

Mark West Area Chamber of Commerce and VISITORS CENTER



BRINGING BUSINESS & THE COMMUNITY TOGETHER!

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

Office Hours: Mon - Thurs 10am - 3pm

www.markwest.org

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The Lark

August 2011

Volume XXV Issue 8

ANNUAL INSTALLATION DINNER A HUGE SUCCESS!

A wonderful time was had at the *Spaghetti Western* Annual Installation Dinner held at Cloverleaf Ranch, which was attended by 65 members and their guests. A special Congratulations to all of our Board Members. It was great hearing all of us with our right hands raised high making the pledge to be of service to our Chamber. The pledge was led by Supervisor Mike McGuire who as always was engaging, charming and informative, and presented the attendees with the latest, important community updates (chicken poo – lol)!

Members enjoyed the “Spaghetti Western” theme this year, including delicious appetizers and local wines during the “networking” hour, followed by dinner featuring three kinds of pasta, two fresh salads and fruit. Wine was on the tables making the whole event very festive! We wrapped up the night with dancing to DJ Eric Berg’s dance favorites.

A special thank you to Shawna DeGrange and her wonderful staff at Cloverleaf Ranch for making this event a success. There is nothing like having a beautiful young person greeting you with a smile. In my mind this set the tone for the event which included great food, wine and music. Oops - do not want to forget that all attendees had an opportunity to ride the Polar Bear. What a great addition to the event.

The following members were recognized for their contributions to the success of the Chamber in the past year.

Business of the Year: Sonoma County Airport Express
Their award was accepted by **Anthony Gerald, General Manager**, who was accompanied by his lovely niece.

Director of the Year: John Essman, Sonoma CONNECTION
Kathleen Palmer, Sonoma CONNECTION

Volunteer of the Year: Patricia Dearmin

A special **Life Time Award** went to **Don and Barbara Wilson, RVFD**

It is individuals like these that make our Chamber such a success!

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Business of the Year
Sonoma County Airport Express
Anthony Gerald, GM



Director of the Year
John Essman & Kathleen Palmer
Sonoma CONNECTION



Volunteer of the Year
Patti Dearmin



July Social hosted by Supervisor
Mike McGuire page 3

UPCOMING EVENTS:

next **AFTER HOURS BUSINESS SOCIAL** hosted by

CLOVERLEAF RANCH

3892 Old Redwood Hwy. *map & directions*

Thursday, August 11

5:30 pm - 7:30 pm

Charles M. Schulz - Sonoma County Airport
Master Plan Implementation Project Open House

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

Monday, August 15

6:00 to 9:00 pm



Brian Molsberry,
Molsberry Markets,
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 August 9 at
Grace Fellowship
608 Larkfield Center
11:30 am - 1:00 pm

*Want to keep abreast of
important information
pertinent to local
business issues?*

Visit:
sonoma-county.org/edb

PRESIDENT'S MESSAGE:

I would first like to thank Will Brodt for a great job for his term as President last year. With August already upon us, I'm sure a lot of parents are preparing their children for back to school. When I went to school, we went back the Tuesday after Labor Day. With schools starting back in August it sure seems to make the summers feel shorter.

The installation dinner was a huge success! Thank you for all that attended. A special thanks to Shawna and her staff from Cloverleaf Ranch for a great dinner. Thanks to Supervisor Mike McGuire for the swearing in of officers. Congratulations to the following businesses; Tony Gerald at Airport Express for Business of the Year, John Essman and Kathleen Palmer with Sonoma Connection for Director of the Year, Pat Dearmin for Volunteer of the Year, and to Don & Barbara Wilson for Honorary Lifetime Members. For anybody that missed the dinner Cloverleaf Ranch will be hosting the August social on the 11th.

Just a reminder to everyone, the Trade Show sign-ups are filling up fast, with two months to go. This is an excellent time to showcase your place of business. You can sign up on line at MarkWest.org or call the Chamber office at 578-7975.

Have a great month!

Brian Molsberry



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AMERICAN WATER

**THANK YOU TO OUR
TRADESHOW SPONSOR
CALIFORNIA
AMERICAN WATER!**

Community members will soon have a new location to pay their water bills!

California American Water will be moving into the Chamber building in the fall.

Residents will have easy access via the large parking lot, and a beautiful location with a water conservation garden - sponsored by California American Water!

**WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE
JOIN US ON WEDNESDAY, OCTOBER 5 4:00 - 8:00 PM**
Wells Fargo Center for the Arts, 50 Mark West Springs Road, Santa Rosa, CA



Purchase Your Tradeshow Booth Online NOW:
<http://www.markwest.org>

Member's Price:
4' Table= **\$250**
8' Table= **\$350**

Support Your Chamber = Support Your Community!

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707/546-0307

SOCIAL HOSTED BY SUPERVISOR MIKE MCGUIRE

July's Business After Hours Social - Mike's After Work Fiesta! - was hosted by Supervisor Mike McGuire at the Chamber offices. We had a great turnout!

Mike's team; District Director Jenny Kidd and wife Erika McGuire; organized a wonderful Mexican Fiesta buffet and delicious North County beverages, plus a gift basket of local products, and the soothing sounds of the student Bellamor String Quartet.

Members and their guests enjoyed the wide open spaces of the Chamber's offices, which are currently being remodeled for our new tenants, California American Water Company.

The business drawn for the Pot of Gold was not present. The Pot of Gold payout at the August social hosted by Cloverleaf Ranch will increase to \$100.00. *A member of your business must attend the social to win!*

The 50 / 50 raffle of \$58.00 was won by Brian Molsberry of Molsberry Markets, Inc.

Thanks to Supervisor Mike McGuire and Windsor Times, which donated prizes for our business card drawing. Winners of the business card drawings were Sally Crain, Broker @ Hurd Real Estate and Kathleen Palmer of Sonoma CONNECTION.

Congratulations to all of our winners and thank you to the businesses donating prizes. Thanks to Supervisor McGuire and his team for a great social!

contributed by Kathleen Palmer, Ambassador

JULY BUSINESS AFTER HOURS SOCIAL



Supervisor Mike McGuire, Elaine B. Holtz, Norton & Holtz, Planning Comm. Jason Liles



Enjoy an incredible array of authentic Fiesta appetizers, exquisite North County wines



Volunteers for Supervisor Mike McGuire



Paul Erickson & wife, Real Estate Appraisals, Pete Lescure, Lescure Engineers



Jerry Hankins, Internet Sales - good cookie!

SOCIALS

see schedule on page 5



Bellamor String Quartet



Volunteer, Jenny Kidd, Supervisor Mike McGuire's office, Erika McGuire



Sally Crain, Broker @ Hurd Real Estate, Supervisor Mike McGuire, Kathleen Palmer, Sonoma CONNECTION, Kimberlee Anderson, Assets Insurance



Laura Buhner, Exchange Bank, Missy Dannenburg, Extended Child Care Coalition

**ANNUAL
INSTALLATION
DINNER A HUGE
SUCCESS!**



Supervisor Mike McGuire installs Chamber Board of Directors



Don & Barbara Wilson honored with Life Time Membership



The Cloverleaf Ranch crew



Brenda, Dean & Tina Molsberry

RENEWALS:

Lescure Engineers	1993
AutoBahn Anything Detailing	2005
Essner Tree Service	2008
Charlie's Restaurant at the Windsor Golf Club	2009
Computers Can Work	2010

Thank You!

ANNUAL INSTALLATION DINNER A HUGE SUCCESS!

continued from page 1

For me the highlight of the evening was seeing people dressed up in cowboy attire, smiles on their faces, talking with one another and dancing. Being part of this Chamber is truly a wonderful experience. Check out the great pictures taken by our Photographer John Essman of Sonoma CONNECTION on Facebook and on the Chamber website. I never saw a group of photos with so many smiles.

Will Brodt, Promos Oncall, served as MC, and he was recognized for his leadership as our President during the past 1½ years – a job very well done! Anthony Gerald, Sonoma County Airport Express, outgoing Board member, was thanked for his 4 years of service, and for his continuing work as a Chamber Ambassador. Brian Molsberry, Molsberry Markets, was welcomed as our incoming President. Molsberry Markets is a founding member of the Chamber as well as a Corporate Sponsor and key attraction at our annual Wine Country Harvest Faire and Business Showcase.

And, many, many thanks to all of you who donated items to the Chamber gift baskets: Aggie Maggio, Coldwell Banker, Brian Molsberry, Molsberry Markets, Dian Nunes, TD & Associates, Don & Barbara Wilson, John Essman and Kathleen Palmer, Sonoma CONNECTION, Kimberlee Anderson, Assets Insurance, Max McDonald, AutoBahn Anything Detailing, Missy Danneburg, Extended Child Care Coalition, Patricia Dearmin, Stephanie Munson, Goodwill Industries, Susan Lindstrom, GUARDIAN Caregiver Connections, Todd Anderson, Best Western Plus Wine Country Inn & Suites, Anthony Gerald, Sonoma County Airport Express, Tony Lindstrom, California American Water, Will and Denise Brodt, Promos Oncall, Judith Light, Allegiant Family Circle, Tom Eichler, Eichler Auto & Truck Repair.

The baskets turned out beautifully thanks to Susan Lindstrom of Guardian Caregiver Connections. I was in awe of how great those baskets looked.

CONGRATULATIONS to the WINNERS of the business card drawing:

- Don & Barbara Wilson, RVFD
- Beverly Graham, GRP Wealth Strategies Group
- Sue Sloat, Mark West Union School District
- Tony Gerald, Sonoma County Airport Express

THIS CHAMBER ROCKS!!

The 2011-2012 Chamber Board of Directors:

- President* Brian Molsberry, Molsberry Markets
- Past President & VP Public Relations* Will Brodt, Promos Oncall
- Corporate Secretary* Susan Lindstrom, Guardian Caregiver Connections
- Corporate Treasurer* John Essman, Sonoma CONNECTION
- VP Business Services* Elaine B. Holtz, Norton & Holtz Business Solutions
- VP Community Services & Membership* Patricia Dearmin
- Directors* James Bajgrowicz, Office of James Bajgrowicz
- Laura Buhner, Exchange Bank/Larkfield
- Shawna DeGrange, Cloverleaf Ranch
- Stephanie Munson, Goodwill Industries
- Sue Sloat, Mark West Union School District
- Doug Williams, Rincon Valley Fire District

contributed by Elaine B. Holtz, Susan Lindstrom & Kathleen Palmer

UPCOMING BUSINESS SOCIALS

Thursday, August 11 5:30-7:30pm
 Hosted by **Cloverleaf Ranch**
 Location: 3892 Old Redwood Hwy., Santa Rosa

Thursday, September 8 5:30-7:30pm
 Hosted by **California American Water & Aaction Rents**
 Location: Aaction Rents, 1000 River Rd., Fulton

Thursday, October 13 5:30-7:30pm
 Hosted by **Anytime Fitness**
 Location: 490 Larkfield Center, Santa Rosa

Thursday, November 8 5:30-7:30pm
 Hosted by **Extended Child Care Coalition**
 Location: TBD

Thursday, December 8 5:30-7:30pm
 Hosted by **Molsberry Markets, Inc. & Exchange Bank**
 Location: 500 Larkfield Center, Santa Rosa

WINE COUNTRY HARVEST FAIRE & BUSINESS SHOWCASE

Wednesday, October 5 4 - 8 pm
 Hosted by **60+ Local Businesses**
 Location: Wells Fargo Center for the Arts
 50 Mark West Springs Road Santa Rosa



HOLIDAY TREE LIGHTING

Wednesday, December 7 6:00-7:00pm
 Hosted by the **Mark West Area Chamber**
 Location: Larkfield Center in front of Molsberrys Market

CHAMBER MEETINGS

Tuesday, August 9
Board of Directors
 11:30am - 1:00pm
 Grace Fellowship

Thursday, August 11
Ambassadors
 4:00pm - 5:00pm
 Chamber Office

Sign Up NOW for 2012 Socials
 - dates are filling up - schedule yours NOW!

If you are a member interested in hosting a Business After Hours Social, please contact Kimberlee Anderson, 546-8020, email assetsinsurance@gmail.com, or visit our Calendar of Events page at markwest.org.



Interested in joining our Ambassador Club? Contact Kim Anderson Assets Insurance 546-8020 assetsinsurance@gmail.com



MEMBERSHIP DIRECTORY 2011

Our new membership directory has been printed. A Chamber volunteer will be contacting you to deliver your copy.

Use your directory to find Chamber businesses who offer the services you need, and who may be a prospective customer for you!



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**REASONS FOR OPTIMISM:
AN ECONOMIC OUTLOOK FOR SONOMA COUNTY**

Prepared for Sonoma County Economic Development Board

LONG-TERM OUTLOOK: POSITIVE FACTORS

The new Moody's Analytics forecast for Sonoma County reveals that Sonoma County's cost of doing business is at a record low and now below the national average. Housing affordability now exceeds most of the Bay Area, and the outlook is positive for tourism, wine, and specialty food processing. Job creation is expected to be relatively strong over the next three years.

Link: http://edb.sonoma-county.org/documents/2011/june_2011_revised_ada.pdf

Ben Stone, Economic Development Board

excerpt from the full report:

Sonoma County's basic industries such as its wineries and specialty foods, travel and tourism, and technology production provide considerable long-term potential for economic growth. These industries build on the comparative advantages that are inherent in the county's resources—its workforce, its natural resources, and its capital.

These resources are plentiful. For example, the metro area's workforce is relatively skilled. According to the 2009 American Community Survey, 33% of the adult population has a college degree, higher than the U.S. rate of 28% and California's 30% rate. Its natural resources are bountiful, as attested by its rich soil, mild climate, & extensive shoreline, forests & parklands. It has built up local capital through entrepreneurship over the past several decades. Per capita income in Sonoma County exceeds the national & statewide averages.

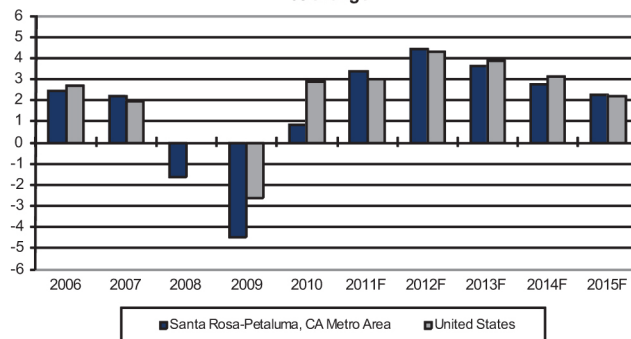
The long-term outlook for the winemaking industry remains especially favorable. That said, as the industry matures, growth in the coming decade will not be as fast as it was in the past. Much depends upon how quickly the emerging millennial generation—the children of the baby boomers—takes up the mantle of wine consumption and knowledge in the coming decade and how much of the recent flight to value by consumers is permanent. Furthermore, expansion of the industry within Sonoma County will become increasingly difficult as land becomes scarcer and conservation of resources becomes increasingly important.

National demographic trends, however, do suggest healthy long-term prospects for grape growers and winemakers. Total wine consumption in the U.S. surpassed France's in 2010 despite the lingering effects of the recession. International markets are increasingly important, particularly in developing Asian economies.

The long-term outlook for Sonoma County's tourism remains favorable. The region is growing in recognition, and its proximity to Bay Area attractions will continue to support tourist traffic. Moreover, the strong popularity of wine and the wine-related culture underpins the positive fundamental outlook for the industry. The expansion of the visitor experience toward wellness programs and spa experiences adds further long-term upside potential.

Travel and tourism also have the potential to expand internationally as the region—including its wine-producing areas—becomes better known overseas and as accommodations and attractions improve. This is especially pertinent as overseas travelers tend to spend more per day than domestic travelers. There is good potential for accelerating demand from Asian travelers given the rapid rebound and renewed expansion of the developing Asian economy. In contrast, travelers from Europe and Japan may be slow to return to the wine country.

Long-Term Outlook: Gross Product % change



Source: Moody's Analytics

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 @ <http://markwest.org/payment/>

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

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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REASONS FOR OPTIMISM:

AN ECONOMIC OUTLOOK FOR SONOMA COUNTY

Prepared for Sonoma County Economic Development Board

LONG-TERM OUTLOOK: POSITIVE FACTORS

continued from page 6

Domestic demographic trends suggest healthy longer-term prospects as well. The first wave of baby boomers have reached the retirement age, with well-developed tastes for travel and recreation in addition to the discretionary income to fund these tastes. Retirees in the coming decade will generate strong demand for travel to the wine country.

Experience shows that retirees many times chose to retire in places that they love to travel to, suggesting that travel and tourism could have an impact on housing market trends over the coming decade.

Specialty food products have the long-term potential to complement the wine industry within the region. These include olive oils, cheeses, and a range of organic vegetables and meat products. Such goods are linked to the tourism industry as well, as visitors sample these products locally and then generate new markets once they return home. Similarly, these niche industries play an increasingly important role as suppliers to restaurants throughout the San Francisco Bay Area. Consumer demand for locally grown products is bound to rise in coming years.

The completed expansion of Charles M. Schulz-Sonoma County Airport will assist in attempts to expand air service to the county. The expansion project—funded by \$2.3 million from the federal stimulus—increased terminal space by a third, including space for additional airline counters. Horizon Air—the airport’s sole carrier— provides service to Los Angeles, Portland, Seattle and Las Vegas. The addition of flights to and from major hub airports in the West and the Rockies would further improve access to Sonoma County. The risk at hand, however, is that the U.S. domestic airlines are consolidating and reducing capacity, often at the expense of smaller regional airports. Thus, there is some risk that the current air connections may not be expanded.

A sharp improvement in the cost of doing business in Sonoma County is a significant shift in the comparative advantage of its economy that will support a recovery in the near term. The index of the cost of doing business is below average at 93 and is at a record low for the county going back to the origin of the index in 1990. The energy component of the index has come down substantially from its peak in 2003. The office rent component of the index has fallen considerably over the past three years, a sign of the distressed nature of the commercial property market but also an indicator of the much improved affordability for new and expanding businesses.

1) Rank is out of 392 metro areas. 2) U.S. average = 100. 3) Labor Costs are measured by total earnings per employee at the 3-digit SIC level. 4) Tax Burdens are measured by all taxes excluding severance, education, and hospital taxes relative to personal income. 5) Energy costs are measured by cents per kWh for industrial and commercial users. 6) Office costs are measured by rent per square foot. 7) In the Overall Index, Labor Costs have 65% weight, Energy Costs have 15% weight, and Office Costs and Taxes have 10% weight.

Similarly, housing costs no longer put Sonoma County at a serious disadvantage. The Moody’s Analytics housing affordability index for Sonoma County stands at 97, meaning a median income-earning family could afford a house priced at 97% of the median sales price. This is more than double the level of 44 reached at the end of 2005 and above the earlier high reached at the beginning of 2009. Sonoma County’s housing affordability exceeds that of the San Francisco metropolitan division— which includes the counties of San Mateo, San Francisco and Marin—and the San Jose metropolitan area and is approaching the levels of the East Bay counties of Alameda and Contra Costa.

Mark West Area Chamber of Commerce and VISITORS CENTER



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

AFTER HOURS BUSINESS SOCIAL

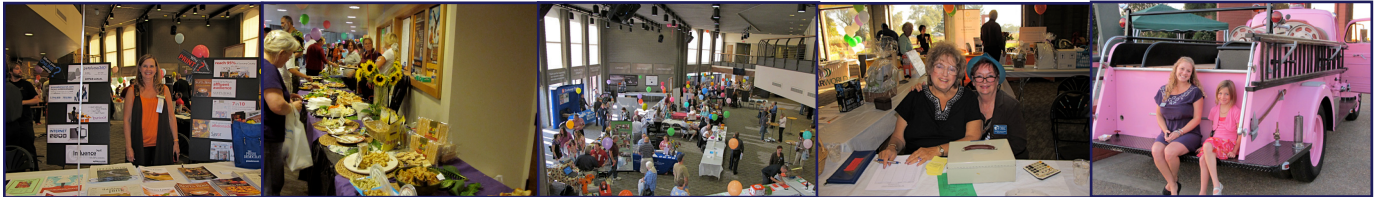
Thursday, August 11
5:30- 7:30pm

Hosted by
CLOVERLEAF RANCH
3892 Old Redwood Hwy.

BRINGING BUSINESS & THE COMMUNITY TOGETHER!

Thank you to our 21st Annual Harvest Faire & Business Showcase Vendors & Participants!

MORE PHOTOS NEXT MONTH!



Press Democrat

Molsberry Markets

Harvest Faire

Silent Auction

Pink Fire Truck

Thank You to Our Corporate Sponsors!



22nd Annual Wine Country Harvest Faire Business Showcase & Silent Auction



Wednesday, October 5, 2011 4 – 8 PM

presented by the
Mark West
Area Chamber
of Commerce &
Visitors Center



Exhibits, Entertainment, Networking

FUN, FOOD & WINE

Please call the Chamber at 578-7975 or
visit www.MarkWest.org to participate.

Join us at the



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Card # _____
 Exp Date _____ Ver # _____
 Signature _____

	Members	Non-Members
4' Table	\$250	\$375*
8' Table	\$350	\$475*

(50% deposit required
to reserve a space)

(* includes 1 Year
Membership)

Booth Fee includes display space, table, 2 chairs,
tablecloth, and exhibitor ribbons.

Electricity available on request, at no additional charge.

Reserve Your Space NOW!

Table Location

1st Choice _____ 2nd Choice _____

4' Table 8' Table

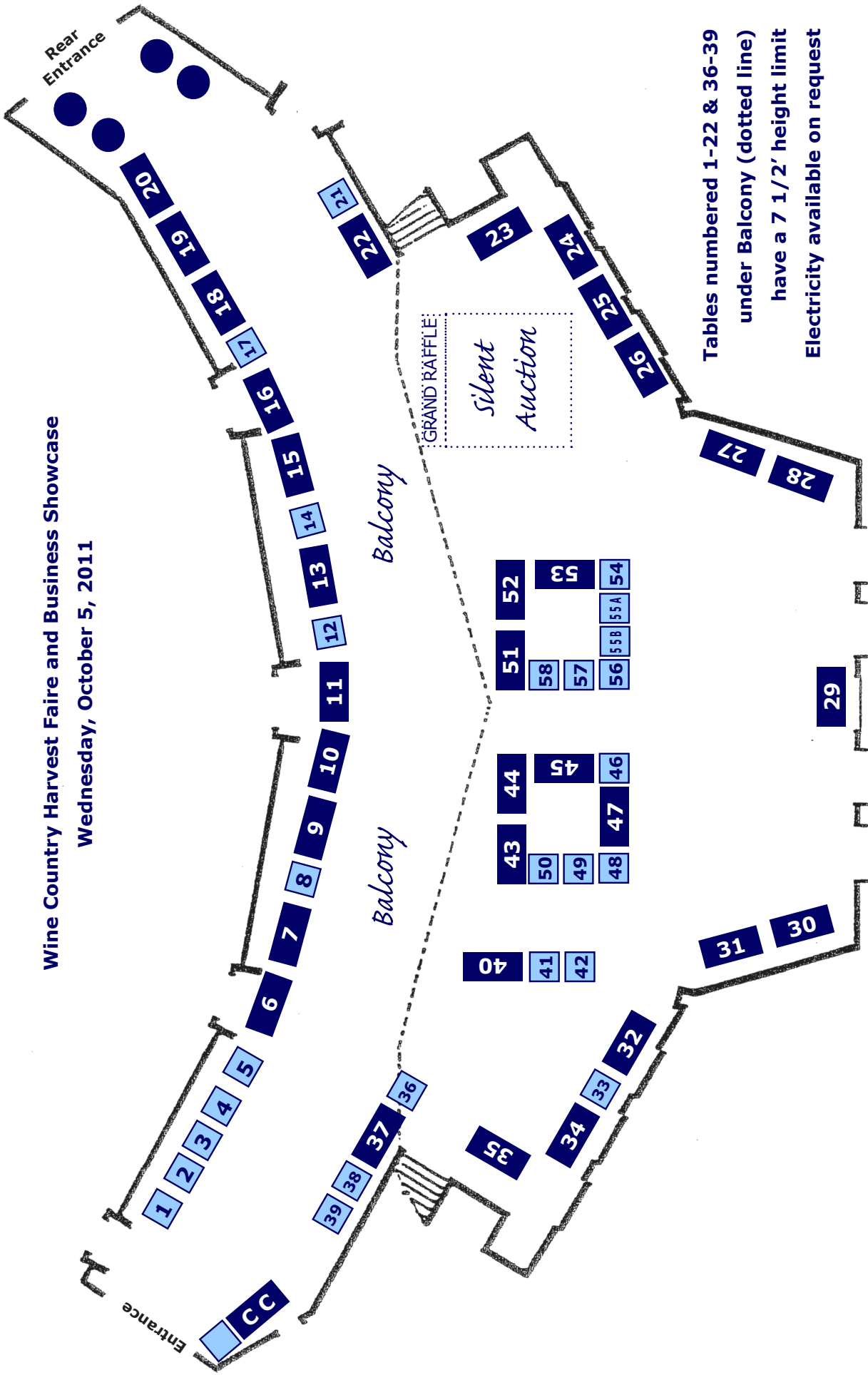
Check if table not needed
(see back for height restrictions)

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

Corporate Sponsorships Available.
Ask for Details.

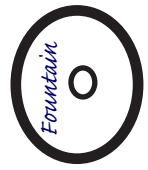
Mail: MWACC, 4787 Old Redwood Hwy, Suite 101, Santa Rosa, CA 95403 FAX: 707 578-0397

Wine Country Harvest Faire and Business Showcase
Wednesday, October 5, 2011



Tables numbered 1-22 & 36-39
 under Balcony (dotted line)
 have a 7 1/2' height limit
 Electricity available on request

■ 4' table
 ■ 8' table



Patio

Patio