

Mark West Area Chamber of Commerce and VISITORS CENTER



The Lark

August 2010
Volume XXIV Issue 8

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
office@markwest.org

ANNUAL DINNER A FESTIVE CELEBRATION!

Chamber members and their guests networked with our local county representatives and heard an update on Sonoma County business and issues at our 29th Annual Installation Dinner. **Charlie's Restaurant at the Windsor Golf Club** prepared a tasty buffet and dessert.

Our guest speakers, **Sonoma County Administrator, Veronica Ferguson** and **Paul Kelley, 4th District Supervisor** discussed the challenges and opportunities for the area, followed by the installation of the Chamber's new officers and directors. **Supervisor-elect Mike McGuire** is already active in local issues, including the Mark West Community Services District (*see update on page 6*).



Paul Kelley



Mike McGuire



Veronica Ferguson

OFFICE SPACE AVAILABLE NOW!

We have office space available in the Chamber building on Old Redwood Hwy, across from Larkfield Center *details on page 4*



Joe, Brian & Lori Molsberry accept the Business of the Year award

from President Will Brodt:

Congratulations to all the new officers and board members that were installed.

A special congratulations to this years award winners:

Molsberry Markets, Inc. Business of the Year

Tony Geraldi, Board Member of the Year

Kathleen Palmer and John Essman Volunteers of the Year



Anthony Geraldi, General Manager of Sonoma County Airport Express, accepts the Director of the Year award from President Will Brodt of Promos Oncall

Thanks for all that you do for the chamber & the community!



John Essman & Kathleen Palmer, Sonoma CONNECTION, Volunteers of the Year

next AFTER HOURS BUSINESS SOCIAL

Hosted by **HEATHER MCCONNELL, ARTIST** Thursday, Aug 12
The Chamber Office - 4787 Old Redwood Hwy., 5:30 pm - 7:30 pm

RIBBON CUTTINGS

Autobahn, 1675 Piner Rd., Suite B, Santa Rosa
Beck Law, 2681 Cleveland Ave., Santa Rosa

Friday, August 27
4:30 pm
5:30 pm



July Social hosted by AutoBahn page 3



Will Brodt
President

PRESIDENT'S MESSAGE:

Hi Everybody,

Wow, does time fly or what? It is already August!

A quick look back to the installation dinner on July 23 which was a ton of fun. Thanks to Charlie's Restaurant at the Windsor Golf Club for providing a wonderful venue and dinner for the evening. Veronica Ferguson, Paul Kelley and Mike McGuire were three fantastic speakers. I would like to extend a big thank you to them for their time, wit and charm that dazzled the members that were in attendance.

Congratulations to all the new officers and board members that were installed. A special congratulations to this years award winners. Molsberry Markets, Inc., Business of the Year. Tony Gerald, Board Member of the Year and Kathleen Palmer and John Essman, Volunteers of the Year. Thanks for all that you do for the chamber and the community.

Don't wait till the last minute. The Chamber's annual Wine Country Harvest Faire and Business Showcase is scheduled for Tuesday, October 12, 2010 at the Wells Fargo Center. The committee is working hard for what will be another great event. Reserve your booth now before they are all gone. Every little bit helps to the success of this fun event. You could really help with a donation to the Silent Auction.

Don't Forget about the Business After Hours Social. Thursday, August 12 5:30-7:30 pm. Hosted by Heather McConnell, Landscape Artist. Where? The Chamber Office, 4787 Old Redwood Hwy. This month's Pot of Gold is \$120! Make sure someone from Your Business is at the Social to WIN!

Have a Great August!

Cheers, Will Brodt

*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 August 10 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

OUR JULY SOCIAL AT AUTOBAHN

story on page 3



Keith Muters, guest, Kenneth Norton, Pre-Paid Legal Services, Norton & Holtz, Independent Assocs

Evan Jacobs, Cal Am Water, Todd Anderson, Holiday Inn Express, Max McDonald, Autobahn

Shawna DeGrange, Cloverleaf Ranch (new Board Director) Anthony Gerald, SC Airport Express



John Essman, Sonoma CONNECTION Eric Bleau, RenCon Energy Products



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APRIL SOCIAL

A GORGEOUS SUMMER EVENING AND GREAT HOSTS MADE OUR JULY SOCIAL AT AUTOBAHN ONE TO REMEMBER

July's After Hours Business Social was hosted by AutoBahn Automobile Detail Cleaning located at 3485 Airway Drive in Santa Rosa. Max McDonald, along with his wife Jammie and the AutoBahn employees, provided guests with plenty of delicious deli sandwiches, drinks and barbequed hot dogs. Beside the refreshments, perfect summer weather along with Max organizing a display of about 12 finely manicured automobiles created a most conducive setting for chamber members to network and socialize.

Chamber Ambassador Susan Lindstrom from Guardian Caregiver Connections served as Master of Ceremonies for the evening. Max McDonald introduced Jammie and some of his 7 employees to the members and guests. Max told everyone that AutoBahn Automobile Detailing has been in business for over 22 years specializing in full service custom auto detailing including exterior, interior, engine detailing, dent removal, paint touch up, and windshield repair and replacement. All services performed on cars, trucks, boats, motor homes and big rigs are backed by the AutoBahn 100% guarantee.

Max announced that in late July AutoBahn will be relocating from the present location on Airway Drive to a new facility on Piner Road. (see pics on page 4)

Max told everyone he is very excited about the move as it will allow his business more exposure and should assist in AutoBahn becoming even more successful. Max also talked about his limousine business which offers some of the most competitive rates in the area, and best of all – Max will be your driver!

Chamber Ambassador Kathleen Palmer from Sonoma Connection made some announcements pertaining to the Chamber's upcoming Annual Installation Dinner, future Ribbon Cuttings, the Tradeshow on October 12th and also the membership directory.

The business drawn from the \$100.00 Pot of Gold was Airport Health Club. Neither Vickie Morse or any of her staff were able to attend the social. The Pot of Gold payout at the August 12th social hosted by Landscape Artist Heather McConnell at the Chamber Office will now be increased to \$120.00.

The 50 / 50 raffle of \$55.00 was won by Todd Anderson from Holiday Inn Express. Congratulations Todd!

Prizes for our business card drawing were donated by AutoBahn Auto Detailing and Sonoma County Airport Express. Winners included Evan Jacobs from California American Water, Brian Molsberry from Molsberry Markets, Inc., Jammie McDonald from AutoBahn Automotive Detail Cleaning and Jerry Hankins from Hankins Travel.

Thank you again to Max McDonald, Jammie McDonald and the entire staff of AutoBahn for hosting such a great social.

more photos: markwest.org
Photos by Sonoma CONNECTION

contributed by Anthony Geraldi, Head Ambassador



Max McDonald, Autobahn, with staff & limo



Bev Graham, GRP Wealth Strategies, Aggie Maggio, Coldwell Banker, Susan Lindstrom, GUARDIAN Caregiver Connections



Annabel Ayers, Ayers & Associates, Andy Smith, RenCon Energy Products, Kathleen Palmer, Sonoma CONNECTION



Jerry Hankins, Hankins Travel, David Israel, HR to Go



Jim Bajgrowicz, Keith Muters, guest, Debbie Gesualdo, North Coast Bank, Skip Graham



Evan Jacobs, Tony Lindstrom, California American Water



Susan Lindstrom, Craig Curreri, Coldwell Banker, Brian Molsberry, Molsberry Markets, Inc.



SOCIALS
see 2010 schedule on page 5

NEW MEMBERS

Santa Rosa Christian School
50 Mark West Springs Road
Santa Rosa CA 95403
(707) 542-6414
Fax: 542-0421
Tor Benestad, Principal
tbenestad@srchristian.org
Vince Costa, Dir. of Athletics
vcosta@srchristian.org
www.srchristian.org

NEW LOCATION:

AutoBahn
1675 Piner Rd., Suite B
Santa Rosa CA 95403
Max McDonald
(707) 528-8455
Fax: 528-8455



New location of AutoBahn
1675 Piner Road

WATER-CONSERVING LANDSCAPING AT CHAMBER

Cal Am Water sponsored our water-conserving landscape at the Chamber offices. We will dedicate this garden at a special event on September 24, 4pm at the Chamber Office. In addition to thanking Cal Am for their support, we also thank the crews and volunteers that cleared and mulched the lawn, added hardscaping (boulders), installed a drip irrigation system, planted over 100 native and drought-tolerant plants, installed waterless "grass" and a bench, and did seasonal weeding and pruning. *Thank you* to all of the volunteers!

NEXT: a Water Feature in front of the Visitors Center.

Our thanks go to Anthony Lindstrom & Evan Jacobs of Cal Am Water, who not only sponsored the project, but along with their crew, helped with the hard work; Steve Plamann of Action Rents for providing heavy lifting; Bryan Healey of Healey, Inc. for the irrigation system repairs & drip system, garden layout & hardscaping; Carlos Gray of C. Gray Landscaping for garden design; and Daryl Anderson of Wikiup Properties for working with our landlord to get project approval & providing two hard-working landscapers on the planting day. Willowside School Nursery provided the plants. Urban Tree Farm, Aggie Maggio of Coldwell Banker, and Pat Morelli, Office Mgr., donated trees & plants. Molsberrys Markets donated snacks for our volunteers. Kathleen Palmer & John Essman of Sonoma CONNECTION led the project.



Single OR Double Office in prime Mark West Chamber office building, fronting on Old Redwood Hwy across from Larkfield Center
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Contact Daryl at 546-8000 or email office@markest.org



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RENEWALS

Essner Tree Service 2008
California Reverse Mortgage Consultants 2009
Wayne M. Dzedzic 2009



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UPCOMING BUSINESS SOCIALS

Thursday, August 12
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Heather McConnell, Landscape Artist**
 Location: Chamber Office - 4787 Old Redwood Hwy.

This month's Pot of Gold is \$120!
 Make sure someone from Your Business is at the Social to WIN!

Thursday, September 9
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Airport Express & Aaction Rents**
 Location: 3485 Airway Dr., Santa Rosa

Thursday, October 14
 Chamber Business-After-Hours Social 5:30-7:30pm
 Hosted by **Cal-American Water Company**
 Location: TBA

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

OTHER CHAMBER EVENTS

Friday, August 27
Ribbon Cuttings
 Hosted by **Autobahn** 4:30pm
 Location: 1675 Piner Rd., Santa Rosa
 Hosted by **Beck Law, Inc.** 5:30pm
 Location: 2681 Cleveland Ave., Santa Rosa

Friday, September 24
Garden Dedication 4:00pm
 Location: Chamber Office - 4787 Old Redwood Hwy.

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, August 10
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, August 12
Ambassadors
 3:30pm - 5:00pm
 Chamber Office



We will be printing our new 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

Back Cover = \$400

Inside Cover = \$300

Inside Page = \$300

Business Card = 2" high x 3.5" wide

Card = \$100

Half Page = 3.5" high x 4.5" wide

Half Page = \$200

YOUR AD HERE!

6 months \$107.50

1 year \$200



Sonoma CONNECTION

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

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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

July 26, 2010

Creation of the Mark West Community Services District Takes an Important Step

The Sonoma Local Agency Formation Commission (Sonoma LAFCO) considered the formation of the Mark West Community Services District on the afternoon of Wednesday, July 21, 2010.

Several members of the community were in the audience as the proposal was presented and discussed. All of those speaking from the floor were supportive of the formation.

Supervisor-Elect McGuire made a special effort to be there and speak on behalf of the proposal. After the discussion, the commissioners voted 7 to 0 in a straw vote to approve the formation and to send it forward for a vote by the community.

The Commission is scheduled to take a formal vote at its regular meeting on Wednesday, September 1, 2010. The final resolution will contain the terms and conditions of the formation and will include the requirement for a budget funded without a new tax.

Once the Commission takes formal action, a "Protest Hearing" must be held by the Commission. That hearing will probably be later in the fall. Once the hearing is successfully completed, the proposal will be sent back to the Board of Supervisors for the calling of an election on district formation. The date of the election will be determined as required by state statute.

If created, the MWCS D would initially become the responsible agency for street lighting in the community. The MWCS D would also be in a position to assume additional services if desired by the community. Supervisor and Commissioner Paul Kelley asked that the MWCS D be given the power to oversee parks and recreation if desired.

The formation of the MWCS D is contingent on a strong and ongoing relationship with the Mark West Area Chamber of Commerce. Chamber President Will Brodt attended the LAFCO meeting and affirmed the commitment to work together.

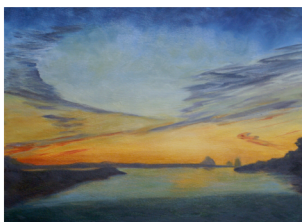
The path to district formation has been long and involved. There have been many individuals involved in the process. However, without the support of retiring Supervisor Paul Kelley the step to LAFCO approval would not have occurred.

In the months ahead, it will be critical to have community support to finish the process.

Anyone desiring to be involved can send an email to: mwcsd@markwestcsd.org

contributed by Doug Williams, RVFD, member of the Mark West Community Services Committee

Heather P. McConnell



*local landscape artist
sponsoring the
August 12 Social
at the Chamber office
from 5:30 to 7:30pm
art, food,
drinks and fun!*

*oceanpainterchick@yahoo.com
www.oceanpainterchick.com*

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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
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Mark West Area Chamber of Commerce and VISITORS CENTER



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*The Lark is now a Digital Version ONLY.
The Lark will be emailed to our membership & posted on our website: markwest.org*

AFTER HOURS BUSINESS SOCIAL
THURSDAY, August 12
5:30- 7:30pm

Hosted by
HEATHER MCCONNELL
LANDSCAPE ARTIST
The Chamber Office
4787 Old Redwood Hwy.

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 20th Annual Harvest Faire & Business Showcase Vendors & Participants!

THANKS TO OUR GREAT VOLUNTEERS!



Bella Mia Winery Mendocino Brewery Kim Anderson Tony Geraldi Sue Sloat Barbara Wilson Patti Dearmin Dorothy Brock Pat Morelli Johnathan & Jodie Williams Don & Barbara Wilson John Essman photos Cameron Hughes Wine



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