774  
 Sonoma CONNECTION info@sonomaconnection.com

Printing: Clone Digital Printing & Copying (707) 527-6565

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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# Mark West Area Chamber of Commerce and VISITORS CENTER



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

## OFFICE SPACE AVAILABLE NOW!

We have office space available in the Chamber building across from Larkfield Center

## AFTER HOURS BUSINESS SOCIAL

Thursday, Sept 9  
5:30- 7:30pm

Hosted by  
**AIRPORT EXPRESS  
& AACTION RENTS**  
5807 Old Redwood Hwy.  
*parking at 5901 ORH*

**BRINGING BUSINESS & THE COMMUNITY TOGETHER!**

Our 21st Annual Harvest Faire & Business Showcase is Tuesday October 12th!

RESERVE YOUR  
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## THE WINDSOR TIMES &gt; NEWS

**Mark West Chamber plans water wise garden***Garden built with sponsorship by California American Water***by Lynda Hopkins  
Staff Writer**

Published: Monday, September 6, 2010 3:10 PM PDT

In front of the Mark West Area Chamber of Commerce, orange California poppies and purple salvia plants bloom. A quiet bench overlooks a lawn that will never require water.

The blossoms and picnic-ready landscape are all part of a showcase project designed to emphasize water conservation and habitat restoration.

"When we found the new Chamber of Commerce building, there was this enormous lawn," said

Kathleen Palmer, one of the project leaders and the editor of the chamber's newsletter. "We wanted to put in something that was more conscientious and saved water. My focus has previously been more on habitat gardens, and with this garden we have both."

The water wise landscaping was sponsored by California American Water, and offers an example that local residents might follow.

"The example we want to set is to reduce ornamental lawns in the area," said Evan Jacobs, External Affairs Manager for California American Water and publicity representative for the chamber.

"If you have a grass lawn and you're out there with your kids using it, that's great, and there's no reason to change it. But if the only time you ever walk on your lawn is to mow it, it's time to think of doing some kind of alternative landscaping. It can save the customer money and it looks great. That's why we do these demonstration gardens," Jacobs said.

California American Water is currently offering a rebate to Larkfield customers who are willing to replace turf grass with water efficient landscaping.

"It's a great program. We offer up to \$1,000 for a house and up to \$2,500 for commercial properties," Jacobs said. Customers can call 542-1717 for more information.

Water wise landscaping can offer benefits that go beyond water conservation.

"We went with plants that are part of our natural ecosystem in Sonoma County so that they're friendly for wildlife and bugs and butterflies and all those other great things," Jacobs said.

"It brought some beauty and life to the area as well as serving as a demonstration garden for water conservation and habitat plants," Palmer noted.

And the garden even has grass: The Good Nature Company installed OneLawn, an artificial turf that requires no water.

[Print Page](#)

**NATIVE PLANTS** — The new garden in front of the Mark West Chamber of Commerce is designed to inspire residents looking to reduce their water consumption. Photo by Lynda Hopkins

"From a distance, it looks just like real grass. It feels great to walk and sit on," Jacobs said.

John Essman and Kathleen Palmer of Sonoma CONNECTION co-led the project. California American Water provided approximately \$5,000 of funding, and Willowside School Nursery provided most of the plants. Aaction Rents, The Good Nature Company, Urban Tree Farm, Aggie Maggio, Pat Morelli, and Molsberrys Market donated time and products as well.

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The Premier Halloween Costume Ball is going Hollywood...



YOU'RE INVITED TO THE 2ND ANNUAL GHOULLWILL BALL

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SATURDAY, OCTOBER 23rd FROM 7:30P.M. – 11:30P.M.

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Don Your Favorite Halloween Costume or Gown, go glitter, go glamour, or just plain scary and join us for

Our 2nd Annual Ghoullwill Ball



Our theme is "Haunted Hollywood" Your ticket includes an evening packed with glitter and glamour! Enjoy a hauntingly fun evening of music by "Twice As Good", dancing with your favorite celebrity ghouls, goblins and mystical marauders. Partake of delectable hors d'oeuvres and a full buffet. You will have your choice of beer, wine and our special potion, the Tainted Champagne Cocktail, if you dare. No Tricks ~ Just Treats. Silent Auction, Balloon Pop, Costume Contests, and Special Guest Emcee KZST's own Debbie Abrams will keep the festivities wickedly fun. Best of all, proceeds from this event benefit people in our community with a disability or other barrier to employment.

Fiendish Fun Awaits You!

I would like to purchase \_\_\_\_\_ tickets @ \$89 per ticket for the Ghoullwill Ball on October 23rd, 2010

I would like to purchase a table of 8 @ \$775 for the Ghoullwill Ball. Includes: 2 reserved parking spaces, wine service at table, premier table near dance floor, & VIP party favors.

Phantom Friend Donation, I am not able to attend but would like to donate \$ \_\_\_\_\_

Enclosed you will find my check made payable to Goodwill - Redwood Empire

Please charge my credit card for my purchase of Ghoullwill Ball tickets.

Visa  MasterCard Acct # \_\_\_\_\_

Card Name \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

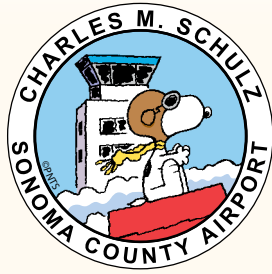
Address \_\_\_\_\_

City State Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email for confirmation \_\_\_\_\_

All tickets will be held at the registration table on event day at Legends located at 3328 Yulupa Avenue, Santa Rosa and can be picked up after 6:30 p.m. on October 23, 2010. Tickets may also be picked up prior to the event at Goodwill- Redwood Empire, 651 Yolanda Avenue, Santa Rosa, CA 95404. If you would like your tickets mailed, please include self addressed stamped envelope.

Return this coupon w/ payment to: Goodwill Industries of the Redwood Empire, 651 Yolanda Ave., Santa Rosa, CA 95404



*Please Join Us in Celebration  
of the Completion of our Remodeled Terminal*

*Charles M. Schulz - Sonoma County Airport  
Wednesday, September 22, 2010  
6:30 - 8:00 PM*

*Ribbon Cutting Ceremony 6:45 PM  
Music, Refreshments, and Door Prizes!*

Airport Open House - In the Terminal  
2200 Airport Boulevard, Santa Rosa, California 95403 • (707) 565-7243  
airport@sonoma-county.org • www.sonomacountyairport.org  
Project Funded by the American Recovery and Reinvestment Act

